

KINGDOM MINISTRY

FEBRUARY, 1961

FOR UNITED STATES OF AMERICA

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

VOL. IV NO. 2

Safeguard Thinking Ability for the Ministry

¹ Safeguarding our God-given thinking ability will mean life to us. (Prov. 3:21, 22) What a wonderful prospect and assurance! But what about persons of good will who do not yet think God's thoughts? Can you imagine the joy that will be theirs when they know what we know about a warless, secure and happy new world? Clear thinking on the plight of these sheep and what we can do to help them is safeguarding our thinking ability for the ministry.

Subscription Offer

² In February we shall continue to offer the *Watchtower* subscription. One sister who obtained 132 subscriptions last year said she offered both *The Watchtower* and *Awake!* subscriptions first, dropping down to one if both were not taken. She added, "In most cases I obtained both, many persons remarking how reasonable it was." Obviously the quotas we are to make are reasonable when we exercise thinking ability.

³ We have had opportunity to use our new sermon and have seen that it is something people are thinking about. Even in various types of territory one publisher reports, "The offer was placed three times in one hour and a Bible study was started." Discernment tells us he was well prepared, knew what to say and how to say it in his territory. Being at our service center each week when a prepared publisher gives the sermon before we go out in service will help us to be prepared. Practice at home. Family heads can arrange for this on the family's study night.

⁴ Think ahead and work out convincing answers to common objections to subscribing. In the service be alert to observe what gets interest and attention in your territory. Then use what works! Share these methods with others.

⁵ Good judgment tells us that it is best to schedule our time for

service. Since the door-to-door ministry is the most fruitful for subscriptions, try to arrange for two hours a week for that feature in your schedule.

⁶ Consider all the other avenues for placing subscriptions: Those with whom we conduct Bible studies need *The Watchtower* to advance to maturity; back-calls, especially where they did not take the subscriptions the first time but were willing to take two single copies of the magazines; interested persons on magazine routes, those met in store-to-store work or in street work, and those for whom we have an expired subscription slip.

Care for Interested Ones

⁷ Sound thinking assures us that

Jehovah wants his sheep gathered before the storm of Armageddon breaks. Start Bible studies with subscribers, that they may learn and flee to safety. This can be done on the initial call or on a back-call. Setting aside at least one hour a week in our service schedule will give us time to make such calls. We will want to be diligent to feed these sheep once found.

⁸ Bible-trained thinking will not allow us to slow down in February. Encourage and help all, including the new and the less experienced ones, to keep regular. This space age is also the pre-Armageddon generation. This is the time for all to safeguard their thinking ability for the ministry.—Prov. 3:24-28.

Prepare Now for March and April

¹ Each year we look forward to the blessings and joys of the special work associated with the Memorial celebration, the only red-letter day on the theocratic calendar. Truly this is the time for putting forth special efforts, and now is the time to begin preparing for March and April.

² MEMORIAL: March 30, after 6 p.m., is the time. Last year the

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

THEME FOR FEBRUARY
Safeguarding Thinking Ability for the
Ministry.—Prov. 3:21.

Society, for the first time, printed invitations for the Memorial. These were used most effectively by the brothers. Invitations will be printed again this year. Use the Handbill Order blank, showing on it "Memorial Invitations," giving the hour and address of the Kingdom Hall and number of invitations desired. The price is 250 for 10c, 500 for 15c

or 25c per thousand. All persons of good will should receive an invitation. The Memorial talk should be given by a capable speaker.

³ SPECIAL LECTURE: April 2 is the day. The talk is most apt—"The Sacred Bible and Our Problem of Survival." A copy of the talk will be provided each congregation servant to give to the speaker. The Society is asking every congregation in the world to arrange this public talk for April 2. What a joyful privilege to participate in this world-wide witness! Where capable brothers are lacking, arrangements should be made with another congregation for a speaker. These arrangements and the ordering of handbills should be cared for right away. To save shipping expense, please submit both the Memorial invitation order and the special-talk handbill order at the same time, but on separate order blanks.

⁴ SPECIAL ISSUES: Both the April 15 *Watchtower* and the April 22 *Awake!* will be special issues.

(Continued on page 4, col. 3)

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"Listen and take in more instruction" for the ministry.

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Your Service Meetings

FIRST MEETING IN FEBRUARY

Theme: Safeguarding Thinking Ability for the Ministry.

5 min: Welcome, text, comments.

10 min: Talk on "Safeguarding Thinking Ability for the Ministry." (See "Watchtower," February 15, 1960, pp. 105-110, and February 1, 1961, p. 93.)

