

KINGDOM MINISTRY

FOR UNITED STATES OF AMERICA

SEPTEMBER 1969

"Lift your heads up, because your deliverance is getting near."—Luke 21:28.

VOL. XII NO. 9

Dear Fellow Publishers:

Here we are with another service year behind us, and what a grand year it was! We had thrilling results with the *Truth* book and the six-month home Bible-study arrangement, didn't we? And now the "Peace on Earth" International Assembly has built us up and stimulated us for even greater activity during the year to come.

En route from the Chicago assembly to the ones in Europe, Brother Knorr stopped at Bethel for a few hours. At the breakfast table he told us that right here in North America during July, 492,310 had attended the convention public talk and 12,894 had been baptized! Isn't that grand? Then, without even staying to eat breakfast, he left to catch the plane for London.

September is the month when many of you young folks go back to school, isn't it? We have been thinking about that. Don't you agree that as a result of the assembly drama "Let No Man Ever Look Down on Your Youth," along with all the fine talks, you are better equipped to avoid entanglements with the world? Also, there in school you are in position to do a lot of witnessing to persons who very much need the truth but whom others of us often find it difficult to reach. Class discussions and personal conversations open the way to use material such as is found in the *Evolution* book. *Awake!* articles too can open the way for good discussions. And, of course, you can tell others about the grand assembly that you attended this past summer. No doubt you have thought about such possibilities, and surely you will have fine experiences as you take advantage of them.

With summer past, this would be a good time for all of us to make any needed adjustments in our service schedules. As shown by the fine attendance at the assemblies, and as is evident in our field ministry, there are tens of thousands of persons who are still

Implanting the Word

¹The disciple James, after urging us to put away all moral badness, tells us to "accept with mildness the implanting of the word which is able to save your souls." And that is what we want to do, isn't it? We want, not only to know the word, but to get it deeply implanted in us. Then we will do as James further says, 'becoming doers of the word, and not hearers only.' So the good news that we have received must go deeper than our minds. It must be in our hearts, so that we appreciate it and act in harmony with it.—Jas. 1:21, 22.

²Having our hearts filled with the good news, we can implant it in others whose hearts are receptive. When we speak from the heart we do so enthusiastically, with feeling, so that our hearers will realize the importance of what we are saying. Yet we also speak with mildness so that they, too, will be aided to "accept with mildness the implanting of the word."

³That is the spirit that we found at the "Peace on Earth" assemblies this past summer, isn't it? And how our hearts were moved! As a result, we have a wealth of fine information to use to aid others to accept "the implanting of the word."

⁴As we know from experience, the progress in "implanting the word" is usually fastest when we conduct regular home Bible studies with interested ones. At the assemblies, it was wonderful to learn that 1,218,315 of such home Bible

hungry for the truth. Now, while there is still opportunity, let's give them all the help we can—if possible, studying with them regularly in the *Truth* book.

May Jehovah continue to bless your efforts as you watch yourself and your teaching.

Your brothers,
BROOKLYN BRANCH OFFICE

studies were being conducted throughout the world last April, and the results are manifest in large increases in the number of praisers of Jehovah. This feature of our ministry should continue to receive emphasis.

⁵It is not difficult to place the *Truth* book, and we will continue to do so during September. But we should also put heavy stress on making return calls on everyone who obtains the book, with a view to starting home Bible studies. If there are any homes where you placed the book but have not called back, we urge you to make the return calls now, even though a number of months may have elapsed. Then when you call, carefully explain to them about our free six-month Bible-study arrangement, and, if possible, demonstrate it, starting with the first chapter. In this way you can help them to get acquainted with Jehovah, learn the truth from his Word, and get free from Babylon the Great while there is yet time.

⁶Just as we did during the past year, we will continue to handle the studies in a progressive manner. Right from the start, teach the interested ones to prepare their lesson. Encourage them to do additional reading. Invite them to the meetings. If, in six months, they are not taking positive steps to follow through on what they are learning, then we will use that time to aid others. But if they are responding, it will be a pleasure patiently to help them, even after baptism, to become mature servants of Jehovah.

⁷During September, those congregations that are working unassigned territory will continue to give it their special attention. Endeavor to reach every home. And then continue to show a personal interest in those who manifest interest. If you can call back, do so;

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Time to watch oneself and one's teaching.



Your Service Meetings

WEEK STARTING SEPTEMBER 7

Theme: Heart Motivated to Do Good Toward All. (Rom. 10:10) Song 74.

(Opening scene could show book study servant coming to call on brother who missed service meeting because of recent operation. Book study servant reviews service meeting with him by flashbacks to what supposedly happened the night before, thereby introducing each part. "Brother — introduced the meeting. I can hear him now, . . ." etc.)

