

KINGDOM MINISTRY

FOR UNITED STATES OF AMERICA

OCTOBER, 1958

"As for me, in my integrity I shall walk."—Psalm 26: 11.

VOL. I NO. 10

Stay Awake to the Kingdom Ministry

Share in world-wide distribution of October 15 "Watchtower"

¹ What a stimulus Jehovah's people have had to stay awake to the Kingdom ministry! The Divine Will International Assembly of Jehovah's Witnesses has powerfully aided us to heed the counsel of this month's theme text, 1 Corinthians 16: 13, 14: "Stay awake, stand firm in the faith, carry on as men, grow mighty. Let all your affairs take place with love."

² How can we be awake to the Kingdom ministry in October? By participating fully in the distribution of the special October 15 *Watchtower*, which contains the absorbing public lecture "God's Kingdom Rules—Is the World's End Near?" by widely advertising the October 5 public lecture, and by offering people of good will subscriptions for both *The Watchtower* and *Awake!*

³ To stimulate distribution of the special issue of *The Watchtower* special emphasis should be placed on Magazine Day service, and on magazine distribution before the congregation book study and at every other opportunity. Book study conductors would do well to discuss the prospects with their groups and then organize for increased activity during October in co-operation with the congregation servant.

⁴ What blessings good-will persons receive by having both magazines regularly coming to their homes! This month we want to stress the two-subscription offer. How can we do this? When offering the magazines present them in such a way that the householder understands that both magazines are vital. We must start with the right mental attitude ourselves. Be positive. Do not think that one's territory is unsuitable for the two-subscription offer. People of good will in all territories will respond to the offer. But we need to present it in the right way.

⁵ Show that the two magazines go together. Offer them, not as separate subscriptions for \$1 each, but rather as two subscriptions for \$2. Yes, offer two subscriptions as *one* unit.

⁶ Give the householder adequate reasons for subscribing for the magazines. Merely commenting on an article in each magazine is usually not enough. On completion of the sermon lead into the offer on the basis of the theme in which you have already stimulated interest. Then give the householder an overall picture of what he will be getting by subscribing for both magazines.

⁷ Explain that *The Watchtower* makes a study of God's Word. Use the October 15 issue effectively in obtaining subscriptions. State that it is receiving world-wide distribution. Stress that this lecture that thrilled more than a quarter million people is just the beginning of many convention talks to be published in *The Watchtower*. By subscribing now the householder will not miss any of these talks explaining the divine will for our day. Mention other features of *The Watchtower* too.

OFFER FOR OCTOBER
One-year subscriptions for both "*The Watchtower*" and "*Awake!*" and six booklets, \$2.

THEME FOR OCTOBER
Staying Awake to the Kingdom Ministry.—1 Cor. 16: 13, 14.

⁸ Show that *Awake!* complements *The Watchtower*. *Awake!* draws attention to world events in the light of fulfilled Bible prophecy. A brief way to give an over-all picture of *Awake!* is to refer to "The Mission of This Journal" on page two. It is not necessary to use all your points at each door. Rather, be alert to the

needs of each householder and select points accordingly.

⁹ When the householder does not take the offer, drop to one subscription for \$1. If no subscription is taken, offer two magazines for a contribution of ten cents. At every house there is one thing we want to leave—a copy of the special October 15 *Watchtower*. Think what a witness to the established Kingdom will be accomplished!

¹⁰ During October every congregation publisher should try to obtain at least one subscription; pioneers, five, and special pioneers, eight. View these quotas in their true light. It is not a mere quota we are seeking to meet but it is this: We have vital information, the message of the Kingdom, and we as individuals want to bring this message to the people by helping them obtain subscriptions to both magazines. By so doing we aid persons of good will to gain life in the new world.

¹¹ To meet the quota let all publishers engage in as much house-to-house work as possible. Follow through on promises. Be certain that persons who already know of the Kingdom good news are given the opportunity to subscribe.

