Individually Choosing the Destiny of Eternal Life

January Opens 16th Annual “Watchtower” Campaign

400,000 New Subscriptions
Our Goal in U.S.A.!

Jehovah is a God of freedom. To everyone he offers the opportunity to individually choose eternal life. No restricted or fixed destiny is arranged for us, but as free moral agents we are allowed to choose the course we shall take. He has put before us “life and death,” and he instructs, “You must choose life in order that you may keep alive, you and your offspring.” (Deut. 30:19, 20, NW) Do we really want life? One’s course of action reflects the choice he makes.

What has this to do with the 16th annual Watchtower campaign? Much! The Watchtower is one of the main instruments being used today to set the choice of life or death before the people. How? It shows that the end of this old world is near; it shows that flight to the New World society is essential now; it proclaims the Kingdom as the eternal hope of mankind and, most important, it keeps the name of Jehovah before the world. People everywhere must be shown how very important it is to have The Watchtower come to them twenty-four times a year. Make the full offer at every door. A year’s subscription for this magazine can start them on the road to life!

Will people come to us for this destiny-choosing information? Ordinarily no. We must go to them. Continuing the training program, mature publishers will take those they are privileged to assist from house to house with them. Carefully they will demonstrate ways of presenting the offer at the door. Talking points will have been selected before going to a door so the true value of the magazine will be shown to the people.

Sunday Activity

How many subscriptions will you obtain? To some extent this will depend upon the amount of time you devote to the service. All publishers are encouraged to spend at least two hours each Sunday presenting the offer from house to house and then to make back-calls an hour or more. There are five Sundays in January. Spending a minimum of three hours on just Sundays alone will result in fifteen hours of field service per publisher. True, it means effort on our part, but the added hours will enable us to assist many more to choose life as more subscriptions are obtained.

(Continued on page 2, col. 2)

“Yearbook” and “Make Sure of All Things”

To Be Regular Service Meeting Features

These two sources of inexhaustible theocratic wealth will receive regular consideration at service meetings from the first of January on. At the first and third service meetings of each month Yearbook experiences will be heard. This provides a wonderful opportunity for all theocratic ministers to become acquainted with the preaching activities of their brothers throughout the world. “Make Sure of All Things” will be studied the second and fourth service meetings. A study of it will enable us individually to make sure of all things and equip us to effectively use this invaluable aid in the field.

“Yearbook”

As heretofore the feature column “Around the World with Jehovah’s Witnesses” will group related experiences of Kingdom publishers preaching in the many lands. The two themes appearing in this column may be developed in various ways, such as by discourse, by two or three publishers discussing the experiences, by demonstration, etc. Ten or fifteen minutes will allow for good coverage of a theme.

(Continued on page 3, col. 2)

Something New!

Special Subscription Slips

A one-month supply of experimental special subscription slips for distributors’ copies, a letter outlining the purpose of these special slips and a sample magazine with a slip properly inserted are enclosed with this Informant to congregations and isolated groups. Under separate cover, an additional five-month supply of slips is being sent. Pioneers working with congregations are to check with the advertising servant for information on inserting the slips in their distributors’ copies.

Starting January 1, 1954, the special subscription slips are to be inserted in all distributors’ copies of The Watchtower and Awake! Advertising servants should be alert during the next six months to see that these slips are properly inserted in all distributors’ copies as soon as an issue of the magazines is received. The Society will keep a close check on the number of special subscription slips people send in during the coming months and determine whether or not these special slips are to be continued. Publishers should not use these slips for subscriptions they obtain. The slips are to be used by individuals who obtain distributors’ copies and who subscribe of their own accord after reading the magazines. Please do not order additional special subscription slips for more are being printed now.

“Make Sure of All Things”

This handy reference book is to be studied from cover to cover. It contains a wealth of knowledge.

(Continued on page 3, col. 2)
A Wise Choice

Every day of our lives it is necessary to make decisions. Some are of little importance, while others are so great they affect our eternal destiny. As reported in the 1925 Yearbook, many persons during the last year were assisted to make the wisest of decisions by choosing the destiny of eternal life.

In Algeria a Jewess who had become rich by telling fortunes was met in the house-to-house work. She recognized the truth, made the wise decision to receive this precious word, and now enjoys this unique privilege. (151, 152)

In Honduras the number of pioneers has increased nicely. One of these newcomers not only was an evangelist preacher, much opposed. He became a student of "The Watchtower," learned the truth and now enjoys this unique privilege. (159)

In Holland a woman living in an isolated territory subscribed. Not only did she assist her to make the wise decision, but she aided her brother and eventually others in the area. (151, 152)

How would you like to help 400 or more persons to study the truth three times a week and assist them to make the wise choice? A manager of a plantation in Guatemala learned the truth and now enjoys this unique privilege. (169)

The "Watchtower" magazine continues to help us make right decisions. In Finland a woman living in a high mountain region, who had been mistreated in the streets by her so-called "Christian" pastor, left home and "church" and now is happily obeying Jesus' instructions to "follow me." (188)

One young lady in Japan met opposition from her devout Buddhist father, who opposed her from home. She was mistreated in the streets by her so-called "Christian" pastor. She left home and "church" and now is happily obeying Jesus' instructions to "follow me." (188)

On coming to a knowledge of the truth a Chinese schoolboy (243) and a native of Thailand (249) encountered much opposition from family, friends and former religious associates. Both have shown the greater affection by taking an uncompromising stand for the truth and are now in position to be a blessing to many of their countrymen.

By displaying proper affection for God and taking a firm stand for true worship "how do you know but that you will save your husband or wife? asked the apostle Paul. Many husbands and wives have been helped in this regard by believing mates. Note the following: On one occasion a wife stormed into the Kingdom Hall demanding he give up the truth. He remained determined, summed up his dedication and told her, "Your wife and of big good example, is a dedicated publisher. (144) Another is found on page 38. (150) These are examples of just one result if consideration and tact are used with a marriage mate whose heart is inclined toward righteousness.

With the Watchtower Subscription

1 For the next four months our attention will be centered on offering to people a year's subscription for The Watchtower. Knowing from our own experiences what an invaluable aid this magazine is in the study of the Bible, we are in good position to present the subscription offer to all we meet.

2 The Watchtower might be introduced to a householder in this manner: "Good morning. I am one of a half million ministers participating in the dissemination of Bible information. I am sure you will agree with me when I say that what mankind needs today is information that offers a sure remedy for many problems and a real hope for the future. The Bible foretold present-day conditions and that they would become a reality, the time in which we are living. Shortly, wickedness will be removed and God will usher in a peaceful reign. This magazine, The Watchtower, explains these and many other things from the Bible. It is published the 1st and 15th of each month and a year's subscription is only $1. Truly it offers the Bible remedy and sole hope for suffering mankind. These three booklets, given with each subscription, will also be appreciated by you. I have a subscription blank here and will be glad to write out a subscription for you."

3 Another approach could be: "Good morning. I am working with a society of ministers. We are calling on persons who are seeking peace of mind in these troublesome times. As we know, by reading the newspaper and listening to the radio, there is much unrest throughout the world. Perhaps you, like thousands of others, are worried by these conditions and wonder if they will always exist. If so, you will be happy to know that God's Word, the Bible, assures an end to the evil of our day and that a righteous kingdom will bring untold blessings of peace and security. The Watchtower is devoted to telling people about that kingdom, and those who read it regularly find they are no longer unduly worried by world conditions. This magazine helps you to keep your mind on God's glorious purposes and thus to gain real peace of mind in accord with God's invitation at Isaiah 26:3: 'Thou wilt keep him in perfect peace, whose mind is stayed on thee.' You may obtain a year's subscription for The Watchtower, which is published on the 1st and 15th of each month, and these three booklets on a contribution of only $1. I know it will help you to have peace of mind, just as it has me."

Individually Choosing ... (Cont'd)

4 The quota for the Watchtower campaign is two new subscriptions for congregation publishers and six for pioneers. Last year we obtained 356,824 new subscriptions in the United States. Can we reach 400,000 this year? That is our quota. It can and will be reached if we spend sufficient time offering a year's subscription to the finest magazine on earth, The Watchtower, from house to house. (Both magazines, The Watchtower and Awake! may be offered with six booklets on a contribution of $2. Remit $90 for each new subscription.)

5 Start the year off right. Show that you have chosen life by helping others to make the same wise choice. Before us is a four-month campaign of presenting the precious magazine, The Watchtower. We know what its pages hold for us. Eagerly take it to others so they too may choose eternal life.

UNITED STATES QUOTA FOR 1954
153,962 Publishers

Monthly Field Service Report
November Report

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Total Pubs. 147,204
Public Meetings Held: 9,432

Increased Mail Rates

Parcel post mail rates have increased again. Please order tracts and forms with literature orders so they may be included in freight shipments. All stock and congregation servants should again refer to page 3 of the Cost List booklet regarding 100-pound shipments.
YOUR SERVICE MEETING

“Safeguarding the sheep with ‘The Watchtower’” shows the need house­holders have for information contained in “The Watchtower.” “Ancestor Worship” illustrates how “Make Sure of All Things” assignment may be developed.

Safeguard the Sheep with “The Watchtower”

SCENE I (3 min.) Conductor opens with talk on the responsibility to people in the territory. He reads Ezekiel 33:7-9 and admonishes each publisher to think of how it was cared for during the past year. A new “Watchtower” campaign is starting. Are you going to be diligent in offering this needed magazine to all in the territory?

SCENE II (12 min.) A series of skits, each about 5 minutes long, illustrates how material in “The Watchtower” would be a blessing to people confronted with worldly quarrels, sorrow, etc. A hidden voice may keep continuity between skits. First, a man and a wife are quarreling. Woman accuses man of having lost interest in home and family. Husband says he is busy and has no time to talk on our responsibility to the daily newspaper and "The Watchtower." The conductor looks over the newspaper and says, “Yes, when?”

The skit shows a man looking over the newspaper and says, “Yes, when?”

Next a look is taken into a home where a人死亡的通告 is discussing the death of her mother. Publisher and wife响应 it is good to know the dead are conscious, unable to help. Zealous replies it is also the Creator's will that they are conscious, unable to help. The publication offers further evidence to prove Mrs. Eager's conclusion. From "Due Respect for Parents Proper" texts are discussed. The scriptures firmly establish the matter for Mrs. Eager.

Next, publishers visit with a couple who have two young children. A hidden voice says: "Whose territory are these people living in? "Oh, Sister Negligent," she laments, "I was laying about offering ‘The Watchtower’ in last year’s campaign. How much harder it would have been if we had subscribers and read the January 15, 1953, issue. Suppose the papers had been on hand for these people who now turn their next copy (February 1, 1953) they say they are so busy they just do not have time to read the paper. The man reads pages 75 and reads excerpts under 'Making Our Decision Today,' which helps Subscriber realize the importance of learning Bible truths and being able to make a wise decision.

Next a look is taken into a home where a man and wife are quarreling. Woman accuses man of having lost interest in home and family. Publisher and wife responds, "Sure to bring it to every second service meeting. The material to see the need householders have for information contained in ‘The Watchtower.’ “Ancestor Worship” illustrates how ‘Make Sure of All Things’ assignment may be developed.

Study of the Hebrew Scriptures

Have you ever wished that you could take the Bible and go through it verse by verse and get the full wealth of meaning from it? Not many take the time to do this regularly. But if we had a regular schedule to follow each week and if this was made a part of our congregation meetings, would we not be able to fulfill this hope? This is what the theocratic ministry school will make possible for us under the new school arrangement starting this month.

Think of it—the thrilling account of creation and the history of Jehovah's people; the laws and commandments given to them; the blessings bestowed when faithful and the afflictions experienced when disobedient—all this and much more to be considered verse by verse! The study of Volume 1 of the New World Translation of the Hebrew Scriptures will be so interesting and instructive that each member of the New World society will want to be on hand for each school session.

Profit from the instruction talks on the most important subjects in the Hebrew Scriptures and listen to the reading of the account by the student teachers. Then participate in the audience discussion of salient points in the portions for the evening's study. Preparation beforehand and participation in the study will provide a wealth of knowledge of Jehovah's Word, which will enrich your faith and your appreciation for the things Jehovah did in the past and yet will do for his people. This, in turn, will equip you to wield the "sword of the spirit" with greater efficiency.

“Yearbook” . . . (Cont’d)

specialy prepared for our use. Be sure to bring it to every second and fourth service meeting of our month and, following closely the material considered, “Make Sure of All Things” will be covered by various types of demonstrations, question-and-answer and round-table discussions, discourses, group discussions of Scriptural application, etc. Each issue of the Informant will carry a box entitled "Make Sure of All Things", as at right. The material to be considered at the service meeting will be specified and also a suggestion for developing it. Usually fifteen to twenty minutes will allow for good coverage of the material. From time to time, as in this issue of the Informant, the “Your Service Meeting” column will illustrate how assignments can be developed. Be sure to make sure of all things by regularly attending and participating in this grand study.

“Make Sure of All Things”

2nd week:
Foreword (pages 5-8)
Discourse by mature brother

4th week:
Ancestor Worship (pages 9, 10)
Back-call developing (1) ancestor worship not conscious, (2) proper respect for parents, (3) obedience and worship due Jehovah.
Become Skilled in Your Work

Keynote Is Efficiency

1. Jehovah has demonstrated superlative skill in all his accomplishments. An appreciation of this has exalted his name above all other names in the minds of his true worshipers. It is only proper, then, that his worshipers demonstrate skill in doing the work he has assigned to them, for a skilled worshiper will stand in a position of favor before the King and make glad his heart. —Prov. 22: 28, 29, AV.

2. With a desire to improve their ministry, during February, Jehovah's servants will offer a subscription for The Watchtower and three booklets, on a contribution of $1. True worshipers are not satisfied with just a presentation. They desire to skillfully present the King's message and point out to persons of value the value of having The Watchtower. This can best be done by preparing and delivering a three- to eight-minute sermon at every door. On meeting objections, a skilled minister will be ready to give a tactful reply and at all times will show warmth, love, consideration and kindness as Jehovah's name is exalted. Be familiar with the magazine's many features and be proficient in pointing them out to householders.

Public Meetings for 1954

The titles for public talks in the 1954 series are:

1. Hope in a New World
2. Heaven, Hell and Resurrection
3. Why the Bible Is True
4. The Conquering Power of Faith
5. Are You Ruled by Fate?
6. The Urgency of Our Times
7. Can Persons Now Living Never Die Off Earth?
8. What Hope for Permanent World Peace?

These talks may be started on April 18 or as soon thereafter as possible. With this Informant are three sets of outlines. One set should go in the school library. The other sets are to be used by brothers who prepare talks. Male pioneers working with congregations will work with the congregation copies. Isolated male pioneers will be sent a set. The congregation servant and the school servant should select mature brothers who qualify to give public talks and make talk assignments right away.

Starting March 7, the circuit servant's public talk will be "Living for the New World," and soon the district servant's public talk will be "Is Civilization's End Near?"

Order handbills at least one month in advance in the East and six weeks in advance in the West. Send your orders as soon as possible for the 1954 series, double-checking each item. As of April 1, handbills will be printed for only the 1952, 1953 and 1954 series. Write "Handbill Order" on the envelope.

CONGREGATION

District Servant's Schedule

1. The Society assigns the district servant to visit each circuit in his district approximately every six months. Provision has now been made for him to spend an additional week in each circuit working with the circuit servant at the congregation scheduled to be served prior to the week of the assembly. During this time the district servant will work with the circuit servant as he goes through his routine of serving the congregation and will give him counsel on improving his work and his ministry in the field. There will also be opportunities for local publishers to receive training from the district servant in house-to-house preaching.

2. It can readily be seen that this arrangement will permit the district servant to give helpful training and suggestions to the circuit servants (and their wives, if married), which, in turn, will be used in strengthening the congregations served by the circuit servants. While the district servant is with a congregation, he will attend all congregation meetings as well as servant and pioneer meetings. He will support all service arrangements and observe where improvements can be made. He will supplement the counsel of the circuit servant when thought necessary. At the end of the week's visit, the district servant will give the final half-hour talk to the congregation.

3. True ministers are deeply concerned about the eternal welfare of those who show love for Jehovah's comforting message. Righteoushearted ones, located through intensified house-to-house preaching, will be looked after with a skill befitting God's representatives. This skill is demonstrated in back-calls made effective by planning, forethought and preparation, always with the goal in mind of starting home Bible studies.

4. Let all Kingdom publishers strive to be experts in the field of Kingdom preaching, effective in door-to-door presentation, proficient in making back-calls, and adept at starting Bible studies. Strive to become skilled in your ministerial work.

ORGANIZATION

The circuit servant may wish to schedule a particular congregation to be served while the district servant is with him. He may wish the mature counsel of the district servant in serving the congregation. This is permissible if serving that congregation will not require extensive traveling for both him and the district servant. The circuit servant should make the most appropriate arrangements. The congregation to be served should be notified by the circuit servant ahead of time so it will know of the district servant's visit and can prepare accordingly. The district servant will write to the circuit servant a month or so in advance relative to the arrangements made, as well as other matters that may need attention, and the circuit servant can acquaint him with the arrangements.

The second week of the district servant's visit with a circuit will be spent at the circuit assembly city. On Tuesday evening the district servant will give an hour service talk to the congregation and outline the week's activity. Tuesday afternoon, Wednesday and Thursday will be spent training local brothers in house-to-house preaching. The remaining three days will be occupied with assembly matters. The district servant will serve as chairman of the assembly. After two weeks with the circuit servant, the district servant will fill out a report on the circuit servant (including his wife) and send it to the Society along with his circuit assembly report.

Organization
Become Skilled in Your Work
Present The Watchtower from House to House

Everyone to Have a Share
1 Skill is what changes ordinary labor into efficient and productive work. We may be able to perform a work with limited knowledge and ability, but the precision of skill is what makes it possible for one to perform more and better work, with greater ease and less expenditure of energy. A skilled man will make much progress and advancement. “You see a man skilled at his work? He will stand in the presence of kings; he will not stand in the presence of obscure men.”—Prov. 22:29, AT.

2 The preaching of the good news is the most important work on the earth today. It is, therefore, deserving of our best efforts. As we use The Watchtower in reaching persons of good will with the liberating truth, let us endeavor to use it with skill. Upon receiving the latest issue become acquainted with the information in it. Remember our desire to give an effective three- to eight-minute sermon at the door and when reading the issue select a few scriptures for use as a basis for your sermon. This will enable you to tie in your witness with the issue being presented. Many honest-hearted persons will subscribe for The Watchtower as you skillfully point out to them the value of having it come into their homes regularly for study with the Bible.

Training for Skilled Work
3 Reports from all over the country indicate that the training program has been instituted in most congregations with good results. Desiring to become more skilled ministers, less experienced publishers will gladly respond to the assistance given by servants and more mature publishers in the congregation. In addition to being trained to give good presentations at the doors include back-call and home Bible study activity. Before long many now being assisted will be privileged to aid others.

4 Throughout February offer a year’s subscription for The Watchtower and three booklets for $1. Have you obtained one or more subscriptions? Remember, the minimum quota for the campaign is two subscriptions for each publisher and sixteen for pioneers. With each publisher skillfully presenting The Watchtower from house to house regularly, we should reach and exceed the national quota of 400,000 new subscriptions. Month by month the subscription chart below will keep us abreast of the progress of the campaign.

5 The foremost means of obtaining subscriptions is house-to-house work. Plan to have a regular share in group witnessing Sunday morning, arranging to spend at least two hours in house-to-house witnessing and an additional hour making back-calls. After making every effort to obtain a subscription, invite people to obtain a single copy for 5c or two of the latest copies for 10c. After reading these, undoubtedly many will wish to subscribe, so call back in a week or two. Be sure distributor copies have the new special subscription slip in them so obtainers of single copies will have the subscription offer before them. Congregations should be sure to have sufficient distributor copies on hand for use during the remainder of the campaign.

6 The time before Armageddon grows short and there are still many who are yet to be gathered into Jehovah’s new-world society. “Really, then, as long as we have time favorable for it, let us work what is good toward all.” (Gal. 6:10, NW) More than this, let us take a real interest in our work so that we do it with skill and zeal.

Following Through on Subscriptions
1 On obtaining a subscription for The Watchtower or Awake! the heart of a Kingdom publisher is made glad. He knows that the subscriber will regularly receive information in the magazines that sets one free and that the subscriber may become part of the New World society.

2 To aid these potential or prospective other sheep subscriptions should be followed up. First of all, after obtaining a subscription the publisher is encouraged to call back and deliver current issues of the magazine until the subscription starts coming through the mail. Often these follow-through calls develop into good back-calls, and Bible study are started. Delivering current issues provides an excellent means of stimulating interest, pointing out additional truths and encouraging the subscriber to carefully search the magazine’s contents.

3 When subscriptions are turned in by publishers the accounts servant will see that they are properly written up on the Subscription Record sheet in triplicate. The original copy, after being checked by the congregation servant, will be forwarded to (Continued on page 2, col. 2)

NOW YOU TOO CAN BE A VACATION PIONEER!

Have you often felt and wished that you could be a pioneer? Well, now you can, for under the new vacation pioneer arrangement virtually every dedicated publisher will be able to vacation pioneer sometime every year. The details for this new arrangement, outlining how one can vacation pioneer for as short a period as a two-week vacation, are set out in a letter to the congregations being sent with this Informant. This letter will be thoroughly discussed at the service meeting. After acquainting yourself with what is required, start planning now to be a vacation pioneer. The Society will be pleased to send you a vacation pioneer application and information letter upon request.

BROOKLYN, N.Y.
Around the World with Jehovah's Witnesses

Skilled Workers

A skilled worker does his work with delight and derives great satisfaction from doing it well. Skill must be developed and does not come without effort. To become a skilled minister Jehovah's witnesses study the Bible, regularly attend meetings and use their knowledge of God skillfully in assisting others to know Jehovah's glorious purposes.

Sometimes people are misinformed about unknown work. As reported in the 1984 “Yearbook,” such an incident occurred in Italy. (184) By skillfully handling the situation a good witness was given to a police sergeant and the circuit servant was permitted to continue his work. (255)

In Pakistan friends and relatives of a Moslem were surprised to see him engage in Christian work. One of his acquaintances was training and realized that it was his duty to kill him for leaving Islam. Skill is not the filth or the absence of it, but how it is used. (181, 182) At M still not the filth of the absence of it, but how it is used.