15 min: Question-and-answer discussion of article "Safeguarding Thinking Ability for the Ministry."

20 min: Follow Through to Obtain Subscriptions.

CHAIRMAN (2 min.) Progress of campaign in congregation noted. Prospects for meeting congregation quota outlined. What can be done to stimulate interest in "Watchtower" and follow through on subscription promises? Watch demonstrations and see.

SCENE I (4 min.) Publisher at door gives last scripture from sermon, goes into subscription offer. Householder would take subscription but has no money. "Maybe later." Publisher says, "We often find people who, like you, do not have the money available. We are happy to call back at a more appropriate time. So that you will not miss the opportunity to get this outstanding Bible journal and I will not forget you, I could write out the subscription slip now and call back later to pick up the \$1. [Takes out subscription slip.] Householder agrees, gives name and address and initials slip in verification. Publisher arranges for definite time to call back and leaves latest copy of magazine for householder to read.

CHAIRMAN (2 min.) Discusses with audience reasons why brother was successful in overcoming objection of "no money." Audience notes positive attitude, preparation to handle obstacle he knew might arise, etc. Chairman: Sometimes people do not want to obtain subscription under above arrangement but nonetheless are favorable. What might be said? See what alert publisher does.

SCENE II (4 min.) Publisher again concludes sermon, goes into subscription presentation. Householder has no money and does not wish to have publisher write up slip. Publisher then says: "To better acquaint you with 'The Watchtower,' I would like to leave the latest copy with its companion 'Awake!' on a contribution of 10c. After you have read it you will be better able to decide on its value to you and your family." Householder agrees, takes magazines. Publisher arranges to stop later and get his comments on magazine.

CHAIRMAN (2 min.) In calling again on either call publisher should have definite points in mind to call to householder's attention and build up further interest in magazine. Watch his return call.

SCENE III (4 min.) After greeting householder by name, publisher says: "When I called before we discussed the value of knowledge of the future in this space age. 'The Watchtower' clearly shows the only hope for future life for man. Its value cannot be overstated. [Points to article in current issue which shows prospects in store for man on earth.] I am sure you will want to have 'The Watchtower' come to you for the next year." Subscription obtained.

CHAIRMAN (2 min.) Follow through on all subscription promises or magazine placements to obtain quota of subscriptions. Summarize key points of demonstrations.

10 min: Concluding comments. (Include comments on December's activity and slogan at bottom of page 1, based on Prov. 1:5.)

SECOND MEETING IN FEBRUARY

5 min: Welcome, text, comments.

15 min: Report from "Watchtower" study servant. (He will meet with the congregation servant early in the month.) Offer suggestions for improving attendance and participation. Also question-and-answer coverage of paragraph 128 of "Preaching and Teaching in Peace and Unity."

10 min: "Yearbook" experiences on obtaining subscriptions. See pp. 125, 218, 262.

20 min: Call Back on All Subscribers. (Publishers should bring "Good News" booklet and Bible with them.)

CHAIRMAN (3 min.) In addition to being interested in obtaining subscription, which assures magazines regularly going into home of good-will person, return visits must be made to help him appreciate importance of "Watchtower" and, if possible, to start a study. How can this be done? On making return call have definite point of interest in latest magazine to talk on. From it, work into Kingdom theme, refer to it as good news Bible tells of, produce "Good News" booklet, which householder has, and tell how this material was first published in "Watchtower," then later in booklet for convenience and to fill great demand for it. Use booklet to start a study. How can this be done?

PART I (3 min.) Publisher calls on subscriber to deliver latest copy of "Watchtower," advising he does not want any copies to be missed until it comes by mail. Opens copy to article, discusses point briefly, pointing to Kingdom hope; brings out copy of "Good News," comments on title and says that the article was previously published in "Watchtower" and was in such demand it was later printed in booklet form. It has been means of aiding many to learn vital Bible truths regarding Kingdom we pray for. (Matt. 6:9, 10) Asks to step in to show how it can be used as Bible-study aid.

(2 min.) Chairman discusses with audience value of using this approach to fix firmly in mind of householder value of magazine that will be coming to home soon through mail, and that booklet to be discussed was published in "The Watchtower." Builds up appreciation for it.

PART II (10 min.) Publisher gives back-call sermon and starts study. He continuously draws householder into discussion, letting him look up scriptures, comment, read portions from booklet.

