

OUR KINGDOM MINISTRY

April 1998

For United States of America

Vol. 41, No. 4

Our Ministry —An Expression of True Love

¹ By our ministry we demonstrate our obedience to the two greatest commandments. (Matt. 22:37-39) Our love for Jehovah motivates us to speak positively about him. Our love for our neighbors moves us to encourage them to seek knowledge of God's will and purposes so that, like us, they can come to love Jehovah and put themselves in line for the prize of everlasting life. So, then, by our ministry we honor Jehovah's name and share the priceless Kingdom hope with our neighbors. Yes, our ministry is an expression of true love for God and for man.

² Our love impels us to speak to all kinds of people in all kinds of settings. (1 Cor. 9:21-23) To illustrate: Aboard an airplane,

a Christian elder sat beside a Roman Catholic priest. The elder drew the priest out by asking a few tactful questions and then directed the discussion toward the Kingdom. By the time the priest got off the plane, he had accepted two of our books. What a fine outcome for the elder's expression of true love for his neighbor!

³ **True Love Motivates Us to Preach:** Those who engage in the auxiliary and full-time pioneer work certainly are expressing true love for God and for neighbor. Pioneers are constantly sacrificing their time and energy to help others spiritually. What motivates them to do this? One pioneer said: "I know that love is a fruit of God's spirit. So

without it, I wouldn't be in the truth at all, not to mention succeeding as a pioneer. Love makes me people conscious, aware of their needs, and I appreciate that people respond to love." Jesus demonstrated such love for people. Once when he and his weary disciples were going somewhere to "rest up a bit," the crowds got there ahead of them. What did Jesus do? "Moved with pity for them," he set his personal needs aside in order "to teach them many things."—Mark 6:30-34.

⁴ Even when people reject the good news that we offer, we experience an inner joy, knowing that moved by love, we have done our best to help them gain salvation. When all of us are ultimately judged by Christ, we will be very happy that we demonstrated true love by "fully accomplishing our ministry."—2 Tim. 4:5.

Attend Meetings "All the More So"

¹ Meeting together has always been vital for Jehovah's people. The Israelites had the temple and their synagogues as centers for true worship, divine education, and joyful association. Similarly, the early Christians did not forsake gathering together. As pressures and trials increase in these critical last days, we too need the spiritual strengthening that our congregation meetings provide—and we need it "all the more so." (Heb. 10:25) Note three reasons why we attend meetings.

² **For the Association:** The Scriptures admonish us to "keep comforting one another and building one another up." (1 Thess. 5:11) Godly associa-

tion fills our minds with good thoughts and motivates us to do good works. But if we isolate ourselves, we are apt to entertain foolish, selfish, or even immoral ideas.—Prov. 18:1.

³ **For the Instruction:** Christian meetings provide a continual program of Bible instruction designed to keep the love of God alive in our hearts. They give practical direction in applying "all the counsel of God." (Acts 20:27) Meetings train us in the art of preaching and teaching the good news, skills that are needed all the more so now to experience the unspeakable joy of finding and assisting those who will accept Bible truth.

⁴ **For the Protection:** In this

wicked world, the congregation is a real spiritual refuge—a haven of peace and love. When we are in attendance at congregation meetings, God's holy spirit has a powerful influence on us, producing the fruitage of "love, joy, peace, long-suffering, kindness, goodness, faith, mildness, self-control." (Gal. 5:22, 23) Meetings fortify us to stand firm and solid in the faith. They equip us to be prepared for the trials ahead.

⁵ By regular meeting attendance, we experience what the psalmist described, as recorded at Psalm 133:1, 3: "Look! How good and how pleasant it is for brothers to dwell together in unity!" Wherever God's people serve and meet together today, "there Jehovah commanded the blessing to be, even life to time indefinite."

Week Starting April 6

Song 27

10 min: Local announcements. Selected Announcements from *Our Kingdom Ministry*. Remind everyone of the place and time for the Memorial observance on Saturday, April 11. Theocratic News.

15 min: "Our Ministry—An Expression of True Love." Questions and answers. Include brief comments on February 1, 1987, *Watchtower*, pages 16-17, paragraphs 3-7.