5 min: Introduction, text and comments.

12 min: Branch Letter and Theocratic News. Book study servant might say he handled this part on the service meeting and then proceed to review what he said from Branch Letter and Theocratic News, inviting brother to make comments too, as he is impressed with points discussed.

20 min: "Implanting the Word."

Question-and-answer coverage. (Include one or two short demonstrations when article is completed.) Have several in audience prepared to relate how they have assisted new ones to make rapid advancement by regular study of "Truth" book and applying suggestions on teaching.

9 min: "Special Magazines for Use in October." Discuss points made in article with congregation, building enthusiasm for distribution of the two special issues.

2 min: Report from accounts servant.

12 min: Concluding comments. Include "How Did We Do in July?" and congregation report for August. Song 42.

WEEK STARTING SEPTEMBER 14

Theme: Help Others to Walk in the Light of God's Word. (Ps. 119:105) Song 32.

5 min: Introduction, text and comments.

20 min: "Teaching at the Congregation Book Study." One of the more experienced book study servants can discuss main points with audience. Several brief demonstrations can be used to show how to teach from the "Babylon" book. Much depends upon advance preparation by book study servant and those in attendance. Receive some expressions from audience on how each one can contribute to a lively, interesting study each week.

12 min: "Christians Should Lead Honest Lives." Talk based on article in September 1, 1969, "Watchtower." Mature brother should handle, stressing the importance of being motivated by a good heart condition at all times.

13 min: Prospects for the New Service Year. To be handled by the congregation servant. Discuss how Jehovah has blessed the congregation during the past service year as to increase, number baptized, improvements in the ministry, etc. Based on progress made or potential, some remarks can be made as to anticipated increases and advancement as all keep looking to Jehovah, who gives the increase.—1 Cor. 3:6-9.

Include comments on article entitled "Love, a Very Important Factor."

10 min: Concluding comments. (Include "Kingdom Ministry" Announcements.) Song 55.

WEEK STARTING SEPTEMBER 21

Theme: Jehovah's Name Is to Be Put on High. (Isa. 12:4) Song 51.

5 min: Introduction, text and comments.

15 min: Presenting the Good News. Talk and demonstration. Discuss points in article with audience and then briefly demonstrate.

30 min: Jehovah and His Marvelous Qualities. Mature brother should conduct. This part is especially arranged to build spirituality and appreciation. Prepare by reading "Make Sure" under subjects "God" and "Jehovah," also "Awake!" of June 22, 1968, and August 8, 1969, pages 27, 28. This material will give conductor ideas for prompting audience discussion, keeping it alive. Conductor should not talk much; let the audience take part fully, after a brief introduction of one minute to set theme for discussion. Besides questions, audience can be asked to read scriptures, comment on them as to application. (Questions set out below are only suggestions; direct discussion to fit needs of congregation and territory.)

(Part 1) How We Should Come to Know God. Who is God? What kind of God is he? What are his qualities and how do we see them in operation? In what sense is he the unchangeable God? How can we be imitators of God? Why should we appreciate God? How can we show appreciation in (a) our daily lives? (b) in our field service?

(Part 2) Helping Others to Know God. What are the concepts of God held by people in our own territory? How can we answer them? Do they think he does not exist? Do they think he lives but is not interested in man? Is he a God afar off? Will he do anything? Does he have anything to do with happenings today? Where did he come from? Should we hesitate to use his name Jehovah before all the people? What are the benefits from declaring his name? Is God omnipresent? a trinity? How can we use the Bible to help them learn about God?

Conclude with appropriate summary of things called to mind regarding Jehovah and exhortation to show appreciation for his love and care by zealous participation in the ministry.

10 min: Concluding comments. Song 66.

WEEK STARTING SEPTEMBER 28

Theme: Christians Maintain the Assault on False Religion. (2 Cor. 10:4) Song 113.

5 min: Introduction, text and comments.

10 min: Talk on theme; see "Watchtower" of October 1, 1969. Emphasize that, while our commission involves assailing false religion, it also includes preaching a message of salvation to those who will hear, and thus the Christian's commission today is similar to that of Jeremiah's, "to uproot and to pull down and to destroy and to tear down, to build and to plant."—Jer. 1:10.

10 min: Question Box. Magazine-territory servant discusses how all can contribute to thorough territory coverage and can assist him in keeping accurate records. Review how congregation is doing in covering territory with the good news. Do certain sections need better coverage?

25 min: Introduction and presenting the subscription offer. You may use any sermon that is effective for you, or you may find the following sermon helpful:

Law and Order Enforced by God. Devil responsible for breakdown in law and order.—Rev. 12:12.