"Kingdom prayed for was referred to by Jesus at Matthew 24:14 as 'this good news of the kingdom.' This entire booklet deals with Kingdom and what it will result in for us. In our previous discussion on the subject 'Man's Future in This Space Age' we read at Revelation 21:3, 4 the bless-

ings man will enjoy on this earth under God's kingdom. [Read and comment on it.] Let me show you how this booklet enables us to learn from the Bible conditions to be enjoyed on the earth soon under the kingdom."

Theme: Kingdom to Bring Peace to Earth

Wickedness, war, hate and fear to vanish gn par. 42 (Mic. 4:3,4)

Peace between animals and man gn par. 42 (Isa. 11:6-9)

Righteous king and kingdom; lasting results gn par. 43 (Ps. 72:1-5)

Now is time to learn Kingdom good news gn par. 3

On turning to paragraph 3, ask householder to note question paragraph opens with. Discuss paragraph, using question at bottom of page. On completing paragraph, go to next in regular study manner.

(2 min.) Chairman breaks in, summarizes effectiveness of such a call. Person of good will absorbing truth. Publisher will make definite arrangements to return to continue discussion, and thus a study is started and another person has opportunity to learn truth. Admonish all to make return calls on subscribers, following this suggestion.

10 min: Concluding comments. (Include comments on slogan, based on 1 Tim. 4:6, at bottom of page 4.)

THIRD MEETING IN FEBRUARY

5 min: Welcome, text, comments.

10 min: New World News and Announcements.

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

12 min: Question-and-answer discussion of article "Is Special Pioneering for You?"

15 min: Read pioneer letter of February 1, 1961, and give enthusiastic talk on it.

8 min: Concluding comments.

FOURTH MEETING IN FEBRUARY

5 min: Welcome, text, comments.

15 min: Question-and-answer discussion of "Congregation Organization" article.

18 min: Talk by school servant on "The Art of Public Bible Speaking." (See "Watchtower," February 15, 1961.)

12 min: "Prepare Now for March and April"—lively discussion by committee.

10 min: Concluding comments.

DECEMBER SERVICE REPORT

	Pubs.	Av. Hrs.	Av. B-C	Av. Bt.St.	Av. Mags.
Sp'l Pios.	520	140.9	52.7	7.9	138.2
Pios.	6,053	89.3	30.9	5.1	101.7
Vac. Pios.	1,323	78.4	21.1	2.7	77.2
Pubs.	244,201	9.0	3.0	.6	11.6
TOTAL	252,097				

Public Meetings Held: 20,153

UNITED STATES QUOTA FOR 1961
255,895 Publishers

CONGREGATION ORGANIZATION

Arrange for More and Better Public Meetings in 1961

¹ Public meetings serve an important part in the world-wide expansion of God's organization. For those already studying with Jehovah's witnesses, public meetings serve to impress on their minds vital Kingdom truths and expand their knowledge. For those who do not now study, public meetings tend to awaken their interest in having a home Bible study. In addition Jehovah's witnesses receive great benefit themselves, for they learn new ideas and ways of expressing Kingdom truths. Being so important, public meetings should be of the best quality possible. This requires good speakers that are well prepared.

² Who should be used as public speakers? All overseers and appointed servants should apply themselves to qualify as speakers. Other brothers can also be used if they meet the requirements. All brothers selected should be well versed in the truth and able to give talks that are both interesting and instructive. Some things to look for in public speakers are: Does he follow the Society's outline? Will he set forth a clear theme that is easy to understand? Is he enthusiastic? Does he employ teaching methods in speaking? (See February, 1960, *Kingdom Ministry*.) Other qualifications are set forth in *Preaching and Teaching in Peace and Unity*, paragraph 134. The committee should be guided by these when selecting and reappraising public speakers. Congregations that do not have sufficient

speakers should contact nearby congregations and request assistance.

³ The subjects for 1961 public talks are: (1) The March of World Powers in Prophecy. (2) Obeying the Two Great Commandments for Life. (3) What Hope for the Living and the Dead? (4) Faith Healing—Is It from God? (5) Maintaining an Honorable Marriage. (6) Are All Faiths Good in God's Sight? (7) Youth's Opportunities in This Modern Age. (8) How Can One's Future Be Secure? This new series will start April 9.

⁴ The congregation committee should determine who qualify as speakers and thereafter make assignments as soon as the new outlines are received. Brothers assigned talks should begin work on them immediately. Every good speaker knows preparation is essential for a good talk. Be a good public speaker. Prepare well!

⁵ Servants should consider the needs of the congregation territory to determine where public meetings can be held to good advantage. Plan now for increased public meeting activity during 1961.

