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BIBLE AND TRACT SOCIETY
INCORPORATED

'THIS KINGDOM GOSPEL MUST BE PREACHED'
PUBLISHING • 117 ADAMS STREET • BROOKLYN 1, N.Y.

February 20, 1951

Dear Publishers:

You are living in the grandest time thus far in human history. This is the day of Theocracy's increase, the day when "ten men, from nations of every language" are taking hold "of him who is a Jew, saying, 'Let us go with you; for we have heard that God is with you!'" (Zech. 8:23, *AT*) Hence it is that tens of thousands are yearly attaching themselves to this Jew class and along with yourself and fellow workers are singing Jehovah's praises. But this is only the beginning! We are in an "unwalled city" and the increase continues. How grand to realize Jehovah has opened the door of Kingdom service and none can close it.

Reports indicate that you are doing a splendid job in promoting Theocracy's increase. Thus far during this service year you have maintained an 11.7 per cent increase in ministers for Jehovah. Yes, already you have surpassed the 10 per cent quota. This is very heart warming. It shows that you are working, that Jehovah is blessing your diligent efforts, and it indicates a joyful year of increase for the United States. We have every reason to believe that this will be so and that you will continue to contribute toward this increase.

As mentioned in recent *Informants* and in the 1951 *Year-book*, it is the Society's hope that sometime during this year a 34 per cent increase over last year's peak will be reached. Do you realize that if it were reached it would mean 144,913 publishers reporting in one month? Wouldn't that be wonderful? Wouldn't you delight to see that? Well, we believe it can happen. This 34 per cent increase is not "shooting too high" as some may be inclined to believe. It is a definite possibility. In fact, such increase was a reality in many lands during the 1950 service year. Why, 45 countries had increases of from 34 to 1,078 per cent! But it is not so much from the standpoint that "they did it, so can we" that we should view this. Rather, it is because the 34 per cent peak is actually within reach. We *have* the potential to reach it. Note:

144,215 attended our Memorial celebration last year. Among these are your irregular publishers and inactive ones, your home Bible studies, back-calls and other good-will interest. In addition to that figure, thousands have become associated with us since last Memorial. Certainly, the potential for a 34 per cent increase is there. It is just a matter of all of us putting forth a special effort to get out in the service during one month. By this special effort to praise Jehovah and get out, 100 per cent strong, we will reach our 34 per cent peak.

We feel, however, that if this peak is to be reached the most logical time to expect it is in March or April. There are a number of reasons for this. March is Memorial month and those making up this potential will be giving more serious thought to the purposes of Jehovah and their personal indebtedness to Him because of what He has done for us. The Memorial is a special occasion for Jehovah's witnesses, so why not make a special effort at that time to help those who associate to experience richer blessings of the Lord by becoming publishers. Begin planning now to assist all Memorial-attenders into the service sometime during March, or if unable then follow through and try to do so during April. Then, too, a new series of public talks begins on the Memorial week end, and in advertising these talks you have an excellent way to introduce new ones to field service. Also, with the warmer weather the sick and infirm unable to get out during the winter months will be able to join in the service. Make the effort to assist them, and note the results.

Look at it this way: Suppose that every time you go out in the service you try to take someone along with you. It is so important that we help someone else get out too. Let the company servant or company study conductor assign someone for you to assist. It may be a weak or irregular publisher or an inactive one, because the best way to reach this peak is for the servants to go through *all* the Publisher's Record cards on file and make every effort to get each one of these reporting service during March or April. So put yourself out to get him started in the service during March and April and really try to help him to become regular in the service. If you are one of these irregular publishers, accept this helpful assistance as a loving-kindness to you and go along in the service of praising our God. And at your Bible studies, do not timidly approach the matter of Kingdom service or avoid discussing it with them. Our commission to preach and the obligation to obey is just as plainly stated in the Bible and is as important as the doctrines, etc. Notice how plain this requirement is made in "*This Means Everlasting Life*", chapters 13, 18 and 30. Consequently, when the opportunity presents itself to talk service, do so. You will be showing your Christian love for them by opening their eyes to their service privileges. Plan for them to share in making known the good news by leaving with them booklets or magazines to place with friends and neighbors. Have them accompany you on a back-call or Bible study. Explain how they can be of assistance to you



by coming along, and, while they are with you, call on a few "not at homes" and give them a taste of the house-to-house work. If they do not feel able to present *The Watchtower*, let them offer the three booklets on a 10c contribution. Or if they have studied one of the books and feel more desirous of offering it for 35c, permit them to do so. Let them observe how you do it, and then let them try. Also, have them accompany you in the street work and let them give out handbills. This is something they can do easily.