¹² Stay awake to the Kingdom ministry by giving the fullest support to the October 5 public meeting. So that as many persons as possible may learn that God's kingdom rules, the lecture deserves effective advertising. For best results keep these three points in mind: (1) Let each publisher extend invitations both to persons of good will that they serve and to friends and neighbors. (2) Let publishers work in territory that is readily accessible to the hall where the lecture will be given. (3) In addition to being present himself, let each publisher make it his personal goal to bring at least one other person to the lecture.

¹³ Stay awake to the Kingdom ministry by sharing fully in the great work October sets before us.



Paul said: "Be aglow with the spirit." Are you?



Your Service Meetings

FIRST MEETING IN OCTOBER

Theme: Staying Awake to the Kingdom Ministry.

5 min: Welcome, text, comments.

8 min: New World News Report.

12 min: Talk on "Staying Awake to the Kingdom Ministry." (See "Watchtower," 3/1/57, p. 145, and 10/1/58, p. 603.)

12 min: Question-and-answer coverage of the main article "Stay Awake to the Kingdom Ministry."

13 min: Talk on High Points of the Field Service for October, November and December.

10 min: Concluding comments. (Include comment on text [Rom. 12:11] at bottom of page 1.)

SECOND MEETING IN OCTOBER

5 min: Welcome, text, comments.

10 min: "Yearbook" experiences about subscription campaign.

The value of a subscription for "The Watchtower" is brought home to us by an experience from Australia. (85) How much interest just one "Watchtower" magazine can arouse can be seen by the reports from Germany (165), Indonesia (185) and Colombia (120). How effective an "Awake!" magazine can be, whether a single page, one issue or a subscription, can be noted from the reports from Senegal (162), Peru (237) and Sumatra (186). And as for activity with the special issue, one special pioneer placed almost a thousand copies (268), while in Germany a person of good will was so impressed she asked for ten to twenty copies more of the special issue to pass out to her friends. (165) Truly our threefold campaign for October should prove to be most interesting and fruitful in every way!

10 min: Report from assistant congregation servant on visit with congregation servant.

25 min: Questions and answers and demonstrations on "Know Your Magazines." (Advise publishers on previous week to be prepared to participate.)

CHAIRMAN (2 min.) Talk about the good results that come from magazine distribution and what the congregation has been doing in this feature of the work during the last few months. Encourage the publishers to make October a record magazine month. The goal for each congregation publisher is one subscription; for each pioneer, five subscriptions, and for each special pioneer, eight subscriptions.

(8 min.) Divide audience into two groups. Propound a question to the first group regarding a point in the current issue of "Awake!" If the answer is not given promptly, turn to the other group and let them answer. Then give this second group the first chance to answer the next question. Frame the questions so that they will bring out talking points that can be used in presenting the "Awake!" either on Magazine Day or with the two-subscription offer. It is best to make up questions from three or four articles. Then publishers who have prepared in advance should be called on to give several thirty- to sixty-second presentations that demonstrate how the points can be used effectively in Magazine Day presentations. Although "Awake!" is the magazine being featured in the presentation, "The Watchtower" should be presented as its companion.

(12 min.) Propound questions to the audience on articles in the special "Watchtower" in the same manner as was done with "Awake!" The chairman might include among his questions one that asks for the points in the magazine that would appeal to a busy housewife or a workingman, or he might ask how certain local objections to the magazines might be overcome. Have two publishers demonstrate brief Magazine Day presentations using these points. Here "The Watchtower" should be featured, and "Awake!" will be presented simply as its companion.

Now have two model demonstrations showing how to present the two-subscription offer as conclusions to the current sermon. Keep in mind the suggestions offered in the main article and "Presenting the Good News."

(3 min.) Chairman reviews some of the practical suggestions given during the program and encourages the publishers to use them in the field. He reminds them to call back on all subscription promises as well as expiration notices. Even though such calls take time, it is time well spent. (See the March 1958 "Kingdom Ministry" for ideas that appeared in the demonstration on "Subscription Promises and Expiration Slips.")

