

KINGDOM MINISTRY

FEBRUARY, 1957

"From day to day tell the good news of salvation by him."
—Psalm 96: 2, NW.

BROOKLYN, N.Y.

ALL NEED THE KINGDOM!

"The Watchtower" Announces It Are You a Distributor?

¹ Everyone needs God's kingdom. No one can gain everlasting life without it. Whatever one's status in life, whatever work one does, whatever education one has, whatever one's health, he needs the Kingdom.

² No exceptions exist, not even for the rich. True, persons from wealthy families may think they do not need the Kingdom. They are deceived. "Because you say: 'I am rich and have acquired riches and do not need anything at all,' but you do not know you are miserable and pitiable and poor and blind and naked." The richest man in the world is spiritually poor, blind and naked unless he acts on his need for the Kingdom.—Rev. 3: 17.

³ So whatever one has or is, if he does not awake to his need for the Kingdom, he is just as miserable and pitiable as the crowds for whom Jesus "felt tender affection . . . because they were skinned and knocked about like sheep without a shepherd." Wolves of false religion have harried the people, leaving them bleeding, "skinned and knocked about." How badly they need healing Kingdom truths!—Matt. 9: 36.

⁴ But "how, in turn, will they hear without someone to preach? How, in turn, will they preach unless they have been sent forth?" So Jesus trained and sent forth Kingdom preachers. They went to all kinds of men. Look at just a few of the people who listened: The jailer of Phillippi, a businesswoman of the same city, a physician, the wealthy tax collector of Jericho, the governor of Cyprus, the treasure keeper of the queen of the Ethiopians, a judge on the supreme court of Athens, yes, and even some of the royal household of the Roman emperor!—Rom. 10: 14, 15.

Going into Active Training

⁵ Jesus promised Kingdom preachers for today. For spreading the

Kingdom good news, today's Kingdom ministers have a valuable instrument. This is *The Watchtower*.

⁶ Not only has it helped them announce the Kingdom, but it has helped them train for effective witnessing. Declared the apostle: "Be training yourself with godly devotion as your aim. . . as it holds promise of the life now and that which is to come." (1 Tim. 4: 7, 8) The ancient athlete trained for a contest. He built his body up with nourishing food and strenuous exercise. A contender for the prize of life must also go into training. How?

⁷ He must become spiritually fit. He begins with nourishing spiritual

OFFER FOR FEBRUARY
"Watchtower" subscription for one year and the booklet "What Do the Scriptures Say About 'Survival After Death'?" for \$1.

THEME FOR FEBRUARY
Gaining God's Reward by Active Training.—1 Timothy 4: 7, 8, NW.

food. Then he must exercise. He exercises his whole body, mind, arms, tongue and feet by going to people with the Kingdom good news. "How beautiful are the feet of those who declare good news of good things!" —Rom. 10: 15.

⁸ In awakening all kinds of people to the Kingdom need, Kingdom preachers have used *The Watchtower* well. During the 1955 four-month *Watchtower* campaign they averaged 1.6 subscriptions per minister. In 1956 it was 1.8. This year what is their goal? To reach two subscriptions per publisher.

⁹ So Kingdom ministers, go into active training! Make certain your sermon is effective. To help you during February, the second month of the *Watchtower* campaign, let each service center feature a special program after the daily text for the four Sundays.

¹⁰ This is the schedule. First Sunday, review the sermon on Jehovah's name. Second Sunday, review talking points of the offer. Third Sunday, discuss how to overcome local objections. Fourth Sunday, discuss effective introductions.

(Continued on page 4, col. 2)

10 Percent Increase: WE MADE IT!

Goal Reached in December with 189,517 Publishers!

¹ Yes, we made it! For the first time in any December since we have had our goal of a 10-percent increase in publishers by December, we made it! We have made the goal of 20 percent by April before, but never the 10 percent by December. The expansion is in high gear again, it is really rolling, and with Jehovah's blessing and continued hard work we should have an even more thrilling report by April!

