

KINGDOM MINISTRY

FOR UNITED STATES OF AMERICA

JANUARY, 1961

"In unity I shall set them, like a flock in the pen."—Mic. 2:12.

VOL. IV NO. 1

Speak from Good Hearts for Salvation

Twenty-third Annual "Watchtower" Campaign Begins

¹ Every human heart is a treasure house. One's destiny depends on the kind of treasure stored there. Is it wicked treasure? Then the person will send out wicked things, leading to his destruction. Is it good treasure? Then its possessor will send out good things, leading to his salvation and the salvation of others. In directing human hearts to become repositories of the good treasures of God's Word, the *Watchtower* magazine has played an unexcelled role. "The greatest aid that the Society has," says the 1961 *Yearbook*, "for helping believers in God's Word to understand the Holy Scriptures is the *Watchtower* magazine."

² How appropriate, then, that special effort is put forth every year to help people obtain this foremost aid regularly! From January through April we will be offering a year's subscription for *The Watchtower* and three booklets, for \$1. Any publisher who wishes to, however, may offer both *The Watchtower* and *Awake!* subscriptions, with six booklets, for \$2. (Congregation publishers will remit 90c for each new subscription.) We all want to make this the biggest campaign to date. We can do so by all diligently striving to reach our respective quotas: For congregation publishers it is two subscriptions for the campaign; for pioneers 20, and for special pioneers 30.

³ How can we reach our quotas? Our enthusiasm issuing from good hearts is a great aid. Knowing how *The Watchtower* has helped us, how it is of inestimable value for all persons, regardless of their state of Christian maturity, we can really be enthusiastic. What a variety of articles! What an abundance of spiritual food! Present *The Watchtower* enthusiastically.

Preparation Vital

⁴ We also need preparation. Prepare the new sermon on man's future in the space age. The sooner you can give it effectively, the better the results. It has been tested in the field and has drawn the attention of householders in all parts of the country. It is a subject of interest to virtually all persons. Let families, training program partners and publishers practice with one another. Each Sunday morning after discussing the text, service center conductors will have a prepared publisher give the sermon. Be ready, too, by knowing each issue of *The Watchtower*. Prepare well and enjoy a full part in the campaign.

⁵ We need a third element for reaching our quotas: Being alert to every opportunity for obtaining subscriptions. Of basic importance is regular door-to-door work. Besides Sunday morning witnessing, many will be able to participate in midweek activity. Congregations will keep in mind suggestions made in the November *Kingdom Ministry*, dealing with midweek witnessing. During the morning or afternoon or both, all who can will want to share in the field ministry.

⁶ Do not overlook calling back on subscription promises and on those whose subscriptions have expired. Be alert to incidental witnessing. Persons with whom you study should be informed of the value of *The Watchtower*. Show them the spirit—
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Schooling and Expansion Mean More and Better Service for Congregations

¹ This is a thrilling day for New World expansion! Blessed by Jehovah, the New World society continues to advance to greater spiritual prosperity and is privileged to gather and care for more and more of the "other sheep." Expansion requires good organization and looking

OFFER FOR JANUARY
"Watchtower" subscription for one year and three booklets, for \$1.

THEME FOR JANUARY
Speaking from Good Hearts for Salvation.—Matt. 12:35.

to the future. What has and is being done to look well to the interests of continued prosperity?

² Look at your 1961 calendar. That building is serving as a center of New World learning. Already all the circuit and district servants from the United States and Canada have come here to attend a special

16-day Kingdom Ministry School designed to equip them to be better teachers and loving overseers of the work. In classes of 100, 103 and 105, starting October 16 for the first class and ending December 12 for the third class, the brothers have gone to school in this superb new building. All expressed their heartfelt appreciation for the practical course and were confident it would help them greatly to be more effective teachers in their service to all publishers and pioneers.

³ Wrote one circuit servant after returning to work in the circuit: "While serving the congregation this past week I was able to appreciate in a most practical way how much the recent training at the Kingdom Ministry School benefited all of us who had the privilege of taking the 16-day course at Brooklyn Bethel. The things we learned as to teaching in the field and within the con—
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★ "Be ready for every good work." ★

Your Service Meetings

FIRST MEETING IN JANUARY

Theme: Speaking from Good Hearts for Salvation.

5 min: Welcome, text., comments.
10 min: Talk on "Speaking from Good Hearts for Salvation." (See "Watchtower," June 1, 1960, pp. 329-340, and January 1, 1961, p. 31.)

15 min: Question-and-answer coverage of article "Speak from Good Hearts for Salvation."