10 min: Concluding comments.

THIRD MEETING IN OCTOBER

5 min: Welcome, text, comments.

10 min: Cover "Make Sure of All Things", page 265, Women May Be Ministers, to Heb. 13:15 on page 267. To be handled by audience participation, questions and answers.

10 min: Report on 1958 Blessings in Your Congregation.

25 min: Discuss and demonstrate new back-call sermon.

CHAIRMAN (2 min.) Using local information on average back-calls and Bible studies, number in congregation participating in back-call work, in Bible study work, etc., chairman emphasizes need for preparing and using back-call sermons. Effective sermons result in home Bible studies. So all can use sermons Society publishes effective ones. Goal is at least two thirds of publishers conducting studies. Use sermons to reach this goal.

DISCUSSION WITH AUDIENCE (11 min.) Following sermon should be listed on blackboard or printed on card large enough for audience to read.

Theme: Hope for the Dead

1. Resurrection hope for those remembered by God — John 5:28, 29
2. Jesus' resurrection makes promise sure — 1 Cor. 15:20-22
3. Righteous and unwillingly unrighteous to be raised — Acts 24:15
4. Wicked ones will not return — Prov. 10:7
5. Available to those who show faith by obedience — John 3:36
6. Hope for obedient ones now living never to die — John 11:25, 26

Success in making calls may depend on how we introduce sermon, making transition from previous visit. Introductions generally framed around previous conversation with householder. Should be enthusiastic, friendly and display genuine interest in presenting additional scriptures to build up hope for dead. Chairman calls for suggested introductions from audience. Scriptures in sermon next discussed with audience, with appropriate connectives be-

tween them all outlined. Theme of "Hope for the Dead" should stand out in mind of good-will persons. Show through discussion how to lead into publication to be studied.

SERMON (12 min.) Previously prepared publisher is called on to give model sermon. If you call the person of good will by name and greet him in a friendly way, you will often be invited right in. However, if the householder hesitates, you might say: "In view of our interesting discussion of a few days ago on the condition of the dead, I looked up some additional scriptures that show what hope there is for persons after death. May I step in and talk to you about them for a few minutes?" Suggest that the householder get his Bible. "In our previous discussion we learned that the dead are asleep, not alive in another world. The wonderful hope that Jehovah God holds out for the dead is a resurrection. John 5:28, 29 speaks of that hope; let's turn to it in the Bible." In going from the sermon to the publication, publisher might say, "The provision of eternal life for persons who are righteously disposed, whether living or dead, is discussed clearly in the book 'Let God Be True' [or whatever publication is placed] that I placed with you. Here on page 272 ['This Good News of the Kingdom', paragraph 18; 'This Means Everlasting Life', page 288] it shows that many wonder about life after death, and it raises the question [on paragraph 2] as to where a person would look for the correct answers to questions about the hope for the dead. What would you say?" Then briefly discuss paragraph before chairman cuts in with concluding remarks on wisdom of all using sermons to start home Bible studies.

10 min: Concluding comments. (Include comment on text [1 Thess. 5:6] at bottom of page 4.)

FOURTH MEETING IN OCTOBER

5 min: Welcome, text, comments.

10 min: Talk on "Youthful Ministers."

The Congregator urges children to remember their Creator in the days of their youth. And even as God's Word gives us such examples as Jesus, Samuel, Jeremiah and Timothy, so our 1958 "Yearbook" gives us modern-day examples. The report on British Guiana (102) tells of a very effective doorstep sermon being given by a youthful minister, while a report from Iceland tells of how successful such a one can be in placing magazines. (79) That youthful ministers can do much good by witnessing to their schoolmates and chums is shown in the reports from Faroe Islands (144), Netherlands (214) and South Africa (250). One Italian miss started a study with her professor (188), and one Nigerian youth explained the truth so well that a clergyman expressed admiration for his knowledge of the Bible. (205) Truly, youth is no barrier to fruitful witnessing.