"Each one may step in for a minute?" Stating your name tactfully? Not often a householder will feel he is being intruded upon. The publisher should be warm, friendly and tactful. (187)

Missionary Experiences

To preach this good news of the Kingdom message, the Watchtower Society established the school of Gilead. Qualified pioneers from 52 countries have received pioneer training and now serve in many lands. Their experiences are many and interesting.

In 1950, the congregation generally adopted a plan that every member of the congregation, one or two at a time, started witnessing on his own. He placed bound books in three months. (182, 183)

Following Through . . . (Cont'd)

the Society each week. The duplicate copy is filed by the accounts servant and the triplicate copy is given to the Bible study servant so he can pass new subscription information on to congregation book study conductors. In about six weeks from the time of obtaining a subscription, the congregation book study conductor will check to see that back-calls are being made on the subscriber by the publisher who obtained the original subscription.

* Watchtower and Awake! subscribers enjoy reading their magazines. They are not just another journal to them, for a goodly number freely express their appreciation for the magazines. Particularly are these comments heard when following through on expired subscription slips sent out by the Society. Why, then, do they not renew on their own when the year is up and the subscription is about to expire?

* Many persons do not find it convenient to renew their subscription by making out a check, money order, etc. Further, they may overlook the notice to renew when it appears under the cover of the magazine. What has been suggested to help subscribers renew their subscription early? Let us review the arrangement suggested in February, 1952.

Two months before subscriptions are to expire the Bible study servant will see that the information on the Subscription Record sheet is copied off and given to the congregation. (Continued on page 4, col. 1)
YOUR SERVICE MEETING

Considering the "Yearbook"

SCENE I (3 min.) Conductor opens with a talk on the "Yearbook." Being interested in the "dominion" spreading to all the inhabited earth, he will emphasize the importance of all reading the entire "Yearbook" and in the campaign, "Informant," and the merits of a family's starting the day by considering the daily text.

SCENE II (12 min.) Family of four gathered at breakfast table. Head of family has "Yearbook" and for reference "The Watchtower." He reads the text and asks what we shall learn while the text is taken. Father invites son to read aloud the scripture. (Text is illustrated with cartoons which will be used here, but when demonstration is put on the text for that particular day should be used.) After text is read (John 15:8) father asks question. Mother responds, asking: "How is it that we prove ourselves to be Jehovah's witnesses?" Together, then, we show that the principles expressed by practicing righteousness, another that we must know the world principles and preaching we are to do. But, then, his friends were right: he must be active to have Jehovah's blessing and assist others. Besides, staying home Sunday morning is periodic, not daily service does bother his conscience.

SCENE III (10 min.) Conductor calls and after group contact the two workers note publisher's initial nervousness of starting at first door. He encourages publisher by saying every home in territory consisting of villages like ours, most of whom love life. They have right to hear the truth. As Jehovah's witnesses our responsibility is to prepare a simple direct witness and rely upon God's promise to bless our faithful effort. He suggests the two work first home together. He introduces self and companion as "informants," and after group Sunday and makes definite arrangements to stop for him.

SCENE IV (2 min.) After a while publisher looks at watch and thinks he is about to leave the home. Conductor finishes house and, having spent two hours in house-to-house work, suggests that an hour or so be devoted to back-calls. Publisher has not been going out regularly and does not have any back-calls. Though invited he declines not to go with conductor on his back-calls, but rather, now that he is warmed up, to spend an additional hour or so in house-to-house work, and, after all, all the more time work is in door-to-door work, the more people he talks to and the more he can accomplish.

SCENE V (6 min.) Publisher talking with four visiting friends has been very successful in the "Watchtower" campaign and is a little downhearted. They encourage him with helpful counsel. (Each speaks about a minute.) One brings out the optimistic new-world outlook of "Watchtower," which makes it different from old-world magazines. The second explains how the powerful Word of God, which is the only promising way of living power if magazines are taken to other sheep. The third tells of magazine's timeliness and benefits of its regular receipt. The fourth describes universality of it with circulation of 3,000,000 in 29 languages. Has publisher been going out on back-calls? And if not, the friends admonish nothing can be accomplished if nothing is done. Study conductor invites him to work with group Sunday and makes definite arrangements to stop for him.

The New Society Quota for 1954

159,962 Publishers

United States Quota

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<th>Av.</th>
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Public Meetings Held: 8,400

Theocratic Examples

1 In this day of judgment upon all people, and especially upon all dedicated servants of Jehovah God, we have been enlightened through The Watchtower to see that antitypical Israel is beginning to be surrounded by the armies of destruction. Now is the time of the last hope for salvation to flee to the mountains, Jehovah's theocratic organization prepared for the preservation of all persons of good will.

2 It is heartening to note that circuit and district servants are taking their proper place in leading and encouraging God's people to bless and praise Jehovah's name every day in accord with his commands. They are doing this by precept and example, by proper leadership in the field and counsel from the platform. During October these brothers were enabled, by Jehovah's unmerited favor, to average more than 108 hours of actual field service, and their wives 105 hours. Again in November and December their reports averaged well over 100 hours each.

3 This fine example demonstrates that the present arrangement of a definite schedule for the circuit and district servants in serving congregations has very beneficial results for servants in the congregation, pioneers and publishers. Not only does the schedule aid the circuit and district servants to keep their hours up, but also greater assistance can be given to publishers and servants in field training.

4 The new schedule requires some adjustments in the personal schedule of each publisher during the circuit servant's visit. But we know each one is glad to make these in order to receive the maximum benefits from his visit. Circuit and district servants are not able to spend more time in a social way with brothers at their homes or at meal times, but the help they are able to give in effectively preaching the good news is what counts. Co-operation on the part of all will ensure keeping to the schedule for the week's activity and the results will be reflected in greater and more effective house-to-house preaching mornings, afternoons and evenings.

5 The circuit and district servants have done well during the first few months of the new circuit arrangement, which was instituted following the New World Society Assembly. We feel that the publishers, pioneers and servants will be interested in this evidence of Jehovah's blessing upon their ministry.
Taking Teaching from Jehovah

Lay Groundwork for 20 Per Cent Peak

1. Are you a seeker of life—eternal life? If you are, then you must take your teaching from the life-giving Teacher, Jehovah God. (John 6:35, 38; Isa. 54:13, 18) However, such teaching not only takes in the matter of studying Jehovah's Word, but also includes teaching others.

2. What better way is there to display that we are taught of Jehovah than by presenting The Watchtower during the remaining campaign months of March and April? As the Watchtower subscription offer is presented with enthusiasm and conviction, teaching will be imparted to householders and many will see the value of subscribing.

3. There are yet many who desire life and who will take teaching from Jehovah. The Watchtower will help them just as it has us. The more you engage in this teaching work and the more time spent in house-to-house preaching, the faster will spread the teaching of Jehovah. Call back on all subscribers and assist them to take in the teaching of Jehovah through a home Bible study.

4. By the end of April each congregation should have a new peak of publishers. The goal is an increase of 20 per cent over last year's average number of publishers. Advance preparation during March will be necessary to accomplish this. Servants and publishers will do all they can to support the training and advancement to maturity of newer ones so they too can assist others into the teaching held during April. By the end of April, then, all congregations will be able to say "We made it!" on the monthly report card.

Legal Notice

The United States Supreme Court recently held that pioneers devoting part time to secular work cannot be legally denied exemption, if they so notify their local board prior to their inductible classification. Pioneers facing prosecution may write to Hayden C. Covington, 324 Columbia Heights, Brooklyn 1, New York, for this opinion.

Following Through . . . (Cont'd)

book study conductor. He in turn will give it to the publisher who obtained the subscription. The subscribers should be called upon and given the opportunity to renew their subscription. By following this procedure during the last year, a noticeable increase in renewals resulted.

By sincere, conscientious effort and determination in following through on subscriptions the greatest assistance will be rendered the subscriber. So, follow through on all subscriptions!

CONGREGATION ORGANIZATION

Group Witnessing

1. The available preaching time for each one of Jehovah's witnesses is limited. While pioneers are privileged to spend 100 hours or more a month in preaching the Kingdom message, congregation publishers on the average spend ten hours or less. Proper service arrangements will help make this time count.

2. The entire group should be prompt, properly organized and cooperative. When an overseer is late, valuable minutes may be lost, running into hours for the entire group. For an overseer to be on time and others late, results in the same thing. All should be in the group, meeting at the appointed time and be prepared to leave for the field upon being dismissed. The new training program should be well organized and be a definite part of group witnessing in order to render mature encouragement and assistance to those who require such aid. Group witnessing may be arranged during the week as well as on Sunday, Magazine Day and evenings.

3. The group overseer should start the discussion of the text promptly at the arranged time. Friendly presentations, experiences and points brought out at the service meeting relative to effective preaching may be considered for approximately fifteen minutes. Definite assignments should be made by the overseer as to which streets or section of territory publishers are to work. This will eliminate losing time on arriving in the territory by publishers' being uncertain as to work and whom. Prayer should always be said before leaving for the field. Evening group contact discussions may be limited to arranging the work, giving thanks and proceeding to the field.

4. By meeting no later than 9:30 on Sunday, the day most publishers participate in group work, the discussion and group arrangements should be finished so all will be at the first door by 10 a.m. The Society suggests that all endeavor to engage in house-to-house work for at least two hours and then devote an additional hour or so making back-calls on previous placements. If one in a group is required to leave the field early due to unavoidable circumstances, the rest of the group, having their activity well planned, will be able to continue.

5. In order to avoid delay at contact points, publishers should be equipped with literature, house-to-house record forms, handbills and other needed things. The overseer will wisely obtain sufficient territory and plan ahead of time how it can be efficiently worked with the maximum time being spent in actual preaching by the group. Back-call activity will likewise be carefully arranged.

6. Group witnessing is an effective means of systematically working territory. It is a source of encouragement for all sharing in it. With the harvest ripe and harvesttime limited, be prompt at all contacts, cooperate with the one in charge and be properly equipped and prepared for making the most of the available time.

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

"Make Sure of All Things"

2nd week:

Animal Worship (pages 10-13)

Discussion between couple in truth who know animal worship exists in various parts of earth. Develop (1) man given dominion, (2) animals are companions, (3) Jehovah established his superiority over animal gods of Egypt, (4) animal worship forbidden under Mosaic Law, (5) animals perish at death.

4th week:

Antichrist (pages 14-16)

Audience participation. Brother will prepare and ask audience questions starting with definition and then following outline of material.
Taking Teaching from Jehovah
Campaign Half Over—Are You Meeting Your Quota?

Plan for 20 Per Cent Peak

1 Jehovah accurately teaches his children. (John 6:45, NW) Ob­
dient to his instructions, the New World society diligently works to
raise his name and carry his teaching to the other sheep yet to be gath­
ered. As individuals in that society each of us must share the responsi­
bility of teaching.

2 During the past two months, thousands, by subscribing for The
Watchtower, have begun learning of the teaching that can mean life to
them. In January alone we obtained 94,399 new subscriptions in the
United States. Joyfully, through the next two months, we will continue
to offer the Watchtower subscription and three booklets for $1. At the
halfway mark in our 16th annual campaign it is time to take stock of
our progress. As a congregation have you obtained half your quota of new
subscriptions? As a congregation pub­
lisher have you obtained at least
one? As a pioneer have you obtained
at least eight? In the final two
months let us put forth even greater
efforts to reach our united goal of
400,000.

3 Endeavoring to take the right
teaching to those hungering for
knowledge, in the house-to-house
work let us try to cover all congre­
gation territory with the offer. Call
back on all who have taken single
copies of the magazine. Show them
the advantage of having it come
regularly. Remember, the new spe­
cial subscription slip for insertion
in distributors’ copies does not re­
lieve us of the obligation to call
back on those who receive single
copies. Return calls should increase
their interest. See that everyone is
given the opportunity to subscribe
for The Watchtower.

Teach Others

4 A most important way of helping
others to learn of our Teacher Je­
hovah is to continue the training
program. All should be trained to
present a three- to eight-minute
sermon at the door. That all may
become regular house-to-house
preachers, servants and mature pub­
lishers by taking them in the house­
to-house work, on back-calls, when
calling on subscribers, or by start­
ing and turning studies over to them
as they progress. Throughout March
begin encouraging those you study
with to join you in carrying the
message to others. By training new
publishers and assisting irregular
ones to get into the service we shall
not only reach more people, but we
shall be laying the groundwork to
reach our 20 per cent increase goal
for April.

5 So onward, children of Jehovah!
Continue your teaching even as you
are being taught through his Word,
by means of his spirit and his organ­
ization. Be assured, Jehovah’s dedi­
cated New World society, that “all
thy children shall be taught of
Jehovah; and great shall be the
peace of thy children” as you march
on worshiping him in peace and
unity.—Isa. 54:13, AS.

Preparing Talks
for the Ministry School

1 It is important to remember the
necessity of an appropriate theme in
preparing assignments for the theo­
ocratic ministry school. The intro­
duction and conclusion of both read­
ing assignments should accentuate a
theme that is germane to the ma­
terial to be read. The third talk, a
discourse based on the material read
previously, should likewise have a
theme that can be used appropriately
in tying together the various points
discussed. Careful consideration of
the material will make it possible
for students to select an appropriate
theme, even though at times inci­
dents and points discussed in chap­
ters assigned may seem to be only
slightly related.

2 On completing a reading assign­
ment, make comparisons showing
the superiority of the New World
Translation over other translations.
(Continued on page 3, col. 3)

More and Better Public Meetings

Each One Has a Part

1 In addition to regular house-to­
house preaching Jehovah’s witness­
es arrange to speak the good news
effectively from the public platform.
Public meetings have been the
medium of arousing and assisting many
persons to direct their paths so they
too can bless Jehovah every day.1

Keeping abreast of other theocratic
increase, this means of gospel‐
preaching has been increasing. Last
year there were 97,907 public talks in
the United States, to compare with
70,500 the previous year. This is a
22.8 per cent increase! Think of the
benefits numerous persons of good
will and publishers derived from
those 97,907 talks!

2 Frequently it is at public meet­
ing that newly interested persons
become acquainted with Jehovah’s
witnesses. If they and the brothers
attending are to be edified the public
speaker must do his part. He should
treasure each assignment, spending
sufficient time gathering appropriate
material to make his talk instructive,
up to date and alive. A variety of
scriptures, rather than the same ones
time and again, series after series,
should be used. Jehovah has pro­
vided such an abundant storehouse
to draw from that it is not necessary
or advisable to oversee a few fami­
lar scriptures. “Make Sure of All
Things” will be a ready reference in
selecting scriptures that are to the
point.

3 Before considering himself ready
to mount the platform after prepa­
ing his talk, the speaker should
rehearse his material. The giving
of a talk is to be kept within
an hour and should be delivered
(Continued on page 2, col. 2)
To Those Who Know of The Watchtower

During the last two months many favorably disposed persons have wisely subscribed for The Watchtower on our invitation. Others, just instinctively interested at the time, took single copies. These will be some what acquainted with the magazine and when approached later some will say: “Oh, yes, I know about The Watchtower.”

This opens an excellent opportunity to respond something like this:

“I'm happy to hear you know about The Watchtower. Undoubtedly you, like so many other people, enjoy the scriptural comfort it offers. Its pages are filled with heart-cheering information of a new world of God's making now so close at hand. Jesus centered many illustrations around the new world for which he taught us to pray. One of them is found at Mark 4:14-20. There the Master said the word of truth was likened to seed that fell upon different types of soil. Some fell alongside the road where it could not grow; some upon rocky places where roots could not penetrate; some among the thorns only to be choked out by the cares of this world; and, most important, some fell upon soil that was right, took root, grew and bore fruit. We want to be of this last type of ‘soil’ and with this in view much depends upon our study of God's Word, for Jesus said at John 17:3: [Quote or read.] Inasmuch as this journal has aided so many to a clearer knowledge of the new world, I'm sure you would enjoy getting it regularly and benefiting too. For just one dollar you may have a year's subscription and these three booklets.”

With our current offer we meet some who say, “I've subscribed for The Watchtower before.” The good news may be presented to these individuals several ways. The new Watchtower features may be pointed out, doctrinal or other questions cleared up, emphasis placed on the need for Bible knowledge, things of interest in the current magazine highlighted, etc. You might say: “It certainly is a pleasure to talk to you. So many people today have little or no respect for God's teachings, neglecting almost completely his counsel to be an approved workman, as 2 Timothy 2:15 calls for our attention. [Read or quote.] Having received The Watchtower before, I'm sure you appreciate its value as a Bible study aid. The subscription is still only $1, and, as you know, it will come to you twice a month. I'll be glad to serve you by taking your subscription now and leaving this issue with you. Soon the issues will be coming regularly to you through the mail.”

In a remote part of Finnmark two missionaries were greeted by an old man: “Do you really belong to my people?” asked one of Jehovah's witnesses and his counsel to be an approved workman. He asked if he could subscribe for “The best magazine he had ever read,” without the witnesses even having a chance to present the offer. (245)

In a remote part of Colombo was surprised on witnessing in a small village to be greeted with: “Oh, you talk just like our neighbor,” appreciating the truth ‘the neighbor’ was teaching others. In another area while a witness stood at the front door preaching the good tidings, a Pentecostal was going to the back door telling householders not to listen. In time the Pentecostal took teaching from Jehovah and in a publication.

A group of publishers in Colombia was surprised on witnessing in a small village to be greeted with: “Oh, you talk just like our neighbor,” appreciating the truth ‘the neighbor’ was teaching others. In another area while a witness stood at the front door preaching the good tidings, a Pentecostal was going to the back door telling householders not to listen. In time the Pentecostal took teaching from Jehovah and in a publication.

Public Meetings (Cont'd)

with conviction and enthusiasm. There is no short cut in doing this. It requires practice.

The primary purpose of a public talk is to edify the hearers with the truth. While a portion of the talk may expose and show the falsity of the old system, the greater portion of it should be constructive, highlighting Kingdom truths on the theme assigned. It is the truth that will help those attending to make their minds over for new-world living. We want the truth to stand out by a clear, logical presentation. This will enhance the desire on the part of the audience to hear more.

Since these meetings are an integral part of the ministerial activity of a congregation, all associated should always be present and ever be alert to assist others to attend. Public meetings are profitable. Something can be gained from each talk. So, attend and profit from the many hours of research each speaker spends in preparing his material. With each congregation having public meetings regularly, with each speaker fulfilling the serious responsibility placed upon him and with each publisher supporting these meetings to the full, we can look forward to even greater results from public meetings in 1954.
YOUR SERVICE MEETING

Preparing Three- to Eight-Minute Sermons

SCENE I (3 min.) After a morning of witnessing two brothers discuss their activity. One of the leaders relates to Brother William how much more effective his witnessing is by using three- to eight-minute sermons. It is likely he listened quietly and then says he has not been giving a sermon, not knowing how it is done and not feeling capable. Alert suggests they spend a few minutes to see just how easy it is to develop a talk.

SCENE II (12 min.) Alert explains that a talk should be made appealing. Various themes may be used, such as “The New World,” “The Importance of the Bible,” “Real Hope,” “Christ’s Purpose in Coming to Earth,” etc. Then material is selected to support the theme and of Bible verses. Brother Fair suggests they spend a few minutes to see just how easy it is to develop a talk.

After the talk, Brother Fair explains that he does not always attend these meetings because he wants some time with his family and it is about the only chance he gets. He stresses reasons on importance of all in family attending lectures and “Watchtower” in philo­­phor.162

SCENE III (4 min.) After Fair leaves alert suggests they spend a few minutes to see just how easy it is to develop a talk.

Taking Teaching

SCENE I (4 min.) Congregation servant, “Watchtower” study conductor and school servant discuss need of taking teaching. John 2:15 is the text. Do they associate with the congregation regularly attend meetings? Each one compares mental readings. What should be done to increase attendance? Three simple basic questions are answered and a mental outline formed and written down. In concluding, a meeting restates the “Watchtower” offer. The various features of “The Watchtower” and its value in giving Scriptural help to under­­stand God’s purposes may be highlighted. Brother William now understands his task but he will not try to do it. It is not as difficult as he had thought. He will develop sermons of some variety. In summary Alert reiterates need for thorough preparation to give a good witness, hold attention of householders, get interest even though offer may not always be placed.

Preparing Talks . . . (Cont’d)

Then in concluding the talk, rather than referring to the superiority of the New World Translation, revert to and tie in the theme of the assignment. The amount of time used in reading the material will dictate the number of analytical points that can be considered before an appropriate conclusion is given within the six to eight minutes. If only two speakers are assigned during an evening, one should cover the material assigned to the first and second student speakers on the schedule. The second speaker should then handle the third assignment according to instructions.

2. In the third student talk the student should give much thought to the material in order to select the most important points that will be discussed. He will deal with the interpretative meaning of important texts and events described in the assignment. The student should be careful to give the correct explanation from the Watchtower magazine and other publications of the Society. Do not spend much time on one or two points and thus slight others of importance.

It will not sound as though the material is being read. And little contact should also be maintained as much as possible. The material should be read aloud many times beforehand in order to achieve proper sense stress, pausing, correct pronunciation and fluency. Preparation is the key to successful and edifying student talks.

Publications Now Available

Tracts
What Do Jehovah’s Witnesses Believe? (T1) - Cebu-Visayan, Chinese, Greek, Icelandic, Ilocano, Korean, Papiamento
Hill-Fire (T2) - Arabic, Chinese, Ilocano, Korean
Jehovah’s Witnesses, Communists or Christians? (T3) - Chinese, Greek, Ilocano
“Awake from Sleep!” (T4) - Chinese, Greek, Ilocano, Korean
“Hope for the Dead” (T5) - Arabic, Chinese, Italian, Papiamento
The Trinity—Divine Mystery or Pagan Myth? (T6) - Arabic, Chinese, Italian
How Valuable Is the Bible? (T7) - Arabic, Chinese, Italian, Korean
Life in a New World (T8) - Arabic, Chinese, Italian, Korean

Books
After Armageddon—God’s New World

Can You Live Forever in Happiness on Earth?

God’s Way Is Love—Cebu-Visayan, Ilocano, Papiamento, Tagalog

Preparation Literature Offers

May and June: The book “New Heavens and a New Earth” and the booklet After Armageddon—God’s New World, for 50 cents.

“Make Sure of All Things”

Apostolic Succession. Two separate developments on interested Catholic couple.

