

KINGDOM MINISTRY

FOR UNITED STATES OF AMERICA

APRIL, 1961

"In unity I shall set them, like a flock in the pen."—Mic. 2:12.

VOL. IV NO. 4

"Let Your Light Shine Before Mankind"

Obtain "Watchtower" Subscriptions

¹ Jesus' words show the obligation that falls upon every true Christian: He must be a light bearer. We must let our light shine by our right conduct and right works every hour, every day, every month.

² April climaxes the subscription campaign; now is the time to check whether we have reached our subscription quotas. If not, there is still time. Read *all* the articles in *The Watchtower*; then you will fully appreciate its value for all kinds of men and be better qualified to present it.

³ Be conscious of subscriptions. Do not hesitate to offer them. Any opportunity that comes up, whether it be in the house-to-house work or incidental witnessing, try for a subscription. Radiate sincerity and enthusiasm. Be positive. Rather than, "Would you like to have it?" state it positively: You *know* that they will greatly benefit by having *The Watchtower* and will not want to miss the enlightenment it contains.

⁴ Make more opportunities this month for offering *The Watchtower*. In December we averaged 9 hours per congregation publisher; in January 9.1; in February 8.9. In April can we not do better? Imbued with the desire to let our light shine, surely we can! Try to be out in the field ministry each week.

⁵ Follow up all (1) subscription promises, (2) expiration slips and (3) places where magazines were left so that the householder could get acquainted with the journal. One publisher stated: "I left two magazines with a woman who said she did not wish to subscribe then, but would be glad to read the magazines. On my calling back the next week, she said she enjoyed reading *The Watchtower* and *Awake!* so much that she wanted to subscribe."

⁶ Make back-calls on all new sub-

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Work for 20-Percent Increase

¹ Letting our light shine, Jesus said, will cause men to give glory to our heavenly Father. How? By their also becoming light bearers! With the impetus given by Memorial and the stimulus of a special talk and special magazines, April is the ideal time to invite new ones to begin sharing in the ministry of light.

² To reach the 20-percent increase of 279,158 publishers all of us will need to do our utmost. Invite persons with whom you study to let their light shine. Build up the joy of the ministry through experiences. Review the March *Kingdom Ministry* demonstration on "Building Up New Ones for Service." Present service as a *privilege* now open to them. If you wish, take along another publisher on the study and

OFFER FOR APRIL
"Watchtower" subscription for one
year and three booklets, for \$1.

THEME FOR APRIL
Ordained Ministers Let Light Shine.
—Matt. 5:16.

have him share in extending the invitation.

³ One way to start new ones is to invite them to share in the distribution of the special magazines. New ones may also be taken on back-calls. If it is not feasible to bring persons with whom you study to the service center, get a territory nearby and go together.

⁴ Let every publisher be out early in the month. Study conductors and servants should give assistance to any not reporting by April 9. Each week a list of those who have not yet let their ministerial light shine will be given to study conductors. Before Sunday, April 2, or as soon thereafter as possible, congregation servants should meet with conductors to ensure proper leadership.

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Distribute Special Magazines

¹ April brings us the opportunity to use two special instruments of light. These are *The Watchtower* of April 15 and *Awake!* of April 22. Here are specially prepared magazines to dispel the darkness of false religion and illuminate true worship. Read them as soon as you can, and you will see how great an aid they are in letting your light shine before mankind!

² The special *Watchtower*, to be released right after the special talk on April 2, features the enlightening article "The Sacred Bible and Our Problem of Survival." Here is a clear-cut warning of the danger facing mankind, counsel on what to do to survive and a brilliant spotlighting of the Kingdom hope. Another forceful article explains the Scriptural view concerning blood.

³ The special *Awake!* is entitled "How Well Do You Know Your Religion?" This issue contains a series of thought-arousing quizzes. Taking the quizzes and then checking the answers with those given on the answer pages will prove a most enlightening experience for persons of all religions. Not only are Christendom's religions exposed in a way that is most unlikely to offend reasonable persons but a concluding letter directs the reader to true worship.

⁴ Continue to place the special issues until your supply is completely used up. Try to place both the special *Watchtower* and the special *Awake!* with as many persons as you possibly can. Use these special instruments well. Let each of us determine to reach the quota: 30 for congregation publishers, or one a day; 120 for pioneers, or 4 a day; 180 for special pioneers, or 6 a day.

⁵ Whenever you place a magazine, keep a record so that you can call back and build up a magazine route. Support prestudy magazine work

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Help all to preach as "children of light."



Your Service Meetings

FIRST MEETING IN APRIL

Theme: Ordained Ministers Let Light Shine.

