

# KINGDOM MINISTRY

JUNE, 1957

"From day to day tell the good news of salvation by him."  
—Psalm 96: 2, NW.

BROOKLYN, N.Y.

## WE MADE IT!

### Peak Soars to 208,260—Goal Passed! 449,142 Subscriptions in 4 Months!

<sup>1</sup> What rejoicing April's report brings! It was our best yet. The goal that we so energetically sought was not only reached but surpassed. We needed 203,802 publishers; we attained 208,260! We strove for a 20-percent increase; we reached a 22.6-percent peak! Well done, Kingdom ministers!

<sup>2</sup> We rejoice that the report is so wholesome. Showing this is the fact that, though last year only 924 congregations reached the goal, this year 1,538 congregations, or 42.1 percent, reported, "We Made It!"

#### Memorial Report

<sup>3</sup> We rejoice too that the peaks are so many. Look at the grand Memorial report. Attending the Lord's evening meal this year were 298,455 persons. Of these 7,060 partook of the emblems. Last year 260,703 attended and 7,449 were partakers. Here is an increase of 37,752—a 14.5-percent increase!

<sup>4</sup> The result of the April special magazine work? It was our greatest month ever. Magazine placements soared to 4,724,095. Your work kept the presses in Brooklyn running extra time, but blessed extra-time work it was. April's magazine placements were 1,369,928 more than any other month—a 40.8-percent increase. Congregation publishers averaged 17.7; pioneers 161.1; vacation pioneers 123.8 and special pioneers 230.3. Subscriptions in April were 113,348.

#### The "Watchtower" Campaign

<sup>5</sup> Another cause for rejoicing is the result of the four-month subscription campaign. It was our finest. We obtained 449,142 new subscriptions. Last year it was 408,540. This is an increase of 40,602, or 9.9 percent.

<sup>6</sup> Though the campaign has ended, this month brings opportunities for new subscriptions. The Society is sending congregations a number of expired subscription slips. You will

want to make the calls in the way suggested in the May *Kingdom Ministry*.

#### Can We Average a 10-Percent Increase?

<sup>7</sup> Last year the average increase for the United States was about 4 percent. But now what do we behold? The inspiring prospect of a much greater increase. It appears reasonable that we can average for the whole service year a 10-percent increase. Let that be our goal.

<sup>8</sup> To gain a 10-percent year's increase we need to average about 191,000 publishers each month for the remainder of the service year. By Jehovah's undeserved kindness we can do this. See why it is possible: We have reached a more-than-20-percent peak with 208,260 publishers. An average of 191,000 publishers should be possible; we have four months remaining and good weather.

#### "Maintaining Right Works"

<sup>9</sup> April saw many persons in the witness work for the first time. We want to help them to continue "to

**OFFER FOR JUNE**  
Any two books and two booklets  
for \$1.

**THEME FOR JUNE**  
Enjoying Each One "His Own Gift from  
God."—1 Corinthians 7:7, NW.

be rich in right works." So follow the counsel of the apostle: "Concerning these things I desire you to make firm assertions constantly, in order that those who have believed God may keep their minds on maintaining right works. These things are right and beneficial to men."—1 Tim. 6: 18; Titus 3: 8.

<sup>10</sup> Servants and all publishers and pioneers—use your gift from God to aid these new ones to "keep their minds on maintaining right works." An outstanding provision to help us

keep our mind on right works is the district assembly program. Here will be an abundance of spiritual food to help all "stay by these things" so beneficial to men.—1 Tim. 4: 16.

<sup>11</sup> So that the new ones may keep their minds on maintaining right works we must bring them on to maturity. Some thus far have done only magazine work; aid them to expand their ministry. Help them prepare the sermon on "New Heavens and a New Earth." Show them how joyful this service is.