2nd week:
Page 16 to Acts 17:31, page 21
Develp.: Catholic teaching, who the “Rock” is, Peter’s position, apes have no successors, Christ is head of church, use of the keys.

4th week:
Page 21, starting with Gal. 2:9, to page 24
Develop: Peter did not rule congregations, was not infallible, Christ holds and use keys, Peter not in Rome, was married, gifts of holy spirit, position of 144,000.
Engage in Pastoral Work with the Shepherd-Prince

Start Organizing April Activity Now

1. April will be a full, happy, busy month of theocratic activity for all who "engage in pastoral work with the Shepherd-Prince." (Ezek. 34:23, 24) Memorial falls on Saturday the 17th, the new public talks start the 18th, all publishers should have engaged in house-to-house witnessing by the 18th. It is the final month of the Watchtower campaign and each congregation will want to be able to say "We made it!" for the 20 per cent increase. Briefly, that is our activity for April.

Subscription Renewals

1. More subscription renewals are being received now than ever before. Chiefly, this is due to subscribers' being called upon and given an opportunity to renew their subscriptions before it expires. To promptly and efficiently handle these renewals and to take care of the thousands of new subscriptions pouring in daily, the Society's office will appreciate it if all comply with the following suggestions:

2. Early Renewals: When submitting a renewal for a subscription that has not yet expired, fill out the subscription slip exactly as shown on the address label appearing on the magazine or wrapper. Mark the slip clearly as a "renewal."

3. Renewal Notice: The Society inserts a renewal notice in the magazine when a subscription is about to expire. This slip should be used whenever possible. Attaching the address label from the magazine or the wrapper will be a help to the office.

4. New Subscriptions: 'Insufficient Address,' 'No Such Post Office,' and 'Subscriber Unknown at This Address,' etc., are reasons magazines are returned, with great inconvenience to subscribers and added expense to the Society. So carefully fill in each subscription slip. Make certain the city or town in the subscriber's address is the post office town from which mail is received. Never abbreviate the name of the street or city and in larger cities always include zone numbers.

5. If these suggestions are carefully followed, the net result will be time saved in handling renewal subscriptions, a minimum of complaints, and uninterrupted service assured to subscribers.

CONGREGATION

Service Meeting Preparation

1. To uniteely "preach the word" and continually improve ministerial activities, Jehovah's witnesses look forward to regularly attending and being edified from well-prepared service meetings. A great deal of thought, time, effort and co-operation are required for wholesome, instructive meetings to result.

2. The congregation servant is responsible for planning instructive, well-balanced and interesting meetings. Upon receiving the Informant he will study it thoroughly and then plan meetings for the entire month. The article dealing with ministerial work for the current month will be considered at the first meeting of the month, if at all possible, while the article dealing with the next month's activity will be considered at the last service meeting of the month. The Yearbook and "Make Sure of All Things" will be considered in accord with instructions appearing in the January, 1954, Informant. Other Informant articles and local ministerial matters to be considered may be worked into different weeks' programs where desired.

3. To ensure coherence each meeting should be developed around a theme. Brothers preparing parts will have the theme in mind and work it into their part. The first meeting should highlight the current month's theme as outlined in the Informant, while succeeding program themes may be based upon the daily text or an appropriate Scriptural theme.

4. Demonstrations, pantomimes, interviews, round-table discussions, quizzes, forums, dialogues, question-and-answer discussions, service talks (using secondary Watchtower articles, etc.) and other methods to present the material may be used. Generally a meeting will have three or four different parts, handled various ways for variety. Other servants may be consulted for program suggestions.

5. It is a privilege to impart instructions to a congregation. Brothers will wisely accept each assignment and spend sufficient time preparing so proper edification will result. Every part should be rehearsed before it is presented and each should stay within his allotted time so the service meeting does not exceed one hour in length. While demonstrations, etc., may be lively, it should always be kept in mind that the purpose of a service meeting is to impart ministry instructions, not to entertain.

6. Since everyone will want to contribute to meetings as opportunity affords, the next week's program should be announced at the end of each service meeting. Articles to be considered by discussion or other ways calling for congregation participation can thus be studied before the next meeting. Many will then be able to join in the discussion and contribute toward an instructive meeting.

7. With the congregation servant planning instructive meetings, those assigned parts preparing properly and all associated attending regularly, the service meeting will provide instruction for all to more effectively "preach the word" as Jehovah's ministers.

ORGANIZATION

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

4
Engage in Pastoral Work with the Shepherd-Prince

400,000 New Subscriptions?

1 True to his promise, Jehovah, as the great Shepherd, is now gathering the scattered sheep. He has commanded his Shepherd-Prince, Christ Jesus, to gather the sheep from all nations into the one fold. (Ezek. 34:23, 24) Serving under and with the Shepherd-Prince in the pastoral work is the "faithful and discreet slave," along with the thousands of other sheep that have already been gathered. Not content just to be gathered themselves, they extend the invitation to others: "Come! And... take life's water free."—Rev. 22:17, NW.

2 Faithfully, since 1879, The Watchtower has been used to announce Jehovah's kingdom and promote the gathering work. During January and February the total of 185,127 new subscriptions were obtained in the United States, and each day throughout March thousands more have come into the office. The big question, "Shall we make the goal of 400,000 for the campaign?" will be determined by our activity this month.

More House-to-House Work

3 Most of the new subscriptions will be obtained in house-to-house work. Spend the maximum number of hours in this service during April, presenting a year's subscription for The Watchtower for $1, with three of the older booklets you have in stock as the premium. Prepare a three- to eight-minute talk on a theme highlighted in the issue presented. It is very effective.

4 April concludes the 16th Watchtower campaign. Let each publisher, pioneer and congregation work to make it the greatest campaign month for new subscriptions. In addition to house-to-house work, make return calls where subscriptions are promised. Be one who shares fully in pastoral work with the Shepherd-Prince during April.

1 On Saturday, April 17, after 6 p.m., Standard Time, the memorial of Christ's death will be observed. The faithful remnant will be present and with them thousands of good-will companions. On that occasion we shall witness a great demonstration of the extent to which the pastoral work has progressed. All persons of good will should be given personal invitations, wherever possible, and, where necessary, assisted to attend this most important event. Each congregation should make advance arrangements now for Memorial week activity. A special service meeting will be programmed for that week and service arrangements clearly outlined. Saturday morning and afternoon house-to-house and store-to-store magazine work will be featured and Sunday's public talk advertised.

3 At least a half hour before the Memorial service starts, the hall should be open and several publications with a short message given to all who attend. The speaker, in concluding the discourse, will highlight the importance of preaching and invite all present to share in Kingdom service the next day.

4 Sunday will feature house-to-house witnessing, followed by a public talk and the Watchtower study in the afternoon or evening. Use the Kingdom Hall as the contact point. If it is not convenient for all to meet there, congregation book study locations may be used. A brief program may be arranged for Sunday morning. Arrange to be at the first door by 10 a.m. Encourage and help persons of good will to participate in field service with you. Explain the importance of reporting and invite them to report the time that they spend in the preaching work.

Circuit Servant's Activity

5 Congregations privileged to have (Continued on page 4, col. 1)

Shall We Make It?

1 If each one does his share and co-operates fully we can make the 20 per cent increase. The potential is present and Jehovah assures us that he will bless our faithful service. What we need to do is to aid all associated persons and those who are studying to share in the preaching work.

2 To assist all servants, pioneers and publishers to co-ordinate their efforts in reaching the 20 per cent level, the following suggestions are given. 1. A list of all who did not publish during March will be given to study conductors. They will see that these are given assistance at the beginning of April. All associated ones should arrange to share in the field work by the 11th and promptly report. 2. A list of those who have not preached by the 11th will be given to study conductors. This will let them know who still need assistance. Arrange to take part and assist others to share in the field work by the 18th. 3. If any have not reported by the 18th, congregation servants will notify study conductors. Special plans will be made to help them into the service during the remainder of the month. Use the training program throughout April and thereafter.

Start New Publishers

3 Thousands of persons have had home Bible studies for many months, and, in some cases, for several years, without publishing. Both study and service are necessary for life. Tactfully help these to start preaching this month and to continue right on into the new world.

4 Shall we reach the 20 per cent increase and have 167,939 preaching? It depends upon each one of us. Let us work hard, each one publish, aid others and pray to Jehovah to grant this rich increase. The Society awaits your report card showing "We Made It!"
When Evasive Answers Are Encountered

1. Often in presenting the message to householders we are confronted with stock answers developed to evade salesmen. Realizing householders do not always immediately understand the purpose of our call, we tactfully endeavor to overcome the barriers they raise by making known the importance of our visit as ministers.

2. For example, after the initial introduction and presentation they might say, "I'm sorry, but not this time." To answer this objection we might reply, "I should like to explain that I am a minister. This work is not commercial. Its purpose is to help people learn of God's kingdom and how essential it is that we understand God's requirements to live under the Kingdom rule. It has brought great comfort to me to learn of the Kingdom and I would be happy to discuss it with you for a few moments." Then quickly go into your three- to eight-minute talk, stressing the importance of gaining accurate knowledge of God's kingdom and pointing out the value of the literature as a Bible study aid.

3. Sometimes, after a three- to eight-minute talk has been given, we are told, "Not this time," for the householder has obtained literature previously. In this case you might say, "You know, of course, my reason for calling is based on the urgency of our times. God's Word clearly indicates a message of vital importance was preached in the last days, as we read at Matthew 24:14 [open Bible and read it]. In view of the fact that we are living in the last days, it is vitally important for all persons to give God's message serious consideration." Then find out what publications they have, encourage study, and, if the householder is receptive, make return calls.

4. The fact that we are ministers, that the message is of utmost importance, that we want to help people learn Bible truths and that we are anxious to discuss the Scriptures and their application today will aid persons of good will to put aside their indifference and misunderstandings of our work. When practical use the Bible at the door and reply to objections and evasions in a positive manner. While God's ministers do not wrangle at the door, they do endeavor to leave each household with a clear understanding of their purpose in calling.

The Holy Bible in Braille

Now available on loan to blind persons are the following volumes of the Hebrew and Greek Scriptures:

Hebrew Scriptures

<table>
<thead>
<tr>
<th>Volume</th>
<th>Title</th>
<th>Greek</th>
<th>Hebrew</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Genesis</td>
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<td>2</td>
<td>Numbers-Deuteronomy</td>
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<td>3</td>
<td>Joshua-Ruth</td>
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<td>4</td>
<td>1 and 2 Samuel</td>
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<td>5</td>
<td>1 and 2 Kings</td>
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<td>6</td>
<td>1 and 2 Chronicles</td>
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<td>7</td>
<td>Ezra-Job</td>
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<td>8</td>
<td>Psalms</td>
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<td>9</td>
<td>Proverbs-Song of Solomon</td>
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<td>10</td>
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<tr>
<td>11</td>
<td>Daniel-Malachi</td>
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Greek Scriptures

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<th>Title</th>
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<tr>
<td>1</td>
<td>Matthew-Mark</td>
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<td>3</td>
<td>John-John/Judges</td>
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<td>4</td>
<td>Acts-Romans</td>
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<td>5</td>
<td>Philippians-Philemon</td>
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</tbody>
</table>

To receive one of these volumes, write the Watchtower Bible and Tract Society, Inc., at 117 Adams Street, Brooklyn 1, N. Y. Print your name and address clearly and specify which volume you would like. You may show a first and second choice so if one volume is loaned out the other can be sent to you. A volume may be kept three weeks, after which it must be mailed back to the Society. Please follow return mailing instructions found on the inside front cover of each volume. They may be returned to the Society free of postage. There is no charge for the loan of these volumes.

The Society also has in Braille the booklet Can You Live Forever in Happiness on Earth? It is available on loan to blind persons for a period of two weeks.

UNITED STATES QUOTA FOR 1954

153,982 Publishers

Monthly Field Service Report

February Report

<table>
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<th>Av.</th>
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<tr>
<td>Hrs.</td>
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<tr>
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<tr>
<td>Total Pubs.</td>
<td>151,646</td>
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Public Meetings Held: 8,431
February Subscriptions: 85,788
Total Campaign Subscriptions to Date: 183,127
YOUR SERVICE MEETING

From Home Bible Student to Publisher

SCENE I (4 min.) Talk on aiding good-will persons having Bible studies to gain life by helping them become preachers. Each year the average of 87,850 home Bible studies conducted in the United States during 1953, but only an increase of 15,340 in average number was made locally. In our congregation there were 98 home Bible studies and 13 new publishers. Many are yet to be started in service.

SCENE II (4 min.) Publisher interrupts: "How can they be started?" Discussion ensues with speaker making helpful suggestions. Conducting studies highlight service as material lends itself and explains privilege and responsibility in helping. Relate experiences and joys of service. Take good-will person to congregation book study and Kingdom Hall meetings. Many are desirous of joining in the preaching, Hall meetings. Many are willing and needing only the conductor's invitation and assistance. Take good-will person to door. Brother Progressive says he will do the talking and assistance. Many are willing and needing only the conductor's invitation and assistance.

SCENE III (4 min.) Mr. Sincere reads last paragraph in chapter "A Ransom in Exchange for Man" and comments that lesson helped him. He becomes interested in "Let God Be True" with Mr. Sincere.

SCENE IV (8 min.) Before going to the first door, Brother Progressive briefly reviews offer and points out the importance of contacting a thinker. He checks closely on effective preaching. At the door he introduces himself and companion and presents offer and an invitation to the talk. At first home the good-will person is called on by servant checking to see how it is done, publisher is invited by speaker to knock on Brother Progressive's door. The publisher is told how to do it. Mr. Sincere agrees to go. Definite arrangements are made to pick him up Sunday morning.

SCENE V (2 min.) In conclusion conductor points out how results are obtained by this method. Remember, we are ministerial teachers training people for the highest profession possible in our Kingdom. We are ministerial teachers training people for the highest profession possible in our Kingdom. We are ministerial teachers training people for the highest profession possible in our Kingdom.

Unassigned Territory to Be Worked

As a result of the unassigned territory campaigns of 1952 and 1953, most of the unassigned territory in the United States was worked. Thousands were privileged to become acquainted with the truth and over thirty new congregations were started. In 1954 the months of July and August will find us again busy calling on people in unassigned territory talking about the Kingdom.

There is still much work to be done in unassigned territory and all congregations are encouraged to share in the work this summer. With district assemblies arranged for all to attend with limited travel, undoubtedly most congregations will be able to have as full a part in the work as they did in 1952. Remember, too, entire families may vacation and do their own work. Do not let them do this summer. Start arranging now and then when the time comes—attend.

1954 District Assemblies

Plan Four Days

1 Assemblies always mean a special portion of Jehovah's blessing. A well-planned program provides a feast abundantly spread. An unusual feature of the 1954 District Assemblies is that they are not three days as generally scheduled, but four. The additional day is Thursday, which means assemblies start one day earlier. The extra day will provide additional important counsel and instruction for the New World society. The time to be at a district assembly, then, is from Thursday morning through Sunday evening.

2 These copiously supplied feasts are not only for publishers and their families, but also persons of good will. Include them in your plans this year. By seeing and hearing first-hand the zeal, spirit and enthusiasm of the New World society, they will appreciate the unity and magnitude of its operation, as well as the devotion of true worshipers of Jehovah.

3 With this Informant a letter giving general assembly information, as well as the Room Request and Volunteer Service forms, is being sent to each congregation. You will find an assembly reasonably close to where you are located, so travel will be unnecessary. Start thinking, talking, planning, saving and working toward attending.

4 Spanish-speaking brothers will be interested in knowing that there will be Spanish programs at the San Antonio assembly.

5 Do you debate whether or not to eat when hungry and food is available? Of course not, for food is necessary to sustain life. Spiritual food is even more important, so do not debate whether or not to attend a district assembly all four days this summer. Start arranging now and then when the time comes—attend.

Doing Pastoral Work

SCENE I (3 min.) Conductor talks on engaging in pastoral work with the Shepherd-Prince. Pastoral work closely came through by training them. To do this we have to lead them step by step and not only show them, but actually help them to do the things we do. Even if we make an excellent presentation ourselves, we have not trained them. How would you like to sit down and have a music teacher play an hour of beautiful music and then ask, 'Do you have a recital, a concert or a recital? Would she really be a teacher?' Let us see how this idea works out in practice.

SCENE II (4 min.) Publisher takes new person in work. He goes to door and makes very good presentation of the preaching. Mr. Sincere listens, remarks how well publisher did in her presentation. Then publisher says: "It's easy. How about you taking charge of the next door?" The publisher declines, not being capable of doing as publisher did.

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SCENE IV (6 min.) Publisher again takes the good-will person into the service, after preparing her to read a work and to give an invitation to the talk. At first home the good-will person is called on by servant checking to see how it is done, publisher is invited by speaker to knock on Brother Progressive's door. Publisher tells the good-will person she did fine and at next door may offer the householder an assembly reasonably close to where you are located, so travel will be unnecessary. Publisher does fine and at next door may offer the householder an assembly reasonably close to where you are located, so travel will be unnecessary.

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Finding the Greater Happiness in Giving

Offer New Book and Booklet

1. Christ Jesus was very careful to make his disciples aware that it is better to give than to receive. In discussing this matter, Paul pointed out that one manifestation of this was to aid those who are weaker, aiding them to find the greater happiness in giving.—Acts 20:35, N.W.

2. We can bring happiness to others during May by presenting the new book "New Heavens and a New Earth" and the booklet After Armageddon—God's New World, on a contribution of 50 cents. Being familiar with the contents of this book, through personal and group study, will aid in making easy and varied presentations. The title of the book and various chapter themes may be used as a basis for developing three- to eight-minute talks.

3. More experienced publishers will continue taking new and less mature ones in the house-to-house work and training them to be effective preachers of the good news. Their training can be carried right on into the back-call and home Bible study service when making return visits upon those who obtain the new-book-and-booklet offer and those who subscribed for The Watchtower during the campaign.

Continue Using Magazines

4. With the 16th annual Watchtower campaign coming to an end in April, do not ease up on magazine distribution. From now on let each congregation have as a quota the placing of at least two magazines per publisher a week. By regularly engaging in Magazine Day activities each publisher will meet or exceed his quota of two magazines each week. Present the latest copies of The Watchtower and Awake! together in house-to-house magazine distribution.

Publications Now Available

Basis for Belief in a New World
—Japanese

Can You Live Forever in Happiness on Earth? —Croatian, Norwegian

Memorial Activity (Cont'd)

the circuit servant during the week of Memorial will have their service meeting on Tuesday evening, as scheduled in the letter from the Society. The only change will be the servants' meeting and the talk to the congregation, which will be held Thursday or Friday evening instead of Saturday.

Remember Memorial Report Card

6. The Society is enclosing the Memorial Report Card with this Informant. It should be filled out and mailed to the Society immediately following the public meeting on Sunday, April 18. Congregation book study conductors will please keep a record of those who engage in house-to-house work between the 1st and the 18th and inform the congregation servant so he can report on the card the total number of house-to-house publishers during this period. This will include those who participate in house-to-house work alone or who share in giving the witness while accompanying another for training. Work toward the goal of 100 per cent or "Every Publisher a Regular House-to-House Preacher of Good News!" by the 18th of April.

CONGREGATION

Welcoming Strangers

1. As more and more of the other sheep are found, new faces will appear at organized meetings. These persons of good will should be made to feel welcome. They will not be acquainted with God's people as a group and will observe very intently what goes on. Their first impression should be a good one. For that reason all should know how to treat strangers when they come to meetings.

2. The congregation book study location often serves as the first contact the stranger has with Jehovah's visible organization. A friendly, receptive spirit should be displayed by the brothers at the study. After the conductor is introduced to the stranger, he should acquaint the group with the newcomer and also aid the person of good will to feel at ease and to know that he is welcome. An interesting, friendly, informal study will serve as an added inducement for the stranger to come again.

3. When attending meetings at the Kingdom Hall the stranger should be made to feel welcome and at home. Servants and publishers will take the initiative to greet newcomers, introduce the stranger to others, point out things of interest at the Kingdom Hall, such as the yearbook, library, stock room where literature can be obtained, the advertising department, etc. Love is further shown by sitting with the stranger during the meeting, sharing songbook, Informant, The Watchtower, etc., telling him of other meetings and inviting him to return. If such an atmosphere of welcome prevails, the stranger will feel like returning again and partaking of the lifegiving knowledge dispensed at meetings. A stranger should be a stranger only once and that only on his first visit.

4. Special occasions, such as the visit of the circuit servant or at Memorial time, afford an excellent opportunity to put into practice a warm Christian welcome. Many persons of good will attend these meetings. They should be properly welcomed to these as to all other meetings. Several mature publishers might be specially assigned by the congregation servant to be on the watch for strangers and to welcome them. An all-out effort should be made to aid the stranger to associate himself regularly. It is necessary to become a strong, active worshiper of Jehovah.

Every Publisher a Regular House-to-House Preacher of Good News!
Finding the Greater Happiness in Giving
Offer New Book and Booklet

Continue Using Magazines

1. Christ Jesus was very careful to make his disciples aware that it is better to give than to receive. Following his example we freely give to others of our greatest of all treasures, the truth. The more we give, the greater are our happiness, pleasure and satisfaction.—Acts 20:35, N.W.

2. During May we are in position to bring happiness to many others by presenting the book "New Heavens and a New Earth" and the latest booklet After Armageddon—God's New World, on a contribution of fifty cents. But being in position to bring happiness to others is not the last word. Well-planned and rounded-out field activity is essential to be happy in giving.

3. Reflect your happiness at each door by effectively presenting Kingdom truths. This may best be done by preparing simple down-to-earth three- to eight-minute sermons. The title of the book and various chapter themes may be used as a basis for developing these talks. The effectiveness of these short, pointed sermons will be illustrated when the demonstration in "Your Service Meeting" is presented.

4. Many new publishers were assisted to share in the greater happiness of giving during April. They should be helped again this month and in the months to come until they are effective proclaimers of the Word. Their training can be carried into the back-call and home Bible study service when return visits are made on those who obtain the current offer and those who subscribed for The Watchtower. When calling back have a definite point in mind for discussion, a particular chapter, article or subject. Discussing one subject by means of a ten- to fifteen-minute sermon on a back-call enables the interested person to profit greatly from the discussion and often leads right into a home Bible study.