⁶ Every publisher has an important part to fill in the public meeting arrangement. They should give full support by advertising and by personally supporting the public meetings. Since public meetings serve such an important part in our ministry, let each of us review our privileges and responsibilities and work to improve both the quantity and the quality of public meetings in 1961.

Is Special Pioneering for You?

¹ Special pioneers are specialists in the ministry. They go out into isolated territories, open up new fields, establish new congregations and strengthen weak ones. After a congregation is well established or after a weak congregation is made strong, the special pioneer moves on to new fields to develop and organize other congregations. As a group they have done an excellent job and their fruits show it.

² Before ascending to heaven, Jesus told his close followers: "You will be witnesses of me . . . to the most distant part of the earth." Obviously Jesus foresaw the time when some dedicated men and women would leave their fathers and mothers, their friends and families to preach the good news in unknown places and isolated territories. Many special pioneers have done just that. Other special pioneers have remained in their own country. Familiar with the customs and habits of their people, knowing how to buy, eat and live in their own land, they are able to be of immediate loving service to those hungering for truth and righteousness.—Acts 1:8.

³ In the United States in the last two years, the special pioneers have worked hard and have reaped marvelous results. They have started forty-four congregations in unassigned territories! Well done indeed! Press on in this work!

⁴ During the last service year there were, on an average, 474 special pioneers in the United States. The door is wide open for many more. To qualify for the monthly allowance the special pioneer requirements are only 150 hours a month in the field ministry, plus 50 back-calls. To meet the special pioneer requirements you must have a good ministerial service record. You must be able to read, write, start Bible studies and organize congregations. Do you meet these requirements? Are you willing to go wherever the Society needs special pioneers? Then write to the Society and state your wish to be a special pioneer.

⁵ There are 259 isolated-publisher groups that could be organized into congregations right now with a little mature assistance. Pioneers and publishers who desire to serve in isolated groups and thus help out, please inform the Society as to the part of the country to which you prefer to go. The need is great in Alabama, Arkansas, Georgia, Kentucky, Mississippi, Missouri, Pennsylvania, South Carolina, Tennessee, Texas and Virginia. The call is out for more special pioneers. Do you hear the call? How will you respond?

Announcements

◆ **LITERATURE OFFER:** March and April: Watchtower subscription and three booklets, for \$1.

◆ No new subscriptions for *Awake!* in the Indonesian language should be taken. For the present it is not possible to obtain paper in Indonesia to print it.

◆ Many of Jehovah's witnesses have inquired about making gifts to the Society and about writing wills so that their wishes will be carried out after death. An informative memorandum covering these matters is available to anyone who desires a copy. Write to the Society's legal office, 124 Columbia Heights, Brooklyn 1, New York.

◆ The Brooklyn office is beginning production of some new literature in Braille for blind brothers and persons of good will. Something new will be published each month. Persons interested in obtaining a free loan copy monthly should write Braille Desk, 117 Adams Street, Brooklyn 1, N.Y. Requests will be filled according to the order in which they are received. Loan copies may be kept three weeks and then should be returned to the Society for the use of others.

◆ New publications available: *Jehovah's Witnesses in the Divine Purpose* —German

"Your Will Be Done on Earth" —German

"Look! I Am Making All Things New" —Polish, Swedish, Zulu

Preaching and Teaching in Peace and Unity —Portuguese

Security During "War of the Great Day of God the Almighty" —German, Swedish

Tract 4—"Awake from Sleep!" —Japanese

Tract 7—"How Valuable Is the Bible?" —Japanese

Tract 8—"Life in a New World" —Japanese

Tract 10—"Man's Only Hope for Peace" —Japanese

◆ Out of stock in U.S.A.:

From Paradise Lost to Paradise Regained —Korean

Learn to Read and Write "Let God Be True" —Spanish

◆ Available again in U.S.A.:

Songbook —German

After Armageddon—God's New World —Yoruba

"This Good News of the Kingdom" —French

4-color post cards (reprinted) —25c per set of 10 cards

Presenting THE GOOD NEWS

On Subscription Expiration Calls

¹ At this time of the year many subscription expiration slips are being sent to the congregations. How should these be viewed? As a splendid source of new subscriptions! Alert to the value of the magazines ourselves, naturally we want to make these calls most productive. How can this be done?