Devil angry because Kingdom established in heaven and he has been

cast down to vicinity of earth.—Rev. 12:9, 10.

Rejoice that Devil and his system soon to be destroyed. (Refer again to latter part of Rev. 12:12.)

Suggested presentation: "Hello, I've stopped by as a neighbor to discuss with you briefly a topic we hear a lot about these days, that of law and order. I'm sure you're concerned with the breakdown in law and order, just as I am. What do you feel about the future? Do you see any hope for improvement? [Allow householder to express self.] It may be surprising to you to learn the real reason conditions are so bad now and getting worse. The Bible puts the finger on the one really responsible. Note what is said at Revelation 12:12.

"A few verses earlier (12:9, 10) we learn the reason why the Devil is very angry and causing such havoc on the earth.

"How encouraging it is, though, to know that these terrible conditions will soon end, with the cause of the trouble removed. Note again what is stated in verse 12, that the Devil 'has a short period of time.' God's kingdom has already been established in the heavens and soon will bring in permanent peace and order.

"To help you (and your family) to learn how God will enforce law and order on earth soon, we invite you to subscribe for 'Awake!' (and 'The Watchtower,' if offered in combination)." (Present special issues.) The above sermon can be first discussed with congregation to get ideas well in mind. Then prepared publisher can demonstrate to audience. If time permits, several different introductions might be presented.

10 min: Concluding comments. Song 7.

JULY SERVICE REPORT

	Pubs.	Av. Hrs.	Av. B-C	Av. Bl. St.	Av. Mags.
Sp'l Pios.	990	84.1	38.8	5.4	88.8
Pios.	13,299	73.3	33.1	4.2	82.1
Vac. Pios.	2,620	76.1	23.4	1.7	76.3
Pubs.	325,391	7.8	3.9	.6	10.3
TOTAL	342,300				

Public Meetings Held: 12,998

UNITED STATES GOAL FOR 1969
356,057 Publishers

HOW DID WE DO IN JULY?

July was a busy month for all of us, wasn't it? The outstanding attendance at the "Peace on Earth" International Assemblies indicates we successfully encouraged many interested persons to be there with us and what a rich blessing we all received! Too, we made wise use of the remaining time during the month by having a fine share in the field ministry, placing over one-half million books and 4,742,885 magazines. How encouraging to realize that the Kingdom message continues to flow so abundantly in these perilous "last days." Did you notice that we have another new peak in pioneer praisers of Jehovah? Isn't it gratifying to see more and more entering the full-time service! If you are in a position to vacation or regular pioneer, why delay? Now let us look confidently to Jehovah for his continued blessing upon our zealous efforts throughout this new service year.

Teaching at the Congregation Book Study

¹The congregation book study is a provision of Jehovah by which we can advance to deeper understanding of the Bible and improve our ability to express ourselves. At this meeting we can receive more personal assistance in sharing in the good things that Jehovah is giving his people in a spiritual way. (Gal. 6:6) We can overcome timidity, so that we can share also in commenting at the *Watchtower* study at the Kingdom Hall.

²The purpose of the study is to assist *all*, both new ones and those long in the truth, to a better understanding of Jehovah and his purposes, and in advancement to maturity. Therefore the book study servant and those attending should have a positive attitude about the benefits of the study. They should not feel that publications such as the *Babylon* book are too deep, too difficult. The apostle tells us: "Now that we have left the primary doctrine about the Christ, let us press on to maturity," and, "Solid food belongs to mature people." (Heb. 6:1; 5:14) Do we not want to know the more advanced things God has written in his Word? Do we not want to progress from 'babyhood'? (Heb. 5:12, 13) Do we not see the need for this? We should read the *Truth* book, of course. We should study it with others. But solid meat is what we want as spiritual grown-ups. Even ones newly attending the studies can grasp these things surprisingly well, as has been proved by their attendance and often by their commenting at the study. It is Jehovah's "food at the proper time," and we need to eat it. If we neglect it when the Lord sets it before us now, we may lose out when severe tests come.

³The foundation truths are important indeed, but the fulfillment of prophecy in world history before our eyes today is *faith strengthening*. It keeps us spiritually alive, active, able to help someone else.

⁴What about coverage of material? A reasonable amount should be covered. Points that are deeper can be discussed more thoroughly, but it is good not to dwell excessively on any paragraph. Often a point not clearly understood at first

implanting the Word (Cont'd)
or offer to study with them through the mail. Many fine results have come from doing this.