² The 189,517 publishers reporting thus far exceeds, for the first time, the April, 1955, peak when we had the special *Christendom or Christi-*

anity—Which One Is "the Light of the World"? booklet campaign. December's 189,517 publishers was an 11.6-percent increase over last year's average.

³ That this increase was sound is further shown by the average of 10.2 hours, over 13 magazines and the maintenance of the other service averages. All this, of course, was excellent.

⁴ If your congregation wrote "We Made It!" at the bottom of its card, maintain that good report and press forward toward April. If it did not, then be encouraged by those who did, and press even more diligently forward toward that April goal.

★ Jesus said, 'This good news will be preached.' Do you do it? ★

Your Service Meetings

One of our goals is better meetings. This outline is to help toward that goal. An important feature is the timing of the various parts. For meetings to go overtime regularly is wrong. It will hurt attendance. Some publishers have children to put to bed. The audience becomes restless when meetings run over, and what is then said is not attended to closely. If some speakers

go overtime habitually they should not be used for a while. If any of the servants do this, other servants might speak to them about it. Only rarely is there justification for a meeting to go overtime. The habit of going overtime should be broken; otherwise we shall never reach our goal of better meetings and better attendance.

FIRST MEETING IN FEBRUARY

Theme: Gaining God's Reward by Active Training.

5 min: Welcome, text, comments.
10 min: Talk on "Gaining God's Reward by Active Training." (See "Watchtower," 2/1/57, p. 93, and 4/15/56, p. 248.)

20 min: Demonstration on use of the "Yearbook."

CHAIRMAN (4 min.) Talk on value of "Yearbook" to publishers. Emphasize need of reading it as soon as possible. Show how "Yearbook" acquaints one with whole theocratic body, builds love for brothers, helps in prayer, broadens our appreciation for what God is doing.—1 Cor. 12:14-26.

A Series of Interviews (13 min.). Have brothers tell how they arrange affairs and surmount obstacles to read "Yearbook."

1. Theocratic family. Father tells how he reads text and comments each morning, while one of the older children, who eats little, reads the reports. CHAIRMAN TO AUDIENCE: Morning may not be convenient for you to read reports. Perhaps noon or evening better. Adjust to time that suits you best.

2. Sister whose husband is not in truth tells how she arranges. She reads after husband goes to work. On week-ends after he has gone to sleep or before he gets up. Sometimes on way to work, on lunch hours, but tries to consider at least three pages each day.

3. Brother whose wife is not in truth reads on way to and from work. Says that way he has always something fresh to tell wife, who is not opposed.

4. Sister with opposed husband waits till he goes to work before she considers reports with children. Or when she tucks them in bed. Brother with opposed wife waits till wife goes shopping or is preparing meal. That way children are not left out.

5. Young brother and sister whose parents are not in truth tell how they cover "Yearbook." Before dropping off to sleep, or before rising. Read portion going to school on bus or at noon hour. In evening sometimes consider with homework.

CHAIRMAN (3 min.) Summarize various ways mentioned in the interviews. Encourage all to special effort to use "Yearbook" to learn about their brothers, broaden personal knowledge and love for them. "Yearbook" will help us to understand their problems, appreciate their needs, to pray for them.

15 min: Talk on the article "All Need the Kingdom!"

10 min: Arrange locally. (Include the reading of the new pioneer letter.)

SECOND MEETING IN FEBRUARY

5 min: Welcome, text, comments.

10 min: "The Bible's Kingdom Theme." A talk based on "Make Sure

of All Things", material under heading "Kingdom." Page 226 to Revelation 20:4, 6 on page 229.

12 min: Question-and-answer coverage of "Congregation Organization."