² First of all, the call should be made immediately on receipt of the slip. These people are acquainted with the magazine; at least they have been receiving it. However, they may not have read it recently, so we have to rekindle the interest by giving a sermon and then directing the person to something specific in the magazine that will help him to realize its importance. To initiate the call use a warm, friendly greeting. You might say: "Good morning, I represent the publishers of the *Watchtower* (or *Awake!*) magazine. [Pause briefly here; you may be invited inside.] We are quite concerned with the world situation and man's future in the space age, and I know you are too. So much has been said lately about this matter, but we wonder what God's Word

says about it. It is encouraging first of all to learn that man was created to live on earth, not in space." Then give the sermon "Man's Future in This Space Age." On completion of the sermon, or whatever portion of it you are able to give, refer to a specific article or point that would vitally interest the householder and then say: "Interesting articles like this are coming in every issue and I would not want you to miss this valuable information. I have received notice that your subscription has recently expired and would certainly like to see you renew it. It will be a pleasure for me to send it in for you."

³ If the offer is not accepted, then at least offer the householder the two latest magazines for ten cents, and, depending upon the reaction, you can discern whether or not it would be advisable to try to get a subscription at a later date.

⁴ The main thing is to be confident, not apologetic. Clearly, our mission is to help the subscriber to appraise the journal intelligently as one of utmost spiritual value. Then he will be motivated to read the magazine and learn of Jehovah's ways, which lead to life.

A New Peak in Publishers!

¹ What joy is ours to have had 252,097 ministers in the field praising Jehovah during December! This represents a new peak in publishers, 19,465 more ministers in active service, or an 8.4-percent increase in the United States over last year's average. All together, they placed 3,633,525 magazines, made 966,926 back-calls and conducted 188,044 home Bible studies during December. What joy this must bring to Jehovah God and to all the holy angels to see persons turning away from the old world of death to the new world of life by praising the great Life-giver!—Luke 15: 7.

² Our working together in unity, according to Jehovah's will and purpose, has brought about this blessing from Jehovah. As the apostle Paul stated: "I planted, Apollos watered, but God kept making it grow." Now by example we must teach them that regularity in the field ministry is the way to maturity.

³ Our desire is that these new ministers be the right kind of ministers. And they will be if we set the right example for them. If we let other interests keep us away from magazine service at the time we have scheduled for it, if we sleep in Sunday mornings instead of sharing in the service, if we miss meetings for no good reason, then that is what they will do. They will copy our example whether good or bad. So encourage them by setting a right example in the ministry, putting forth an extra effort for their sake.

⁴ Help these new ones to be efficient in every feature of the service. This takes time—sometimes many months, even years. Jesus spent three years with his apostles teaching and training them. Train these with equal thoroughness. Be good examples to the growing flock of God.

NEW WORLD NEWS

◆ Kingdom Ministry School courses have now been started in Canada, Denmark, England, Germany, the Netherlands, Norway, Sweden, Switzerland and the United States.

Circuit and district servants from Canada and the U.S.A. have received special training in the new Bethel school at Brooklyn in four two-week classes, with a total of 385 in attendance.

◆ The Society in Brooklyn has sent a shipment of used clothing contributed by brothers in the U.S.A. to aid in the relief work in flood-stricken Nicaragua.

◆ Press reports indicate the branch servant of Poland, Wilhelm Scheider, has been sentenced to six years in prison for distributing the Society's publications. The brothers in Poland continue to carry on pure worship.

◆ Cuba reports a new peak of home Bible studies, with 13,340 conducted, an average of .9 per publisher. Thousands are desirous of learning the truth.

◆ Spain: Again a new peak in publishers. There are now 1,860 engaging in the preaching activity.

◆ New branch office in India occupied by branch staff. Dedication held on December 13, during visit of zone servant.

◆ Turkey reports: "November proved to be the best month of theocratic activity in Turkey until now. All-time peaks in publishers, back-calls and Bible studies have been reached."

Prepare for March and April (Cont'd)

The Society has made *The Watchtower* an extraordinarily fine issue, one that we will want to get into the hands of as many people as possible. The special *Awake!* will have specially appealing material in it, making it an appropriate companion to *The Watchtower*. The magazine quota for April? Congregation publishers will have in mind placing one each day, for a total of at least 30 during the month; pioneers 4 each day, for a total of 120, and special pioneers 6 each day, for a total of 180. Congregations should ascertain their needs and submit orders by the end of February at the latest.

⁵ 20-PERCENT INCREASE: April is the month. Can we reach the 20-percent increase? With Jehovah's blessing and our more-than-usual efforts in the ministry, let us push forward to that end by beginning to prepare now. Start explaining the ministry to persons with whom you study, so that when March and April come, they will want to participate, with you, in the world-wide witness to be given.

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"A right kind of minister" prepares. Do you?

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