20 min: "Presenting the Good News." To be conducted by the school servant. Demonstrate or illustrate points being made.

15 min: Talk on "Assembly Resolution to Be Widely Distributed."

10 min: Concluding comments.

FIFTH MEETING IN OCTOBER

Arrange locally.

Presenting THE GOOD NEWS

Direct Relationship of Theme to the Literature Offer Part 11

¹ By means of striking introductions Jehovah's ministers are able to arouse interest in their sermons, but more than a striking introduction is needed to convince a householder that he needs one of our Bible-study aids. The sermon must stick to a theme and then the literature must be tied into that theme. It will then be clear to the householder that he needs this literature to learn more about what was told him in the sermon.

² Many publishers give good sermons but fail to tie the literature offer to the theme. They may have excellent transitions between scriptures but still fall short of having a good transition from the sermon to the literature presentation. It requires preparation to keep your theme to the fore when presenting the literature. You must take the time to search through the publication for specific points that would fit your theme. Sometimes the title of a chapter or the title of the publication itself may be used in addition to these points.

³ We might take the current sermon "Condition of the Dead" as a

means to illustrate how the literature offer can be tied in with the theme. Upon concluding the sermon you might say: "The resurrection hope is comforting, isn't it? Additional information about this divine provision is set forth on this page of the *Watchtower* magazine." Then show the householder page 638 of the October 15 issue of *The Watchtower* when you are using that issue. Draw his attention specifically to paragraph 50 of the article "God's Kingdom Rules—Is the World's End Near?"

⁴ When using the October 8 issue of *Awake!* you might draw the householder's attention to the article "World Peace in God's Way" and then point out the paragraph in which John 5:28, 29 is quoted. In this manner the theme of our current sermon is emphasized when presenting these magazines.

⁵ By clearly demonstrating that your sermon has a direct relationship with the literature you present, you are helping people "get saved" by creating in them a desire to have that literature and to study it. It is a right desire because it means the gaining of accurate knowledge of God, and that, in turn, leads to eternal life.—1 Cor. 10:33.

"THANKSGIVING DAY" ACTIVITY

Again this year it is recommended that all congregations and publishers arrange for special Magazine Day activity on worldly "Thanksgiving Day." Two order blanks are being sent to congregations so they can order the extra copies of the November 22 *Awake!* and the December 1 *Watchtower* that they will need. Please submit orders by October 15.

"Your Will Be Done on Earth"

As announced by Brother Knorr at the Divine Will assembly, the study of the new book is to be started the first of October at all congregation book studies. Congregations lacking sufficient copies to start will begin studying the book as soon as they receive a supply.

Publications Now Available

"Your Will Be Done on Earth" —English
From Paradise Lost to Paradise Regained—English
New World Translation of the Hebrew Scriptures, Vol. IV —English
God's Kingdom Rules—Is the World's End Near? —English
Basis for Belief in a New World —Cinyanja,
Cishona, Croatian, Slovak, Turkish
God's Way Is Love —Xhosa, Zulu
Healing of the Nations Has Drawn Near—Arabic,
Armenian, Burmese, Cinyanja, Cishona, Dutch,
Greek, Hiligaynon-Visayan, Ilocano, Italian, Korean,
Polish, Portuguese, Russian, Tagalog, Twi,
Ukrainian
"Let God Be True"—Second Edition —Amharic,
Cibemba, Cinyanja, Japanese, Tagalog, Zulu
"Make Sure of All Things" —Dutch, Norwegian
"New Heavens and a New Earth" —Polish,
Portuguese, Swedish
"Qualified to Be Ministers" —Finnish, Spanish
Songbook —Twi
"This Good News of the Kingdom" —Ewe, Ijaw,
Isoko, Kanarese, Kinyakyusa, Luganda, Pangasinan,
Swahili, Tigrinya, Tsonga, Venda, Vietnamese
"This Means Everlasting Life"—Armenian, Indonesian, Japanese