⁵With hearts moved by God's Word, then, we will continue to go ahead zealously with our work, and 'the God of love and of peace will be with us.'—2 Cor. 13:11.

is very easy to understand a little later in the study because of its connection with other points. In other words, things sometimes fall into place easily when one sees the overall pattern. Also, everyone wants to get all possible benefit out of the hour set aside for the study. If a reasonable amount of material is covered, many other even more important facts may be learned. To keep up with the group it is essential that the lesson be studied in advance.

⁶The conductor can aid all by sticking closely to the questions in the book. If the question is long the conductor may want to break it into two parts. Auxiliary questions may be asked if the real point of the question was missed. But he should not feel obligated to squeeze out every point in the paragraph. *Getting the printed question answered and applying the scriptures are the main things that make the study profitable.* If the study is handled in this manner, those attending will get understanding and will feel that they are moving along with accomplishment.

Announcements

- ◆ New publications available:
The Truth That Leads to Eternal Life —Korean, Turkish
"All Scripture Is Inspired of God and Beneficial" —Swedish
"Singing and Accompanying Yourself with Music in Your Hearts" —Danish, Dutch, French, German, Italian, Spanish, Swedish
- ◆ Out of stock in U.S.A.:
Harper's Bible Dictionary —English
From Paradise Lost to Paradise Regained —Greek
"This Good News of the Kingdom" —Japanese
Blood, Medicine and the Law of God —German
Sermon Outlines —French, Japanese

◆ Literature offers: September: *Truth* book on contribution of 25c, or use another book in stock. October: *Awake!* subscription and three booklets for \$1.

◆ The overseer should see that the congregation accounts are audited on September 1, or soon thereafter.

◆ Special arrangements should be made in September to complete any unassigned territory being worked by your congregation. If any congregations desire to continue this work during October, this will be all right. Congregations having much rural territory can use September and October wisely in reaching this territory.

◆ We regularly receive requests for deluxe, large-print and pocket editions of the *New World Translation*, as well as for deluxe editions of *"Singing and Accompanying Yourself with Music in Your Hearts."* However, due to the greatly increased demand for campaign literature, both English and

Special Magazines for Use in October

¹In the midst of a great breakdown of law and order there is an increasing cry for 'law and order.' But from whom will law and order come? When? How? These are all questions on the minds of people everywhere. How appropriate, then, that the entire October 8 issue of *Awake!* should be a special one devoted to how law and order will be enforced by God and his kingdom. It speaks frankly of man's failure to bring law and order, while clearly outlining what Jehovah will do in bringing law and order for all mankind very soon. Lawlessness, injustice, discrimination, bad living conditions, yes, even sin and death will be eliminated. Then the question is squarely put to all: Do you really want this kind of law and order? What a pleasure it will be to present to the people this issue on this timely subject!

²In addition, the October 15 issue of *The Watchtower* will be a special one, containing as its feature article the public talk, "The Approaching Peace of a Thousand Years," given at the assemblies this summer. The two issues of the magazines complement each other very well. Now is the time to speak with your magazine-territory servant and let him know how many of these special issues you will need during October. Will this be our best month for magazine placements yet? We will look to Jehovah for his blessing, as we do not forget to return to water the seeds of truth in an effort to start Bible studies.

foreign, we have no plans for producing the above-mentioned special items in the near future. When they are available again, we will notify you.

◆ Plans are being made for six special public talks, to be put on by each congregation during January, February and March. There will be two each month; and we suggest that they be scheduled as early in the month as convenient, making any necessary allowance for the visit of the circuit servant and for your circuit assembly, at which times the regularly scheduled public talks will be given. Others of the current public talks may be given on the intermediate weeks. The titles of the special talks are: (1) Bible Accounts of Creation and Flood—Fact or Fiction? (2) Is the Bible Record Really Historical Fact? (3) The Bible—Contradictory or Consistent? (4) Bible Prophecies Involve Your Life. (5) Practical Counsel Provided by God for Man. (6) The Churches or the Bible—Which Do You Choose? Where possible, put them on in the order listed. Detailed instructions for these talks will be provided with the December *Kingdom Ministry*. If you have already ordered handbills for the months listed, then schedule these talks at some other time.

Presenting THE GOOD NEWS

To Other Members of the Family

¹ When engaging in the ministry we often contact individuals who show good interest in the truth, but we do not always meet the other members of their family, do we? For example, you sisters frequently study with wives during the day. Is there anything that you can do to draw their husbands into the discussions?

² Some married sisters have, right at the outset, suggested bringing their husbands on the next visit, and have arranged the return call at a time when the husband of the householder would be at home. But if your circumstances require that you have the study at an hour when the husband is not at home, perhaps you can arrange for a brother to call on him at a convenient time. He needs to hear the good news too, doesn't he?