10 min: Chairman selects individuals to present briefly the following "Yearbook" experiences showing the need for more pioneers. Even worldlings are impressed when one leaves a good secular job to pioneer, as the "Yearbook" shows in regard to a sister in Cuba. (122) And encouragingly, in the United States for the first time in four years there was an increase in pioneers. (64)

Of course, a part-time job may not be waiting for you, but by the time you try from 70 to 80 times you doubtless will find a good one, as did a certain Swiss pioneer. (274) True, you may have obstacles, but these can be overcome, as the mother of five in Hawaii showed. (167)

And pioneers do have many joyous experiences. How would you like to go to an isolated territory where 25 persons are waiting for you to come and teach them the Bible, as did a Guatemalan special pioneer? (164) Or how would you like to have an experience similar to that of the Ethiopian pioneer who was able to report nine publishers after working but two months in isolated territory? (141)

10 min: Talk on the pioneer letter read the previous week.

12 min: Arrange locally, but stress the December report for the country, especially the article "10 Percent Increase: WE MADE IT!"

THIRD MEETING IN FEBRUARY

5 min: Welcome, text, comments.

8 min: Talk on "Yearbook" experiences on booklet "This Good News of the Kingdom", showing its effectiveness in teaching the truth to those who have obtained literature. Start studies in it, for it surely contains 'the milk of the Word.' Our 1957 "Yearbook" tells of the excellent results obtained by using it for study in British Guiana (96) and in Great Britain. (100)

In Pakistan 60 percent of the studies are started with this booklet. (234) In Northern Rhodesia one very successful missionary starts every study first with it. (224) The report from Uruguay also tells of results obtained by means of studies in this booklet. (282)

After but two studies in this booklet a good-will person in the Gold Coast began attending meetings and is now a publisher, though blind. (155) After only a few weeks of study in this booklet a good-will person in Venezuela witnessed to others. (285)

25 min: Develop a model back-call sermon on theme of Jehovah's name, as follow-up for doorstep sermon on the same theme. School servant or competent brother should be chairman.

CHAIRMAN (10 min.) Point out value of well-prepared back-call sermon and

eagerness to present it; so as not to depend upon householder's questions for success of back-call.

Discuss information regarding Jehovah's name. Of prime importance. (Ezek. 36:21, 22) Appears at least 6,823 times in Bible. Is highlighted time and again by its vindication through mighty acts. Satan has caused Jewish traditionalists to hide it from view. Same mistake made by King James Version. Temporarily restored by the American Standard Version; obliterated by the Revised Standard Version. The New World Translation puts it in its rightful place in both Hebrew and Greek Christian Scriptures. For additional points see "The Watchtower," September 1, 1953, and forewords in New World Translation of the Hebrew Scriptures, Volume 1, and New World Translation of the Christian Greek Scriptures.

DISCUSSION (10 min.) Two qualified brothers work out back-call sermon between them. Offer suggestions as to introduction, connectives, show logic of order of texts and have conclusion leading to suggestion for a home Bible study with booklet "This Good News of the Kingdom". Use following texts:

Name of Jehovah in King James and Douay (footnote) —Ex. 6:3

Jesus made it known —John 17:6

Why we are known as Jehovah's witnesses —Isa. 43:10-12

Today some scoff as did Pharaoh —Ex. 5:2

Why God allows such to remain —Ex. 9:16

Destiny of enemies of Jehovah's name —Ps. 83:17, 18

For protection seek Jehovah, righteousness, meekness —Zeph. 2:3

Jehovah's name a strong tower —Prov. 18:10

CHAIRMAN (5 min.) Give summary in form of condensed version of back-call sermon, touching on all scriptures used. In making back-call take along American Standard Version.

12 min: Talk on the article "Private Homes as Service Centers."

10 min: Arrange locally. (Discuss the slogan at bottom of page 1.)

FOURTH MEETING IN FEBRUARY

5 min: Welcome, text, comments.

7 min: Talk on slogan at bottom of page 4, which is based on 2 Timothy 2:15. ("Qualified to Be Ministers," pp. 9-15)

18 min: Demonstration bringing out points in the article "Presenting the Good News."