20 min: "Magazines Announce the Kingdom." Elder considers article with a panel of three or four publishers who are effective in placing magazines. Discuss the appealing features of the current journals, suggesting ways these points can be worked into our presentations. Consider how magazine distribution could be increased in the local territory. Using the current issues, point to articles that stir interest, such as those that concern social, family, or community problems. Have two or three brief presentations demonstrated. Each time, mention the matter of donations for the worldwide work. Song 205 and concluding prayer.

Week Starting April 13

Song 90

10 min: Local announcements. Accounts report.

15 min: Local needs.

20 min: "Attend Meetings 'All the More So.'" Questions and answers. As time permits, review admonition found in *Our Ministry* book, pages 64-5. Give warm commendation to all who regularly attend meetings.

Song 119 and concluding prayer.

Week Starting April 20

Song 5

10 min: Local announcements. Explain that it is not too late to submit an application for auxiliary pioneering in May.

10 min: Question Box. A talk by an

elder who kindly points out specific ways that improvement can be made locally.

25 min: "Wanted—More Bible Studies." Talk and audience discussion conducted by the service overseer. Review the Bible study activity locally. Give commendation where congregation has done well. Point out what more can be done in starting and conducting Bible studies, including family studies. Illustrate paragraph 5 by interviewing a parent who does well in conducting a family study. Read paragraph 8, and emphasize the eight listed points. Explain paragraph 13 by inviting a publisher who is effective in conducting studies to relate how it is possible to cover material without unnecessary delay. Include a well-chosen experience that shows how good results have been achieved locally. Song 109 and concluding prayer.

Week Starting April 27

Song 100

12 min: Local announcements. Announce the names of those who will auxiliary pioneer in May. Outline the additional arrangements that are being made locally for meetings for service. Relate some helpful suggestions for preparing presentations that feature the current magazines.—See October 1996 *Our Kingdom Ministry*, page 8.

15 min: How Christian Shepherds Serve You. A talk by an elder, based on March 15, 1996, *Watchtower*, pages 24-7.

18 min: Keep a Positive Attitude When Preaching in Frequently Worked Territory. An elder discusses this need with two or three publishers who have become discouraged because of minimal response in territory that is worked repeatedly. He reviews with them the July 15, 1988, *Watchtower*, pages 16-19, paragraphs 4-14. They talk optimistically about ways to apply these suggestions locally.

Song 191 and concluding prayer.

Benin: There were 5,331 publishers reporting in November, and that was the 59th consecutive publisher peak.

Cyprus: A 2-percent increase during November brought a new peak of 1,758 publishers. There was also a new peak in regular pioneers, with 136 reporting.

India: Fine progress in the preaching work was seen in November when 18,077 publishers reported field service. This was the 39th consecutive peak.

Liberia: An all-time peak of 2,120 publishers reported field service in November.

Solomon Islands: A new publisher peak was reached, with 1,393 reporting in November.

Taiwan: The average number of publishers so far this service year is 3,516, and that represents an increase of 6 percent over last year.

JANUARY SERVICE REPORT

Number of:		Av. Hrs.	Av. Mags.	Av. R.V.	Av. BLST
Sp1 Pios.	165	124.6	98.5	54.3	4.3
Pios.	73,700	76.0	46.7	23.7	1.7
Aux. Pios.	16,562	57.3	37.6	15.3	1.0
Pubs.	864,010	9.2	7.5	3.4	0.3
TOTAL	954,437			Baptized: 2,864	

CONGREGATION BOOK STUDY

Schedule for congregation studies in the book *The Secret of Family Happiness*.

April 6:	Pages 169*-172
April 13:	Pages 173-182
April 20:	Pages 183-186*
April 27:	Pages 186*-191

* To or from subheading.

* To or from second subheading.

Wanted—More Bible Studies

¹ Jehovah God is blessing his earthly organization with continued growth. Last service year, 375,923 were baptized worldwide—an average of over 1,000 new disciples each day, or about 43 every hour! Despite the decades of hardship that our brothers may have faced in various parts of the world, the Kingdom work is flourishing and outstanding increases are being experienced. How exciting it is to read of the advancement being made in spreading the good news!

² In the United States branch last service year, we too saw increases in the average total publishers and auxiliary pioneers, in the hours spent preaching, and in the numbers of booklets, brochures, and magazines placed. There was an increase in the number baptized and an all-time peak in the Memorial attendance. What about the return visit and Bible study activity? We had a drop in the total number of return visits made and a 14-percent decrease in Bible studies. And yet, ~~mean not make for~~ these features of the ministry are what the disciple-making work is all about. What can each one of us do to reverse this downward trend in return visits and Bible studies?