However, do not let your assistance end there. Endeavor to lay a good foundation for future activity by making special effort to bring them to the meetings. At meetings they will hear about field service, they will see demonstrated ways to present the good news and they will associate with other zealous publishers whose enthusiasm will inspire them to continue in "right works".

So you see, don't you, *you* will have to take the initiative. You know that very few will come up to you and say, "Please take me out in the service. I'm ready to become a publisher." No, you have to take the first step. They are somewhat timid, like one learning to swim. It is just a matter of "getting their feet wet", so to speak, and you are the one who can help them do it. You will actually be doing them a favor, for to enjoy everlasting life they must become preachers of the good news.

Perhaps you are visualizing yourself as swamped with a lot of work. Actually, though, it need not be a heavy burden at all. All it requires is working with a purpose and planning your activity to include giving attention to someone else; a few minutes spent at a Bible study or back-call to arrange for them to distribute literature among their acquaintances, a little extra time at meetings to make arrangements to take out an irregular publisher, a phone call or a few minutes to drop by your good-will person's home to pick them up for service and meetings. It can be easily arranged and done if you plan your service and work with a purpose. While you might lose a half-hour to get someone out in the field for an hour or more, you are really gaining. You are showing proper love for Jehovah's "sheep" and contributing your share to the Theocracy's increase.

Though we are striving for a 34 per cent peak, why not bring it down to an individual basis? Why not set for yourself the goal of "each one, help one"? Yes, select one that you will personally help into the service, especially during March and April. Do all you can to assist that one to see his privilege of service. Thus you will make full proof of your ministry; for, those whom you assist to become publishers, the fruitful yield of your efforts, *these* are your letters of recommendation, as Paul so forcefully pointed out in 2 Corinthians 3:1-3. Do you, as a publisher, have such a letter to support your ministerial standing?

Even though increase is promised for our day, we cannot afford to take it for granted. It will come, to be sure, but only as a result of diligent planting, consistent watering, patient and loving cultivating on your part. It means work, then, purposeful work. But the joy and happiness it brings makes it light work, a privilege and a pleasure, to Jehovah's vindication.

Another thing, moreover, is the matter of reporting what you do. If you go out in the service and do not report, a peak will not be reached. Hence do not neglect to turn in a report, and teach the new ones how to report and why they should do so. It matters not how small the report or the fact that it is only one report, for is not the peak a mass of "ones"? Where, then, would we get a peak if all the "ones" were dropped? The "ones" are the vital part that make up the whole. It is the single grains of sand that make up the beautiful beaches, the individual drops of water that accumulate and form the mighty oceans. Similarly, it is the important and essential Kingdom publishers brought together as a multitude whose collective voices are "as the sound of many waters and as the sound of heavy thunder" as they roar out the proclamation: "Praise Jah, you people, because Jehovah our God, the Almighty, has begun to rule as king." (Rev. 19: 6, NW) So each publisher affects the peak, and if *all* report, our 34 per cent peak will be reached. Let every person, then, interested in praising Jehovah's name be in the field service during March and April 1951. If we are what will the results be? All of us are anxious to see!

In this most favored time you have an incomparable privilege of service. The more you engage in Kingdom service, the more you do toward aiding others to appreciate it, the dearer and richer it becomes to you. Not only do you get personal joy and satisfaction by what you do, but the whole visible organization rejoices with you, for what you do contributes to its health and growth. But more important is the fact that it makes glad the heart of Jehovah, for Jesus said, "Because to do thus came to be the way approved by you." (Matt. 11: 26, NW) So if your yield of Kingdom Luitage is now thirtyfold, can it become sixtyfold? or even a hundredfold? This is a worthy goal to strive for and those who tirelessly expend their time and energy in this way will abound with productivity. Happy are you if you realize this, for it will mean the beginning of countless blessings for you. With what end? Why, the everlasting enjoyment of life in praise to Jehovah, the God of the increase.

Praying for Jehovah's rich blessing to be upon your work and assuring you of our warm Christian love, we remain

Your brothers for Theocracy's increase,

Watchtower B. T. Society, Inc.