20 min: New Sermon.
(2 min.) Importance of being well prepared as we engage in the ministry. From outset of "Watchtower" subscription campaign all will want to get in mind, for effective use, the sermon outlined below.

(10 min.) Preparing the sermon. Chairman will develop sermon by discussion with audience. All should follow along in "Kingdom Ministry" and look up in their Bible the scriptures considered. Keep sermon theme in mind and tie it in with each scripture considered.

Theme: Man's Future in This Space Age

A suggested introduction: "I'm associated with a group of Bible students [ministers or some other appropriate expression] who are volunteering their time to make a brief call to discuss a matter that most of us today have wondered about. The subject is: What is man's future in the space age? Will man eventually have to leave the earth to survive destruction or to gain peace? and, Does God approve of man's aim to live in space? These questions have been raised by many. We have heard many opinions of men on these matters, but did you ever wonder what God's thoughts on these matters are? (Let householder express self.) Notice at Ps. 115:16 the Bible tells us:"

Man created to live on earth, not in space —Ps. 115:16

Earth to be inhabited, not destroyed by man —Isa. 45:18

Wicked destroyed; righteous man's future home on earth, not in space —Ps. 37:10, 11

Blessings for righteous in future on earth —Rev. 21:3, 4

A suggested conclusion: "These scriptures make it clear, don't they, that man's future is not to live in space but on this earth with countless blessings in store for the righteous? That it has been God's will for man to live on earth is expressed very nicely in this journal, 'The Watchtower.'" (Have pertinent point to tie in with sermon and then make subscription offer.)

(6 min.) Publisher who is a good teacher and well prepared demonstrates use of sermon. After subscription is placed, a study is started in "Good News" booklet.

(2 min.) Kindly encourage all to apply suggestions in main article on preparation. Much joy and many privileges will be the lot of all who diligently prepare and thereafter faithfully share in field ministry, offering the "Watchtower" subscription.

10 min: Concluding comments. (Include comments on new year's text.)

SECOND MEETING IN JANUARY

5 min: Welcome, text, comments.

10 min: New World News and Announcements.

17 min: "Teach Children to Benefit

from Meetings"—questions and answers.

18 min: "Presenting the Good News"—demonstrate points.

10 min: Concluding comments. (Include remarks on text [Titus 3:1] at bottom of page 1.)

THIRD MEETING IN JANUARY

5 min: Welcome, text, comments.

10 min: Obtaining Subscriptions in Various Ways. (See "Yearbook," pp. 97, 152, 227, 228.)

17 min: Question-and-answer coverage of article "Schooling and Expansion Mean More and Better Service for Congregations."

20 min: Read pioneer letter (1/1/61) and give spirited, encouraging talk on subject—preferably by pioneer or one who has vacation-pioneered during the past year.

8 min: Concluding comments. (Include comments on text [Matt. 6:21] at bottom of page 4.)

FOURTH MEETING IN JANUARY

5 min: Welcome, text, comments.

8 min: Report from literature servant and question-and-answer discussion of "Preaching and Teaching in Peace and Unity," covering paragraphs 111-114.

8 min: Report from accounts servant and question-and-answer discussion of "Preaching and Teaching in Peace and Unity," covering paragraphs 115-118.

14 min: "Congregation Organization." School servant will cover some points in a talk and then answer questions, based on article, raised by selected students.

20 min: How Do You Use the "Yearbook." Calendar and Bound Volumes?

CHAIRMAN (3 min.) Talk on amount of work required to compile "Yearbook" report. Tells of increase resulting from Jehovah's blessing on work of 916,332 publishers in the field writing on fleshly hearts. (2 Cor. 3:3) It relates problems encountered and how they were overcome, joys and experiences in ministry, world-wide unity of Jehovah's organization. Covers reports from 21,008 congregations sent to 85 branches and forwarded to Society's president, who condensed and prepared "Yearbook" report for all members of New World Society. How shall we use it to get most good from it?

SCENE I (4 min.) Chairman interviews exemplary family with children on use of "Yearbook" in family discussion at table. Father finds review of material from past issues of "Watchtower" spiritually stimulating and strengthening. Bound volume of last year's "Watchtower" are handy to use. Son covers material from one country each day; family finds it interesting to know what brothers are doing in other parts of world. Daughter appreciates understanding principles of Bible and need for application in daily life. Mother finds spiritual food strengthens mental outlook, gets day off to good start. Father concludes, family unity and theocratic outlook much better since using "Yearbook" each day.