20 min: Each congregation will use this time as it thinks best. There may be some local problem that needs discussion. You may want to have a talk based on a "Watchtower" article that appeared in the last year or two. Plan effective use of this time.

10 min: Arrange locally. (Mention points about subscription slips.)

CONGREGATION ORGANIZATION

Back-Calls and Bible Studies

¹ Another of our seven goals for 1957 is back-call work and Bible study activity. Why stress these? Because during the past six months 38 percent of the publishers did not share in back-call activity, and 67 percent did not share in Bible study work. This means that in an average congregation of fifty publishers, nineteen made no back-calls and thirty-five conducted no home Bible studies. Did you stress these as you should?

² Why stress these? Because it is through this activity that the sheep are fed. When you set a bowl of food before a baby your work is not done, but you must patiently feed him. The same is true in our ministerial activity. We cannot provide the sheep with food, then fail to feed them.—Heb. 5:13, 14.

³ Jesus said it is by feeding the "young lambs" or "little sheep" that we show love for the Master. Are you actually engaged in this feeding? The apostles did not search for people who were interested, then fail to teach them. Neither should we, after spending hours searching for the sheep, fail to go back to help them into the truth.—John 21:15-17.

⁴ We place millions of pieces of literature, but for it to do its service we must be thorough in following it up. Are you? Do you equal the congregation's quota and average in back-calls, and do you have at least one Bible study each month? If not, can you arrange to do so?

⁵ Is it the time that hinders you? Do you hesitate at being tied down? It is easy to do so, but is your life really that busy? Is it not rather a matter of adjusting your thinking, or of better scheduling? Once you may have thought you could not spare Sunday mornings—now you accept Sunday's service as a vital part of life. But is that Sunday service finished until it is followed through with back-calls and Bible studies?

⁶ The Bible study servant should take the lead in encouraging and working with the brothers. The study conductors should take personal interest in helping each publisher at a time. These servants must take this responsibility seriously. If they do, excellent results can be achieved. They have the responsibility of helping, but the responsibility is also upon each individual publisher.

⁷ Do you really put the third hour on Sunday into back-call or Bible study activity, and do you really support the midweek back-call night? Is it your firm goal to convert one or more back-calls into Bible studies? Do you and your training program companion really work toward this vital goal? By doing so you will reach not only your goal of improved back-call activity, but that activity will also aid your development toward the other goals of regularity, maturity and congregational increase. So press ever forward in this vital part of your ministry.

CHECK SUBSCRIPTION SLIPS

¹ Print plainly the information on the subscription slip.

² Spell out in full the name of the street and the post office.

³ Be sure you have the right post office.

⁴ Give all necessary information, such as apartment numbers, box numbers, etc.

⁵ Mark the slip clearly as to the length of the subscription, and also whether it is new or renewal. After a subscription has expired for two months it is considered new.

⁶ Show the language in which the magazine is desired if other than English. Be sure to obtain subscriptions only for the languages listed.

⁷ Congregation servants should check the slips carefully before mailing them to the Society.

⁸ All subscriptions, new and renewal, and also change of address forms, should be sent in each week.

⁹ Finally, be sure to call back on each subscriber and see that he is receiving the magazines.

Publications Now Available

Basis for Belief in a New World

—Bengali

Christendom or Christianity—Which One Is "the Light of the World"?