5 min: Welcome, text, comments.

10 min: Talk on "Ordained Ministers Let Light Shine," encouraging all to share fully in April's ministerial activities. (See "Watchtower," January 1, 1960, pp. 12-18, and April 1, 1961, p. 215.)

35 min: Coverage of main article "Let Your Light Shine Before Mankind."

10 min—Question-and-answer coverage of column entitled "Obtain 'Watchtower' Subscriptions."

10 min—Talk on "Work for 20-Percent Increase."

15 min—Talk and demonstration on "Distribute Special Magazines." For the demonstration use suggestions in "Presenting the Good News" for the special "Watchtower."

10 min: Concluding comments. Encourage all to make April a big month of light-bearing activity, to Jehovah's glory. (Include comment on slogan at bottom of page 1, based on Ephesians 5:8.)

SECOND MEETING IN APRIL

5 min: Welcome, text, comments.

12 min: New World News, Announcements and "United Worshipers Assemblies."

13 min: Demonstration on presenting the special "Awake! Use suggestions in 'Presenting the Good News,' and offer other helpful points for placing the special issue.

22 min: Demonstration on "Increasing Magazine Activity Through Magazine Routes."

CHAIRMAN (4 min.) Magazine work reaches many people with the message of life and finds persons of good will. (See 1961 "Yearbook," page 78.) To regularly assist interested ones found and to make magazine activity more productive, all publishers are encouraged to develop a magazine route. Learn the ease of doing so with study conductor.

SCENE I (5 min.) Study conductor does not understand how magazine route is developed. Asks magazine-territory servant for assistance so he will be able to help publishers with his study to start routes. Servant explains: Foundation laid on first call wherever magazines are placed. All that is necessary is record showing: (1) householder's name, (2) address, (3) date of visit, (4) issues placed, (5) article featured. In two weeks return with latest magazines, make brief comment regarding interesting point made in one of previous issues (subject householder was interested in), call attention to appealing article or point in current issue and offer them to householder. Conclude with: "I'll be happy to stop again in two weeks with the next issues, which I know you will want to read also." To conductor's question, "Is it that easy to start a route?" servant replies Yes, offers to demonstrate points made.

CHAIRMAN (1 min.) Emphasize ease of arrangement, that all information needed can be kept on House-to-House Record.

SCENE II (4 min.) Servant with conductor along demonstrates magazine presentation, places magazines, tells householder he will return in

two weeks to see how journals were enjoyed and to deliver latest issues. Thereafter makes out record, as above. Then demonstrate revisit two weeks later, following suggestions above.

SCENE III (5 min.) Conductor amazed at ease and simplicity of starting route. Is convinced he can do it, also publishers will be happy to start routes. Wonders, though, how to coordinate routes with door-to-door magazine work. Servant suggests route calls be made on Magazine Day before new territory is worked. Those who take magazines as new territory is worked will be added to route list, while ones on route list who do not take magazines, or say they no longer wish them, will be dropped. Routes enable publishers to see who really are interested. These can be helped through regular back-calls. Conductor says he will put arrangement into effect with his group next Magazine Day; knows publishers will enjoy magazine work more than ever.

CHAIRMAN (3 min.) Encourages all publishers to support next Magazine Day at service center, where conductor will review these points so all can start magazine routes. It will result in more magazines being placed and interested persons regularly contacted.

8 min: Concluding comments. (Comment on the slogan at bottom of page 4, based on 2 Corinthians 6:7.)

THIRD MEETING IN APRIL

5 min: Welcome, text, comments.

10 min: "Yearbook" experiences on starting new ones in the ministry soon.—Pp. 214, 257, 258, 273.

22 min: Demonstration on "Help New Ones Start and Continue in Service."

CHAIRMAN (2 min.) Bible study servant talks on potential for 20-percent increase with number of home Bible studies conducted. Commends for patiently teaching Bible; many new ones love Jehovah, want to advance. Foundation for service laid by special preparation outlined in March "Kingdom Ministry." Now, during April, congregation should have many new ones sharing in field service.

SCENE I (6 min.) Publisher comes from audience, expresses appreciation for suggestions to prepare students, asks how one to be started can best be helped to prepare presentations. Servant asks what he says at doors. Publisher gives simple, model magazine presentation. Servant commends, suggests he teach same to new one, or use one in "Kingdom Ministry," and invite him to use it. Servant then asks what he will do when they meet up with calloused, indifferent persons. Publisher says he knows Kingdom message is doing separating work; we are looking for sheep. Servant suggests this be explained to new one. (Matt. 25) Publisher feels better about starting new one, expresses appreciation, will invite new one in magazine work this week.