CHAIRMAN: Tells of conversation with sister who uses "Yearbook" in important way, often overlooked, that is, at home Bible studies in acquainting persons with world-wide work of

Jehovah's witnesses and directing them to organization. How does she do it? Watch and see.

SCENE II (5 min.) Demonstration. Sister concludes home Bible study and refers to Matt. 24:14, then ties in with "Yearbook" report from ministers in 179 lands. Much work done by individuals like themselves, with limited time, families, etc. Appreciation moves even newly interested ones to share in the preaching work. (See "Yearbook," page 135.) Invites good-will person to go along in service. Makes definite arrangements.

SCENE III (6 min.) Audience discussion. Chairman asks for various other ways to use "Yearbook." (Assign parts beforehand to be brought out here.) Reports from brothers in other lands give practical suggestions to overcome problems in field, divided households, opposition, etc.; brother uses material and experiences in talks; young ones find information on customs and conditions in foreign lands of value in school assignments; elderly sister finds "Yearbook" source of encouragement. (Other points as time allows.) Brother from audience asks question on value of calendar and how it can be used. Chairman asks audience for comments. Picture reminds of expanding organization and up-to-date facilities of New World Society; also comments on value of yeartext and monthly texts set forth on calendar.

CHAIRMAN (2 min.) Summarize various ways to use "Yearbook." Encourage all to set aside time each day for reading, if only for a few minutes; before long will have entire book read. Will deepen appreciation for Jehovah's Word and organization; keep field ministry and teaching alive with practical suggestions. Calendar will be daily reminder of love and unity of expanding teaching work of Jehovah's organization. Bound volumes are excellent to use for reference, research and preparing talks.

5 min: Concluding comments.

NOVEMBER SERVICE REPORT

	Pubs.	Av. Hrs.	Av. B-C	Av. Bt.St.	Av. Mags.
Sp'l Pios.	500	144.1	54.8	8.1	138.0
Pios.	5,962	93.1	33.7	5.3	100.7
Vac. Pios.	1,390	87.4	25.4	3.2	79.1
Pubs.	230,819	10.0	3.4	.6	12.0
TOTAL	238,671				

Public Meetings Held: 21,103
UNITED STATES QUOTA FOR 1961
255,895 Publishers

Schooling and Expansion

(Cont'd)

gregation, doing all with love and kindness, proved to be an invaluable aid in serving our brothers." The Society and the brothers who attended the school feel the training will have a wholesome and productive effect upon the entire organization.

4 To give more and better service to congregations and isolated publishers, the Society has arranged to add to the 204 present circuits in the United States 54 new circuits and 7 new districts, including a

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CONGREGATION ORGANIZATION

First and Second Student Talks

¹ The object of the theocratic ministry school is to train ministers to preach the good news effectively. Hence, the emphasis is on teaching in giving the student talks. The student should prepare with a three-fold purpose in mind: (1) to benefit personally from the preparation and delivery of the assignment, (2) to improve his ability in the field ministry by building his teaching ability, and (3) to edify the audience and furnish an example in teaching.

² The first student talk, beginning March 5, will be based on Bible words. The student should understand the usage of the word or phrase in the Bible, particularly by getting the setting of its usage in the various scriptures cited after the word in the index. This will require reading the whole chapter in which the word is found and, at times, several surrounding chapters. The student will need to do much research, using the various indexes of the Society. See where *The Watchtower* and other publications of the Society have commented on these scriptures. The scriptures may be used in any appropriate order, and, where time permits, other related scriptures having a direct bearing on the theme may be used. Get a good rounded-out view of the subject and then you will be able to select an appropriate theme, which will stress the important aspects of the word coherently, logically and interestingly. At times the subject and theme might be the same. Remember: The material is to be presented "simply and clearly as though

being explained to someone new to the truth." To do this you must teach.

³ For the second student talks the student should read over the assigned portion many times and be discerning as to the oral emphasis or sense stress and the feeling that should go into the delivery. An appropriate introduction and conclusion, stressing the theme, will round out the presentation. We should be able to read the Scriptures well, as we are using our Bibles constantly in the field. Make God's Word live with enthusiasm and feeling as you read.

⁴ All brothers enrolled should have experience in reading and all should have experience in developing a talk. Hence, while a reading assignment might seem easier and more fitting for younger and newer publishers, we should not confine them to reading assignments. The school servant should make it a special point to spend the needed time with these students to show them how to prepare.