—Pampango

Preaching Together in Unity—Twi,

Yoruba

Songs to Jehovah's Praise

—Hollandish

"This Good News of the Kingdom"

—Gã, Papiamento

What Do the Scriptures Say About

"Survival After Death"?—Ilocano,

Italian, Tagalog, Turkish, Twi

Life in a New World (T8)—Tamil,

Telugu

DECEMBER SERVICE REPORT

	Pubs.	Av. Hrs.	Av. B-C	Av. Bl. St.	Av. Mags.
Sp'l Pios.	311	142.1	55.2	7.9	137.8
Pioneers	5,439	93.3	32.4	5.1	107.6
Vac. Pios.	975	87.5	24.6	3.4	81.3
Pubs.	182,792	10.2	3.1	.5	13.2
TOTAL	189,517				

Public Meetings Held: 13,941

UNITED STATES QUOTA FOR 1957
186,819 Publishers

Private Homes as Service Centers

¹ When we dedicated our lives we dedicated our all, our resources, our energy, even our private homes. "What man is there that has built a new house and has not dedicated it?" (Deut. 20:5) David did. He sang the 30th Psalm, 'a song at the dedication of the house of David.' In Jehovah's organization today, as in times of old, the private home is an outstanding instrument through which persons of good will may gain knowledge and appreciation of the truth.

² Brothers should be eager to use their homes in Jehovah's service. Even when under house arrest the apostle Paul saw to it that his house was used as a theocratic center: "They now arranged for a day with him, and they came in greater numbers to him in his lodging-place. . . . So he remained for an entire two years in his own hired house, and he would kindly receive all those who came in to him, preaching the kingdom of God."—Acts 28:23, 30, 31.

³ As Paul traveled he honored certain homes by establishing congregations in them. The home of Philemon was chosen. "To Philemon, our beloved one . . . and to the congregation that is in your house." Sister Nympha evidently offered her home for use by the congregation. Paul sent greetings when writing the Colossians: "Give my greetings . . . to Nympha and to the congregation at her house." Aquila and Prisca did the same. "Aquila and Prisca together with the congregation that is in their house greet you heartily in the Lord."—Philem. 1, 2; Col. 4:15; 1 Cor. 16:19.

⁴ Today we too have the privilege of using our homes in dedicated service by using them as service centers. In urban territory, if possible, the service centers should be so situated that publishers and good-will persons will be within walking distance. In rural territory every fair-sized settlement or village should have a service center.

⁵ Have you notified your congregation servant that your home is available for dedicated service? It was a private home Bible study, a service center, that was blessed many years ago when the modern-day restoration of the truth began. This service center has grown into the spiritually strong, healthy, worldwide organization it is today. Homes such as these are today being blessed by Jehovah. Truly at Proverbs 3:33 it states: "The home of the righteous he blesses."

Presenting THE GOOD NEWS

By Overcoming Objections

¹ Almost every door in our ministry presents a challenge. Our aim is to overcome the people's objections and present the good news. This cannot be done without preparation and thoughtful application. Paul counsels that we "go on walking in wisdom toward those on the outside, buying out the opportune time for yourselves. Let your utterance be always with graciousness, seasoned with salt, so as to know how you ought to give an answer to each one."—Col. 4:5, 6.

² To do this we must give thoughtful consideration to the objections we meet in the field and then prepare tactful replies. Often a single word or a ready phrase will clear the way for the truth to be presented. Read pages 204-207 in *Qualified to Be Ministers*. Rehearse your replies.

³ A common objection today is: "But I know all those things. We read the Bible and, besides, we get the same thing in church every week." Warmly reply: "If you have this information then you know why I am here. You realize the great need for us to do what the Bible says at Ephesians 4:25 [open your Bible and begin your sermon on the Kingdom]: 'Speak truth each one of you with his neighbor.'" The greatest truth today is about God's kingdom. Develop your sermon and conclude by showing *The Watchtower* announces Jehovah's kingdom.

⁴ Or you might say: "That's fine, if you do. Because we find many churchgoers so often don't know these things, that God's kingdom has been set up 1914, that Christ is now ruling, that Armageddon is near, that people are going to live on earth forever, and many other things. For example, many people wonder about this scripture." Start sermon.

⁵ Another objection is: "We are not allowed to read that magazine." Reply: "Have you ever wondered why?" Or, "Did they tell you why?" Say: "You read newspapers and various magazines, don't you? Most likely to inform yourself. Take these magazines in the same frame of mind. See for yourself what they have to offer and then decide what you really think of them."