Tract 1 What Do Jehovah's Witnesses Believe? —Tigrinya
Tract 5 Hope for the Dead —Cibemba, Ga, Tigrinya, Twi
Tract 6 The Trinity—Divine Mystery or Pagan Myth? —Ga, Twi
Tract 7 How Valuable Is the Bible? —Ga, Twi
Tract 8 Life in a New World—Assyrian, Bukidnon, Ga, Mende, Twi
Tract 9 The Sign of Christ's Presence—Cibemba
Tract 11 Which Is the Right Religion?—Cibemba, Tigrinya
What Do the Scriptures Say About "Survival After Death"? —Portuguese
You May Survive Armageddon into God's New World —Spanish

irregularity running too high? Is meeting attendance slacking? How are the hours and back-calls in comparison with the national average? How is the congregation doing in meeting its quotas in publishers, subscriptions, Bible studies, magazines, etc?

⁴ Sometime during the month the overseer and his assistant should plan to work together in all features of the service, with the overseer providing suggestions for improvement.

CONGREGATION ORGANIZATION

Overseer Meets with Assistant Congregation Servant

¹ During October the overseer will begin a recheck of the congregation organization. He will meet with the assistant congregation servant for the purpose of reviewing his duties and ascertaining where improvements need to be made in building up the congregation. Both servants will find it profitable to go over the points outlined in the October, 1957, *Kingdom Ministry*, page 3. Each of the eight points listed there should receive attention. Special attention should be given to (1) the 1st- and the 15th-of-the-month checkup lists, which the assistant congregation servant furnishes the book study conductors, and (2) how he can be of the greatest assistance to the congregation servant.

² What should be on this checkup list that is given to the conductors? Not just a column of names of those that have not gone out in service up to a particular date. It should have

on it names of publishers who are putting in many hours but are placing little or no literature, also the names of those who place literature but make few back-calls, and a record of those who make back-calls but have not as yet started a home Bible study. The assistant should explain to the conductors how these lists can be best used. The congregation servant should check the over-all arrangement and give appropriate counsel where necessary. The two servants in their meeting should discuss how to apply the Society's suggestions to local circumstances.

³ The congregation servant should be informed weekly as to the progress of the congregation in the ministry. Figures and observations can be given to him that will be used on service meeting programs and in planning congregation activity. How a constructive report can be prepared should also be discussed. Trends should be noted. Is

Assembly Resolution to Be Widely Distributed

**70 Million Copies to Be Printed in
50 Languages**

December Will Be a Busy Month

¹ At the Divine Will International Assembly of Jehovah's Witnesses in New York city a forceful resolution was adopted by all present. Since then hundreds of thousands of our brothers in other lands have just as enthusiastically passed this same resolution, all wanting the world to know their stand for Jehovah and his kingdom.

² In brief, concise statements the Resolution sets out clearly the beliefs of God's servants, their position as to politics and false religion, and their determined declaration to keep preaching that God's kingdom rules. The nations of the earth must know of this resolute stand so that those of good will may appreciate the position that Jehovah's witnesses have taken.

³ With Jehovah's blessing the message will first be distributed through millions of copies of *The Watchtower*. The excellent speech of the Society's vice-president introducing the Resolution and the Resolution itself, along with other interesting articles, will be published in the November 1 English edition. Congregations should immediately order extra supplies of this edition to the number they feel they can distribute. These orders for extra copies should be placed at once.

⁴ The distribution of the November 1 issue will begin in October. So this should make the October campaign outstanding, and you will carry on the distribution of this November 1 issue through the early part of November until all your distributors' copies and additional orders are placed with the people.