#### Prepare for Summer Activity Now

<sup>12</sup> Another way we can work toward a 10-percent year's increase: Invite the new ones to share the blessings of the service to begin this month throughout the country—rural witnessing. All plan now for this refreshing activity. Since public meetings should be arranged for in rural sections throughout the summer, here is another blessing for these new Kingdom ministers. This summer concentrate on territory that was not covered during the winter, whether in the city or rurals. For the greatest benefits from rural witnessing review the suggestions in the July, 1956, *Informant*.

<sup>13</sup> Has your congregation a large supply of "The Kingdom Is at Hand" and *What Has Religion Done for Mankind?* books? If so, it would be well to work one of these books into the month's offer. (See box.)

<sup>14</sup> So prepare now for the summer joys. The potential for increase is great. Look at this: More than 90,000 persons who attended the Memorial did not publish in April. Help these many good-will persons begin right works and help the many new Kingdom ministers maintain right works. Doing this we have a fine prospect of reaching a 10-percent year's increase.

<sup>15</sup> Onward, then, into the joys ahead of us: aiding the weak to become strong, finding the sheep in rural witnessing and attending a district assembly.

★ Can you say: "I have done as thou hast commanded me"? ★

# Your Service Meetings

The Christian's advancement is to "be manifest to all persons." How is this advancement possible? Only through right training. Right training comes at congregational meetings, and the particular meeting that helps us to become more efficient teachers is the service meeting. Its importance cannot be overstressed. Every Kingdom publisher should attend every service meeting. But not only those attending have a responsibility

—the speakers do too. The service meeting should get thoughtful and thorough preparation. The Society prepares the program. The servants must develop it. They apply it to their own area, really strengthening their congregation. But the congregation also must support the meeting, gaining the knowledge that leads to advancement, and then letting their growth in field ministry be "manifest to all persons."—1 Tim. 4: 15.

## FIRST MEETING IN JUNE

Theme: Enjoying Each One "His Own Gift from God."

5 min: Welcome, text, comments.

10 min: Talk on "Enjoying Each One 'His Own Gift from God.'" (See "Watchtower," 6/1/57, p. 350, and 10/1/56, p. 598.)

10 min: Cover "Make Sure of All Things" material on Law, from page 237 to Eph. 2:11-16, page 238. To be handled as a discussion after a home Bible study of a question that came up during the study.

25 min: Consider main article "We Made It!" Have questions and answers for 15 minutes, then a 10-minute talk on subject. Include the part the local congregation had in meeting the goal.

10 min: Arrange locally. (Include comments on question taken from Ezekiel 9: 11 at bottom of page 1.)

## SECOND MEETING IN JUNE

5 min: Welcome, text, comments.

10 min: Talk on "Working Unassigned Territory."

15 min: Question and answer coverage of "More and More Pioneers!" and then talk on vacation pioneer experiences taken from the "Yearbook." Last year we had a peak of 5,809 vacation pioneers, as our 1957 "Yearbook" shows. (65) How many will we have this year? In British Guiana ten percent of the publishers availed themselves of this privilege. (96) If we did that in the United States we would have more than 19,000 vacation pioneers! In one congregation in Argentina fourteen brothers who enjoyed this treasure wrote a letter to the Society urging others to enjoy this happy privilege. (77) Vacation pioneering offers an excellent opportunity to share in working isolated territory, as three sisters in the Bahamas discovered. (87) Vacation pioneering can also serve to strengthen your faith and to aid you to grow to maturity, as one Korean sister learned. (91) And it can give you many opportunities to help others to advance to maturity, even as it did to two vacation pioneers in Panama. (235)

20 min: Demonstration on street magazine activity.

CHAIRMAN (10 min.) Mention spiritual prosperity of organization. Consider Isa. 2: 2, 3 and Ps. 35: 27, 28. Ever-increasing multitude talking of Jehovah's righteousness. Society geared to supply all these servants with enough magazines for distribution. New factory and new presses. Magazine activity expanding world-wide. How about own congregation? Obtain from records average number of magazines placed monthly during service year thus far. Discuss this figure with congregation and compliment them on effort and any improvement made. This figure can become larger by means of street magazine activity. House-to-house magazine work has proved the most effective, but street work can also bring results. This is not possible by silently standing or just calling out slogans.