The New World Society in Action

The Society has produced a motion picture entitled "The New World Society in Action." To enable all of Jehovah's witnesses and persons of good will to see it the Society is supplying each district servant throughout the world with the film and instructions for showing it at circuit assemblies and to individual congregations as opportunity affords. Beginning May 1, it will be shown on Saturday night at all circuit assemblies in the United States. Be sure to attend and see "The New World Society in Action."

Make Adjustments and Pioneer

1. Christ's prophecy that "this good news of the kingdom will be preached in all the inhabited earth...to all the nations" indicates an activity of the greatest intensity for his followers. What a huge assignment to be completed in one generation! But being accomplished it is, under Jehovah's direction, as his servants publish the Kingdom message to the ends of the earth with ever-increasing intensity. New congregations by the hundreds are springing up yearly as new preachers by the tens of thousands join the vast throng of happy, energetic workers. In the forefront of the battle, having a thrilling share in the increase, are the full-time servants, pioneers.

2. Pioneering is the grandest work any dedicated servant can do. But, unfortunately, many are not sharing the joy of pioneering, for it is not easy. But neither has the assignment given to the "faithful and discreet slave" class to preach the Kingdom message to all nations been easy. However, Jehovah's blessing has been upon their determined efforts and their joys have been indescribable. The same has been true of individual pioneers in keeping with the Scriptural rule that he who "sows bountifully will also reap bountifully."

3. If you have not been pioneering, plan now to do so. The work ahead is great. The time left is reduced. The joys to be experienced are beyond measure. Perhaps it will mean adjustments in your life. But make adjustments and pioneer!

(Continued on page 2, col. 1)

Spread Good News with Magazines

Work for a Greater Distribution

1. Energetic and wide-awake publishers can spread good news by regular and consistent use of the Watchtower and Awake! magazines. Starting this month let each publisher strive to increase his share in magazine distribution. The Society suggests that each publisher set a personal quota of distributing at least two magazines each week. With each publisher's following this suggestion month by month it will mean the distribution of upward of a hundred magazines a year per publisher. Many regularly engaging in Magazine Day activity are already doing this and much more, although many are not, for the average per publisher for the world is only about fifty-four magazines a year. What is your average?

2. House-to-house and store-to-store work on Magazine Day with the latest issues of The Watchtower and Awake! for ten cents, is an interesting and enjoyable avenue of service for new and mature publisher alike. If you prefer you may offer only one for five cents. Publishers always have something new and different to talk about with each issue. That means all territory remains new, for none can say, "I have that magazine."

3. There is a pressing need today for placing these foremost journals of good news. Remember, too, they may be placed from house to house before the congregation book study.

(Continued on page 3, col. 1)
Around the World

Vacation Pioneering

Finding Happiness

More Happiness

Making Adjustments....

(Cont'd)

With the Book "New Earth"

Happy Giving

With Jehovah's Witnesses

Regardless of surrounding circumstances, Jehovah's Witnesses everywhere have been blessed in the Lord, and more than 1,752 publishers in 250 countries have reported only 14 hours one month. Yes, the next door may be the first door you may try in your field service activity, and you will find the greater adjustments to make necessary if you are to make your magazine, your paper an instrument to spread the truth. Take care of your neighbors, and you will find your greatest treasure to give to others of our faith. Let the answer turn to be a Catholic, and you will be pleased with the results of your efforts. The more you talk to others, the more the truth remains.

The more you talk to others, the more the truth remains.

Thus the greater number of your efforts, the more they enjoy the more blessed experiences of knowing the more...
YOUR SERVICE MEETING

Prepare and Use Sermons

INTRODUCTION (3 min.) Speaker conveys necessity for all to prepare and deliver their sermons correctly. They are easy to prepare and allow for a good Kingdom witness. They show our desire to be found in the Bible, and the householder is given something to think about, even if no place is made. Using sermons adds joy to picking a few key scriptures for apostle Peter emphasized how such a sermon must be four minutes long.)

Right here, one being assisted, leaving door, one being assisted, and earth and aids one to get important and vital information. This book ‘New Heavens and New Earth’, which I have here, will aid you in getting vital information. Right here in chapter 1 you can learn much more about the reliable Creator of the new world. You may have this copy on your own (pages 36-39)

SCENE I (5 min.) At second door the sermon-mature publisher developed from chapter 17 on “Sure Evidences of the End’s Approach,” as set forth in the following outline.

He states that he is working in conjunction with a world-wide society of ministers, calling to tell of good news of Jehovah’s witnesses to the general public. He says that to quicken interest he told householder right away who he was and why he was calling. Then he continued most of the Bible to fill promises with Creator’s assurance of a new world, shown by the scriptures used. By requesting illusory use of the book, householder was shown means of gaining additional vital information.

SCENE II (5 min.) At second door the sermon-mature publisher developed from chapter 17 on “Sure Evidences of the End’s Approach,” as set forth in the following outline.

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SCENE III (5 min.) At this door theme selected from chapter 19 on “End of the Heavens and Earth That Are Now,” as outlined below, is used. Jehovah’s witnesses also plan to attend a district assembly to and advertise Jehovah’s name? By attending and participating in activities planned, your blessings and joys will be many. You may, in fact, share in advertising before reaching the assembly city, as follows:

Car Signs

Everyone attending an assembly will want to advertise by wearing a celluloid badge. It may be worn from the time you leave home until you return. The new card will fit the holder used last year in New York. It is suggested that the name and congregation of each person be printed on or type, on the card. It would be well to do this under the supervision of the congregation servant, who is requested to ascerain congregation needs and submit a cash items order. The cards will cost one cent each and the cellloid holders, if needed, five cents.

UNITED STATES QUOTA FOR 1954
153,962 Publishers

Monthly Field Service Report

March Report

Av. Av. Av.

Pubs. Hrs. B-C Bi. St.

Sp’l Pios. 187 147,2 59,8 6,8

Pubs. 5,659 39,3 34,9 24

Cong. Pubs. 148,571 9,8 3,6 .5

Total Pubs. 154,367

Public Meetings Held: 8,645

Subscriptions for March: 85,391

Subscriptions for three months: 268,518
Work Without Loitering or Complaining

Keep Busy in Kingdom Service

1 Jehovah’s witnesses have a most important business to care for, the King’s business. They are not loiterers or complainers, for one and all realize that they must follow the sound counsel of Paul found at Romans 12:11, 12.

2 Jehovah’s new-world society is a working organization. It spreads good news of the established kingdom to the ends of the earth. Individual members, always alert to improve and increase their activity, see June as an excellent month to work hard and busily in the service of their King, searching out the other sheep from door to door and training new ones in the great work of preaching. Eagerly the book “New Heavens and a New Earth” and the booklet “After Armageddon—God’s New World” will be presented, for fifty cents.

3 June is itself for publishing in rural and remote sections of congregation territory not too often worked. Concentrate on such territory during the month, and arrange for public meetings wherever possible. Remember, too, part of our work every month is the zealous distribution of magazines, at least two for each publisher each week.

4 With favorable weather and vacations at hand, more hours can be spent in Kingdom service. Why not increase your service by becoming a pioneer? If not as a regular pioneer, how about vacation pioneering? Old and young now have an added opportunity under the new vacation pioneer arrangement to show their love and desire to please the Superior Authorities by actively preaching, teaching and comforting the other sheep yet to be gathered.

5 Great happiness and joy come from working for Jehovah without complaining. We shall never cease working happily nor be found loitering at our divinely assigned business of preaching.

Spread Good News… (Cont’d)

Are you utilizing this time to advance Kingdom interests?

1 Experience and reports show house-to-house and store-to-store work to be the most effective means of placing magazines. So spend most of your Magazine Day activity in these features of service. Advertising servants will see that publishers are supplied with the number of magazines they order and need. From now on keep in mind the quota; at least two magazines a week per publisher.

Coming Literature Offers

July and August: Three books and three booklets on a contribution of $1.50.

CONGREGATION Working with the Circuit Servant

1 You will be happy to learn that more definite arrangements are to be made at the time of the circuit servant’s visit to permit him to train more publishers.

2 When he advises the congregation of his visit approximately two months in advance, he will request a list of all congregation book studies and those recommended (up to three) to be served during his visit. Under each study the congregation servant should list the conductor, pioneers and congregation publishers assigned to them, indicating which ones he feels qualify to instruct others in house-to-house preaching. He should designate the times in the morning and afternoon when the more mature publishers will be available to work with the circuit servant for instruction, particularly those associated with the groups he is scheduled to serve. The congregation servant can ascertain this information by discussing with publishers when they will be, or can arrange to be, free for training. In many instances, by knowing the schedule in advance publishers are able to take time off from their secular work or otherwise adjust personal affairs in order to work with the circuit servant. The congregation servant will keep a copy of the letter sent to the circuit servant for later use.

3 The circuit servant will indicate when and where the congregation servant is to send the letter. He will consider the schedule, possibly making some adjustments, and advise the congregation servant of its approval. This will be done approximately three weeks in advance, at the time he sends the second notice of his visit. An announcement can then be made to the congregation and a schedule posted so all will know the definite arrangements made. The circuit servant will thus have a definite time to work with the more mature brothers while with the scheduled studies.

4 The circuit servant will be available for helping all that attend the field service centers as time allows. First, he will work with those scheduled for training, so that they can instruct others after he leaves. However, all publishers should endeavor to support field service arrangements every day throughout the week of his visit. The circuit servant is anxious to spend time in the field, anywhere from 100 to 115 hours or more a month. Following the schedule drawn up, which will provide him with publishers to work with both morning and afternoon, he will have time, in most instances, to work with the majority, if not all, publishers.

5 Henceforth he will meet with pioneers on Tuesday from 3:30 to 4:30 p.m. If a pioneer cannot meet with him then, he will arrange to interview that pioneer at some other time. When he second notices to the congregation, the circuit servant will send a Pioneer Report form for each pioneer. These should be completed and given to the congregation servant, who will give them together with the congregation records to the circuit servant.

6 A meeting will be held with the servants and study conductors from 6:45 to 7:15 p.m. on Tuesday. This will provide an opportunity for all to renew acquaintances, review the previous report and briefly consider what has been done during the last six months by the congregation and to go over the program for the week. The circuit servant should be allotted the last 30 to 20 minutes on the service meeting for giving practical information on the training program and to relate other matters pertaining to field service and the program for the week.

7 These arrangements will make it possible for the circuit servant to get in contact with publishers and servants earlier in the week; and each one will know by the schedule when he is to work with the circuit servant. All can profitably plan for the week’s activity and thus get the maximum benefits from the training given by the circuit servant in house-to-house preaching.

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

ASSEMBLY CHANGE

The Denver district assembly location has been transferred to Pueblo, Colorado. It will be on the same dates as previously shown for Denver. Mail your room requests to Watchtower Convention, 2502 Court Street, Pueblo, Colorado.

ORGANIZATION

Watchtower Convention, 2502 Court Street, Pueblo, Colorado.
**WE MADE IT!**

**Peak Soars to 169,015!**

20 Per Cent Goal Passed! Our Joy a Heavenly Joy!

We have blessed Jehovah daily, and how he has blessed us in return! In March we first reached our 10 per cent increase in publishers, with a new peak of 154,367. Then the very next month the figure shot up nearly 15,000 to surpass the 20 per cent goal and register for April the resounding peak of 169,015! How joyfully we exclaim, "We made it!"

Not only is the increase a joy to us. It is a joy to Jehovah, to Christ, to the angels in heaven. Did not Jesus say there was rejoicing in heaven when just one lost sheep was found? How greatly multiplied must be the joy when in one month the number found is not one but some 15,000! Is it not thrilling to do a work that brings great rejoicing in heaven? Does it not make our joy a heavenly joy?

It is only the beginning of joy. Jehovah's work is not done. Our share in it is not over. He gives us the seed of truth. We plant it, we water it, we cultivate it. But Jehovah makes it grow, gives the increase. It is time for it. It is a time of harvest, of judgment, and it is truth that separates wheat from chaff, sheep from goats.

What truth? Psalm 96 says: 'Jehovah hath become King!' That is the truth Jesus said would now be preached earth-wide. The psalmist says that because Jehovah has become King the heavens are glad, the earth rejoices, the sea roars, the field exults and the trees sing. The rejoicing is because Jehovah has come to judge the peoples with the daily blessing and praising of Jehovah by all who breathe, according to their reaction to things! Thanks be to Jehovah for his blessings of increase!

It is a time for it. That allusion to a heaven when just one lost sheep was found? How greatly multiplied must be the joy when in one month the number found is not one but some 15,000! Is it not thrilling to do a work that brings great rejoicing in heaven? Does it not make our joy a heavenly joy?

And we get to proclaim it, this truth that fixes destinies! A rare privilege of great joy! Let us continue sharing in Jehovah’s work with renewed zeal, planting, watering, cultivating, and reaping unbounded joy as Jehovah continues the increase, bringing in the other sheep like clouds of doves, like the abundance of the seas, their voices hailing Jehovah as King in increasing volume until it is like the sound of many waters and heavy thunders, until the earth rings with the daily blessing and praising of Jehovah by all who breathe, unmarred by a single peep from Satan’s breathless, dead system of things! Thanks be to Jehovah for his blessings of increase!

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**Training Program Results**

**Fine Progress Being Made**

1 At the New World society convention last July the new training program designed to assist more publishers to become regular and more effective house-to-house ministers was outlined. The need for this training was readily recognized by all.

2 Since last September district servants, circuit servants, pioneers, publishers and all servants have concentrated on instituting this program and utilizing it to increase regularity in house-to-house preaching, and what has resulted? Much, as you will note with interest from the following.

3 The number of house-to-house preachers in September was 71 per cent. And how many are there now? The grand total of house-to-house publishers between April 1 and 18 was 132,906. Yes, 82 per cent! An additional 33,000 or more house-to-house preachers! Also, you will be glad to know that the number of publishers who participate in field service every month has steadily increased and now stands at 64 per cent. With so many more regularly going from house to house, more back-calls will be made and more Bible studies will be started. This steady progress should soon make it possible to reach our goal of one home Bible study on the average for each publisher and for everyone to be a regular house-to-house preacher of the good news as were Christ Jesus and the apostles.

4 Good organization is very necessary if the training program is to work effectively. That all congregations have been conscious of this is shown by the steady increase in congregation book studies and in the attendance at these neighborhood studies. More and more publishers are seeing the many advantages of attending and working through these convenient locations, as suggested by the Society. An average of 66 per cent now attends these studies, approximately 11,000 more publishers than last September.

5 These encouraging figures and percentages show that definite prog-
Using Magazines

More and more Jehovah's name and purpose are being declared throughout the earth. How essential this is to the eternal welfare of men of good will! Of great value in this regard is Magazine Day. The purpose of this day is to cover territory and acquaint as many as possible with The Watchtower and Awake! magazines.

2 When you engage in this pleasant work, the magazines need only be introduced and offered. It is not necessary to deliver a three- to eight-minute sermon, for the territory will receive a regular witness with the current offer later.

Inasmuch as we do not cover the territory every week, it is advisable to present both the latest copy of The Watchtower and Awake! when going from house to house and store to store. The presentation should be simple and brief. For example, after introducing himself the publisher might say, “I have two magazines for you, The Watchtower and Awake! for only a contribution of ten cents.”

Yes, a simple presentation like that works well for new and seasoned publishers alike. Many publishers using this presentation place between twenty and thirty magazines an hour every Magazine Day.

4 Business people are usually very nice to contact. It should be remembered, of course, that they are usually busy, so let brevity be your watchword. Present them magazines from store to store. After introducing yourself you might simply say, “My purpose in calling on you today is to acquaint you with these two magazines The Watchtower and Awake! which I shall be glad to leave with you on the small contribution of ten cents.” Generally, business people appreciate your coming right to the point of your visit.

6 When unusual interest is found on Magazine Day record it and then call back to be of additional assistance. Many persons contacted in Magazine Day activities are now Kingdom publishers. This avenue of service, too, is a splendid way of training new and young publishers to make an actual presentation. By using magazines you will meet or exceed each week the quota of two magazines per publisher, and aid in keeping Jehovah’s name and purposes before the people.

Work Without Loitering or Complaining

Book and Booklet to Be Offered

A true Christian is always busy. A true Christian is likewise happy. Jehovah’s Witnesses being true Christians, are both. As slaves, Jehovah working under his Son, Christ Jesus, they keep busy and happy going about their Father’s business.

—Rom. 12: 11, NW.

2 June is an excellent month to keep busy going from door to door and training new ones in the great work of preaching. Using three- to eight-minute sermons, each publisher will present the offer, the book “New Heavens and a New Earth” and After Armageddon—God’s New World, on a contribution of fifty cents.

3 While continuing to be busy in house-to-house preaching also share in back-call and home Bible study work. Have a ten- to fifteen-minute back-call sermon prepared that will draw attention to the need for listening God’s purposes, and show how effectively this can be done through a weekly discussion with one of the Society’s publications.

4 Busily Jehovah’s organization continues to supply new issues of the Watchtower and Awake! magazines, so all publishers can place their quota of at least two magazines every week. Working with magazines an hour before the congregation book study is suggested, as well as regular Magazine Day activities.

5 The warm month of June does not mean more time for relaxation. Instead, the pleasantness of summer will make us more mindful of the Creator’s blessings, moving us to more energetic activity in his service. Congregations having remote sections of territory not worked during winter months will delight to arrange car groups, pack a lunch, get an early start and spend long, joyful days in Kingdom service.

6 Having a desire to share in this work to the greatest extent possible, each dedicated publisher will find pioneering a worthy goal. If you cannot enjoy regular pioneer blessings and privileges now, then be a vacation pioneer; one, two or more months, if possible, or for the special two-week period. Keep busy in Kingdom service and you will keep happy going about your Father’s business.
helpful suggestions

(5 min.) Servant discourses on fine results of giving three- to eight-minute sermons and using Bible in house-to-house preaching. People will want to know the reason why things are as they are, but do not seem to know who or where to ask. Jehovah will aid persons of good will by referring them to the Bible and Bible study aids, which reliably answer their questions. Make accepted suggestions in the “Informant” to give three- to eight-minute sermon and to use the Bible in house-to-house preaching. Do you have questions?

(2 min.) Publisher raises hand. Likes to have nine or ten-minute talks and sees merit of doing so. He has prepared some, but has trouble remembering points and scriptures at the door. He would appreciate suggestions from his brothers.

(5 min.) Servant invites audience to make suggestions, such as this practical one. A brother relates that, when he was doing five-minute sermons at school, he would like suggestions on using where and how much to use the Bible in house-to-house preaching. He gets to the door, he cannot find the different volumes of the Bible. The pages seem to stick together and he is afraid to use the Bible giving the next scripture to be used. If necessary, carry the notes with you from house to house referring to them when necessary.

(1 min.) Other publisher relates that he would like suggestions on using the Bible in house-to-house preaching. He gets to the door, he cannot find the different volumes of the Bible. The pages seem to stick together and he is afraid to use the Bible giving the next scripture to be used. If necessary, carry the notes with you from house to house referring to them when necessary.

Servant asks if theme has been selected. Student has had a brief discussion of points they decide “Recognizing and Serving Jehovah” would be a good theme.

SCENE III

(2 min.) Servant sums up points covered. His talk should deal with the correlation of the theocratic library, looking up marginal references, checking scriptural indexes and using them. He urges all to attend school so as not to miss fine features like third student talk

De Luxe Bible Price Reduced

Beginning June 1, 1954, the price of the de luxe edition of the New World Translation of the Hebrew Scriptures. Vol. I, and the New World Translation of the Christian Greek Scriptures will be reduced to $5.00 each for congregation publishers and $4.00 to pioneers. They will be available at all district assemblies.

Speech Counsel Form

The speech counsel form has been revised to conform with our present ministry school arrangement. A sample for the ministry school servant is enclosed with this Informant. When ordering please remember that this is a cash item.

District Assembly Reminders

1 As announced in the May 1, 1954, Watchtower seventeen district assemblies will be held throughout the United States during June, July, and August. These convenient locations make it possible for virtually all to attend an assembly this year. Please remember to submit your Room Request form to the city where you will attend. Volunteer Service applications may also be sent. Those who expect to attend one of the Canadian assemblies may use the regular Room Request form, mailing it to the local address given in the Watchtower issue referred to above.

In addition to attending an assembly every publisher will want to share in field service work. The current offer of the mouth will be used wherever you attend. Schedule your activity so as to join in field work arranged in accord with the assembly program.

The good conduct and bearing of Jehovah’s witnesses while in assembly have been the subject of much favorable comment. This reflects favorably upon Jehovah, whom we serve. When attending meetings, kindness and consideration should be shown others. Do not mill around the passageways or the grounds during meetings. It is a good policy to be seated before meetings start, and to be quiet during the entire session, for your welfare and in consideration of others. Occasionally some have left meetings early to avoid the crowd or to be first to the cafeteria. This does not justify the disturbance to others. Be on time for meetings and always remain for the concluding prayer. (See Watchtower, issue of July 1, 1953.)

4 As all of Jehovah’s witnesses have these things in mind and apply them at the district assemblies, mutual joys and blessings will be the rich ported benefits of greater maturity and effectiveness in house-to-house preaching.

Pioneer Meal Ticket

Meal tickets will be mailed to pioneers who were on the list as of January 1, 1954. Treat the ticket as you would money. Do not leave it at home or lose it, as none will be replaced. These tickets are negotiable only at the convention cafeteria.

Training Program . . . (Cont’d)

ress has been made since September and that Jehovah’s blessing is upon the new arrangement. May all continue to give full support to this training program and thereby reap the intended benefits of greater maturity and effectiveness in house-to-house preaching.
Walking in Jehovah's Name Forever

Unassigned Territory Work to Start

1. To walk in the name of Jehovah is the way of unending life. The worshipers of all other gods are walking in the way that leads to destruction. By keeping our footsteps in the way Jehovah sets for us, we shall gain everlasting life in his new world. Then, in the fullest sense, we shall "walk in the name of Jehovah our God for ever and ever."—Mic. 4:5, 48.

2. During July Jehovah's witnesses will prove their worthiness to continue walking in the name by prasing it more and more to all kinds of men. As aids they will use three bound books, on a contribution of $1.50, with a premium of three booklets, or two magazines and a booklet.

3. Unassigned territory work begins in July. It means contacting people who have had little opportunity to learn of Jehovah's great name and purposes. In this territory he prepared to give a three- to eight-minute sermon and offer the three oldest books you have in stock, as most of these isolated people have not read the older books and it will be a good opportunity to move these out of your stock. Public meetings should be arranged wherever possible.