⁵ Since the ministry school is a provision from Jehovah for all, no publisher should feel hesitant to enroll because of fear he will not be able to prepare and deliver a student talk. Brothers and sisters, young and old, should not let fear, timidity, pride or any lack of education or natural ability hold them back. Solicit the help of the school servant and other capable brothers. Move ahead in the power of Jehovah. Let each assignment prove to be a steppingstone to ever-increasing maturity and effectiveness in the ministry.

Teach Children to Benefit from Meetings

¹ A stands for *attention*. If children are going to pay attention to meetings, they must understand their importance. Parents must show them that being present at meetings is for their benefit, that God requires it, and that information learned at meetings can be applied in their daily living.

² B is for *benefit*. If children are going to gain benefit from meetings, interest must be created. This can be done by whetting the child's appetite with questions that will be answered at the meeting. At home a review of the points learned will be helpful and commendation for progress good for the mind.

³ C is for *comment*. Aid children to comment at meetings by preparing a comment or two with them. Better a brief one in their own words, perhaps even memorized at first, than one read from the paragraph. Advance preparation and practice are essential to this end.

⁴ D stands for *distractions*. Distractions can rob much from what might otherwise be beneficial. If parents turn around each time someone comes in late or there is a minor disturbance, the child will instinctively follow the lead. Urge the child to listen rather than furnish it with noisy toys or pencil and paper to distract both itself and others. A good way to keep a child alert is to have him look up in his Bible every scripture that the speakers cite. This is good practice for them too.

⁵ E is for *enthusiasm*. To be enthusiastic about meetings an alert mind is required. If the child plays endlessly during the day, then is hustled off to a meeting, it will most likely fall asleep. How much more beneficial the meeting will be if the child is made to take a nap before the meetings! Then, refreshed and awake, it can with enthusiasm listen to what is going on and learn.

⁶ F is for *folly*. Folly that is bound up in the heart of a child is more apt to express itself when a number of children are together. Therefore, children should sit with their parents.

⁷ G stands for *grown-ups*. Grown-ups can help children benefit from meetings by helping them to have a share. The ministry school servant should personally approach young brothers and sisters and encourage them to enroll and accept speaking assignments. Speakers can address portions of their talks directly to the children. Parents should see to it that children are with them at all meetings, there to listen and learn.

Announcements

◆ Starting March 5 circuit servants will give the public talk "Materialism or Spirituality—Which Do We Need?" As directed by the Society, district servants will soon give the talk "The Twentieth Century in Bible Prophecy" at circuit assemblies.

◆ January is Alien Address Report month. Any who are not U.S. citizens should remember that the government requires them to fill out an address report card (Form I-53) this month. It may be obtained at any post office or immigration office, filled out and left with the clerk there.

◆ New publications available: 1961 Yearbook and Calendar
The Watchtower bound volume —English, Spanish
Awake! bound volume —English, Spanish

◆ *Preaching and Teaching in Peace and Unity*: Alterations for pages 37, 38 and 40 are being sent to the congregation servant with instructions for putting them in all booklets issued to dedicated publishers and pioneers. Please co-operate with your congregation servant so this new information can be put in all booklets right away. Congregation servants can request

more of the sheets if needed. The *Kingdom Service Questions* material mentioned in the corrections will be sent to congregation servants later on.

Brothers Supported Magazine Campaign

The *Awake!* magazine had an unprecedented distribution in English when the special October 8 issue was in use. At Brooklyn 2,930,000 were printed and all have been shipped out. The general average distribution of *Awake!* in English for Brooklyn is 1,580,610, so the increase was 1,349,390.

The London branch printed 674,500, while a normal run would be 340,000. At Toronto the usual printing is 180,000, but for the special issue 408,500 had to be made. All branches mentioned received many extra orders by telephone, telegrams and special delivery letters. A 4,013,000 printing! Everyone supported the campaign and enjoyed a share in the greatest *Awake!* distribution to date. Unnumbered fine experiences have been reported. Jehovah blessed the campaign. Soon the same message will go out in many other languages, and we anticipate the same good support everywhere. The message is forceful and should prepare our field for future harvests in men of good will.

Presenting THE GOOD NEWS

To Those Who "Have No Money"

¹"Out of the heart's abundance his mouth speaks," said Jesus. (Luke 6:45) Is your heart filled with good things learned from *The Watchtower*? Then you will be motivated to place subscriptions at every opportunity. But what if people say, "I have no money"? You could use some of the following suggestions.

²"I can appreciate your situation. There is considerable demand on our limited finances these days, but would you like to learn of the time when fear, lack of security, poverty and unemployment will forever cease? That day is close! *The Watchtower* points to God's kingdom, which will bring paradise conditions to this earth shortly, and a year's subscription is only \$1. Perhaps you could contribute something (25 cents or 50 cents) toward it now and we could work out some arrangement to obtain the rest later. I know you will enjoy it immensely."