Must approach people and talk with them. Use short presentation as is done at the doors. Here are four scenes showing how it can be done.

SCENE I (7 min. total for all four scenes) Publisher approaches person waiting for a bus and says: "Hello. I would like to acquaint you with the latest copies of these religious magazines. You will find this particular article especially interesting [mention article]. You may have the two for ten cents." Chairman makes brief comments between each scene.

SCENE II Publisher approaches person window shopping. "Hello. My name is [give name]. I would like to take this opportunity to present the latest issues of 'The Watchtower' and 'Awake!' I'm sure you'll find this article most interesting [mention by name]. It's just ten cents for the two of them."

SCENE III Publisher approaches man in parked car. "Hello. I thought you might like to make good use of your time while sitting here by reading this article in 'Awake!' You may have it and its companion magazine for ten cents."

SCENE IV Publisher comes to a person by curb. "Hello. I'm sure you have seen 'The Watchtower' and 'Awake!' from time to time. There are two interesting articles here I know you'll enjoy. The two magazines are just ten cents."

CHAIRMAN (3 min.) These are suggested presentations. Others can be used. Chairman comments on effectiveness of talking to people and how it is the Scriptural way. Quotes and discusses Ps. 145: 11, 12. God is praised through the mouth and printed page at homes and on the streets. When in street witnessing approach people. Summarize by stressing the point that active street witnessing does bring results.

10 min: Arrange locally. (Include comments on "New World News.")

## THIRD MEETING IN JUNE

5 min: Welcome, text, comments.

20 min: Through audience participation the chairman will develop the back-call sermon given in "Presenting the Good News."

25 min: Demonstration on How More Can Make Back-Calls. Show how easily back-call sermons can be prepared and delivered.

CHAIRMAN (2 min.) Points to a stack of cartons or literature (in small congregations) on the platform. This (empty cartons) represents the amount of literature placed during the last five months. The number of back-calls made during the same period should be indicated in large figures on a piece of paper attached to the stack. Point out the difference between the amount of literature placed and the back-calls made. The difference shows the need for more to make back-calls. Perhaps some fail to make them because they feel incapable of giving a ten- to fifteen-minute back-call sermon. It is not difficult to prepare and give.

SCENE I (6 min.) Bible study servant calls on a publisher whose record card shows a low number of back-calls but good placements. Publisher says she has no trouble with the three- to eight-minute sermon but has not given a back-call sermon. The servant points out how these sermons are very simple, being just an extension of the three- to eight-minute door-to-door sermons. He goes over the various points and scriptures of the door-to-door sermon, indicating where additional thoughts and scriptures can be worked in. He then suggests they give the enlarged sermon a try at a nearby back-call he has.

SCENE II (15 min.) The brother and sister approach a door. When it is opened he tells the householder that he made a special effort to call back, as he had promised. He asks permission to step in for a moment to point out a few more scriptures on the subject discussed at the first visit. After sitting down he proceeds with the back-call sermon for ten minutes. He makes it simple and clear, occasionally asking the householder a question. After concluding he points to a paragraph in "This Good News of the Kingdom," that is on the subject of his sermon. He proceeds to have the paragraph read and to ask the question on it.

CHAIRMAN (2 min.) Interrupts demonstration. He briefly reviews how the three- to eight-minute sermon was enlarged into a back-call sermon and how easily it can be done. He also mentions the manner in which it was presented to the householder and how it went smoothly into a study. He again draws attention to the stack of literature on the platform and suggests that the publishers try to close up the gap between the literature placements and the back-calls by each one's applying the things learned in the demonstration.

10 min: Arrange locally. (Include comments on text (Acts 15: 36) at bottom of page 4.)

## FOURTH MEETING IN JUNE

5 min: Welcome, text, comments.

10 min: Cover "Make Sure of All Things" material on Law, from top of page 233 through Rev. 5: 12, page 240. Handle by questions and answers.