4. Special pioneers have been working unassigned territory for several months now and many new congregations are being formed. If special pioneers in unassigned territory would like assistance from nearby congregations, arrangements may be worked out between the special pioneers and congregation servants.

5. Though working primarily with bound books, we must also keep in mind our quota of two magazines per publisher each week. The Watchtower and Awake! magazines do much to show forth the glories of Jehovah. Place them increasingly in the homes of the people, where they can do the most good assisting sheep-like ones to know of Jehovah's name and purposes.

CONGREGATION Training-Program Assignments

1. It is the privilege of more mature publishers to assist those who are less mature and new in the truth to become effective house-to-house preachers. Under the new training program arrangements have been made for this assistance to be given in a systematic way. After ascertaining who qualify to give this mature assistance, they can be given definite assignments to assist less mature publishers.

2. But how are these assignments to be made, and by whom? When the circuit servant is with a congregation he will work with the more mature publishers and ascertain who qualify to assist others. Before making assignments it is suggested that he discuss the congregation servant and respective congregation book study conductors. They might have suggestions in making assignments, so that the best results will be accomplished. The circuit servant will then make definite assignments by getting the two persons together and discussing with them what is required. He will explain program. Each publisher in the group, whether assigned to assist another or to receive assistance, should be given regular encouragement.

3. This method for giving training will not be a "teacher-student" arrangement so much as it will be a mature publisher going along with a less experienced publisher to offer suggestions for improvement. It is a reciprocal arrangement. While one will be assisting the other, both will profit from the experiences in the field. Both will strive to improve their ministry by giving effective three- to eight-minute sermons, conducting better back-calls and home Bible studies.

4. The publishers should adjust their personal schedules so they have definite times to work together in field service. They will not necessarily be working together at each door all the time they are in the field. Perhaps the first hour each time they work together, depending on the circumstances, will provide sufficient opportunity for improvement suggestions. After this they could work alone, the less mature publisher endeavoring to apply the suggestions given. The assignment will continue in effect until some adjustment is made later by the circuit servant or congregation servant.

5. The congregation servant should properly supervise the training program by keeping it well organized following the circuit servant's visit. He will make adjustments in individual assignments when necessary, following the same procedure as the circuit servant.

6. Much depends on the leadership of congregation book study conductors as to the success of the training program. Each publisher in the group, whether assigned to assist another or to receive assistance, should be given regular encouragement. Point out the importance of close co-operation and support. With each one doing his part, much progress will be manifest.

7. Assignments should be made with care, and those assigned should take their assignments very seriously. The training program is accomplishing much to increase effectiveness and regularity in the service. Continue to use it to the utmost in working toward the goal of 'every publisher a regular house-to-house preacher.'

Every Publisher a Regular House-to-House Preacher of Good News!
Walking in Jehovah's Name Forever

New Fields to Be Worked

Use 3- to 8-Minute Sermons

1. Jehovah's name is worthy to be praised. As Jehovah's servants, daily, by word and deed, we proudly sing the praises of our God. Let the world praise its gods. But as for us, "we will walk in the name of Jehovah our God for ever and ever."—Mic. 4:5, AS.

2. Devotion to the name must be proved. July offers opportunities to furnish that proof. Vacations may be spent in pioneer service and long, pleasant days filled with happy hours of praise in regular and unassigned territory. In deeds and spoken words have a full share in activities this month and then do not neglect to report.

3. What is the offer for July? Three books with three booklets or with two magazines and one booklet on a contribution of $1.50, in regular territory, and the alternate offer in unassigned territory of a subscription for The Watchtower and a book, on a contribution of $1.50. Especially in unassigned territory we shall want to use the older books in stock. Here will be a chance for many to receive the fine information in these older publications and, too, it will help to reduce your stock of older books. Be sure to present the complete offer at each door.

Prepare Your Sermons

4. Whether our service will be in unassigned territory or out of regular territory, plan interesting three-to eight-minute talks to catch and hold the interest of people. Talk to one another about your sermons and presentations as you travel to the territory. Try them out on one another, and offer suggestions for improvement. And, of course, continue the training of less experienced publishers. Take them with you from house to house, on back-calls and Bible studies. Help them to see their privilege of walking in the name of Jehovah as a regular house-to-house publisher.

5. If special pioneers in unassigned territory would like assistance from nearby congregations that did not receive unassigned territory, arrangements may be worked out between the special pioneers and congregation servants. And, too, let us not forget our quota of two magazines per publisher per week. The vibrant message contained in The Watchtower and Awake! can mean life to those who read and hear it.

6. Keep the name of Jehovah before the people. Be diligent to praise the name at all times whether in unassigned territory or in your regular assignment. It is necessary, if you are to be found walking in Jehovah's name now and in the days to come.

Unassigned Territory Work

Special Offer May Be Used

1. July and August will find many brothers throughout the United States busily working in unassigned territory. The purpose of working unassigned territory is to contact and assist interested persons with the view to building them up in the faith and helping them to organize their praise to Jehovah.

2. A year's subscription for The Watchtower with one book, or three books with three booklets or with two magazines and one booklet, may be offered on a contribution of $1.50. Since these people are seldom called on, we suggest presenting the Watchtower subscription and book offer. Try to leave something at every door.

More and More New Subscriptions

512,649 Received January—April

Expansion is on! How thrilling it is to receive over a half million new subscriptions for The Watchtower and Awake! in the Brooklyn office alone! This is the first time in any campaign that the half-million mark was surpassed. And that is not the grand total world-wide! Additional tens of thousands of new subscriptions for magazines printed elsewhere, such as in Germany, Switzerland, South Africa, Japan, etc., are not included in the following chart.

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<th>From Other Branches</th>
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<th>From Other Branches</th>
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Awake!

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Campaign Total | 392,554 | 120,095 | 512,649 | 378,164 | 120,095 | 498,259 |

It is very encouraging to note that an additional 19,325 new Watchtower subscriptions were received from the United States Watchtower publishers this year and also a 25 per cent increase in Spanish Watchtower subscriptions (Continued on page 3, col. 2.)
Baptism

From all nations, peoples, kindreds and tongues, over 50,000 persons last year, an average of 139 each day, on learning and coming to appreciate the truth, symbolized their dedication by water baptism. This was done as Jesus commanded, at Matthew 28:19, and tongues, over learning and coming to appreciate the truth, symbolized their dedication by being baptized and then by diligently carrying out their dedication of Jehovah, to whom each one is dedicated. Gladly, as illustrated on pages 209-12, 112, 113) That the truth is making rapid progress in Korea and that maturity is forthcoming, note that last year 236 of 417 preaching there took the forward step of water immersion.

Is a long period of time required between the time one first hears the truth and one's baptism? (Acts 2:38-39, NW.) On recognizing and appreciating that "this is the truth," in just a matter of weeks or a few months those who love Jehovah will delight to follow the example of the Lord Jesus by being baptized and then by diligently carrying out their dedication vows. One of these requirements is to share in the preaching work regularly. (90, 112, [13]) That the truth is making rapid progress in Korea and that maturity is forthcoming, note that last year 236 of 417 preaching there took the forward step of water immersion. (82)

But to obey Jesus' command more is required than just to understand what baptism means. Additionally, one must live a life in accord with the principles of Jehovah, to whom each one is dedicated. Gladly, as illustrated on pages 209 and 210, potential members of the New World society, on learning the truth, make whatever adjustments may be necessary before baptism and thereafter live in accord with God's will as found in the Bible.

While Traveling

1 Jehovah's witnesses are travelers. Several times each year they make extensive trips to circuit, district or national assemblies. Additionally, much traveling is done during regular witness work, as well as on vacations, etc. Have literature with you at all times, and keep it near at hand for ready use while traveling.

2 When you stop to get gas the attendant will generally notice your bumper sign. Tactfully lead him into conversation by asking how far it is to the assembly city, explaining you must get there by a certain date as you are to attend a Christian assembly of Jehovah's witnesses. Ask him if he heard of the large assembly held at Yankee Stadium last year (most have), and point out to him that it was the largest Christian assembly held in modern times, with people coming from 96 different lands. The gathering amazed the world and proves that the Bible, when understood accurately, is not a divisive book, but one that unifies people of all nations. After a brief discussion, judged by the amount of time he has, you might offer the latest magazine and a booklet for ten cents.

Then, when stopping to eat, many times you will have opportunity to talk to the waitress or cashier, especially if they are not very busy. If you can engage them in a brief discussion, do so. You might say: "Did you know that a man who lives 70 years spends approximately five years of that time doing nothing but eating? Food certainly is important, isn't it?..."

Organizing for Work

4 On receiving an assignment, prepare for the work. Organize car groups and arrange for territory coverage. Select public meeting locations (parks, grange and community halls, private homes, etc.) and obtain blank or printed handbills. At service meetings review unassigned territory booklet instructions and discuss the work to be done.

5 It would be well to work populated centers first and then scattered rurals. Calls should be made on interested persons whose names have been sent by the Society and studies should be started where possible. Answering their questions, taking them in service, organizing study groups, etc., will build them up for future organization.

6 When the assignment is completed, the names and addresses of all especially interested persons should be sent to the Society. It is preferred that these names be put on separate slips of paper, 3 inches by 5 inches, along with pertinent information about each one. With these names you should send a report on the coverage of the territory, informing the Society of interest found and the prospects for development by pioneer aid. Experiences involving such things as the people's reactions to the message, how problems in the territory were overcome, outstanding interest found and the effect the work done in the past two years has had will be welcomed.

Special Subscription Insert Slips to Be Discontinued

When your present supply of experimental special subscription insert slips for distributors' copies of The Watchtower and Awake! is exhausted, please do not request more. The slips are no longer being printed.

From the first of January through the month of May the Society has kept an accurate check on the number of special subscription slips sent in. Out of the 10,229,500 slips printed and distributed, only 980 persons used the slips to subscribe. That means one subscriber for every 103,320 slips.

While the experimental subscription slips undoubtedly acquainted many persons with subscription arrangements, once again the point is forcibly brought home to all Kingdom publishers: The only effective way to place literature and preach 'the good news of the Kingdom' is by personal contact with people at their homes. God's Word tells us to preach and it is the talking that brings results.
YOUR SERVICE MEETING

All Can Preach

SCENE I (3 min.) Conductor comments on purpose of training program and how all can be assisted to preach. When asked to work together, do so as often as possible by making adjustments in personal routine. Cooperation is essential for full benefits. Tent and stock servants are required on part of more experienced publisher to assist another, as will be noted in the following demonstration. Willing calls on Need Assistance, whom he is assigned to aid.

SCENE II (12 min.) Willing begins by saying he wanted to stop by and arrange or work together, as suggested by circuit servant. Practically to get together in outline and agree on specific times and days to work together. Need Assistance likes training program, but doubts if he will be able to work with Willing. Does not feel capable of doing house-to-house work and doubts if he ever could. Does not want to become burdened to Willing. Willing could do more good by helping someone else. Willing tactfully replies none are capable in the Muscaton group upon Jehovah’s direction. He makes provisions for his people that must not be shunned. When circuit servant discussed work with Need Assistance, no question raised no questions. Would be well now for them to follow through, for real results from being obedient to direction and will of Jehovah and visible organization. Need Assistance says he does not want to be untheocratic, but feels program good for others more capable but not for him. He is unable to express himself clearly, is easily discouraged, fears what people might say to him while preaching, etc. He would like to preach, but just does not feel he can. Willing uses scriptural example of Moses, who, due to speech difficulties, felt that he was unqualified and unable to lead Israelite nation. Did he say, Impossible, it can’t be done? No. He relied on Jehovah’s direction. Jehovah assigned Aaron to assist Moses as his spokesman. Moses accepted assistance rendered by Aaron. Did not overlook Jehovah’s hand in matter. (Ex. 4:10-16) After a period of time elapsed Moses was able to represent Jehovah effectively before his people.

Present-day training program should be viewed in similar spirit. It will help Need Assistance in becoming a qualified preacher of good news, if he responds to promises. Need Assistance thanks Willing for Scriptural encouragement. He does want to become a good helper, as he feels good news and will appreciate patient assistance of Willing. The two then sit down and plan a working schedule permitting them both to work together several times each week.

SCENE III (3 min.) Jehovah knows what his people need and when. Now the time is more and more to become better preachers, to care for the great gathering work. Through the training program all can be assisted to preach and enjoy many New World Society blessings.

“Make Sure of All Things”

2nd Week:

Blood Transfusion (pages 47-48) Demonstration: One of Jehovah’s witnesses in need of an operation explains his need. He does not feel capable of doing a blood transfusion.

4th Week:

Born Again (pages 48-50) Discussion: One of the newer publishers does not understand what it means to be “born again” and inquires of one of the mature publishers who can explain the cultural meaning by following material outlined.

New Cost List

Two new Cost List booklets are being sent to each congregation with this Informant. It is important that the congregation servant and the stock servant carefully study the instructions that appear in the first five pages on how to order. A copy of the booklet is also now being sent to pioneers working unassigned territory. All other pioneers will receive a copy of the new booklet with their yearly supplies sent out in August.

New Subscriptions (Continued)

and a 17 per cent increase in Italian Watchtower subscriptions. You will observe that the United States report of 392,554 new subscriptions differs from the figure 370,277 given in the June Informant. The 370,277 figure was taken from pioneer and congregation reports, while the 392,554 figure is the actual count of new subscription slips received at the office. Another very gratifying thing noted by the Society is the very fine support that publishers are giving to the arrangements to obtain renewals before subscriptions expire. During the campaign 145,447 renewals were received, a far greater number than ever before. Continue rendering this fine assistance so that subscribers will have uninterrupted magazine service.

The total number of new subscriptions reported to Brooklyn from September 1, 1953, to May 15, 1954, stands at 788,480. For the last full service year the total for the world was 882,296. Will the one-million mark for new subscriptions for the world be reached by the end of August? It is in the realm of possibility. Remember, any time is a good time to encourage persons of good will to subscribe for the two most enlightening magazines on earth, The Watchtower and Awake!
Take Flight to the Mountains for Safety

Service Year and Unassigned Territory Work End with August!

1 A world destruction impends! Warning must be given! Where is the place of safety? Certainly not in any part of this doomed world's systems. Jesus warned to take flight to the mountains for safety. (Luke 21:20, Matt. 24:15, 16, NW) It is in the new-world theocratic system of things where Jehovah keeps his New World society safe. Members of that New World society now want to warn others to flee this doomed world's system of things and to help them find safety in Jehovah's new-world system of things.

2 August will mark the final month of the service year. Lovingly aid others to take flight to God's prescribed place of safety by continuing to offer three books with three booklets or with two magazines and one booklet, on a $1.50 contribution. Placements and interest should be noted for return calls, with the view of developing home Bible studies. Help train others when engaged in any feature of service.

3 With the close of August this summer's unassigned territory work will terminate. Make every effort to cover your assignment thoroughly. At the end of August be sure to send the Society a report of what was accomplished and the names and addresses of especially interested persons.

4 Magazine distribution should continue to command our attention. Have you been keeping up with the quota of placing at least two magazines each week? Being magazine conscious at all times will enable you to not only meet but also surpass the quota.

5 There must be no letup in our preaching activity. Flight to Jehovah's new-world system of things for safety is imperative. In love for our imperiled neighbor and fellow man, let us help as many as we can to flee without further delay to the mountains for safety, Jehovah's New World society.

1955 Conventions

Inquiry is made from time to time as to when and where the 1955 European conventions will be held. It appears now that the convention in London will be held from July 27-31; in Paris from August 3-7; in Italy from August 5-7; in Germany from August 10-14; and in Sweden from August 17-21.

In the United States we plan to have five assemblies. At the moment it appears that the New York assembly will be July 20-24. As soon as other information is available, it will be announced.

UNITED STATES QUOTA FOR 1955
153,962 Publishers

Monthly Field Service Report

May Report

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<tr>
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<td>151,211</td>
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<td>Total Pubs.</td>
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Public Meetings Held: 11,542

Do Not Neglect to Report!

While July and August with assemblies, unassigned territory and vacations will be busy, fast-moving months, do not neglect to report your field service. In past years many, because of being away from their home congregation during this period, have not arranged to turn in their reports. If necessary, send your report slips to the congregation servant by mail just before the end of the month. Do not become an irregular publisher because you have neglected to report.

CONGREGATION ORGANIZATION

Public Relations Servant

1 In each circuit the Society has appointed a brother to care for publicity in connection with the circuit activities of Jehovah's witnesses. He is known as the "Public Relations Servant," since it is his duty to maintain good relations with the various news channels in publicizing assemblies and other special events in the circuit. When handled discreetly the newspapers, radio and other media for disseminating information can be used to a very good advantage in acquainting the people with the important activities of Jehovah's witnesses.

2 Primarily the public relations servant will be concerned with assembly publicity. When circuit or district assemblies are announced, he should contact the newspapers within the circuit and keep them posted with pertinent information on the assemblies. He may request the assistance of certain brothers in the congregations in connection with such publicity. Congregations should cooperate. At circuit assemblies he should release important data regarding the assembly, its purpose, what is to be presented on the program, speakers who will participate, etc. He will work closely with and under the supervision of the circuit servant in caring for his duties. A memorandum entitled "Suggestions on Theocratic Public Relations" has been prepared for public relations servants, and this should be consulted frequently in caring for public relations work.

3 In addition to publicizing assemblies, the public relations servant can assist in directing publicity in connection with dedication of Kingdom Halls, special programs, etc. Each congregation is responsible for local publicity and should be alert to use all opportunities to publicize the theocratic activities locally, but the public relations servant can offer suggestions and be of much assistance to the various congregations in his circuit in handling and improving publicity. The servants should feel free to consult him on local publicity.

4 In handling his duties the public relations servant should use the spirit of a sound mind at all times. Controversial material and discussions should be avoided wherever possible. He should have in mind that the information he provides for public consumption will usually be widely distributed. Hence, he should not only make it interesting and alive, but factual. The Society does not recommend paid advertising. If releases are submitted as important news regarding activities of the community and if interviews are planned in order to be interesting and educational to the people in general, most newspapers and radio stations will consent to cover the activities free. Much depends on the contact made by the public relations servant as to the response the editors and program directors make.

Jehovah has commissioned us to preach the good news of the Kingdom in all the world for the purpose of a witness. The other sheep must learn of the New World society and come into it for safety. The public relations servant can add much to the proclamation of the good news by diligently caring for his duties.

Every Publisher a Regular House-to-House Preacher of Good News!
**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 during 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.

**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**

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<th>AV. HOURS</th>
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<th>AV. BIBLE STUDIES</th>
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<td>April</td>
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<td>12.5</td>
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**United States’ Publisher Averages**

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<th>AV. HOURS</th>
<th>AV. BACK-CALLS</th>
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<td>April</td>
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“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)
Around the World with Jehovah’s Witnesses

Unassigned Territory Results

Jehovah’s blessing has been richly manifest upon the diligent effort of congregations, publishers and preachers to witness in unassigned territory since the inauguration of this special work in 1951. Attracting amazing reaching effects, note a few of the many “Yearbook” experiences.

In working an unassigned territory in Newfoundland the brothers greeted with expressions like: “Have you any more of those good books?” “Oh, you’re here again with those books again, just as well stop here until you teach us the right way. We want to know how to get one.” (126) Those 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 territories, and to give your brothers to be happy to do it in order to reach the sheep. (108, 109)

This year, as last year, many congregations were sent out to new 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 sent a year or more ago, to be followed up. 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 to the truth and witness to others. By talking to the one traveling next to you, by bus, boat, train, or other way, 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 feeling of growing Catholic power. He had never heard of Jehovah’s witnesses and was glad to hear gems of truth. (204, 205)

An Alaskan elder 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.

Preaching can be done aboard ship too. A Norwegian brother spends up to fifty hours a month witnessing as he travels. After preaching systematically en route to his territorial center he leaves and takes up work on another. He has been privileged to help publishers become associated with the New World society and to join in the preaching work. (212)

A missionary in Japan en route to her territorial center to a new man 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 scripture portions on a 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 lost 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 5:25,28 Jesus spoke 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)

“Tought 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

2
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 God's purpose, and what it 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, explaining that this line without using Bible or prepared sermon to eight-minute sermon, calling upon persons in a no-smoker's world and have literature that explains God's Word. Householder will find it interesting and may order two or three books and booklet for $1.60 contribution. Householder smiles exceedingly and, being proved, says he is not interested. As publisher is ready to turn toward next apartment he hears from within apartment he just left a voice, "One who answered door: "Some-"I don't know who he was. "What did he want?" "He was just 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, and that the real purpose of calling is to introduce what the Bible has to say, to explain the Bible he wanted us to buy. Chairman agrees to three- to eight-minute sermons 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 introductory statement, he explains that the H-bomb, as well as the atom and cobalt bombs, is looked upon by many today as a threat to life and as a possible means of destruction of our world and of our earthly life. Many people wonder what will happen when they are dead, and that is exactly our purpose in calling. At Isaiah 45:18 God's purpose is explained, and the publisher bases his talk on this verse. [Read scripture] God promises from that it will be man's home. [Read Gen. 1:28] For how long? At Ex. 3:14 we are promised that we have a God who is forever, as we read, "One who answered door: "Some-"I don't know who he was. "What did he want?" "He was just 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 V (2 min.) Chairman concludes with appropriate remarks about the effectiveness of prepared Bible sermons and recommendations 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 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 all 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 of them suggests that we should be persistent and helpful to discuss the matter of approaching people at the doors and that additions will return to earth, and that some day the earth is to be destroyed by the H-bomb. Does anyone say anything about the H-bomb? No, "I don't know what the H-bomb is."

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.

As at the fall 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 .1wake! 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 especially prepared for the public and should be regularly placed in your weekly quota of at least two magazines per publisher.
Zealous Preaching Activity Emphasizes Warning

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.

Finding Greater Happiness

A telegram received by the publisher expresses the great happiness and joy Kingdom publishers everywhere are having in using the Bible and giving three-to-eight-minute sermons right from your personal copy of the Greek or Hebrew volume of the New World Translation. Bring out a fresh copy of the Bible and present it with a book to the household. Doing this will enable us to demonstrate to the householder the value of the New World Translation.

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.

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.