³ **Strengthen the Desire to Conduct a Study:** We ourselves need to focus on being spiritually strong and active. Christ's true followers are "zealous for fine works." (Titus 2:14) When we review our ministry, can we say that we are intensely eager to follow through on all literature placements made in the field? Are we enthusiastic about offering home Bible studies to all who manifest interest? (Rom. 12:11) Of do we need to develop a greater desire to make return visits and start home Bible studies?

⁴ **Personal Bible reading, regular meeting attendance, and study of the publications** will keep us spiritually fresh and empowered with God's spirit. (Eph. 3:16-19) This will strengthen our faith and confidence in Jehovah and our love for our fellowman. We will be motivated to teach the truth to someone else, thereby mak-

ing our ministry interesting, successful, and stimulating. Yes, we should want more Bible studies!

⁵ **Study With Family First:** Christian parents who have children living at home should be concerned with their program of regular family Bible study. (Deut. 31:12; Ps. 148:12, 13; Prov. 22:6) It would be very beneficial for parents to study the *Require* brochure and then the *Knowledge* book with their children to prepare them for qualification as unbaptized publishers and for dedication and baptism. Of course, additional material may be considered, depending upon the need and the age of the child. A parent who studies with an unbaptized child may count the study, time, and return visits, as outlined in the April 1987 *Our Kingdom Ministry* Question Box.

⁶ **Improve Personal Organization:** Considering the number of magazines, brochures, and books placed, there is no doubt that a great amount of seed is being scattered. These seeds of truth that have been sown hold tremendous po-

tential for producing new disciples. But would a farmer or a gardener be truly satisfied if he continually planted and, after all his efforts, never took the time to reap? Hardly. Likewise, a follow-up ministry is necessary. *EV = PROB*

⁷ Do you regularly schedule time to make return visits? Call back promptly on all interest found. Make return visits with the objective of starting a Bible study. Do you keep a neat, up-to-date, and well-organized record of your return visits? Along with the name and address of the householder, be sure to record the date of the initial call, any placements, a brief description of what was discussed, and a point that can be developed on the next call. Leave space on your record for additional information to be added after each return visit.

⁸ **Analyze How to Make a Return Visit:** What are some points to have in mind when making a return visit on an interested person?

Are you praying to start
a new Bible study?

① Be warm, friendly, enthusiastic, and informal. ② Discuss subjects or questions that interest him. ③ Keep the discussion simple and Scriptural. ④ On each visit, endeavor to teach the householder something that he will recognize as being of personal value to him. ⑤ Build up anticipation for the subject to be discussed on the next visit. ⑥ Do not stay too long. ⑦ Do not ask questions that embarrass the householder or put him on the spot. ⑧ Use discernment so as not to condemn wrong views or bad habits of the householder before spiritual appreciation has been cultivated.—See the March 1997 *Our Kingdom Ministry* insert for additional help on how to be successful in making return visits and starting Bible studies.

9 Explore Every Possibility: In one congregation, it was possible to obtain the names and apartment numbers of all the tenants in a high-security housing facility. A personal letter was written to each resident, and two tracts were enclosed. At the end of the letter, a home Bible study was offered and a local phone number was included so that the recipient could respond. Within a few days, a young man called requesting a study. A return visit was made the next day, and a study was established in the *Knowledge* book. That very night he attended the Congregation Book Study, and he continued to attend all the meetings. Almost immediately, he started reading the Bible daily and made steady progress toward baptism.

10 Publishers in one car group arranged to make some return visits together. When a sister made one of her calls, the person she was looking for was not at home, but another young woman answered the door, saying: “I have been waiting for you.” The householder had received the *Knowledge* book earlier from an acquaintance. By the time the sisters called at her door, she had read the book through twice and was very impressed with the information it contained. She said she was not surprised to see the Witnesses call on her that day because she had been praying for them to come and study the Bible with her. A study was started, she began attending congregation meetings, and she made rapid advancement.

11 A sister, baptized for nearly 25 years, recently gave her mother a *Knowledge* book. Her mother, a church member, started to read the book. After she had completed two chapters, she called her daughter and, to the daughter’s amazement, said: “I want to become one of Jehovah’s Witnesses!” The mother began to study and is now baptized.

