

KINGDOM MINISTRY

APRIL 1970

FOR UNITED STATES OF AMERICA

"Go therefore and make disciples . . . baptizing them."—Matt. 28:19.

VOL. XIII NO. 4

Dear Kingdom Publishers:

What a wonderful time we had on March 8. It was the day of the graduation of Gilead's 48th class. The Assembly Hall was packed and the program was superb.

Brother Knorr pointed out that the students in the class, from twenty-one lands around the earth, were going to serve in twenty-four lands where the preaching fields are ripe for harvesting as recent reports show. For example, he announced that four students were going to Chile, a land where a 15-percent increase in publishers recently brought the total to 6,824, and they placed an all-time peak of 18,764 books. Five students are headed for Ecuador, where book placements in January were double the report of the same month last year and a new peak of 2,623 publishers shared in the work. How splendid!

Just think what a fine assignment the four students have who anticipate serving in Japan! That land reported its thirtieth consecutive new peak, with 8,316 publishers! Consider, too, the joy of the four headed for Korea. It was reported that when freezing weather there forced the closing of schools, many young folks zealously entered the vacation pioneer ranks and a new peak of 1,288 vacation pioneers was reached. Not only that, but Korea had its twenty-sixth publisher peak in 27 months; 11,380 reported preaching, a 21-percent increase! Yes, the harvest is ripe and the increase is on as never before! In his talk, "The Way," Brother Knorr urged the graduating missionaries to stick to their assignments. Forthcoming issues of *The Watchtower* and *Awake!* will contain more details of the fine program.

Soon we shall be seeing students coming in for the next class of Gilead, due to begin on April 27. It is planned that 72 students from six different lands will then be with us. We anxiously look forward to meeting them.

The willingness of these young men and women to offer themselves

Are You Writing a Letter?

¹ What kind of letter? Paul answers in his inspired message to the Corinthian congregation: "You yourselves are our letter. . . . For you are shown to be a letter of Christ written by us as ministers, inscribed not with ink but with spirit of a living God, not on stone tablets, but on fleshy tablets, on hearts." Yes, the disciples we make, with Jehovah's help, are living letters recommending us as fruitful Christian ministers.—2 Cor. 3:2, 3.

² Success in writing a 'living letter' depends first of all on our faithfulness in our ministry; in other words, on our having a regular, full share in the ministry. April is a month when we give special attention to helping all share in the ministry, whether they be those who have been publishing for some time or new ones now ready to begin. What a fine goal it would be for all publishers to take part in the ministry the first week of April, and then to report that service. Family heads can take the lead in this by lovingly helping all in the family to share in the ministry and report that share early in April. Those who are vacation pioneers can make themselves available to assist newer publishers. This will certainly be a loving thing to do.

³ April brings our 32nd annual *Watchtower* subscription campaign to a climax, so we will do all we can this last month of the campaign to make it a grand climax! Have we personally explored every avenue that leads to new subscriptions? There are at least seven such avenues we can utilize in addition to

for service wherever they can best be used stirs us all to join with them in seeking success through faithfulness in the ministry. And during April, with its special activity, there is much for all of us to do in that joyful ministry.

Your brothers,
BROOKLYN BRANCH OFFICE

the regular offer of the *Watchtower* subscription from door to door. They are: (1) Offering both subscriptions. (2) Following up all promises. (3) Calling back on all whose subscriptions have expired. (4) Sending gift subscriptions to friends, relatives and acquaintances. (5) Writing up subscriptions when receiving extra contributions in magazine service. (6) Offering subscriptions on all back-calls, including magazine-route calls. (7) Making subscription offer to all with whom we conduct Bible studies. Our appreciation for *The Watchtower* will move us to explore each one of these possibilities to the full to obtain more subscriptions. A subscription for this journal is really a semimonthly course in Bible study and we can present it as such. It is a real teacher of Bible truth that demands attention both by its well-written articles and by the fact that it appears twice each month in the home and so cannot be set aside as easily as a single piece of literature.