10 min: Talk covering material under "Congregation Organization."

15 min: Talk on article "The District Assemblies" and assembly conduct. Especially stress importance of being on time, of never walking in the corridors during the program, and of always staying until after the concluding talk and prayer before leaving seat. Show that no other course is respectful to Jehovah or representative of his witnesses, and that individually we must set the right example regarding this. (See "Watchtower" 7/1/53, p. 397, and if you have it, 7/1/57, p. 392.)

20 min: Arrange locally. Consider any item important to your congregation.

# CONGREGATION ORGANIZATION

## Our Seven Kingdom Ministry Goals

Better Meetings  
Better Meeting Attendance  
Be a Regular Kingdom Publisher  
Press On to Maturity  
Carry Out Our Part in the Training Program  
More Time to the Back-Call and Bible Study Work  
Twenty-Percent Increase by April's End

<sup>1</sup> Just as the master in Jesus' illustration commended each faithful slave for increasing his talents, so too the brothers are to be commended for the fine way they responded toward meeting each of the seven ministry goals.—Matt. 25:21.

<sup>2</sup> As a result of your fine co-operation, congregations have increased their efficiency with better meetings. Meeting attendance has improved. Both regular and irregular publishers have found this a blessing. It has created a better spirit and has helped the irregular publishers to become regular praisers. Greater maturity is evidenced by all in the congregation.

<sup>3</sup> Maturity brings with it rich personal joys of knowing that you are wanted in God's organization, a vessel "useful to his owner, prepared for every good work." The congregation servant enjoys having you in

the congregation. He knows he can count on you because of your maturity. You are dependable, trustworthy to all assignments. Mature publishers are a delight, because they are a blessing in the training program, assisting new ones to become mature in every part of Kingdom service.—2 Tim. 2:21.

<sup>4</sup> Our working together in this way, building one another up in love, and Jehovah's giving the increase have resulted in many more publishers making back-calls and holding Bible studies. This, in turn, has resulted in an increase in Kingdom publishers, surpassing 20 percent, as reported on page one.

<sup>5</sup> The rule is, "For to everyone that has, more will be given and he will have abundance; but as for him that does not have, even what he has will be taken away from him." So guard the Kingdom interests that have been committed into your care by diligently keeping up with these seven ministry goals throughout each year. "Droop not your hands."—Matt. 25:29; Zeph. 3:16.

<sup>6</sup> To ensure success apply Peter's counsel at 2 Peter 1:5-11: "For if you keep on doing these things you will by no means ever fail."

## Correction in "Qualified to Be Ministers"

Each one should correct his copy of *Qualified to Be Ministers*: On page 172, paragraph 9, line 17, change "Antiquities" to read "Wars of the Jews." Change A.D. 63 on page 287 to 63 B.C. Change "a fourth voice" in paragraph 5, page 298, to "another voice."

## Notice to Pioneers

Pioneers who have not been given Class IV-D may write to Hayden C. Covington, 124 Columbia Heights, Brooklyn 1, New York, sending a self-addressed stamped envelope, and ask for the *Hurt* opinion, which can be submitted to the draft board with request for reopening.

## "Faith on the March"

*Faith on the March*, by Brother Macmillan, is now available from the Society. It is a book of 243 pages, illustrated, and is priced at \$2.95. Orders will be filled as received for individual copies or when ordered with other literature. The Society will appreciate it if brothers would place their individual orders with the literature servant, who will use the regular order blank, then we can send your copy of *Faith on the March* with other literature. This book is a cash item.

## Publications Now Available

"Let God Be True" —Burmese  
"Make Sure of All Things" —Swedish  
"New Heavens and a New Earth" —Hollandish  
"Preaching Together in Unity" —Arabic  
"This Good News of the Kingdom" —Malayalam  
"What Has Religion Done for Mankind?" —Tagalog  
"World Conquest Soon—by God's Kingdom" —Chinese, Greek

## Submit Field Reports Promptly

It would be appreciated if all congregation and pioneer report cards are completed and put in the mail not later than the third day of the following month. Congregation publishers will please co-operate by turning in complete reports promptly at the end of the month.