12 Try These Suggestions: Have you ever used the direct approach for starting studies? You may simply state: “If you would like to have a free home Bible study, I can show you in just a few minutes how it is done. If you enjoy it, you can continue.” Many people do not hesitate to accept such an offer, and they readily observe the demonstration of a Bible study.

13 Early in the study, show the student how to prepare in advance by reading the cited scriptures and underlining key words in answer to the printed questions. Concentrate on only the main points. Although we may need to be flexible for the first few sessions, it is important that a Bible study be held on a regular basis. Have in mind how you will introduce prayer as an essential part of the study and how you will Scripturally prepare the student for opposition. By all means, make the study lively!

14 Of course, not all Bible students progress at the same rate. Some are not as spiritually inclined as others nor as quick to absorb the things being taught. Others lead very busy lives and may not be able to devote the time needed to cover a full chapter each week. Thus, in some cases it may be necessary to take more than one study session to cover certain chapters and some additional months to complete the book. In some instances we may study the *Require* brochure first and then progress through the *Knowledge* book. This, supplemented by their attendance at congregation meetings, will help each student to get a solid foundation in the truth.

15 Above all, pray for a Bible study! (1 John 3: 22) One of the most rewarding experiences for a Christian is to be used by Jehovah to help someone become a disciple of Jesus Christ. (Acts 20:35; 1 Cor. 3:6-9; 1 Thess. 2:8) Now is the time to show great zeal in the Bible study work, fully confident of Jehovah’s rich blessing on our efforts to start more studies!

THEOCRATIC MINISTRY SCHOOL REVIEW

Closed-book review on material covered in Theocratic Ministry School assignments for the weeks of January 5 to April 20, 1998. Use a separate sheet of paper to write down answers to as many of the questions as you can in the time allotted.

[Note: During the written review, only the Bible may be used to answer any question. References that follow the questions are for your personal research. Page and paragraph numbers may not appear on all references to *The Watchtower*.]

Answer each of the following statements True or False:

1. At Acts 15:29, the comment "Good health to you" was a promise to the effect, 'If you abstain from blood and fornication, you will have better health.' [Weekly Bible reading; see w91 6/15 p. 9 par. 7 ftm.]
2. Deep concern for the spiritual welfare of the Corinthian Christians moved Paul to write his first letter to them while in the course of his second missionary tour. [si p. 210 par. 3]
3. Although Jehoshaphat proved himself to be a king who relied on Jehovah, he unwisely formed a marriage alliance with Ahab. [it-1 p. 1271 par. 11; p. 1272 par. 1]
4. The word "simony," which is derived from the event recorded at Acts 8:9-24, refers to the practice of magical arts. [Weekly Bible reading; see w90 6/1 p. 17 par. 8.]
5. At Romans 8:6, 7, "flesh" refers to our fallen condition as imperfect humans with inherited sinful tendencies. [Weekly Bible reading; see w91 3/1 p. 21 par. 4.]
6. In harmony with Ephesians 5:33, a wife's having deep respect for her husband does not mean that she cannot express her opinions, particularly if something disturbs her. [kl p. 144 pars. 12-13]
7. It was Jethro, a priest of Midian, who suggested to Moses a system of delegating authority. [it-2 p. 73 par. 2]
8. Just as God's purpose to bring Gentiles into the congregation was not clearly understood until the apostles saw what was actually occurring in fulfillment of prophecy, Jehovah's Witnesses ac-

knowledge that their understanding of certain matters has undergone adjustment as God has provided progressive enlightenment. [ju p. 629 pars. 4-5]

9. At Acts 20:20, the expression "house to house" refers solely to shepherding visits in the homes of fellow believers because the context shows that Paul was addressing the older men of the congregation. [Weekly Bible reading; see w91 1/15 p. 11 par. 5.]
10. If we train our heart to appreciate spiritual things, praying for God's spirit to help us in this, then we will avoid "the minding of the flesh." (Rom. 8:6, 7) [Weekly Bible reading; see w91 3/1 p. 21 par. 5.]