⁴ We come now to the point of actually writing our "letter." This we do in large measure through a Bible study with the interested one we have found. How can we offer a Bible study to a subscriber for the *Watchtower* magazine? A proved approach is suggested under "Your Service Meetings" on page 2, for the week of April 5. A number of brothers have tried this approach and found it simple, successful, and one that did not leave the householder with the feeling of receiving too much literature. You may want to try it with the goal in mind of establishing a Bible study.

⁵ In April, then, by our early and full share in the ministry, our diligent efforts to bring *The Watchtower* into the homes of many more, and our faithfully working to establish Bible studies with sheeplike persons, we will be taking real steps toward successfully writing our own letter, "not with ink but with spirit . . . on fleshy tablets, on hearts."

Succeeding by faithfulness in the ministry.

Your Service Meetings

WEEK STARTING APRIL 5

Theme: Succeed in Writing Living Letters. (2 Cor. 3:2, 3) Song 115.

17 min: Family discussion of text for the day and comments from "The Watchtower." Family head then reviews with family what has been done by each family member in the ministry so far this month and makes sure that all have filled out a report slip for their service, to be turned in at next meeting. Bases comments on article "Are You Writing a Letter?" Also cover third paragraph of that main article. Highlight briefly each of the seven suggested avenues to new subscriptions, by means of experiences in the congregation, from "Yearbook," or by demonstrations.

13 min: Suggested back-call, referred to in main article, "Are You Writing a Letter?"

(5 min.) Chairman gives talk based on first paragraph of main article.

(5 min.) Publisher makes back-call on new subscriber. After the initial greeting, say: "You know, the attitude you expressed in our conversation last week impressed me. I really appreciated the interest and respect you had for the Bible thoughts we discussed. That's why I thought you'd enjoy something in this 'Truth' book." Hand him a book and have him turn to page 5. Ask him to read the first sentence. After he has, ask him, "Would you like to?" Repeat this with the next two questions, giving him opportunity each time to express himself. Now have him read the final sentence in paragraph one. Without getting answer, you could say, "For an answer to that question, notice question 'a' on the next paragraph." Read it and let him find the answer. (Then proceed to consider with him the next few paragraphs, to show him what hope the Bible gives. This the chairman could describe rather than demonstrate.) After making arrangements for your next call you might say, "If you would like to have that book for use at our next visit, we leave it for 25 cents."

(3 min.) Chairman: This very simple and straightforward approach could be used with success when calling back on subscribers, or where magazines or books have been placed, or where no literature was taken but interest was shown. Base closing thoughts on last paragraph of main article.

17 min: Succeeding in Subscription Work. Everyone should have a copy of April 15 "Watchtower."

(10 min.) Consider together outstanding points that would interest people in your territory. Chairman emphasizes need to be prepared with specific references in magazine to arouse interest in subscribing.

(6 min.) Demonstrate interest-arousing presentation of subscription offer.

(1 min.) Encourage offering subscription at every opportunity.

3 min: Accounts report.

10 min: Concluding comments. Refer to local congregation field report for March and "How Did We Do in February?" Song 98.

WEEK STARTING APRIL 12

Theme: Everyone Can Place Magazines. (Jer. 1:6-8) Song 39.

5 min: Introduction, text and comments.

8 min: Presenting April 22 "Awake!" All publishers should bring a copy to meeting. Discuss items that will appeal to people in your territory.

12 min: "May I Deliver Them?" Questions and answers. Interview some local publishers who have magazine routes, asking how they succeeded in establishing a route. What appeals to local people? There is value to the people in having regular contact with Jehovah's servants. If none have magazine routes yet, consider local possibilities of organizing some.

10 min: Do You Call Back Where Individual Magazines Were Placed? A talk. Our work not simply to make record number of placements of magazines. Note placements, with view to starting studies. Call for experiences of local publishers in this back-call service. Also consider "Yearbook," page 173, paragraph 2.

15 min: "Do You Think I Can Do It?" Overseer or assistant discusses article and theme of meeting, inviting all qualified ones present to participate in magazine work this week. (Refer to April 1 "Watchtower" article "Going from Door to Door for the First Time.") Outline plans for a special magazine day. Show how newly associated ones can join in, offering them assistance and companionship.

10 min: Concluding remarks and slogan on page 4. High points of Branch Letter. Song 10.