CHAIRMAN (2 min.) (Publisher and new one are at side pantomiming preparation.) New ones may begin in door-to-door work with regular offer or with magazines. Help them prepare; let them have some share in ministry. Make first day of service a joyful, happy experience. Our friend has invited new one in field; let's see how they are doing.

SCENE II (3 min.) After publisher has taken several doors, new one is

tactfully invited to make presentation. Householder politely refuses offer, and as they walk away publisher commends new one and applies counsel given above by servant.

CHAIRMAN (1 min.) Now, let's see how publisher concludes first day of field service with new one.

SCENE III (2 min.) Publisher is glad new one could come out, mentions talk at Kingdom Hall and will see him next week for Bible study.

CHAIRMAN (2 min.) Calls publisher to side. Commends him for tactful work with new one, asks if he is going to invite him in service again. Sure! Servant points out that now at conclusion of service is good time; commend him for service and make definite arrangements.

SCENE IV (2 min.) Repeat Scene III, with appreciation expressed and definite arrangements for invitation for field service in two weeks. New one happily accepts.

CHAIRMAN (2 min.) Make field service joyful experience by encouragement and commendation, with definite service arrangements, and we will not only reach 20-percent goal, but will add new ones to continue serving Jehovah.

15 min: Question-and-answer coverage of "Congregation Organization" article "Reviving Inactive Ones."

8 min: Concluding comments. (Include experiences showing good results in distribution of special issues of the magazines.)

FOURTH MEETING IN APRIL

5 min: Welcome, text, comments.

12 min: Report from study conductors on meeting with congregation servant. Include discussion of paragraphs 132 and 133 of "Preaching and Teaching in Peace and Unity."

15 min: Question-and-answer discussion of article "Publishers, Start New Ones in Service."

18 min: Reading of the Society's letter on pioneering and talk based on it.

10 min: Concluding comments. (Include encouragement for all to make special effort to aid others in service and to meet magazine quotas for the month.)

FEBRUARY SERVICE REPORT

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi.St.	Av. Mags.
Sp'l Pios.	478	147.1	56.0	8.5	145.9
Pios.	6,077	90.3	32.6	5.4	99.8
Vac. Pios.	1,080	82.2	23.0	3.0	78.6
Pubs.	234,782	8.9	3.3	.7	10.5
TOTAL	242,417				

Public Meetings Held: 20,372

UNITED STATES QUOTA FOR 1961
255,895 Publishers

"Watchtower" Subscriptions (Cont'd) scribes. Some have neglected to do this. Let Bible study servants check to see that back-calls are made on all these persons. Bringing new subscribers the special magazines (if their subscription has not yet begun) affords a good reason for calling back. Try to start Bible studies—this is what really helps people learn the truth. Yes, let your light shine.

CONGREGATION ORGANIZATION

Reviving Inactive Ones (Part I)

¹ Recently the Society took a survey in connection with Kingdom publishers who have lapsed into inactivity. The information was obtained from the current and inactive file of Publisher's Record cards. The results were challenging. The figures for the United States show that in the last year 10,992 dedicated publishers have become inactive. In the last two years 20,512 dedicated publishers have stopped their faithful preaching. Furthermore, in the last five years 68,404 publishers (dedicated and non-dedicated) became inactive. Yet during these same five years the publishers increased from 169,835 to 232,332 in the U.S.A. alone. Why have some drifted away from the truth? Is it that their hearts proved to be like rocky soil? Has the deceptive power of wealth choked the word in their case? Or did they need more careful cultivation? (Matt. 13:18-23) Do overseers know those who are spiritually weak and in need of assistance, and is help given them before they lapse off into inactivity? Since lives are involved, lives dedicated to Jehovah, we want to help them and revive these inactive ones into Jehovah's service. How can this best be done?

² First of all, overseers should keep a careful watch over the sheep. If some have become inactive during past years, members of the committee or other mature, competent brothers under the overseer's direction should now call on these persons and welcome them back into the fold. Jesus said that there would be great rejoicing over the one sheep that had strayed and was found, even more so than for the ninety-nine who had not strayed. (Matt. 18:12, 13) An extra effort should be made to revive these "strayed ones" during April. By going to

them with a Scriptural discussion designed to encourage them to associate with Jehovah's organization and take up the preaching activity again, much good can be done.