Answer the following questions:

11. What account in the book of Acts shows that merely having access to the Word of God and personally reading it is not enough to gain the accurate knowledge that sets one on the road to life? [Weekly Bible reading; see w91 9/1 p. 19 par. 16.]
12. What is indicated by the fact that Paul wrote: "The existing authorities stand placed in their relative positions by God"? (Rom. 13:1) [kl p. 131 par. 7]
13. At Acts 11:26, why does the *New World Translation* use the expression "were by divine providence called Christians," whereas other Bible translations do not include the idea of "divine providence"? [Weekly Bible reading; see w90 6/1 p. 19 par. 19.]
14. What conviction of Jehovah's Witnesses moves them to be zealous publishers and distributors of the Bible? [ju p. 603 par. 3]
15. What kind of personal study is encouraged at Acts 17:11? [si p. 205 par. 38]

16. In his letter to Christians in Rome, what did Paul firmly establish about Jews and non-Jews? [si p. 206 par. 2]

17. According to Romans 12:2, to what extent are the personalities of Christians changed by the power of God's Word? [Weekly Bible reading; see w90 4/1 p. 16 par. 3.] *to do what will Christ in us*

18. What is the "sacred secret" mentioned by Paul at Romans 11:25? [Weekly Bible reading; see w83 8/15 p. 16 par. 16.]

19. Why is the Christian congregation justified in disfellowshipping unrepentant wrongdoers? (1 Cor. 5:11, 13) [Weekly Bible reading; see w96 9/8 p. 27 pars. 2-3.] *for protection - Cor. can judge*

20. How will heaping fiery coals upon the head of an adversary help in conquering evil? (Rom. 12:20, 21) [Weekly Bible reading; see w86 1/22 p. 6 par. 5.] *softer attitudes (melts hard metal)*

Provide the word(s) or phrase needed to complete each of the following statements:

21. Philip explained to the Ethiopian eunuch how the prophecy of Isaiah had been fulfilled, and on being enlightened, this one humbly requested baptism. (Acts 8:28-35) [si p. 204 par. 33]

22. When the matter of Circumcision was being debated, James backed up his decision by saying: "With this the words of the Prophets agree, just as it is written." (Acts 15:15-18) [Weekly Bible reading; see si p. 204 par. 33.]

23. Isaiah's promise that "the root of Jesse" would stand up as "a signal for the peoples" and that the nations would "turn inquiringly" to him is fulfilled in Jesus. (Isa. 11:10) [it-2 p. 51 par. 13]

24. According to Paul's illustration of the symbolic olive tree in Romans chapter 11, as the 12 tribes of Israel stemmed from Abraham through Isaac, so the 12 symbolic tribes of Jews stem from Israel through Joseph. [Weekly Bible reading; see w83 8/15 p. 16 par. 15.]

25. It was in July 1917, after Russell's death, that the Watch Tower Society released the book Israel's Restoration, a commentary on Zechariah and Revelation as well as Isaiah. [ju p. 647 par. 2] *song of Solomon*

Select the correct answer in each of the following statements:

26. With his discourse in Acts chapter 17, Paul tactfully establishes the (sovereignty; righteousness; love) of the living God. [Weekly Bible reading; see si p. 204 par. 37.]

27. (Paul; Peter; Luke) warmly commended people of (Beroea; Macedonia; Jerusalem), calling them "more noble-minded." (Acts 17:11) [Weekly Bible reading; see w95 5/1 p. 14 par. 3.]

28. The lie, or falsehood, mentioned at Romans 1:25 has reference to (idolatry; unclean sexual practices; the practice of lying). [Weekly Bible reading; see it-2 p. 245 par. 2.]

29. In 1878, C. T. Russell and his associates were confronted with a major test of their faith and loyalty to God's Word. At issue was (the identity of the "faithful and discreet slave"; Jesus' invisible presence; the sacrificial value of Jesus' flesh and blood). [ju p. 619 par. 3]

30. Paul wrote his first letter to the Corinthians while in (Rome; Ephesus; Corinth) about the year (52; 55; 56) C.E. [si p. 210 par. 3]

Match the following scriptures to the statements listed below:

Ps. 73:28; Prov. 24:3; Isa. 65:13; Acts 10:34, 35; 2 Cor. 12:7-9

31. As Jehovah's servants, we should view people of all ethnic groups as he does. [Weekly Bible reading; see w88 5/15 p. 16 par. 6.] *act 10:34*

32. The Bible provides principles that are like tools that enable one to build a happy family. [kl p. 140 par. 3] *Prov. 24:3*