WEEK STARTING APRIL 19

Theme: Assembling Together Is Beneficial. (Heb. 10:23-25) Song 36.

5 min: Introduction, text and comments.

8 min: "Men of Good Will" District Assemblies." Encourage everyone to make definite plans now.

12 min: "How Are Your Congregational Manners?" Questions and answers. May have one or two brief demonstrations of proper microphone position and of facing audience during presentations.

10 min: Question Box. Two students discuss points with school servant.

12 min: What We Learn in Meetings Tell to Others. (Matt. 10:27) Talk on how essential house-to-house service is. (Matt. 10:11-13) There are sheep-like persons who are searching for the truth. Important to be out among them. Let your light shine. Your visit could be the answer to a prayer. Refer to some of following experiences in "Yearbook": p. 102, par. 1; p. 137, par. 4 to p. 138, par. 1; p. 246, par. 1.

13 min: Concluding comments. Acknowledge good work of vacation pioneers (if any) and show how having pioneers out daily has good effect on congregation activity. Encourage consideration of regular pioneer service or plans for future vacation pioneer opportunities. Song 63.

WEEK STARTING APRIL 26

Theme: Well-Pleasing to God by Faith with Works. (Heb. 11:6) Song 78.

5 min: Introduction, text and comments.

8 min: Bible study servant discusses importance of checking all notations on House-to-House Record. Go back this week to get subscriptions. If people do not subscribe, may start study.

10 min: May Theme: "Well-Pleasing to God by Faith with Works." A talk. May refer to "Yearbook," p. 54, par. 5, and p. 96, par. 3 to p. 97, par. 2.

20 min: Presenting the "Mystery" Book.

(2 min.) Chairman displays "Mystery" book. Comments about May campaign. In territories where people are somewhat familiar with Bible a publisher might do this:

(5 min.) Demonstrate: "Have you ever read the Bible book of Revelation? Many people have read it and wondered about the meaning of its numerous symbolic expressions. This book 'Then Is Finished the Mystery of God' contains an interesting verse-by-verse consideration of much of this last book of the Bible and shows how other parts of the Bible help us to understand the book of Revelation. History and current events also play a part." Open book and show how headings give verses under consideration on each page. Publisher could then say: "Chapter 24 is a very interesting one. This chapter tells what the book of Revelation says about God's promises for the near future when a new system of things will be in operation here on the earth." (Turn to page 368. Read the last paragraph on page 368 over onto page 369.)

(1 min.) Chairman explains that many other presentations can be used. Simplicity is important. Another presentation that might be used effectively in some territories includes opening the Bible to Revelation 1:3.

(5 min.) Demonstrate presentation: "Have you ever read the Bible book of Revelation? Note what Revelation 1:3 says." Then after reading the scripture, the publisher might say: "God's promise made here is that happiness comes to those who read the words of this prophecy and observe the things written in it. When and how does this occur? Now is God's appointed time. The book of Revelation is a prophecy having its fulfillment in this century and it is very interesting to see how history and current events dovetail with prophecy written nearly 2,000 years ago. Therefore, all men on earth should desire to learn what is in the Bible and get in line for God's blessings." Then the publisher might turn to Chapter 24 and conclude as did the presentation outlined above. After placing book, publisher makes note on House-to-House Record.

(7 min.) Chairman tells how publishers can plan to call back as soon as possible. Publisher can return with his own question booklet and explain how the book can be studied. In some cases it may be a good idea to invite the interested person to the regular congregation book study where the book is being studied. A question booklet can be placed with such persons to encourage them to prepare ahead of time. On the back-call publisher can talk to interested person and see what his interests are and decide whether to try to start the study using the "Mystery" book or the booklet that was placed or to bring out the "Truth" book and talk about some points in it. Give examples. It is important not to wait too long before calling back. Suggest one week should be the maximum.

17 min: Concluding comments. Include appropriate Theocratic News items and announcements. Discuss "Using the 'Yearbook.'" Song 93.

WEEK STARTING MAY 3

Each congregation will plan its own program for this meeting.

How Are Your Congregational Manners?