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!
Warning of Assault by Gog of Magog

Sound the Warning and Help Others to Safety

Bible-and-Book Offer

Jehovah’s organization is increasing by leaps and bounds. Like an unwalled city it swells and expands. Gog, Satan the Devil, and his wicked forces now see this prosperous condition along with what appears to him to be a weak and indefensible position. With gathering rage he organizes his forces for the attack, being lured irresistibly to his own destruction; for Jehovah will fight for his people.—Ezek. 38:3,4; 39:1,2.

Since Jehovah’s witnesses have already been warned of the attack, they desire to work zealously from house to house spreading the warning and preaching good news from the Bible. Let all start the new service year right by engaging in house-to-house service offering the New World Translation of the Christian Greek Scriptures or the New World Translation of the Hebrew Scriptures with one book for a $2 contribution.

By now effective three- to eight-minute sermons have been developed by most publishers. This month will prove to be an opportune one for using the Bible in our sermons, for scriptures can be read from the Bible being offered. It is suggested, though, that publishers use their personal copies of the Bible during the sermon and then produce a fresh copy for the householder. This will eliminate copies getting soiled or dog-eared. Publishers assigned to work together should go over the sermon to be used before starting in the field so each one knows what the other is to do.

The purpose of our ministry is to help persons of good will to the place of safety with us in the theocratic land. This cannot be done by merely placing literature. Personal aid must be given through back-calls and home Bible studies. A well-prepared ten- to fifteen-minute back-call sermon will aid greatly in starting home Bible work.

“The New World Society in Action”

Thousands Thrill on Seeing Film

During the months of May and June alone, 101,393 people throng to the “New World Society in Action.” This inspiring demonstration of Jehovah’s earthly organization in operation has made deep, lasting impressions on publishers and people of good will alike. All want to see it—more than once—according to numerous reports and expressions pouring into the office.

What reaction has it had on strangers? A sister met a person in house-to-house work and invited her to see the film. She came and was so thrilled that the next day she came to the public meeting, bringing her neighbor and entire family. Another: The Jewish manager of a theater where the film was shown was prompted to tell his Protestant preacher friend: “You ought to come over and see this group in action!”

They have an idea of service that I have never seen any place else. They call themselves servants and they really mean it.”

And what effect on persons of the good will? One of many remarks reads: “Before I saw the picture I thought Jehovah’s witnesses were a small local group. Now I see that the organization is world-wide and growing by the minute... and what unity and love shown by one another!”

For brothers, the following remarks come from several sum up the sentiments of all: “To see all the work that goes into making magazines and books certainly has made me more alert to wisely use every piece of literature. “It did more than a thousand words to impress me with the unity within Jehovah’s organization and the work that we have to do at this time.” “It was a thrill to relive the TV film.”

New Service Year Begins

Jehovah’s forward-looking New World society looks to the 1955 service year to be one of great expansion. And it is sure to be, by Jehovah’s undeserved loving-kindness, as each one of us does his part in contributing toward the expansion.

We are better equipped now than ever before to effectively minister to men of good will. The training program is progressing well and will accomplish great things as district and circuit servants, congregation servants, pioneers and publishers continue the good work being done through it. House-to-house work will go on favoring this year as more and more publishers become regular house-to-house preachers of the good news. And with more publishers going from house to house giving three- to eight-minute sermons and using the Bible, a greater number of good-will persons than ever before are going to give ear to the Kingdom message. Then as prepared back-calls are made more home Bible studies will be started, and more home Bible work.

Prepare for Expansion!

Expand Your Ministry

When one is a congregation publisher he need only expand his ministry to become a pioneer. God’s Word, the Bible, encourages all dedicated servants to expand your ministry that all men may note your progress. What better way, congregation publishers, is there for you to expand your ministry than by becoming a full-time pioneer minister?

So far this service year 3,869 publishers, varying in age from eight to eighty, have expanded their ministry by becoming vacation pioneers. This is the highest number ever to participate in vacation pioneer service. The Society would like to take this opportunity to say it is a pleasure to serve with each one of the vacation pioneers and to note the good work that they are doing.

While many vacation pioneers are of school age and soon will have to leave the pioneer ranks until next vacation, others, having tasted of this grand service, will want to continue.

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Around the World with Jehovah's Witnesses

Following Through

On placing a piece of literature Jehovah's witnesses realize their ministry work is not completed. Good-will persons need help and it is up to the individual publisher to see that such help in new-world living is given by making return calls.

To emphasize the point, note the letter on page three of this article that was slipped under the door of a Kingdom Hall. What a blessing some publisher missed by failing to follow through!

Outstanding progress has been made by publishers in French Equatorial Africa, whom we referred to in 1953-1954. A contributing factor: literature placements were followed up with persistency. (77, 78)

Should there be complete even though literature is not placed? If circumstances warrant it, yes. A publisher in Syria now conducts a home Bible study where no literature was placed on the first call because the housewife said she "could not subscribe until she received something from Jehovah's witnesses." Follow-through calls brought results. (196)

Occasionally publishers are privileged to conduct calls on good-will slips sent by the Society's office or by following through on other correspondence. Publishers in both countries know the importance of this and relate a most interesting experience. Their good theocratic recommendation is "Follow-up and leave the results with Jehovah." (116) Are you doing this?

Proper Love

Paul asks, at Romans chapter eight, "Who will separate us from the love of the Christ? Will tribulation or distress or persecution or hunger or nakedness or danger or sword?" (116) Today with one accord, Jehovah's witnesses world-wide answer as did Paul in verses 38 and 39.

Each congregation is being equipped with one Bible study? And in the sermon on the mount Jesus quoted from the Hebrew Scriptures, such as Deuteronomy 8:3 and Exodus 20:3, both from the "Old Testament," to support his position. (Matt. 5-7) Jesus made twenty-one quotations from the Hebrew Scriptures. It is interesting to note also that at Romans 15:7-13 Paul quoted from Deuteronomy 32:43; Isaiah 11:1-10 and Psalm 18:49 and 117:1. In fact, from Matthew to Revelation a total of 395 direct quotations and about 375 allusions are made to the Hebrew Scriptures. So you can see that the Hebrew Scriptures and the Greek Scriptures supplement each other. The two of them make up God's complete Word, the Bible.

"And the commandment is, Love your neighbour.† What is meant by 'love your neighbour'?†

By resorting to logic, common sense and reason, we could also say: 'It would be impossible to get a full appreciation and understanding of God's purposes by relying solely on the Greek Scriptures. Without the Hebrew Scriptures, how could one learn about our Creator? how he created the heavens and earth? About man and his downfall? And about the background to God's glorious arrangement to redeem fallen mankind? The Hebrew Scriptures are filled with information we need, as Paul tells us at 1 Corinthians 10:11. If we did not have the Hebrew Scriptures, we could not understand many things in the Greek Scriptures. For example: In the 24th chapter of Matthew Jesus said that in the last days a disgusting thing spoken of by Daniel the prophet would arise to cause desolation. Without the book of Daniel to refer to we could not understand what Jesus had reference to. So we see both are necessary.'

These and many other striking points can be used to show men of good will the importance of having and studying the Hebrew as well as the Greek Scriptures. (If you encounter people who are not familiar with the terms "Hebrew Scriptures" and "Greek Scriptures," then the common expressions "Old Testament" and "New Testament" may be used in clarifying the above.)

Warning of Assault . . . (Cont'd)

To Those Who Say the Hebrew Scriptures Are Not Needed

Frequently we speak to people who say the Greek Scriptures are sufficient for study and contend there is no need for the Hebrew Scriptures. When confronted with these expressions one might say:

"Though the Greek Scriptures, commonly referred to as the "New Testament," serve excellently in revealing many of God's purposes, yet in themselves they are not complete. All Bible books from Genesis to Revelation are inspired by God and none can rightly be ignored. Jesus, his apostles and his disciples did not reject the Hebrew Scriptures, rather they quoted and referred to them continually. When Jesus was tempted in the wilderness by the Devil (Luke 4) he quoted from the Hebrew Scriptures, such as Deuteronomy 8:3 and Exodus 20:3, both from the "Old Testament," to support his position. And in the sermon on the Mount (Matt. 5-7) Jesus made twenty-one quotations from the Hebrew Scriptures. It is interesting to note also that at Romans 15:7-13 Paul quoted from Deuteronomy 32:43; Isaiah 11:1-10 and Psalm 18:49 and 117:1. In fact, from Matthew to Revelation a total of 395 direct quotations and about 375 allusions are made to the Hebrew Scriptures. So you can see that the Hebrew Scriptures and the Greek Scriptures supplement each other. The two of them make up God's complete Word, the Bible.

But as true soldiers of Christ they keep on preaching behind the Iron Curtain under very trying circumstances. (If) the Christ will separate us from the love of the Christ? Will tribulation or distress or persecution or hunger or nakedness or danger or sword?" (116) Today with one accord, Jehovah's witnesses world-wide answer as did Paul in verses 38 and 39.

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1955-1956 Field Service Chart

Each congregation is being sent a new congregation chart covering the next two service years, beginning September 1, 1954. Included with each chart is an instruction sheet that describes how to obtain the proper figures to post on the chart. The assistant congregation servant should study this carefully before starting to work on the new chart.

1955 Service Year Supplies

Enclosed with this Informant for congregations are Monthly Report cards and a Congregation Progressive Report sheet. The following supplies will be sent direct to: Pioneers, Monthly Report cards and Daily Record sheets; Special pioneers, Monthly Report and Allowance Request forms and Daily Record sheets. Order all other supplies in the regular manner.
YOUR SERVICE MEETING

Where Can Improvement Be Made?

Publisher Record cards may be given to study conductors to pass out to publishers associated with their see so that every time a demonstration is put on. All cards should be gathered from publishers before the demonstration and encouragement all to attend this meeting by making special announcements.

(20 Minutes) Congregation committee briefly reviews congregation progress during year. Improvement. One then suggests beginning of service year is good time for each publisher to reread what he did during last twelve months and to note points where improvement can be made during coming year.

Servants check cards to note their monthly placements. Total books, booklets and subscriptions placed by congregation. Servants then make appropriate comments on use of three- to eight-minute sermons to increase placing and to give effective distribution.

Bible study activity is analyzed. Does congregation average one Bible study per publisher? If not, mark to increase magazine distribution.

Bible studylistening. How many calls are being made in comparison with placements? Are notations made so return calls can be made? Is back-call negligence and are calls being made after regular Sunday morning witnessing? Servants stress need for making back-calls, and encourage more of the capable publishers to start having a part in home Bible-study activity. One Bible study per publisher remains the goal.

Congregation servant takes up discussion of field hours and regularity in service. Number of regular publishers and explains that a regular publisher is one who has preached at least one half of last six months. Does congregation average equal that of the nation? Servants give suggestions for improvement, such as two hours of work or telephone work on Sunday and then an hour or so of back-calls, work from service center before congregation book study, midweek contacts, etc.

Servants conclude discussion by outlining goal of congregation for coming year and that it includes reaching 10 per cent increase by December and a 20 per cent peak by April. Publishers are encouraged to work at service center to which they are assigned, attending all congregation meetings, participating regularly in first weekly home meeting throughout the year with a purpose.

Remembering Why We Called

SCENE I (2 min.) Conductor relates purpose of making back-calls. They are not social visits, but are made to help householder learn the truth. This is important, and minor interruptions should not sidetrack us from this purpose.

SCENE II (7 min.) Householder invites publisher in, turns off radio, which just gave latest news, and asks publisher to say anything about the truth householder begins discussion of world conditions. Publisher joins in discussion. After a while publisher recognizes "..." and asks householder, "Awake!" Does congregation average equal that of world conditions? Publisher joins in discussion. After a while publisher asks, "...and encourage more of the capable publishers to start having a part in...."

Additional Use of the Film

As opportunity affords it may be shown as an educational film to school groups, in hospitals and to other interested groups. Whenever possible and advisable an appropriate 20-minute talk should be given after the showing. These will be considered as public meetings.

The New World Society (Cont'd)

"...You can see more than ever that Jehovah's New World society is an organization of workers: I know with application I can do much better in my personal ministry. "I will never forget what I saw.

Attend Your Circuit Assembly

When can you see it? Whether for the first time or again? By popular demand the Society has scheduled to show it at all circuit assemblies for the next six months. Come and enjoy this treat as well as all other features of the program.

Beginning in September, among other outstanding things, the circuit assembly program will feature wholesome counsel on organizing the training program. Step by step you will see how it operates and how experience has shown that this is the most effective means of aiding publishers to grow to greater maturity and to become more effective in preaching the good news. Timely demonstrations and discourses are scheduled as well as field service. Be on hand at the opening of the assembly and enjoy all the sessions right up to the closing talk. Make a special effort to invite good-will persons to attend.

Prepare for Expansion (Cont'd)

studies will assuredly result in more Kingdom publishers.

is it not apparent, on reflecting just a moment or two and observing how Jehovah has streamlined and made our witnessing more effective, that he has done so to equip us to speed up the witness work? Time is getting short and there are yet many to be brought into the new-world domain. Jehovah's organization must be and now is in position to gather and care for them.

10 Per Cent by December; 20 Per Cent by April

Again this year each congregation will work for a 10 per cent increase in publishers by December 31 and a 20 per cent peak by the end of April. Start now training and helping those with whom you conduct a study to have a part regularly in the ministry. Through the congregation book-study, services, and make arrangements to assist all associated to share in field work every month.

The year of 1955 will be a year of great activity. Do not let one thing, such as planning and attending an assembly in the United States or in Europe, overshadow all the other important things that we must accomplish. Preparing for them should not deprive you of privileges of service you have at home. Proper planning will enable you to enjoy both.

Be a well-balanced publisher throughout the year. Attend all congregation meetings and have part in all features of the ministry. Do your part in contributing toward the expansion so you and your congregation will move forward in the great work on earth during 1955.
Daily Blessing the New Awake! Campaign Month

What a unique privilege it is to bless Jehovah’s name daily! Just think, before angels and men we can extol, praise and advertise the name and purposes of the new-world Sovereign. (Ps. 147:2) Jehovah’s witnesses without letup use every means possible to speak well of him, knowing it is the right thing to do and brings Jehovah’s favor.

During October new and old publishers alike will want to offer from house to house the foremost news magazine awake! to world happenings and events. Yes, it is time for the Awake! campaign. The offer will be a year’s subscription and three booklets for $1. Publishers will remit $0c for each new subscription. The quota will be at least one new subscription for each publisher and a minimum of four for pioneers.

Start preparing now to share in the month-long campaign. Develop an interesting three to eight-minute sermon on present-day conditions that allows for scriptures to be read from the Bible to support the points. By your showing the part Awake! plays in supplying vital information, good-will persons will be assisted to see the merits of this fine magazine. Continue to use your Bible in presenting Awake! just as with other campaign offers.

Field Service Report

The August field service report is omitted so this Informant can be mailed during Bethel vacation. The report will appear in the October issue.

"Make Sure of All Things"

2nd Week:
Charitable Works (pages 57-60) Congregation discussion. Questions may be asked by chairman developing (1) Jehovah the greatest Giver, (2) give freely and unselfishly, (3) Christians’ special responsibility to brothers and family, (4) spiritual giving most important, (5) wholehearted devotion must be given to Jehovah, (6) true religion shows concern for the poor.

4th Week:
Communism (to p. 65, Amos 8:11) Demonstration: Brother and sister discuss world’s trend toward communism. "Make Sure of All Things" says, "they take it and discuss a scripture or two under each subheading."

CONGREGATION Identification Cards

1 A number of cities now are making laws stating that any person who goes from house to house doing canvassing or other work must be identified. As a result publishers engaged in the house-to-house ministry in various parts of the United States are making request to the Society for identification cards to show to the police when they demand identification or registry with them. In view of this condition the Society has prepared an identification card that may be carried by qualified publishers and shown to police when the need arises.

2 These identification cards will not be given out promiscuously. They are to be issued by the congregation servant to only publishers and pioneers who have symbolized their dedication by water baptism, and who engage regularly in house-to-house work and are capable of doing house-to-house witnessing alone. No exceptions should be made. This does not mean that persons who do not go from house to house cannot be publishers. They can, but as long as they have not symbolized their dedication and have not reached the point of going from house to house alone they are not eligible for this certificate.

3 The purpose of this card is to provide identification that can be shown to the police establishing the fact that one is an ordained minister of God and a representative of the Watchtower Bible and Tract Society authorized to minister from house to house. The cards will not be needed in communities where there is no police interference. However, if all qualified publishers wish to carry these cards the Society has no objection. The advisability of providing cards locally will be left up to the discretion of the congregation servant.

4 Congregation servants may order just the required number of cards. They should be filled out on the typewriter (1st line, name; 2nd line, street address; 3rd line, city and state), signed in ink by the presiding minister (congregation servant) and countersigned by the one holding the card in the presence of the presiding minister at the time it is issued. Notation should then be made on the Publisher’s Record card that an identification card was issued. If a publisher moves from one congregation to another, he should surrender his old card to the congregation servant before leaving and get a new one from the congregation servant of the new congregation where he will be associated.

5 An expiration date will appear on these cards; so it will be necessary to reissue them every two years. The Society will announce in the Informant when a new supply of cards may be ordered. Congregation servants may now order the number of identification cards needed at the rate of two cards for a penny. The cards are of a convenient size that may be carried in the wallet or purse. They should be kept neat and clean.

6 The Society hopes this card will serve its intended purpose and will be of great benefit to the many publishers and congregations where the police are demanding identification.
Daily Blessing the New World Sovereign’s Name

Awake! Campaign Quota: One Subscription for a Publisher

Goal Well in Sight

1 Giving praise to Jehovah is pure pleasure! The happiness it gives us is multiplied by the time we spend in blessing his holy name. Daily service, then, is essential in bringing happiness to ourselves and joy to the heart of the new-world Sovereign—Ps. 145:2.

2 Daily worshipers of Jehovah, always alert to keep Jehovah’s name before the people, rejoice to share in the annual Awake! campaign. It is another opportunity to acquaint many more people with its excellent coverage of diversified fields and with its intimate review of global conditions, forewarning readers that only through God’s kingdom will conditions earth-wide be permanently bettered. Specially selected articles of public interest will be carried in the

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<th>October issues, in addition to the public lectures now contained in each issue of Awake!</th>
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| 1954 | ? ? ? Working for 100%

3 During October offer the Awake! subscription and three booklets on a $1 contribution. The quota for each congregation publisher is one new subscription and four pioneers. As shown below, each year since 1951 we have been coming closer to meeting this quota.

4 Yes, the 100 per cent goal is definitely within sight. Last year we were just nicely getting started with three- to eight-minute sermons when we obtained 133,466 new Awake! subscriptions. That is the highest number of subscriptions ever taken in a single month! Undoubtedly, this October will be even better, since all of us will be using three- to eight-minute sermons in our house-to-house ministry with the offer all five Sundays of the month. Spend at least two hours each Sunday morning in the house-to-house work and then an hour or so making back-calls. Midweek witnessing arrangements should also be made. With all of us doing our part, we shall far exceed our previous peak of 133,466 new subscriptions.

5 Engage, then, in this pure pleasure of blessing the new-world Sovereign’s name in October. Tell others of Awake! and its excellent features. By doing so you will bring happiness to yourself and to others.

Pioneers Recommend Pioneering

Encouraging Words

1 “What a grand provision for all to enjoy!” “Many publishers here really appreciate the opportunity to pioneer. There is no finer way to spend time.” Daily the Society receives such expressions from appreciative congregation publishers, regular and vacation pioneers of all ages. Whole families have written in for applications and some congregations write: “Arrangements are being made so that practically every publisher will pioneer some time during the year.” One writes: “Thus far, we have 11 regular and 10 vacation pioneers. This makes our congregation of 59 publishers very happy.”

2 Typical are these encouraging words from new pioneers: “My experiences the past weeks have been very happy ones. Just a taste, but my, how refreshing! They’ve whetted my appetite for more.” Another, “The many joys and blessings that Jehovah’s service brings are greatly multiplied while pioneering. All publishers should take advantage of this arrangement. I know they will be glad they did.” And, “I’ve always wanted to increase my service privileges. Here is the way.” One writes, “Not just vacation pioneering for me—I want to be a regular pioneer from now on.”

3 Inspiring and confident are the words from pioneers who have served for years: “Pioneering has taught me to have full confidence in Jehovah. It keeps me doing his will and leaves no time for nonessentials. It’s been the happiest time of my life. I wouldn’t trade it for anything.” Another says, “It’s a lifetime career without equal. Spending each day in service gives one peace of mind and pleasure, builds a keener appreciation for Jehovah’s loving-kindness and makes one want to show gratitude.” And this noteworthy one, “Jesus’ words ‘there is more happiness in giving’ have certainly proved true. What a thrill to help others! My only regret is that I didn’t start sooner.”

4 The remaining time till Armageddon is limited. From now until then we are extended ministerial privileges.

(Continued on page 2, col. 3)

Meeting Attendance

Attend Regularly

1 Attendance at all meetings of Jehovah’s people today is very urgent. Next to the Bible The Watchtower is one of the most enlightening influences upon the earth. The study of it privately and with the congregation is indispensable. The service meeting and ministry school are likewise enlightening forces necessary to a broader vision and to equip each one of us for new-world living and theocratic service. Congregation book studies and public meetings are provided by Jehovah to give us greater understanding of Kingdom truths.

2 The great truths of the Kingdom and its requirements cannot be explored by us apart from our brothers. Jehovah never purposed that they should, for we are told that “no prophecy is of private release” and “not to forsake the gathering of ourselves together, as some have the custom, but encourage one another, and all the more so as the days draw near.” (2 Pet. 1:20 and Heb. 10:25, NW) With these points in view, let

(Continued on page 2, col. 2)
Means of Awakening

How will people call upon Jehovah if they are not preached to? All of Jehovah's witnesses know the answer to this question and therefore diligently arrange for the preaching work and to present literature, knowing that through the spoken and printed explanation of the truths many will be awakened to the truth.

From all walks and ways of life people of good will, toward God are awakening to the truth. It is not the past that counts, but rather, what one does upon learning the truth. You will enjoy reading the story of how, among other things, they examined the Bible shows there is a reason for these troubles. Jesus spoke of such conditions afflicting mankind, at Luke 21: 10, 11. [read and apply to events of last forty years]. In fact, he foretold that conditions would become so bad that heart disease (America's No. 1 killer) would increase, as verses 25 and 26 show. Seeing these things happening makes us want to understand why they are happening and what they all mean. In verse 31 Jesus said these troubles would mark the nearness of the Kingdom, for which we have prayed. All claiming to be Christians must now keep awake to world happenings and their meaning, for Jesus shows in verse 36 that the majority of mankind will be destroyed for failing to do so. To aid you in watching and keeping awake to world developments and their meaning, we are privileged to offer you the magazine Awake! on a year's subscription for just $1...