33. Those who draw near to Jehovah enjoy true happiness and peace of mind. [kl p. 150 par. 3] *ps 73:28*

34. Throughout history, Jehovah has dispensed spiritual food to his people as a group. [kl p. 162 par. 6] *Isa 65:13*

35. Jehovah may allow a trying situation to continue for a while, but he does answer prayers and knows the best time to do so. [kl p. 156 par. 15] *2 Cor 12:7-9*

ANNOUNCEMENTS

■ **Literature offer for April and May:** Individual copies of *The Watchtower* and *Awake!* **June:** Any of the following 192-page books that the congregation may have in stock: *Happiness—How to Find It*, *"Let Your Kingdom Come," Listening to the Great Teacher, Survival Into a New Earth, True Peace and Security—How Can You Find It?*, *United in Worship of the Only True God, Worldwide Security Under the "Prince of Peace,"* and *Your Youth—Getting the Best Out Of It*. A limited supply of the "Kingdom Come," *True Peace, United in Worship, Worldwide Security*, and *Youth* books may be requested from Brooklyn. **July and August:** Any of the following 32-page brochures may be used: *Does God Really Care About Us?*, *Enjoy Life on Earth Forever!*, *Should You Believe in the Trinity?*, *The Government That Will Bring Paradise, What Is the Purpose of Life—How Can You Find It?*, and *When Someone You Love Dies*. The brochures *A Book for All People, Our Problems—Who Will Help Us Solve Them?*, *Spirits of the Dead—Can They Help You or Harm You? Do They Really Exist?*, and *Will There Ever Be a World Without War?* may be offered where appropriate.

■ When working unassigned territory, publishers may offer the *Knowledge* book or the *Require* brochure. Any other

publication may be offered if the householder already has these two publications. All should carry a variety of tracts for not-at-homes or individuals who do not accept literature. Any *Kingdom News* No. 35 that publishers or congregations still have on hand should be left with householders. Efforts should be made to follow up interest, especially where unassigned territories may be worked by special pioneers or are accessible to nearby congregations.

■ With five full weekends, the month of May is a convenient time for many to auxiliary pioneer.

■ Beginning in April, convention badge cards for 1998 in Chinese, English, French, Greek, Italian, Japanese, Korean, Polish, Portuguese, Spanish, and Vietnamese will automatically be included with literature shipments. It will not be necessary to request these. If additional badge cards are needed by the congregations, these should be requested on a Literature Request Form (S-14). It is necessary to request plastic badge card holders for any in the congregation who desire them.

■ A 1997 edition of *Watchtower Library* on CD-ROM has been prepared in nine languages. For the first time, this valuable research tool will also be available in Danish, Dutch, French, Japanese (requires Japanese version of Windows), and Portuguese; these will contain publications released from 1980 to 1997. The

starting date of publications is 1970 for editions in English (*Watchtower* from 1950), German, Italian, and Spanish. Congregations may begin submitting requests for *Watchtower Library—1997* in these languages. They are being manufactured in a number of lands, so requests for foreign-language editions will be filled as supplies become available. Please keep in mind that these are special-request items.

■ It is important that groups of 20 or more persons planning to visit the Society's facilities first correspond by mail with the Central Tour Desk at 100 Watchtower Drive, Patterson, NY 12563-9204. The Central Tour Desk will care for groups that will be visiting the Society's facilities at Brooklyn, Walkkill, and Patterson, New York, or the Assembly Hall in Jersey City, New Jersey. Please provide information on the number coming and the dates and times for visiting each location. The Society will provide a description of the tours that are available as well as a map giving directions to each location. Before your visit, please review the December 1, 1997, letter addressed to all congregations in the United States. **LODGING INFORMATION HAS BEEN SENT TO THE CONGREGATION ELDERS AND MAY BE OBTAINED FROM THE CONGREGATION SECRETARY.**

■ New Compact Discs Available: *Kingdom Melodies*, Volume 8

QUESTION BOX

■ What can we do to help improve the effectiveness of our meetings?