¹ A person with good manners is a pleasure to be with; in fact, our good manners contribute considerably to the happiness of those with whom we associate. The Scriptural principle underlying good manners was stated by Jesus when he said: "All things, therefore, that you want men to do to you, you also must likewise do to them."—Matt. 7:12.

² But what do we mean when we speak of congregational manners? We mean the manners we have and show toward our brothers when congregated together. For example, always being on time for the meetings demonstrates good manners. When we are late we can be quite a distraction to our brothers who are listening to the program and to the brother speaking introductory words for our benefit.

³ If we have the privilege of taking part in a demonstration or giving a talk, there are a number of things we can do to show consideration for our brothers. If microphone equipment is used in our Kingdom Hall, we can be careful always to speak directly into the microphone so that all can hear us clearly and easily. In a demonstration we should be careful always to face our brothers in the audience as much as possible so that they can see plainly what we are demonstrating and benefit from our facial expression and gestures. When we know that we will be having some part on the program, it is a considerate thing to arrive early and usually it is good to take a seat near the aisle toward the front of the Kingdom Hall. This conserves time and avoids the distraction we cause our brothers when we have to walk past them out of the row where we are seated and then to the front of the hall. This is also very helpful to our Ministry School servant, for he will know we are present, we can give him our counsel sheet ahead of time, and he can begin his counsel to us without lengthy hesitation while we are returning to our seat. And being careful to keep our assigned part on the meeting within its allotted time shows kindness to the brothers who have worked hard on the meeting parts that will follow ours.

⁴ We who are servants can, in a further way, show ourselves to have good congregational manners. That is by being in our seats, listening attentively, at each meeting. As servants we have a number of duties that are best handled at the Kingdom Hall, but it is better that we come a little earlier or remain a little longer at the hall to care for these responsibilities than to take time during the meeting to handle

them. If we make this our habit, we will never distract our brothers during a meeting, we will be taking good care of our personal spiritual needs, and we will in this way be a fine example.

⁵ Every effort is made each week to conclude the meetings on time. At the end of each meeting everybody has an opportunity to express himself in song and to join in prayer to Jehovah. All of us do well to stay at our seats during this important period of praise and share in worship of Jehovah together.

Using the "Yearbook"

Are you currently conducting a home Bible study? If so, have you supplied the householder with a copy of the 1970 *Yearbook* and calendar? It would be a fine thing to do. By reading the *Yearbook* any newly interested one will be aided to appreciate the international scope of the preaching work. As he learns how others have overcome obstacles to attend meetings and to share in serving Jehovah, he will be encouraged to do the same. And the calendar will help to keep before him the goal of becoming a baptized disciple of Jesus.

The Society still has on hand a good supply of the 1970 *Yearbook* and calendar, and we would like to have them put to use as early in the year as possible. The *Yearbook* is now available for 25 cents each, and the calendar for 10 cents. Order as many copies as you can use, and we will be glad to send them just as long as the supply lasts. We encourage you to do it soon.

FEBRUARY SERVICE REPORT

	Pubs.	Av. Hrs.	Av. B-C	Av. Bt. St.	Av. Mags.
Sp'l Pios.	940	141.8	63.3	7.7	143.7
Pios.	15,043	95.9	43.0	4.3	103.6
Vac. Pios.	3,775	83.0	31.8	2.2	87.0
Pubs.	346,128	9.6	5.3	.6	12.7
TOTAL	365,886				

Public Meetings Held: 21,096

UNITED STATES GOAL FOR 1970
378,040 Publishers

HOW DID WE DO IN FEBRUARY?

There were 170,929 new subscriptions obtained in February, compared with 155,048 last February. This makes a total of 362,171 for the first two months of the current "Watchtower" campaign. This is 61,232 more than last January and February—an increase of 20 percent! It is evident there is much interest yet to be cared for in the little time remaining, is it not?

The total publisher figure of 365,886 represents a 7.2-percent increase over last February, only 158 publishers short of the all-time high peak in January of this year. And we have another new peak in pioneers, going over 15,000 for the first time.

May I Deliver Them?

When offering subscriptions for *The Watchtower* and *Awake!* from house to house, we have often been told, "I can't take them today." The next time this happens, you might offer to deliver the magazines. In some cases, persons may not be interested in subscribing at the moment, but would be glad to have you deliver the magazines, much the same as newspapers are delivered. Some have personal objections to having our magazines come through the mail to their home, or to having their names on a mailing list, but are glad to take the magazines when someone calls.