⁶ Or you might answer: "Strange you should say that, because *The Watchtower* especially appeals to religious people. They like it because it keeps a sharp focus on Bible truth and views religious news generally. For example," then go into article.

⁷ Or say: "Did you know there are only 640,000 Jehovah's witnesses, but nearly 3,000,000 readers of *The Watchtower*? This shows that Catholics, Protestants, Jews and people of other religions take *The Watchtower* because it is of benefit to them. It could greatly aid you too. A full year's subscription is only one dollar."

⁸ Most often it is not what we say, but how we say it. If we speak out with sincerity, warmth and friendliness, letting the spirit of God shine through, we shall be effective. Draw the people into our conversation. Give people a chance to warm up. After creating a friendly beachhead, then give your sermon. Be flexible, adaptable, kind. Remember, you or one of your brothers will be calling again at that door.

OFFER FOR MARCH
"Watchtower" subscription for one year and the booklet "What Do the Scriptures Say About 'Survival After Death?'" for \$1.

THEME FOR MARCH
Serving First the Divine Interests.
—1 Chronicles 26:30, Mo.

All Need the Kingdom!

(Cont'd)

Gaining God's Reward

¹¹ Because you trained yourself "with godly devotion as your aim" and aided others to do so too, your reward is great. Fearlessly you can go to all kinds of men. You say: "Thy commandments make me wiser than mine enemies; . . . I understand more than the aged, because I have kept thy precepts."—Ps. 119:98, 100.

¹² But there is more to your reward. It is the "promise of the life now and that which is to come." Endless life in happiness is the indescribably grand reward for those who "stay by these things, for by doing this you will save both yourself and those who listen to you."—1 Tim. 4:16.

NEW WORLD NEWS

◆ Brother Knorr met with some 1,200 brothers in Greece in first public assembly in 28 years. Because all could not be accommodated at this one place, Brothers Knorr and Franz visited 8 homes in Athens and Piraeus and talked to an additional 853.

◆ To date 48,000 persons have seen the new film at the International Trades Fair at Bangkok, Thailand.

◆ Witnesses of Jehovah in Hungary continue to comfort the people with Kingdom message in spite of trying conditions. Few of the witnesses have left for other countries.

◆ 240 attend the biggest Bolivian assembly during Brother Henschel's visit. 160 pass resolution, 14 immersed.

◆ Mexico has its biggest assembly with peak attendance of 10,102. 8,851 pass resolution, 397 symbolize dedication.

◆ A record-breaking 5,167 at Havana, Cuba, assembly closes Henschel tour. 167 immersed.

◆ After October series of assemblies, Brazil reports for November a new peak of 9,756 publishers and new peaks in hours, Bible studies, public meetings and pioneers.

◆ British Honduras, Nicaragua, Venezuela and Colombia meet or surpass the ten-percent-increase goal in November. Colombia actually passed the 20-percent increase that month.

◆ 23 special pioneers in British Guiana average 155 magazines each during November, pioneers average 115, congregation publishers, 9.

◆ 44 special pioneers in Puerto Rico average 163 magazines each during November, pioneers average 107 and congregation publishers, 12.

¹³ Reflect some on that! Jehovah blesses you with the joy of saving lives. Those who listen to you and act on your message also gain everlasting life. What a joyful satisfaction to you right now! And your joy will continue, for in the new world, throughout all eternity, there will exist visible proof of your Kingdom preaching. Whenever you see the persons you aided to gain life, your heart cannot help but thrill. Both then and now it is certain to be just as the apostle exclaimed: "What thanksgiving can we render to God concerning you in return for all the joy with which we are rejoicing on your account?"

¹⁴ Begin rejoicing now. Make known the headline news: ALL NEED THE KINGDOM!

Are you "adequately qualified to teach others"?