³In rural areas and other sections of the country you might say, "Lack of money is a problem, isn't it? However, we often trade with folks who sincerely desire the subscription. Perhaps you have some canned goods equivalent to the subscription price of \$1. We have to

buy canned goods anyway, and if it will help you to get the subscription I would be happy to trade for them."

⁴Also, in farm areas you could say, "Perhaps you have chicken or some other fowl for which we could trade. If not, may I suggest an equitable exchange of fruit or vegetables." (Note: A knowledge of the fair market value of the above items will be helpful, plus a sincere, kind approach, assuring the householder you have his spiritual interests at heart.)

⁵If he does not subscribe, you could offer the two latest copies of the magazines for ten cents. Make a written record of the placements, and if the householder indicates a sincere desire to have the subscription you could say: "Now that you have the two latest copies, let me assure you it will be my pleasure to return in two weeks and make the next issues available. In this way you will be regularly getting the copies, and I feel sure they will prove to be spiritually upbuilding."

⁶Hence we are encouraged to be alert and place subscriptions at every opportunity. Do not hesitate to use the above suggestions. Many pioneers and publishers report excellent results by utilizing them. Speak from a good heart and strive for success in the subscription campaign.

Schooling and Expansion (Cont'd)

Full-time Spanish district servant. All the new circuit servants will receive the same fine training at Brooklyn before taking up the work. Each of the 258 circuits will have from 16 up to 18 congregations, which means that each congregation will be served about every four months. To make arrangements for 54 new circuits it was necessary to revamp the whole existing circuit arrangement. Each congregation and isolated group affected by the changes will be notified of the new circuit they are in and who their circuit servant will be.

³Circuit assemblies will continue throughout this period of adjustments. If you have been notified of a circuit assembly for your present circuit and later are notified you are in a new circuit, you are en-

couraged to attend and support both assemblies, especially where the two are several months apart. We are confident all will co-operate in this transition and will benefit greatly from the arrangements being put into operation to provide more and better service.

⁶You will be glad to know, too, that about February 1 the fine school facilities at Brooklyn will house the Watchtower Bible School of Gilead. The ten-month course for the new school will feature special training for those holding responsible positions in order to care better for the work throughout the world.

⁷It is truly thrilling to see and to be a part of Jehovah's maturing, expanding organization. Let all of us keep pace with Jehovah's increasing and expanding New World society.

NEW WORLD NEWS

✦ On November 17, New York State's highest court resolved a thirteen-year legal battle granting exemption from real estate taxes to 800-acre Kingdom Farm, where food is grown for the Bethel family. Court of Appeals held the farm is exempt under state law, and awarded costs.

✦ Building work has begun in Finland. New Bethel home and factory to be ready next autumn. All workers are Witnesses.

✦ Under new press law Indonesian editions of "Watchtower" and "Awake!" denied printing license. Appeal taken.

✦ October was a very good month for activity in Chile, with a new peak of publishers; 2,362 reporting—16-percent increase over last year's average.

✦ Peru: a new peak in publishers in October of 1,249, lacking only three publishers of reaching 10 percent.

✦ Northern Rhodesia reports: "After two years, assemblies again permitted in Barotseland, where they had been prohibited due to the salute issue."

✦ Nigeria reports a fine new peak of 35,729 publishers in October, almost 2,500 more than the previous peak, 19-percent increase over last year's average.

Speak from Good Hearts (Cont'd)

ual treasures contained in a year's contents of *The Watchtower*, as represented by the index or by having several issues to point out appropriate articles. Stress their value for reference use. Tell them how much you have benefited. With everyone be subscription-minded.

Commendable Increases

⁷The Society is pleased to report an excellent increase in both back-calls and Bible studies. Back-calls went up from September's 952,558 to 1,115,023 in October, or 162,465 more. Bible studies increased from 174,476 in September to 183,081 in October, an increase of 8,605. These are fine increases and merit a "Well done!" Keep on speaking from good hearts, using the "Good News" booklet back-call sermon as one of the effective ways to start studies. "I started a number of new studies in one week using it," writes a pioneer, "three of which I think will continue regularly."

⁸As we speak from good hearts, preaching and teaching during this campaign, keep in mind our quotas. Be enthusiastic, be prepared, be alert. Use *The Watchtower* to help others send forth good things from good treasures for salvation.



"Where your treasure is, there your heart will be."