There are advantages to having a magazine route, too. For one thing, by your calling regularly you get acquainted with the people. You have opportunity to sow seeds of truth by leaving the magazines for them to read and by your personal comments each time you call. It may be that later they will desire to subscribe for the magazines. It may be, also, that as interest is kindled, the individual or family being called on will be agreeable to a weekly home Bible study. Remember, each time you deliver the magazines, a back-call can be counted.

Announcements

◆ Have you found at the last minute that you can vacation pioneer during April? Please apply promptly and the Society will be pleased to process your application.

◆ Literature Offer. For April: *Watchtower* subscription, one year for one dollar, with three booklets given free to new subscribers. For May: "Then Is Finished the Mystery of God," with one booklet, for 50c. If people do not take that book, then two magazines may be offered for 10c. For June: *New World Translation of the Holy Scriptures* with *Is the Bible Really the Word of God?* for \$1.25. Congregations should order supplies now, if needed.

◆ A few brothers have inquired about charter flights to assemblies in Bermuda, Hawaii and Europe this summer. The Society is NOT arranging for any charter flights, so brothers who desire to attend conventions in these places will have to make their own personal travel arrangements.

◆ If you are interested in assemblies or Kingdom Hall locations in other countries, please write to the branch offices in those lands for information, using the addresses in the *Yearbook*.

◆ New publications available:

The Truth That Leads to Eternal Life

—Melanesian-Pidgin

"All Scripture Is Inspired of God and Beneficial"

—Danish

"This Good News of the Kingdom"

—Bohemian, Fijian, Kikongo,

Kwanyama, Lingala, Marshallese,

Samoan, Sinhalese,

Tigrinya, Tsonga

◆ Out of stock in U.S.A.:

Watchtower bound volume for 1969

—English

Awake! bound volume for 1969

—English

◆ Available again in U.S.A.:

Living in Hope of a Righteous New Order

—Chinese

Presenting THE GOOD NEWS

"Do You Think I Can Do It?"

¹ Perhaps you are one that has been attending the service meetings and listening to different ones speaking about having a part in field service. Have you been wondering whether you could take part in preaching the good news of God's kingdom and wanting to ask someone, "Do you think I can do it?" You will be glad to know that the answer is, "Yes; everyone who is associated with the congregation and meets the qualifications can speak to others about the Kingdom message." Through Jehovah's visible organization the Kingdom message is made available in printed form. You have become familiar with these publications.

² Everyone can place magazines. Copies of them are available from

the magazine-territory servant. Why not go to the place where the magazine supplies are kept and get at least ten copies? You may wish to obtain five of each kind. Then you can offer the two different magazines together when you speak to people. Perhaps at first you would like to go with someone else to see how the magazines are offered. The presentations are very brief, with reference being made to only one or two particular articles or points. Your overseer or any servant will be pleased to help you arrange to go with someone if it is not convenient to make those arrangements yourself. April is a fine opportunity for all of those who love Jehovah to share in the ministry. Because you are associated with the congregation, we say, "Yes, you can do it!" —1 Chron. 22: 13.

THEOCRATIC NEWS

◆ Good news from Italy! A new peak of 17,029 publishers. Subscriptions up 1,600 over last January. Publishers averaged 12.6 hours, 12 magazines and 7.9 back-calls.

◆ From France comes the report of a fourth consecutive publisher peak, 33,653, up 13 percent over last year. Publisher averages show 12.1 hours, 12.8 magazines and 7.3 back-calls.

◆ Australia rejoices with its fifteenth publisher peak in seventeen months; 21,335 reported and book placements almost doubled those of last January.

◆ In Africa, Cameroun has new peak of 14,012 publishers, a 26-percent increase; Equatorial Guinea, 443 publishers, up 60 percent; Gabon, a 48-percent increase, with 264 reporting; Kenya, 799 publishers, a 26-percent increase, to mention a few.

Question Box

● For which talks in the Theocratic Ministry School is the student to prepare a theme?