³ When making these calls, present the latest publications of the Society, *Jehovah's Witnesses in the Divine Purpose*, "Your Will Be Done on Earth" and *From Paradise Lost to Paradise Regained*. Of course, we should have the latest copies of *The Watchtower* and *Awake!* to offer them. Oftentimes interest can be rekindled in these who have drifted away and the latest publications can be left with them. Tactfully arrange for a Bible study if advisable or necessary. These are dedicated Christians and it is our obligation and responsibility to help them. Do not scold or chastise them; show love for them. Remember Jesus' words: "Likewise it is not a desirable thing with my Father who is in heaven for one of these little ones to perish."—Matt. 18:14.

⁴ Reviving inactive ones is a very essential part of our ministry. Progress is made not only by going forward, getting new ones into the organization, but by holding on to what we have. If we had held on to the 10,000 publishers lost on the average each year for the last several years in the United States, think of the grand increase and added praise to Jehovah. With overseers checking the inactive Publisher's Record card file and then organizing this vital work and with servants, study conductors and mature publishers co-operating in this effort, much can be done to revive these inactive ones. Just think of the joy due your congregation if only one returns to praising Jehovah! Make April a month of reviving the "strayed ones" and helping those who are spiritually weak to grow stronger to Jehovah's praise.

United Worshipers Assemblies

¹ As Jehovah's witnesses are dwelling together in unity like a flock in a pen, they look forward to continuing this spirit at the district assemblies. There are seven cities to choose from in the United States and Canada: New York, N.Y., June 20-25; Houston, Tex., June 27-July 2; Vancouver, B.C., July 4-9; Oklahoma City, Okla., Aug. 8-13; Omaha, Nebr., Aug. 15-20; Milwaukee, Wis., Aug. 22-27; San Francisco, Calif., Aug. 29-Sept. 3.

² Undoubtedly, in most cases, publishers will desire to attend the convention nearest to them. However, you are at liberty to attend any city of your choice, with the exception that the Society would like to recommend that all publishers living in Ohio circuits plan to attend the New York assembly if at all possible. In addition to this, the publishers living in Michigan circuits 1, 2, 5, 6, 8, 9, 10 should also attend New York instead of Milwaukee. Michigan circuits 3, 4, 7 will attend Milwaukee. Thus the facilities can accommodate the brothers to the best advantage.

³ You will find attached to each room request form (which forms are being mailed to the congregations) instructions that should be given careful consideration in a service meeting approximately six weeks prior to the assembly. Volunteer service forms are also being sent to all congregations, and those desiring to render service on behalf of their brothers at the assembly will want to fill out the form completely and return it to the congregation servant, who will sign and forward it to the convention city where you will be attending. As you know from times past, a great deal of work is required for the successful operation of a convention. Would you not like to share the joy of rendering faithful assistance on behalf of your brothers?

⁴ The Society is preparing attractive lapel cards to fit the holder that you have been using at conventions for the past several years. Congregation servants should ascertain the needs of the brothers and order the quantity of cards necessary, as well as the celluloid holders. Cards are 1c each while the celluloid holders are 5c each. Bumper signs are not being provided by the Society.

⁵ Bear in mind the question does not resolve itself to *if* one will attend, but *where* will one attend. Make up your minds with positive thinking to render united worship to Jehovah in assembly this year.

Announcements

◆ OFFER FOR MAY AND JUNE: *From Paradise Lost to Paradise Regained*, with one booklet, for 75c. JULY THROUGH SEPTEMBER: "Your Will Be Done on Earth," and one booklet, for 50c. Congregations should ascertain their literature needs and order well in advance.

◆ Will you vacation pioneer this summer? Make your plans now and write for an application.

◆ Congregations should begin to plan for Decoration Day magazine service on May 30, arranging for group work in cemeteries or from house to house. Order the extra magazines that will be needed.

◆ Unassigned territory work has been scheduled for July through September. Under separate cover each congregation is being sent a list of formerly

unassigned territory that is no longer open for assignment and an application blank. When selecting territory, please compare this list with the unassigned territory booklet of 1960 to be sure the territory you request is still open. Circuit and district servants should encourage congregations to share in this activity.

◆ New publications available: "Make Sure of All Things" —Spanish
Preaching and Teaching in Peace and Unity —Italian

◆ Out of stock in U.S.A.: 1961 Calendar and Yearbook
Evolution versus The New World —German

◆ Available again in U.S.A.: Bible #63 —Slovenian
"Let God Be True" —Urdu

Presenting THE GOOD NEWS

¹In a world facing an ominous future, Jehovah's people are "bringing good news of something better." (Isa. 52:7) The April 15 and 22 issues of *The Watchtower* and *Awake!* contain heart-cheering information that we can enthusiastically offer to others, affording them an opportunity to learn God's promise for survival and everlasting life. Following are some simple presentations each one can use.