³ Regardless of how it is done, the value of seeking to include the husband in the Bible study has time and again been demonstrated. Probably in your own congregation there are brothers who are grateful that the publisher who studied with their wives made an effort to include them in the study. The 1969 Yearbook gives some interesting examples. In one instance the diligent efforts of a sister to contact the man of the home was rewarded by seeing him demonstrate even greater zeal for the truth than the woman. And, in another, making the effort to call even on a husband who was opposed yielded fine results.—Pages 131, 78, 79.

⁴ Sometimes the Bible study is started with the husband, but not the wife. In this case perhaps the publisher, if married, can take his wife along to become acquainted with the man's wife. Also, the Bible student can be encouraged to speak to his marriage mate and other relatives too, explaining to them about the good things being learned. This speaking of the truth by persons being studied with has had marvelous effects in spreading the good news.—See *The Watchtower*, April 15, 1969, p. 254; *Awake!*, March 8, 1969, p. 19.

⁵ It is also beneficial to include the children of the household in

the Bible study. On occasions just a suggestion to that effect to the parents will encourage them to have their children sit in. The 1967 Yearbook, page 271, relates an example of the fine results from doing this. Visitors, too, who may not even be members of the family, can be invited to share in Bible studies you are conducting. In one instance when this invitation was extended, the result was a dozen more persons studying the Bible! (1968 Yearbook, p. 231) Jehovah God is certain to bless our ministry as we continue to present the good news to everyone that we can possibly reach.

"Love, a Very Important Factor"

When a congregation in Pennsylvania reached a 50-percent increase in six months, jumping from 59 to 89 publishers, we asked them to tell us what caused the growth. We think you will be interested in the answer. It read:

"1. All unbelieving husbands of sisters were assisted; 13 are now coming to the Kingdom Hall, five are publishers at this writing, three are now baptized and two will be baptized soon.

"2. All publishers starting studies try to include the entire family from the first study on.

"3. All publishers invite their Bible students to the Kingdom Hall at the first study conducted.

"4. Bus trips to the factory and Bethel made quite an impression on the whole congregation.

"5. All physically sick are visited promptly, cards are sent and they are called on the phone.

"6. Any spiritually sick ones are visited by the servants as soon as this is detected by them.

"7. The servants try to put into use the points suggested at the Kingdom Ministry School and through the Kingdom Ministry each month. We feel that the brothers want to do the right thing and will when shown how. We give the credit to Jehovah for blessing the congregation with love, a very important factor." Is there something here that can be applied in your congregation?

THEOCRATIC NEWS

◆ In Fiji 403 publishers reported—a 30-percent increase and the eighth peak this year. New peaks also reached in hours, subscriptions, back-calls and studies.

◆ In Japan the twenty-third successive peak in publishers has been reached; 7,421 reported, which is a 36-percent increase. New peaks also reported in back-calls and Bible studies; and book placements of 59,012 are 173 percent over the same month a year ago.

◆ Korea reports its twentieth consecutive peak in publishers; 9,985 shared in the field service.

◆ In Zambia one out of every twenty-nine of the country's population attended the Memorial this year—a total of 136,009. 44,086 reported field service in June.

◆ South Africa reports 1,508 baptized up to the end of June, far exceeding former peak of 1,146 for a full service year. New peak of 16,062 books placed in one month, mainly the "Truth" book in English and Afrikaans.

Question Box

● How can all of us help the congregation keep accurate records of territory coverage?

When any of us take out a territory assignment, we should accept the responsibility of making a reasonable effort to contact persons at every home before returning it. Keeping an accurate record of interested ones and not-at-homes is essential if this is to be done.

Our goal is to cover all the territory at least every four months. So if anyone who holds a territory realizes that he is not going to be able to complete it within four months, he might seek the assistance of other publishers or of his book study servant to complete it within that time period. Then, as soon as the territory has been completely worked once, it should be checked in with the magazine-territory servant and he will make note of the work that has been done.

When taking out a territory, you are free to request any that is available. But we suggest that you ask the magazine-territory servant which ones are most urgently in need of attention and consider whether you could care for one of them. Also, check with him to find out whether the territory was last worked with magazines or with the campaign offer so that you can give it the attention it most needs.

Then, when the territory is checked in, it would be good for the magazine-territory servant or his assistant to interview the publisher briefly. He needs to know with what offer the territory was worked. Also, if there are any changes in the territory (new streets, housing developments, demolition, etc.), he would appreciate having this information. In this way the territory records can be used most effectively to care for the congregation's assignment.

★ "Keep on doing it more fully." ★