Another might be: "I am making a friendly call on you with a message of comfort in these distressing times. No doubt in looking at conditions in the world today you realize the seriousness of this time period in which we are living and desire to know what hope there is for world peace. Under divine inspiration Jeremiah, a faithful prophet, in his prophecy at chapter 8, well outlined our condition today. Verse 15 reads: [read from Bible]. Notice, too, how the nations are fulfilling his words at Jeremiah 6: 14. God assures us at Isaiah 9: 6, 7 that his provision is for a government of permanent peace for righteous mankind. In order to gain true peace we need to be taught by Jehovah, as Isaiah 54: 13 and Psalm 2: 10-12 show. To aid people to be awake, not only to conditions of the world, but also the remedy—'God's government of peace—'I feel sure you will appreciate this timely journal entitled Awake! . . ."

By participating in the house-to-house work often this month, using these or other pointed three-to-eight-minute sermons at every door when making the Awake! subscription offer, it will be your good pleasure to assist many persons of good will to become regular readers of Awake!

Meeting Attendance (Cont'd)

'Good morning! [Introduce yourself.] We are calling on honest-hearted people today concerning the troubles on the earth. Needless to say, there are much wickedness, suffering and corruption throughout the world, and in almost every home there is unhappiness. All of us have wondered why these conditions exist and what the remedy might be. The Bible shows there is a reason for these troubles. Jesus spoke of such conditions afflicting mankind, at Luke 21: 10, 11, [read and apply to events of last forty years]. In fact, he foretold that conditions would become so bad that heart disease (America's No. 1 killer) would increase, as verses 25 and 26 show. Seeing these things happening makes us want to understand why they are happening and what they all mean. In verse 31 Jesus said these troubles would mark the nearness of the Kingdom, for which we have prayed. All claiming to be Christians must now keep awake to world happenings and their meaning, for Jesus shows in verse 36 that the majority of mankind will be destroyed for failing to do so. To aid you in watching and keeping awake to world developments and their meaning, we are privileged to offer you the magazine Awake! on a year's subscription for just $1...

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Pioneers Recommend . . . (Cont'd)

Legs no other human creatures have ever had, nor will have again. Do not linger or wait. Enjoy them to the full by becoming a pioneer. The Society will be happy to supply you with a pioneer application blank, regular or vacation, upon your request. Accept the good recommendations of those already pioneering. Become a pioneer!

Coming Literature Offers

November and December: Three books and three booklets for a $1.50 contribution, or the New World Translation of either the Hebrew or the Greek Scriptures and a book for $2.

2

Around the World
with Jehovah's Witnesses

Youthful Witnesses

Youthful witnesses are you regularly engaged in magazine activity? Have you sent a house-to-house route around your home? You can effectively take part in this feature of the ministry by the help of the many other young ministers in Greece. (165)

All youthful witnesses should regularly attend meetings and be attentive during them so as to learn from them. Participate in them, too, as appropriate occasions are afforded and then be regular in the ministry by sharing in field service.

Presenting
THE GOOD NEWS

With Awake!

1 Uppermost in the minds of men today are the troubles in the world. This gives us a wonderful opportunity to develop pointed three-to-eight-minute sermons based on world conditions, and when offering Awake! to point out that it covers world events along with many other fields of knowledge. As a basis for your theme you might use Luke 21 as follows:

"Good morning! [Introduce yourselves.] We are calling on honest-hearted people today concerning the troubles on the earth. Needless to say, there are much wickedness, suffering and corruption throughout the world, and in almost every home there is unhappiness. All of us have wondered why these conditions exist and what the remedy might be. The Bible shows there is a reason for these troubles. Jesus spoke of such conditions afflicting mankind, at Luke 21: 10, 11, [read and apply to events of last forty years]. In fact, he foretold that conditions would become so bad that heart disease (America's No. 1 killer) would increase, as verses 25 and 26 show. Seeing these things happening makes us want to understand why they are happening and what they all mean. In verse 31 Jesus said these troubles would mark the nearness of the Kingdom, for which we have prayed. All claiming to be Christians must now keep awake to world happenings and their meaning, for Jesus shows in verse 36 that the majority of mankind will be destroyed for failing to do so. To aid you in watching and keeping awake to world developments and their meaning, we are privileged to offer you the magazine Awake! on a year's subscription for just $1...

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YOUR SERVICE MEETING

Know Your Magazine

The following two demonstrations are to assist all publishers to become familiar with the material in the October 8 and 22 issues of “Awake!” which will be used during the campaign. Consider the October 8 issue as in use, and for the October 22 issue two weeks later. Announcement should be made to the brothers, as far in advance as possible, that all publishers may prepare to take part and benefit from the discussion.

First Meeting: A panel of “experts” on platform faces congregation, fully prepared to answer any questions. Publishers may prepare to take part in this campaign and all of us be better equipped than ever to present effective sermons. The keynotes to successful witnessing are, (1) that each Christian is responsible to provide for his own household and the rest or covet any other’s property; (2) that Christians recognize God as supreme and do not try to overthrow governments and kings; and (3) that Christians bring up their children in the discipline and the authoritative advice of Jehovah.

Second Meeting: A brother will be assigned to prepare good, pointed questions on “Awake!” The audience will be told the week beforehand to prepare to answer questions on any article in the October 22 issue. A minimum of pausing should be observed on the way to best results, so stress preparation. The brother should prepare some questions on each article. Interest can be added by discussion on groups seated on one side of the hall and the other. With many brothers answering the questions, be aware of the part, making it absorbing and profitable. True and false statements can be asked periodically. Question and answered statistics or complex data are not necessary. Rather, use interesting points that publishers may use in presenting the topic. With all publishers being thoroughly acquainted with the magazines used during the campaign, making full part in the house-to-house service, this will be the best “Awake!” campaign to date.

Congregation Publisher’s Record Cards

When a congregation publisher moves to another locality, they should take their Publisher’s Record card with them and give it to the new congregation servant. Also, as far in advance as possible, they should send the Society a change of address for personal Watchtower and Awake! subscriptions, giving both old and new addresses.

Be Alert and Awake

October will undoubtedly be the best “Awake!” campaign to date. More publishers are ever being prepared for this campaign and all of us are better equipped than ever to present effective sermons. The keynotes to successful witnessing are, (1) that each Christian is responsible to provide for his own household and the rest or covet any other’s property; (2) that Christians recognize God as supreme and do not try to overthrow governments and kings; and (3) that Christians bring up their children in the discipline and the authoritative advice of Jehovah.

New Arrangement for Ordering Bound Volumes

It will not be necessary for congregations and individual publishers to place orders for bound volumes of the Watchtower and Awake! magazines a year in advance as heretofore. Starting with the 1955 volumes please do not submit an order for these volumes until advised to do so by an announcement in the Information, which will be made about November or December of 1955. It will be appreciated if publishers order volumes through the congregation, so all orders for a congregation can be combined. The cost for a volume remains $2. When you have sent in an order for volumes and your address changes before the order is filled, please be sure to send in your change of address for mailing the volumes ordered.

Promptly Handle New Subscriptions

To provide new subscribers with good service it is necessary for subscription slips to be sent to the Society’s office promptly. Publishers are requested to turn in immediately all new subscription slips to the accounts servant. He will carefully check each slip to see that it has been properly filled out. The complete name and address of subscribers should be given. Do not abbreviate the name of the city or the street. As the zone number is very important, tell the subscriber if the address is given correctly. Congregation servants are requested to see that subscription slips are sent promptly to the Society each week.

“Make Sure of All Things”

2nd Week: Communism (pages 45-47)

Back-call: Publisher makes return call on person who made the claim that the Bible supports communism. Publisher proves (1) that early Christian congregation was not communistic through members helping one another, (2) that each Christian was responsible to provide for his own household and did not covet another’s property, (3) that Christians recognize God as supreme and do not try to overthrow governments and kings, and (4) that Christians bring up their children in the discipline and the authoritative advice of Jehovah.

Publications Now Available

Booklets

God’s Way Is Love

—Arabic, Portuguese

The Joy of All the People—Doula

Tracts

What Do Jehovah’s Witnesses Believe? (T1) —French, Indonesian

Hell-Fire (T2) —French

Jehovah’s Witnesses, Communists or Christians? (T3) —French

“Awake from Sleep!” (T4) —French

Hope for the Dead (T5) —French, Indonesian

The Trinity—Divine Mystery or Pagan Myth? (T6) —French

How Valuable Is the Bible? (T7) —French

Life in a New World (T8) —French

—French, Greek
Aiding “the Desire of All Nations” to Come In

Follow Up All Placements and Start Bible Studies

Jehovah is now giving the nations of this world a shaking from which they will never recover. One of the chief means is by having the good news of his kingdom preached as a witness to all nations. And with what telling effect? Jehovah is drawing the desirable ones from all nations to fill his house of worship with glory and praise.—Hag. 2: 7.

2 Continued preaching will aid many, many more desirable ones. You may help others during November by presenting one of the following offers: Three books and three booklets for a $1.50 contribution, or the New World Translation of either the Hebrew or the Greek Scriptures along with a book for a $2 contribution. Each publisher may select the combination to suit. Prepare and use three- to eight-minute sermons to stimulate greater interest.

3 A definite record should be made of all placements. Then make back-calls to encourage further investigation and study. A prepared ten- to fifteen-minute sermon expanding on what was discussed or placed on the initial call is an excellent means to build up the original interest and leads greater effectiveness to return calls. Endeavor to develop back-calls into Bible studies. Remember our goal: Every publisher conducting at least one Bible study. Also, let us keep in mind the quota of each publisher: the placing of at least two magazines each week.

The work of gathering the desirable ones from all nations continues to grow and expand. A vast multitude now fills Jehovah’s house with glory and praise. Share now in aiding unnumbered others to come into the blessed surroundings of Jehovah’s organization and to add their voices to his further glory and praise.

Continue Studying the Book “New Heavens and a New Earth”

Many congregation book study groups are nearing the completion of their study of our latest study aid “New Heavens and a New Earth”. This book contains so much valuable information that the Society suggests it be thoroughly studied at congregation book studies at least twice, after which one of the following books may be studied again: What Has Religion Done for Mankind? “This Means Everlasting Life”, “Let God Be True”.

Well Done Kingdom Publishers!

At the district assemblies it was announced that our July and August reports would have to average 157,761 publishers to meet the 10 per cent average increase set for the 1954 service year. “We Made It!” as you will see below. Well done, Kingdom publishers!

UNITED STATES QUOTA FOR 1954

153,962 Publishers

Monthly Field Service Report

<table>
<thead>
<tr>
<th></th>
<th>July Report</th>
<th>August Report</th>
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<tbody>
<tr>
<td>Sp’l Plo’</td>
<td>313</td>
<td>362</td>
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CONGREGATION

Progressive Arrangements for Giving Assistance

1 For over a year now, in accord with arrangements made during the circuit servant’s visit, mature publishers have been assisting other publishers. It is a joy to observe how well the arrangements are being established in the congregations and supported by publishers wholeheartedly co-operating.

2 In order to keep abreast with the progress being made, circuit servants will make adjustments at the proper time to keep progressive arrangements in operation at all times. After serving a congregation several times the circuit servant should not spend all his time working with those who are already assigned to assist others and who are doing good work. He should work with those who have progressed to the point where they possibly qualify to assist another and with those who are assigned to assist others but who may still need help themselves. Other available time will be spent working with publishers who attend the service center.

3 As heretofore, congregation servants will supply circuit servants with a list of all congregation book studies and publishers assigned to each. He will reach each publisher to explain that the circuit servant is to work with and show which publishers he feels to be qualified to assist other but who have not been assigned as yet to do so. He will also show who have been assigned and indicate who, if any, among those assigned to assist others could use further assistance themselves. (Circuit servants will continue to check personally Publisher’s Record cards for des-

ORGANIZATION

tailed information, on arrival at congregation.) The congregation servant will also show which publishers will be available to work with the circuit servant in the morning and in the afternoon. This is to be done for each day of his visit. With congregation servants diligently supplying this most important information the circuit servant is able to spend time most effectively during the entire week with the publishers.

4 In harmony with the June, 1954, Informant, the circuit servant should make definite arrangements for two publishers to work together. Wherever possible he will get the two publishers together and discuss what is required. Occasionally it may be necessary to assign a publisher to assist another where the opportunity is not afforded to get them together privately to discuss the assignment. In this case the assignment should be made and the congregation servant given the responsibility to see personally that the two publishers understand the arrangement. By making assignments during the week rather than waiting until Sunday evening, the circuit servant will be able, in most cases, to get the publishers together himself and discuss arrangements.

5 The circuit servant should make a thorough examination of the training program each time he serves a congregation and then make whatever adjustments he may find necessary to ensure greater progress. It should not be necessary for the circuit servant to make major adjustments in the basic setup each time he serves a congregation, but adjustments can be made in individual assignments when necessary to keep the program progressive.

Every Publisher a Regular House-to-House Preacher of Good News!
Aiding "the Desire of All Nations" to Come In Grand Increase to Continue

Share in All Field Service
1 "Have the desirable things ... of all nations come in?" This was the timely query placed by Brother Franz before 131,419 assembled at Yankee Stadium in 1953. Then came his thrilling invitation to those of the anointed remnant in attendance: "Lift up your eyes and sweep them about this vast structure of Yankee Stadium and behold the tens of thousands of people of good will from scores of nations and languages." The significance of this stirring spectacle was made known with the ringing declaration that there was "the answer of Jehovah of hosts to the question." Yes, "the desire of all nations" had come in, with the bright prospect of many more precious ones joining the happy throng in further fulfillment of Haggai 2:7.

2 Desiring to share in aiding the remaining desirable ones of all nations to come in, Jehovah's witnesses world-wide will preach at every opportunity during November. Publishers may use the offer of their choice, as follows: Three books and three booklets on a contribution of $1.50 or the New World Translation of either the Hebrew or the Greek Scriptures and a book on a contribution of $2. Regardless of the offer used, all publishers will want to use their Bibles in giving appropriate three- to eight-minute sermons.

An Additional Opportunity
3 "Thanksgiving Day" opens an added opportunity for many publishers to enjoy field service privileges. Most brothers will be free from their secular jobs. The day may well be completely dedicated by all to field service. It is suggested that each congregation make special group witnessing arrangements "Thanksgiving Day." Many congregations that have done so have written in unusual experiences. This year the Society would like to receive from congregation servants any report they might like to make covering outstanding field service results or unusual experiences publishers might have witnessing "Thanksgiving Day."

Back-Call, Home Bible Study Service
4 As highlighted in the article in this Informant "Needed: More to Feed the Sheep"—back-call and home Bible study activity should be given greater attention. Are you spending at least two hours in house-to-house work on Sunday and then an hour or more making back-calls? And, of course, with our goal being home Bible studies, why not conduct a home Bible study following the back-call work? This will enable you to take part in house-to-house witnessing, then make some back-calls and end your field service for the day with a Bible study. Attending the public talk and Watchtower study thereafter will round out a wholesome day of theocratic activity. This good schedule is recommended for all.

(Continued on page 2, col. 3)

1955 Yearbook and Calendar
Orders may be placed now for the 1955 Yearbook and calendar. The Yearbook is 50 cents a copy. Calendars are 25 cents each, or five or more to one address for 20 cents each. Publishers are requested to order through the congregation. Pioneers on the list before July 1, 1954, should register with the congregation stock servant to receive a free copy of the Yearbook. The stock servant will keep this list and take it into consideration when ordering the congregation supply of the Yearbook. He will check off the names of pioneers as he gives out copies. Congregations will submit a Literature Credit Request form the usual way for copies of the Yearbook placed with pioneers. Pioneers not associated with a congregation will receive their Yearbook direct from the Society, if eligible. Pioneers starting on or after July 1, 1954, will not be eligible for a free copy of the Yearbook.

Increase Back-Call and Bible Study Activity
1 During the last two years particular stress has been given to our goal: "Every publisher a regular house-to-house preacher of good news." In virtually every congregation splendid progress has been made as you brothers have seen the need for more house-to-house service and have responded to the Society's call for greater activity. Approximately 80 per cent of the total publishers (which includes physically handicapped, newly interested ones, children, etc.) now engage in the house-to-house ministry, with the vast majority using three- to eight-minute sermons with good effect. It is very pleasing to observe the fine progress that has been made. Well done, publishers, pioneers and servants!

2 While all of us will want to continue engaging regularly in the house-to-house ministry, giving three- to eight-minute sermons and assisting others in this basic part of the ministry, we must continue expanding our ministry and give greater attention to the back-call and home Bible study work. The very purpose of our house-to-house ministry is to make placements so that return calls can be made to start home Bible studies. Therefore, in addition to continuing and improving the fine house-to-house work being done, let us increase our ministerial activity by devoting additional hours to the back-call and home Bible study service.

The Need Is Evident
3 Just what are the facts that point to the need for greater back-call and Bible study activity? The Society has made a spot check in a section of the United States where congregation averages (hours, back-calls and home Bible studies) are well above those for the nation. The result was this: Only 22 per cent of the publishers engaged in back-call activity regularly. An additional 35 per cent made a few

(Continued on page 3, col. 3)
Around the World with Jehovah's Witnesses

The Harvest Is Great

The harvest was great in Jesus' day but it is even greater today since he is enthroned as King. We are privileged to share in the harvest work by first planting and then by making return calls on persons starting home Bible studies. Through these Bible studies more laborers are found for the joyful harvest result. Another Belgium woman enjoys a part in the harvest work through—yes—attending a home Bible study. His mother's first attending was not right, but his heart was won, as you will read on page 99.

In Western Samoa much harvesting work is carried on by Preaching the good news of the Kingdom on a relatively new territory, but the interest is—great. It is very common to arrange Bible studies with two or three persons and upon arrival to find ten to forty persons waiting, curious to hear Jehovah's Word. (54)

What arrangements can be made if conditions in a home will not permit a Bible study? Why, other suitable locations can be used. One way was as done in Pakistan—with fine results. If people really wish to study, a tasteful place can be arranged in a place for the study to be held. (225)

May a new publisher conduct home Bible studies? Most assuredly, and he should, as with Jehovah's witnesses, as shown in the “Yearbook,” were privileged to aid many last year to find and understand the knowledge of God.

Even angry? Yes, even an Irishman—John—(229) also, you will enjoy the report, on page 77, of having been befriended by a former priest who was passed on to a church warden who had in a few minutes a man who had been trained in twenty-five years of church work. The church warden is now able to aid others.

Continually seeking to aid more, Jehovah's witnesses call from house to house delivering three- to eight-minute sermons and endeavor to place with interested persons printed Bible sermons for further study. Many unusual experiences are encountered, such as that of a publisher in El Salvador. (112) Speaking of house-to-house work, can a territory be covered too often? Hardly, is the reply on page 118, which tells of twenty-two places (now publishers) who had not been properly contacted in territory covered several times a year. This brings to our attention again the need for keeping a House-to-Home Record.

Some zealous brothers in Nyasaland wonder why all aid and help in finding the knowledge of God without offending them. They overlooked that a publisher in that area that has resulted in at least one more aiding others. (222)

From the Hebrew Scriptures

1 The months of November and December present Jehovah's witnesses with a wonderful opportunity to continue using Bible themes when presenting the New World Translation of the Hebrew or the Greek Scriptures. Scriptures used in three- to eight-minute sermons can effectively be read from the translation of the Bible we are trying to place. By now, each publisher has several sermons that may be used in presenting the Hebrew Scriptures. If you wish to present the Hebrew Scriptures you might use this one, which has the theme “Obedience Leads to Life”:

2 “Good morning. We are calling on people this morning with vital and comforting information. Today the earth is bathed in wickedness and suffering. Many people say that this is the way God purposed it to be and it will never be any different. Yet you, no doubt, have wondered if this is what a loving God has provided for his people and just why conditions are so bad today. To get an answer to these questions we can go right to God's Word, the Bible. In the very first chapter of Genesis 1:28, It shows man was given a good start. Where then, did all this wickedness come from? The Bible tells us that man was disobedient and God sentenced him to death.

3 As man multiplied upon the earth wickedness increased, and this displeased God. He told that such disobedient ones were not his children.

4 In these days we have seen all wickedness and disobedience forever.

5 By using these or other scriptures in Volume I when presenting the Hebrew Scriptures, an effective testimony will be given and persons of good will be impressed with the need to know and understand basic truths God has recorded in the first books of the Bible.

“The Desire of All Nations” ...

(Cont’d)

3 Opportunities for increased service are plenteous, including those on “Thanksgiving Day.” By preparing and delivering three- to eight-minute sermons at the doors and to fifteen-minute back-call sermons on revisits, taking part in home Bible study work and Magazine Day activity, attending all meetings and working toward a 10 per cent increase in December, you will be privileged to fulfill your desire to contribute toward the great gathering of the “desire of all nations.”

UNITED STATES QUOTA FOR 1955

169,386 Publishers

Monthly Field Service Report

September Report

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Total Pubs. 156,174

Public Meetings Held 9,071
YOUR SERVICE MEETING

The Right Attitude Toward Bible Studies (4 min.) Bible study servant, speaking on recent experiences in conducting a Bible study, points out that increase in New Well society comes largely through regular, systematic collaboration with persons of good will through studies. Most of us learned the truth this way and appreciated long awaited assistance was laid upon us to share knowledge with others. Much literature is placed, but largely is laid upon us to share knowledge with persons of good will starting new study and how others studied with are progressing and appreciated assistance if needed and encourages each to conduct at least one Bible study. 

Brother suggests servant assist each from Bible study servant. Both will start studies right away. 

(2 min.) Bible study servant sums up points. He suggests all do some reading and act upon responsibilities of feeding sheep through studies; planning requires 'some personal pleasures ahead of aiding others'; better budgeting of time might eliminate many real obstacles; and 'publishers just do not recognize joy of helping 'young children' grow.' Conversation concludes and Bible study servant leaves. 

(4 min.) Brother asks wife when she last had study. Hesitantly she recalls it was quite some time ago. Brother then mentions that he too has been lax in this and has not held a study for "nearly a year." Both express desire to continue. The latter part of August, 1955. 