In the printed schedule "Theocratic Ministry School for 1970" suitable themes are provided for talk No. 2 and talk No. 5 each week. For instance, on the week of April 12 talk No. 2 has the theme "Jesus' early life and baptism show God's direction." That same week talk No. 5 is on the theme "Are the Christian Bible writers reliable?"

However, the students assigned to give talks Nos. 1, 3 and 4, from "Aid to Bible Understanding," usually select their own appropriate themes. Often the identification of these three talks in the printed schedule is merely a broad subject. For instance, a talk might be on the subject "Bethlehem," but the word "Bethlehem" is hardly a descriptive theme. It does not aid the audience to determine and remember the specific point or aspect you intend to cover. Depending on the material to be developed, a talk on that subject might have the theme "A blessing for us came out of Bethlehem," or "God foretold prominence for little Bethlehem."

With some talks the printed schedule, in identifying the material, does narrow the subject somewhat ("Diseases and Treatment—Accuracy of Scriptural Concepts, Quarantine"). In most cases it still would be best to analyze the material under the assigned subheadings and form a theme that gives the central idea you will present. With the subheadings "Accuracy of Scriptural Concepts" and "Quarantine" the theme might be a statement such as "The Bible's information about diseases and treatment is accurate" or a question such as "Is the Bible a book of folklore?"

A theme helps to give direction to a talk. It should express the gist of the talk, making the points memorable. There is an abundance of material for each talk from "Aid," so, after noting the speech quality you are working on, you should: (1) Analyze the material. (2) Choose a theme that fits the points you want to present. (3) Develop your outline.

"Men of Good Will" District Assemblies

You are no doubt eagerly looking forward to making early arrangements for vacations in order to attend the "Men of Good Will" District Assemblies this summer. Without question you will want to be present at one of the thirty-two assemblies that have been arranged in the United States as listed below: June 25-28: Eugene, Ore.

July 9-12: Bloomington, Minn.; Boston, Mass.; Charlotte, N.C.; Hallandale, Fla. (Spanish also); Hampton, Va.; Jacksonville, Fla.; Jersey City, N.J.; Macon, Ga.; Pittsburgh, Pa.; San Bernardino, Calif. (Spanish only).

July 16-19: Anaheim, Calif.; Bismarck, N. Dak.; Detroit, Mich. (Spanish also); Jersey City, N.J.; Laurel, Md.; Monroe, La.; Oakland, Calif.; Seattle, Wash.; Tuscaloosa, Ala.

July 23-26: Amarillo, Tex. (Spanish also); Butte, Mont.; El Paso, Tex.; Jersey City, N.J. (Spanish only).

July 30-August 2: Alexandria, La.; Fort Worth, Tex.; Fresno, Calif.; St. Louis, Mo.; Salt Lake City, Utah; San Antonio, Tex.

August 6-9: Corpus Christi, Tex. (Spanish only).

August 13-16: Wilmington, Del.

Generally, brothers attend the nearest assembly. However, there are a few areas where we would

like to suggest a preference in order to balance the size of the crowd to suit the facilities that we were able to rent. We suggest that, to the extent possible, the publishers in the New York metropolitan area attend assemblies according to this arrangement: Jersey City assembly for July 9-12; New York circuits #1, #2, #4, #10, #11, #15, #17, #21 and Pennsylvania #2. Jersey City assembly for July 16-19; New York circuits #18, #19, #20 and New Jersey circuits #1, #2, #4, #5, #6, #7. (Notice that English assemblies will be held in Jersey City on two separate weekends, and the Spanish on a third weekend.) Boston: New York circuits #3, #5, #7, #12 and Connecticut #1. It is recommended that brothers in the Chicago metropolitan area attend the St. Louis assembly; St. Louis could benefit from the large crowd to give a witness there. We would like to ask metropolitan Denver publishers to attend the assembly in Salt Lake City. Since the facilities at Hallandale are considerably larger than those at Jacksonville, it will be helpful if Florida Circuits #2 and #7 will attend the Hallandale convention.

If these arrangements are followed, there should be ample seats for all who attend. This information supercedes what appeared in *The Watchtower* of March 1, 1970.

★ Take a new publisher in magazine work. ★