²New ones will find it easy to use: "Good morning. I have called to present to you this special issue of *The Watchtower*, with its companion *Awake!* Millions of them are being distributed in fifty-nine languages. 'The Sacred Bible and Our Problem of Survival' is the main subject in this issue. These two magazines are yours for just 10c."

³"Good morning. I'm calling because we're all concerned about what's going on in the world and our chances for survival. This article in *The Watchtower* [turn to main article] reveals what the Bible has foretold about righteous people

surviving these troublous times and enjoying lasting peace. This copy, along with its companion *Awake!*, is yours for only 10c."

⁴"Hello! I have come to bring you something I am sure you will appreciate. [Display *Awake!* cover.] We all have our own religion, but how well do we know its teachings? For example [turn to page 4], here are topics on which all of us should have ready answers. The answers to all the questions are on the following pages in this special issue. This copy is yours, with its companion *The Watchtower*, for 10c."

⁵"I am calling with something that is of great interest to all who are sincere in their worship. [Show cover of *Awake!*] 'How Well Do You Know Your Religion?' Here is a fine opportunity [turn to pages 4-6] to 'Test Your Religious Knowledge' on such vital subjects as 'The World's End,' 'Soul, Death and Hereafter,' 'Bible Principles and Family Life,' and others. The quizzes are yours, along with the companion journal *The Watchtower*, for 10c."

Publishers, Start New Ones in Service

¹Do you conduct a home Bible study? Will those you study with be in the service in April? Much depends on you. The March *Kingdom Ministry* suggested a practical program for building up Bible students to share in the ministry. Have you applied these suggestions? If so, then now is the time to invite these Bible students to go with you from house to house.

²Persons of good will studied with quickly recognize that they should share with others what they have learned. (Matt. 13:52) Many new ones want to help out in spreading the good news. To start them off, you must take the initiative and invite them to go with you in the house-to-house sermon work or in the magazine activity. They depend on you to help them prepare a magazine presentation or a part of the sermon they may use.

³Once these people have gone in the field service, they will need your assistance further in reporting their ministry. Let them know why we re-

port. Show them how to fill out the field service report slip. Inculcate in them appreciation of the urgency of the work and the need to continue in it. Make definite arrangements with them to go in the field service again. You have started them off; help them to stay active through continued assistance.

⁴Instill in these new persons confidence in Jehovah and his ability to care for them. Set a good example yourself by reflecting the joy of the ministry and your confidence in Jehovah. They will imitate your zeal, for it is true, "Everyone that is perfectly instructed will be like his teacher."—Luke 6:40.

⁵Now is the time for all of Jehovah's people to be especially active in the ministry. While we are at peace with our brothers, we are warring with the Devil and his organization. We dare not slow down but must march forward, progressing ourselves and helping new ones to start and continue to share in service to Jehovah.

NEW WORLD NEWS

♦ January saw the first report of field service from the Island of Reunion. Four publishers reported.

♦ In Germany 1,578,000 copies of the special "Awake!" on the Catholic Church were printed, setting a new record for any one issue there.

♦ In Luxembourg, in January, congregation publishers averaged 32.2 magazines, using the special "Awake!" on the Catholic Church. One small congregation averaged 60 magazines each.

♦ In January Portugal reported 1,017 publishers, surpassing 1,000 for the first time. The Azores, too, reached a new peak, with 55 reporting; and for the first time they had vacation pioneers.

♦ Cuba had 16,691 at public meeting—three times as many as at any former assembly. Conventioners given 50-percent reduction on all fares. Excellent news coverage. 265 immersed. Brother Henschel given visa to attend. Special "Awake!" distribution exceeded 100,000 in January.

♦ Largest assembly ever at Nassau, Bahamas, as Brother Henschel concluded service tour. 422 at public lecture; 8 immersed.

Work for 20-Percent Increase (Cont'd)

⁵From the number of cards in many congregations' files, it appears there is great potential for reaching the 20-percent increase. The number attending Memorial also spotlights this potential. Besides helping new ones, assist inactive ones. Follow the suggestions under "Congregation Organization." Parents, fulfill your responsibility toward your children by seeing that they let their light shine during April. Congregation servants, see that the elderly and infirm are given practical aid as well as encouragement.

⁶With so much to do during April, make a check list of the things to be done rather than rely on memory. Use all five weekends to fullest advantage. May your congregation report: "We made it!" on the bottom of your congregation report card for April.

Distribute Special Magazines (Cont'd)

and Magazine Day activity, and offer two magazines whenever a subscription is not taken. Do your utmost to reach your quota for April. May our diligence in using the special issues make this the greatest magazine month in theocratic history!

★ **Wield the special magazines as "weapons of righteousness."** ★