⁵ The special world-wide distribution will next begin on December 1

in the form of a tract of four pages of the size of *Kingdom Ministry*, setting out in full the Resolution, with appropriate introduction to it. We suggest that you hand a copy of the Resolution to the occupant of every home and tell him that he will find real interest in reading this Resolution that Jehovah's witnesses recently passed at the great international assembly at Yankee Stadium and the Polo Grounds this past summer.

⁶ The Society will make a consignment of this tract to each congregation allotting one hundred copies for each congregation publisher. We will use the peak publisher figure for the consignment. Do not order them. Pioneers will get their supplies from the congregation, and we will add to the congregation consignment five hundred copies for each full-time worker in your territory. Isolated special pioneers and pioneers will receive consignments direct.

⁷ This will be a wonderful opportunity to start new publishers in the field in December distributing this special tract. Take them with you and have them go from house to house handing this special tract to those they meet and asking them to read it. Let them share in this grand work. Likely you will reach, if not exceed, your 10-percent increase in December by having every publisher share in the world-wide witness.

OFFER FOR NOVEMBER
Any bound book and a booklet
for 50c.

THEME FOR NOVEMBER
Knowing Job's Happiness
for Endurance.—Jas. 5: 11.

⁸ What a joy it will be for all of us to herald this declaration of our Christian purpose in life to the ends of the earth starting December 1! To distribute 70,000,000 copies in fifty languages world-wide is a big work, but by Jehovah's help we can do his will. His joy will be a strength to us. Right now all the branch offices are making schedules to get their presses going so as to print millions of copies in their own languages. By December 1 the majority of the congregations of God's people throughout the world will be supplied with these leaflets. Then the distribution throughout the nations of the earth will begin. By Jehovah's undeserved kindness the work will be accomplished to his glory.

⁹ Watch for more details on this distribution in the November *Kingdom Ministry*.

NEW WORLD NEWS

◆ All chartered boats and special planes carrying convention delegates have now returned safely to their destinations.

◆ Divine Will assembly at Frankfurt, Germany, sees 23,473 at public talk and 902 baptized. At Hamburg 30,061 attend public talk, 986 were baptized.

◆ Two Divine Will assemblies held so far in Britain. 9,287 at public meeting, 196 immersed, at Manchester. At Falkirk, Scotland, 4,374 attend public talk and 50 were baptized.

◆ Fiji reports assembly with 253 at public talk and 13 baptized. Formation of new branch office announced to care for work in Fiji, Samoa, New Caledonia and other islands.

◆ Other assemblies held in Denmark, with 13,299 attending; Finland, 698; Japan, 881; and Okinawa, 112 at public talk. Total of 482 immersed.

◆ Polish press reports three publishers being tried for carrying on a secret printery in Warsaw. Work continues to advance.

◆ Canada and England receive new rotary presses for printing "The Watchtower" and "Awake!" in those countries.

◆ At Luxembourg Divine Will Assembly 340 enthusiastically adopt resolution. Excellent public meeting with 427, and 22 were baptized.

JULY SERVICE REPORT

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.	Av. Mags.
Sp'l Pios.	504	116.8	43.5	7.7	109.2
Pioneers	6,064	72.9	23.9	4.8	77.8
Vac. Pios.	1,410	84.3	15.6	2.3	67.0
Pubs.	187,432	8.3	2.5	.6	9.4
TOTAL	195,410				

Public Meetings Held: 9,890

UNITED STATES QUOTA FOR 1958
206,538 Publishers

AUGUST SERVICE REPORT

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.	Av. Mags.
Sp'l Pios.	492	115.9	40.8	7.0	120.0
Pioneers	5,839	84.0	27.4	4.7	94.3
Vac. Pios.	1,041	85.0	16.5	2.3	71.2
Pubs.	197,642	9.6	2.7	.6	11.6
TOTAL	205,014				

Public Meetings Held: 11,333

UNITED STATES QUOTA FOR 1958
206,538 Publishers



"Let us stay awake and keep our senses."