Some may be inclined to feel that the elders and ministerial servants are solely responsible for the success of congregation meetings because they conduct them and handle most of the parts. Really, *all* of us can contribute personally toward interesting and beneficial meetings. We can help make the meetings more effective in the following ten ways:

Prepare in advance. When we prepare well, the meetings capture our interest. When all of us do this, the meetings are livelier and more upbuild-

ing. **Attend regularly.** A high attendance is more encouraging to everyone present, strengthening appreciation for the importance of attending. **Arrive on time.** If seated before the program starts, we can join in the opening song and prayer and thus receive full benefit from the meeting. **Come well equipped.** By bringing our Bible and the publication(s) used during the meeting, we can follow along and better grasp what is being discussed. **Avoid distractions.** We may listen better when we sit up front. Whispering and trips to the rest room can cause us and others to lose concentration. **Be a participant.** When more of us raise our hands and comment, more are encouraged and built up by the expres-

sions of faith. **Make brief comments.** This gives as many as possible an opportunity to share. We should confine our brief comments to the material being studied. **Fulfill assignments.** As students in the Theocratic Ministry School or as participants in the Service Meeting, prepare well, rehearse in advance, and try not to cancel. **Commend participants.** Tell others how much their efforts are appreciated. This builds them up and motivates them to do even better in the future. **Encourage one another.** Kind greetings and upbuilding conversations before and after meetings add to the pleasure and benefits that we derive from attending the meetings.

Magazines Announce the Kingdom

¹ As Jehovah's Witnesses, we are well-known for our zealous preaching about God's Kingdom. The *Watchtower* and *Awake!* magazines we distribute play a powerful role in helping millions of people to learn about God's purposes. The message they contain is indeed good news, for it announces God's heavenly Kingdom as the only hope for mankind.

² The magazines come to grips with the real needs of people—emotional, social, and spiritual. With morals and family values collapsing all around, *The Watchtower* and *Awake!* help people improve the quality of their lives by showing them how to apply Bible principles. It will be our pleasure to feature the magazines during April and May.

³ **They Have Real Appeal:** *The Watchtower* and *Awake!* are available in the languages of virtually all the world's population. Because of this, our magazines are well-known. Here are some reasons why people are attracted to them:

■ As journals of integrity and truth, they clearly show the difference between good and bad.

■ They give hope of a righteous paradise to come, based on God's promise to bring the earth under his Kingdom rule.

■ A wide variety of timely subjects are presented, appealing to people of all backgrounds and cultures.

■ The articles are concise, educational, factual, and free from prejudice and compromise.

■ The eye-catching illustrations create immediate interest, and the clear writing style makes the magazines easy to read.

⁴ **Distribute Them Widely:** Effective magazine distribution depends largely upon our diligence in preparing our presentations, scheduling our time, and organizing our preaching activity. Practical suggestions were offered in the September 1995 and October 1996 issues of *Our Kingdom Ministry*, which would be good to review and apply.

⁵ **Acquaint Yourself With the Magazines:** As you read each issue, think of someone who would appreciate having a copy. Look for specific points or scriptures that you can quote in your presentation. Think of a question you can ask to initiate a conversation and stimulate interest in the subject.

⁶ **Adapt the Presentation to the Person:** Prepare a simple, flexible presentation that can be adjusted for a man, a woman, an older person, or a youth, whether an acquaintance or a stranger.

⁷ **Be *Watchtower* and *Awake!* Conscious:** Since the magazines easily fit into a bag, a purse, or a pocket, we can carry copies with us when traveling or shopping. Offer them when talking to relatives, neighbors, coworkers, schoolmates, or teachers. Set aside a day each week for magazine witnessing.

⁸ **Show Appreciation for the Magazines:** They never lose their value. The passage of time does not lessen the importance of the message that they contain. Of course, if we make a special effort to place all the magazines we obtain, older issues need not accumulate on our shelves.

⁹ **Street Witnessing Is Effective:** This is one of the best

ways to offer the magazines to a large number of people. Some publishers work busy thoroughfares at regular intervals on shopping days.

¹⁰ **Business Territory Is Productive:** When witnessing from store to store, we have few not-at-homes. Most business people are courteous, and many gladly accept the magazines. Feature articles that are appropriate for the particular business being contacted.

¹¹ **Magazine Routes Have Potential:** Since the magazines are published semi-monthly, it is only natural to call back on people who read them and to present the next issues. We should make regular return visits, not only to place magazines but also to develop the person's interest in the Bible. Magazine routes are an excellent source of potential Bible studies.

¹² **Make the Most of April and May:** *The Watchtower* and *Awake!* have won the confidence of millions of appreciative readers. They are so effective in announcing the Kingdom that we should make it a point to carry them with us and offer them at every opportunity. May the months of April and May prove to be outstanding ones for magazine distribution!