4 And what does the analysis show for home Bible study work? Approximately 8 per cent conduct home Bible studies each month, another 19 per cent spasmodically, from time to time, leaving the very high percentage of 73 per cent of all publishers, who do not engage in home Bible study work at all. These figures include all servants and congregation book study conductors, some of whom have not been sharing in Bible study work. Is it not evident, Kingdom publishers, that many more should be sharing in the back-call and Bible study work? 

Organizing for Greater Activity 

The sobering figures above, in which the Society feels all of you will be keenly interested because they apply to obligations resting upon every dedicated servant of Jehovah, bring to our attention the need for each publisher to consider carefully how he might improve and increase his back-call and Bible study work. It is these features of the service we shall want to build up during the coming months, as we continue to maintain our very fine regular participation in house-to-house witnessing, using three- to eight-minute sermons. 

6 It is suggested that all congregation servants and book study conductors in each congregation meet within a week or two after receipt of this Informant and discuss ways and means of coping with the problem of how back-call and Bible study work can be increased locally. It would be good for the congregation servant, assistant congregation servant and Bible study servant to get together to check the records carefully and discuss points that might be brought to the attention of the servants and study conductors at this meeting. Highlight back-call and Bible study work on the service meeting. Organize a regular back-call night from each service center. Arrange for an hour or so to be spent making back-calls on Sunday after two or more hours in regular house-to-house witnessing with the current offer. Back-call work can also be done during the week. Publishers assisting others in house-to-house work will assist those with whom they are working to make back-calls and conduct Bible studies. This is a vital part of the training program. 

7 With all servants, study conductors, pioneers and mature publishers supporting organized congregation
Living Now as a New World Society

Strive for 10 Per Cent Increase in Publishers

1 Centuries were used in preparing it! It is to be an everlasting praise to its Creator! Now we are living in it! What a grand privilege to be a part of the Society that is most precious to Jehovah and dear to the hearts of his servants. All who are in it will live forever to praise Jehovah. But it must be the most important thing in our lives. We must live now as a New World society.—Matt. 19:28, 29, NW, margin.

2 An essential of living now as a New World society is accurate knowledge of its requirements. You have it; others need it to live. So plan your schedule for December to take that knowledge to all who want to learn of the way to life. Offer them three books and three booklets on a contribution of $1.50, or, if you prefer, a New World Translation (either Greek or Hebrew Scriptures) and a book for $2.

3 Be sure to make a notation on your House-to-House Record of all interested persons that you find. Then make return visits to strengthen and stimulate their interest. Increase your back-call activity, remembering back-calls are steppingstones to Bible studies through which persons learn how to live as a New World society.

4 Each congregation, as the local center of new-world living, will organize its activity during December to aid all associated to praise Jehovah during the month. To achieve our goal of a 10 per cent increase in publishers this month all must do their part. As a dedicated servant put forth an extra effort to make December an outstanding month of praise. By each one's appreciating his responsibility as a member of the New World society every congregation will be able to mark its December report, “We Made It!”

Feed the Sheep (Cont’d)

back-call and Bible study activity, before long many more publishers will expand their ministry to include these features of the service and thus be of greater assistance to the multitude whom they are privileged to assist into the New World society. Seeing this great need, let all of us increase our back-call and home Bible study activity. It will result in more of the other sheep being properly fed and nourished in the way of life.

5 Month by month through the Informant the Society will continue to offer suggestions and counsel that will help all publishers as they expand their ministry, regularly sharing, not only in finding the sheep in house-to-house witnessing, but also in feeding those found, through the back-call and home Bible study work. Will you be one who responds to the need of the “other sheep”?

1954 Bound Volumes

A limited number of 1954 Watchtower and Awake! cloth-bound volumes are still available. If you desire one or both of these volumes please order right away. Each volume is available at $2.

Vacation Pioneering

Do you have a vacation in December? If so, remember you can now be a vacation pioneer for two weeks. A vacation pioneer application will be sent to you on request.

CONGREGATION

Ten- to Fifteen-Minute Sermons on Back-Calls

1 The primary purpose of our ministry, that of finding and feeding the Lord’s other sheep, should never be lost sight of. That is why we devote time to house-to-house work. But our feeding work does not stop there. It has only begun. We plant the seed of God’s Word when we give three- to eight-minute sermons, place literature or otherwise stimulate interest. We must cultivate this interest if it is to grow to maturity and in turn “bear fruit with endurance.”—Luke 8:15, NW.

2 How can we best follow up the interest shown? Ten- to fifteen-minute Bible sermons on back-calls are the answer! Just as we prepare to give three- to eight-minute sermons in door-to-door activity, preparation is needed before making return visits. First of all, a proper House-to-House Record must be kept of placements and outstanding interest. Brief notations can be made on it of the theme used in your three- to eight-minute sermon and of points of particular interest to the householder. With this basic information you can prepare to make an effective back-call.

How It May Be Done

3 Just as in preparing three- to eight-minute sermons, first of all select a theme on which to base your ten- to fifteen-minute sermons. You might use themes dealing with the Kingdom, destiny of the earth, educating ourselves on life, peace, etc. Some publishers have very effectively enlarged on the theme of their three- to eight-minute sermons, working in different scriptures so as to elaborate on the subject in which the householder showed interest. Where interest is expressed in a particular subject (meaning of world events, condition of the dead, etc.) prepare accordingly.

4 With the subject in mind you will be able to select appropriate scriptures. Use “Make Sure of All Things” together with the Bible or other sources, such as The Watchtower, books and booklets of the Society, etc., for obtaining the information you wish. Generally, five to ten scriptures will suffice, depending on the subject and your comments. All that is necessary now is a few well-chosen introductory and concluding remarks. In concluding have in mind leading the interested person into one of the publications where more information on the subject is available. Often a study can be started on the first or second call.

5 Use the Bible in giving ten- to fifteen-minute Bible sermons. You might make a brief outline and keep it handy for reference. In fact, since ten- to fifteen-minute sermons may be used more than once, just as three- to eight-minute sermons are. It is good to keep them. Start out with one or two and gradually build the number up. So, you have several to use. Ten- to fifteen-minute sermons are easy to prepare and a pleasure to use, just as the three- to eight-minute sermons are.

6 In making return calls the publishers must tactfully lead the discussions for best results. So be prepared, “The heart of the righteous studieth to answer.” (Prov. 15:28) Remember, your objective is making back-calls to start home Bible studies. The interest you stimulate on the first few calls will usually determine whether or not you will be able to start a home Bible study. Use your Bible effectively in giving ten- to fifteen-minute sermons on back-calls and thereby have a greater share in feeding the sheep that the Great Shepherd is gathering into his New World society today.

* Every Publisher a Regular House-to-House Preacher of Good News! *
Living Now as a New World Society

Will There Be 169,366 Publishers This Month?

Special Magazine Day!

1 Where there is life, there is action. Jehovah's New World society is proof of that. Striving to live according to Jehovah's standard, we are united as a hard-working, right-living society preaching for his name's sake. Forsaking the lazy standards of the old world, we are busy living now as a New World society.—Matt. 19: 28, 29, NW, margin.

New Publisher Peak

2 From the first of the month right on through the 31st, we shall keep busy in New World society activity. This is the month we want to report for our 10 per cent increase, "We made it!" To do so will require at least 169,366 public praisers! It means (1) each of us preaching, (2) assistance being rendered to the new and irregular, and (3) new publishers being started. How long have you been conducting a home Bible study? Is this the month to help the persons with whom you study to start offering to God a sacrifice of praise?—Heb. 13: 15, NW.

With servants organizing activity as suggested in the Congregation Organization article and with all publishers working close together toward the goal 'Every publisher preaching this month,' indeed, by the end of December 169,366 or more will have shared in New World society service to Jehovah's praise. Congregation servants: On meeting the 10 per cent increase do not forget to write "We made it!" on your monthly report card.

4 During the month our regular offer will be the New World Translation of either the Hebrew or the Greek Scriptures and a book for $2, or three books and three booklets for $1.50. Though we may use the offer of our choice, each of us will be prepared to use effective three- to eight-minute sermons. Make return calls on all placements. As the November Informant stressed, we must feed the sheep through more back-calls and Bible studies. Are you sharing in

(Continued on page 2, col. 2)

“Preaching Together in Unity”

New Booklet Effective January 1, 1955

1 It is a pleasure for the Society to announce the release of Preaching Together in Unity. This new booklet is to replace Counsel on Theocratic Organization for Jehovah's Witnesses. It will enable all Jehovah's people to work together in closer unity and to understand with greater clarity their relationship to one another as Jehovah continues to expand his New World society.

2 Preaching and working together in unity is the theme emphasized throughout the booklet. It is earth-wide in scope. It applies to all Jehovah's dedicated people in all lands, whether in congregations or isolated individuals. For all are obligated to work unitedly in aiding people of good will to come to a clearer understanding of Jehovah's purposes. It will bring all Jehovah's witnesses up to date in all fea-

(Continued on page 3, col. 2)

“Going to Europe?”

1 "Are you going to attend the European conventions in 1955?" During the last year this question has been a favored topic of theocratic discussion and will continue to be for the next few months. But not only is it a subject for discussion! Now is the time for action! Time is rapidly flying by! The European conventions are only eight months off. If you are going to attend, now is the time to decide and make definite plans and arrangements.

2 For over a year now the Society has been working to obtain sufficient travel accommodations for those going to Europe. However, to complete arrangements and make the accommodations definite the Society must know the exact number of delegates going to Europe. Therefore, if you are going to Europe under the Society's arrangements, fill out a transportation application form and send it to the Society just as soon as poss-

(Continued on page 2, col. 3)
Tactfully During December

During December the minds of most people are turned to the "Christmas" celebration. Jehovah's people will be alert to use this occasion tactfully to turn the minds of those they contact toward new-world blessings. This can be done by preparing and giving three- to eight-minute sermons especially appropriate for this season. You might use the following in offering the New World Translation of the Christian Greek Scriptures or the New World Translation of the Hebrew Scriptures and a book:

1 "Good morning. My name is Mr. ——. This time of the year most people try to get a little joy out of life. Troubles, yes, we all have them but it is refreshing to let our minds turn to God and the provision of his Son, Christ Jesus. During this month many people show a little interest in the account of the birth of Jesus, and some in the words of the angel who made the announcement to the shepherds, saying, as shown at Luke 2:10, 11 [read]. What does it mean that that joy 1,900 years ago was shared not only by shepherds but was extended even to the heavenly host, as the Bible account goes on to show at verses 13 and 14? [Read.] And why was this announcement such a joyous one? It was because they were looking forward to our day, when God's purpose to crush the one responsible for sin and world trouble, namely, Satan the Devil, would be accomplished, as written at 1 John 3:8 [read]. Jesus is the one who will bring about the end of Satan and sin. But greater blessings are yet in store, for with the complete end of Satan full Joy will be experienced by those living on the earth, as Revelation 21:3, 4 tells [read]. This modern language translation of the Greek Scriptures and this Bible study aid book will assist you to consider these most important matters. You may have these two for the small contribution of $2." (Both volumes of the New World Translation may be offered for a $3 contribution, if you wish to make that offer.)

2 After you complete your witness many householders will sincerely wish you holiday greetings. What may the tactful publisher say? Since you have completed your witness and are in the process of leaving, a brief comment like this will generally suffice: "Thank you. And may I wish you many hours of Joy and happiness learning more about God's love and the blessings soon to be realized through his kingdom." If no literature was placed, then perhaps you might reply: "Thank you. And in parting may I give you this little tract Life in a New World." Other tracts may also be used.

A New World Society

These features of New World society service?

Special Activity

December 25 has been set aside as a special Magazine Day. Arrange for group witnessing to start as early as is practical and spend the day in house-to-house magazine work. Congregations should ascertain immediately the number of magazines they need for use on this special Magazine Day and send their order to the Society as is practical and spend the day in house-to-house magazine work. Congregations should ascertain immediately the number of magazines they need for use on this special Magazine Day and send their order to the Society as is practical and spend the day in house-to-house magazine work. Congregations should ascertain immediately the number of magazines they need for use on this special Magazine Day and send their order to the Society as is practical and spend the day in house-to-house magazine work. 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Starting Bible Studies

The need for more Bible studies was highlighted in the November "Informant" by the following comment: "Is it not time to consider starting and continuing home Bible studies?" Various ways, a few of which will be illustrated. The Bible study servant will act as chairman of the class, and demonstrate how it may be used effectively. 

SCENE I (7 min.) Frequently a study can be easily presented. Literature is first placed. Publishers and pioneers using the following method, with householder's time and circumstances permit, have had excellent results. Demonstrate: Publisher gives four-minute sermon and places literature in front of the door. After he leaves, the householder invites publisher in. Turning to the front of the book, publisher points to the question at the bottom of the page, "What is it?" Then has the paragraph read, after which the question is discussed. A few paragraphs are discussed, after which the question is discussed. Arrangements are made. Publisher encourages householder to read the book, and continue very interesting discussion next week.

SCENE II (5 min.) Bible study servant next explains that if householder above has not time to read the book, he will make a second call. Publisher in when literature was placed, the publisher tactfully would have asked: "Well, then, may I call back and demonstrate to you how the literature is used effectively by you?" On the back-call, after greeting and a few appropriate comments, the publisher should be considered, publisher proceeds to demonstrate use of book to householder following same procedure as above.

SCENE III (12 min.) Bible study servant next explains that, while many studies can be started by using the above two methods, others will be started by following up placements with 10- to 15-minute back-call sermons. True!" (October 8, 1954) From the Bible he prepared an appropriate manuscript which would lead into consideration of material in Chapter I of "Let God Be True". Have publisher give 10-minute sermon on why the Bible is true. On concluding his sermon he leads householder into consideration of Chapter I. After a few paragraphs are read, publisher makes arrangements to return and continue discussion next week.

CONCLUSION (2 min.) Bible study servant will suggest the congregation consider starting and continuing home Bible studies. Being alert and taking the initiative as illustrated will aid you to start studies.

Overcoming Objections

SCENE I (3 min.) In a brief introduction, conductor points out the need of constantly improving our ministry. When confronted with objections in our presence of continuing, with negative results, we should try to overcome them.

SCENE II (3 min.) Faithful meets Mature, who is listing his good experiences had in the service. "Faithful is a bit discouraged because he found it difficult to give his sermon effectively that morning. He had given good preparation to the sermon, but was confronted with objections that made it difficult to finish the sermon. Mature is invited by Faithful to come to his home that evening. Mature has met with some other problems and work out solutions together.

Scene III (13 min.) Group of four or five publishers by relating brief field experiences. Mature mentions that some have encountered objections in the field and it would be helpful if they could demonstrate how all can meet them effectively. (These can be taken up in an informal manner and the group may offer suggestions on the points raised.)

1. "I agree with those at the World Council of Churches that said we should establish Christ's kingdom now. Refutation: Certainly all of us would like to see things better, but, since we know our hope of the Kingdom, we must know what God says about it in His Word, for the Kingdom hope originated with Him. Since you are sincere in your interest, I know you will enjoy what is found in these few Bible texts: (John 12: 38; 3: 19, 21; 4: 20; 1 Cor. 15: 25; 1 Thess. 4: 8; Dan. 7: 13, 14; 2: 44.)"

2. "How can you believe the Bible? It is so contradictory. Points in reference to a particular verse, do you have in mind?" (Usually it is just a statement they have heard otherwise, without proof.)

3. "Perhaps I can point out one of these 'contradictions' that was shown me. (2Cor. 4: 4 versus 2 Pet. 3: 7)" The context in 2 Corinthians shows the mansions in the conscience system of things that will be destroyed and not the literal globe and heavenly bodies. When statements are lifted out of their context they often appear to be contradictory. However, the Bible contains genuine ideas men have acquired. (Other good points on these and other objections can be found in 'Make Sure of All Things' and the books published by the Society.)

Scene IV (2 min.) Conductor sums up, showing the need to become ever more effective in our ministry. To overcome objections and to return to sermon as quickly as possible to present new material properly. Discuss service problems freely with other publishers and then work with your training-program partner to apply the good suggestions offered.

"Preaching Together in Unity" (Cont'd)

The territory and advertising servants have been combined. This servant will be known as the magazine-territory servant. After reading the duties set out for this servant the congregation committee will submit to the Society the names of the two brothers who are recommended for this position indicating first and second choices. If the circuit servant will be visiting your congregation before January 1, 1955, he will recommend a brother for this position on his report at the end of the visit.

Pioneering: Publishers applying for this service will fill out a pioneer application blank and give it to the congregation servant. He will show their month-by-month field service for the last year on the application and then the application will be considered by the committee. The application containing the above information and the committee's letter of recommendation will be forwarded to the Society by the congregation servant. When a pioneer is enrolled the Society will send the Pioneer Appointment letter in care of the congregation servant and notify the local congregation of the pioneer's appointment. Congregations will be kept advised of pioneer appointments and removals.

7 Publisher's Record Cards: This file will be arranged in two sections. One section is to contain, in alphabetical order, all Publisher's Record cards of dedicated publishers. The second section will contain, in alphabetical order, the record cards of persons who have not symbolized their dedication.

8 Literature Check Sheet: With this Informant a sample copy and small supply of this new form are offered. The price is four cents for fifty copies. It is believed that this form will be of great assistance to the literature servant as he carries out his duties.

9 Back-Calls: The booklet emphasizes the responsibility each publisher has to keep a record of and to follow up his literature and subscription placements. Therefore, it will not be necessary for the accounts servant to supply the Bible study servant with a copy of the subscription record sheet for subscription follow-up work, since the responsibility rests upon each publisher to see that this is properly done.

Who Are Entitled to Copies

10 Congregation servants will see that only dedicated publishers are given a copy of this booklet. (It excepts the service set out for the congregation servant.) Publishers are to sign the booklet in the congregation servant's presence. An initial supply will be sent to each congregation. As additional copies are needed they may be ordered. Pioneers working with congregations will receive their individual copies from the congregation servant. Pioneers serving in isolated territory will receive a copy from the Society. Isolated publishers who have symbolized their dedication may request copies from the Society.

11 This booklet has been prepared by the Society to aid dedicated servants of Jehovah to preach together in unity. Let each of us, therefore, become familiar with its contents and apply the counsel in his individual ministry. If that is done the work will go along in peace, systematically and effectively, as a great witness is given to the praise of Jehovah's name by his united New World society's preaching together in unity.
Bracing Up the Mind for New Nation Activity

Prepare for Watchtower Campaign

1. Behind us is the old world with corruption, greed and death. Before us lies the new world with life and its blessings. This is not a time to suffer a mental relapse into corruption. Our minds must stay renewed; our bent of thinking must be kept in line with the ever-advancing New World society. This can and will be accomplished if we brace up our minds for new-nation activity.

2. Now is the time to brace up our minds and prepare for coming activity. January will mark the beginning of the 17th annual Watchtower campaign. During the period from January through April the offer will be a year’s subscription for the Watchtower with three booklets for $1. "Awake!" may also be offered and three booklets given with each new subscription. The new 32-page booklet “This Good News of the Kingdom” is to be included in each booklet.

Movie Film

Inquiries have been made whether extra sets of the film “The New World Society in Action” are available for local congregations and circuits to use in their territories. A reprint will be made for orders received on or before January 1, 1955. The cost is $200 a set and the money must accompany the order. A narration script is supplied with each set of film, which comes in five 400-foot reels, 16mm, double-perforated stock.

New School Schedule

With this Informant a supply of the new ministry school schedule is being sent. A copy is to be supplied to each member of the congregation. There are several changes in the instructions, so it would be well for all to read them carefully and for the school servant to emphasize the changes at a meeting.

UNITED STATES QUOTA FOR 1955

169,366 Publishers

Monthly Field Service Report

October Report

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Public Meetings Held: 10,763
Total Subscriptions: 138,021

CONGREGATION

Working for a 10 Per Cent Increase

1. During December all congregations will be working to reach their 10 per cent increase in publishers. To reach this goal will require each publisher to manifest to the full his appreciation for privileges of Kingdom service and also to take advantage of opportunities to assist others. Servants will need to organize congregation activity so that all publishers have a share in field service and new ones are started in the ministry.

2. On the first of December the assistant congregation servant should prepare for each study conductor a list of those who did not report field service during November. Study conductors will arrange for immediate assistance to be given to these publishers.

3. Let all associated share in the field service by the fifteenth of the month. At that time the assistant congregation servant will again check his records and see who have not yet published. In a spirit of love study conductors will be supplied another list. They will either arrange personally to give assistance to those who have been unable to publish up to that point in December or assign other mature brothers to do so.

4. In addition to rendering assistance to theocratic companions under the training program, congregation arrangements should be made to assist all publishers to share in the ministry. This is true, for some, especially persons of good will, may not be assigned to work with a companion. Study conductors and other publishers will need to lend a helping hand so that these are aided to share in making public declaration. This assistance, of course, should be given not only during December but regularly every month.

5. This year we are in fine position to reach and even exceed our 10 per cent increase. The training program has aided many brothers to advance to maturity and become more effective in the field. The good news of the Kingdom has been preached with greater effectiveness, and persons of good will have responded in ever-increasing numbers. But full co-operation will be needed if we are to reach the 10 per cent increase by the end of December. Servants will need to organize congregation activity and take the lead in field service. The congregation servant should closely supervise arrangements made to aid all publishers, and each one of us as a publisher must co-operate and do his share. If we work diligently to share in theocratic increase, Jehovah gives the promise that he will bless our efforts to meet the desired goal. We look forward to receiving December’s congregation monthly report cards and noting your happy expression: “We made it!”

Legal Memorandum

All brothers who received Class I-O from local boards and, on appeal, Class I-A or I-A-O from the appeal board should write to Hayden Covington, 124 Columbia Heights, Brooklyn 1, New York, for a memorandum. You must enclose a self-addressed envelope with proper return postage on it.

“Make Sure of All Things”

Creation

2nd Week:

Creation (page 78 to Ps. 134:3 on page 81)

4th Week:

Creation (page 81, earth, to page 83)

Both parts will be audience participation. Chairman will ask the audience one or more questions on each section, framing questions along this general line: ‘What scripture would you use to answer...?’ For example: ‘What scripture would you use to answer the question, “Was Jehovah ever alone?”’ ‘How would you answer the question, “Is it true that Jehovah is the only Creator?”’

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