## APRIL SERVICE REPORT

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.	Av. Mags.
Sp'l Pios.	331	151.7	58.0	8.1	230.3
Pioneers	5,758	100.1	36.0	5.4	161.1
Vac. Pios.	1,360	91.0	27.5	3.7	123.8
Pubs.	200,811	10.8	3.3	.5	17.7
TOTAL	208,260				

Public Meetings Held: 14,192  
UNITED STATES QUOTA FOR 1957  
186,819 Publishers

## 1957 MEMORIAL REPORT

Total Memorial Attendance	298,455
Number of Partakers	7,060
Public Meetings	2,495
Attendance at Public Meetings	142,290

## More and More Pioneers!

<sup>1</sup> Among the first things Jesus did after his dedication and baptism was to invite certain of John's disciples to join him in the full-time ministry. Following Jesus' example the Society has been issuing a call by means of special letters for more and more pioneers, and thus far the response has been excellent. From September 1, 1956, to April 30, 1957, 1,586 have entered the regular pioneer work.

<sup>2</sup> The Society's records also show that while April, 1956, saw 4,911 regular pioneers on the list, a year later, April, 1957, saw 5,758, an increase of 17.2 percent in one year! Additionally, 4,840 enjoyed the vacation pioneer service during the 8 months from September 1, 1956, to April 30, 1957. Moreover, hundreds of these enjoyed the vacation pioneer activity so much that they asked to be transferred to the regular pioneer service so as to keep on enjoying full-time blessings and privileges of service.

<sup>3</sup> Do you ask, Why do our brothers having oversight of the witness work keep on calling for more and more pioneers? Because as full-time servants themselves they want all who have the Scriptural responsibility to pioneer to enjoy this glorious treasure of service. They are greatly concerned with bringing honor to Jehovah's name and with helping men of good will to come into the New World society. They also are aware of the subtle snare of materialism. They know that as a pioneer you will be devoting about ten times as many hours to preaching the good news; will be making about ten times as many back-calls and conducting ten times as many home Bible studies as you would be if you remained a congregation publisher. Why, if just one out of every eight congregation publishers became a pioneer that would mean a hundred-percent increase in Kingdom preaching!

<sup>4</sup> More and more pioneers are needed, as there is much work to be done and the time is fast running out in which to do it. So how about you? Are you able to arrange your affairs so as to enjoy the pioneer service? Maybe you can help another so that that one can be a pioneer? And what about vacation pioneering? Surely if all have a proper appreciation of the importance of Kingdom preaching the ranks of the pioneer service will be swelled by thousands.

# Presenting THE GOOD NEWS

## Effective Back-Call Sermon

<sup>1</sup> What hope is there for the future? How can I find pleasure and happiness? Who knows what is beyond the grave? Why be concerned about life? When will God intervene in world affairs? Are you able to answer? Peter said you should be. Christians are under obligation to answer concerning their hope, not theoretically, but Scripturally.—1 Pet. 3:15.

<sup>2</sup> When ministering from house to house you are exposed to questions. To give intelligent answers demands thorough preparation beforehand. It means familiarizing yourself with Scripture texts on doctrine. It means knowing your back-call sermon, being prepared.—2 Tim. 2:15.

<sup>3</sup> In the May *Kingdom Ministry* a new sermon on "New Heavens and a New Earth" was outlined. Follow this same theme on your return calls. You might say: "Good afternoon [or, good evening, whatever the case may be]. I was so pleased with our last discussion that I could not help but think of it after I got home. If you recall, we talked about a new-world government promised by God for mankind. Remember, we looked up—" [Start your back-call sermon]

Theme: "New Heavens and a New Earth"

1. Jehovah promised new heavens and a new earth —Isa. 65:17
2. Jehovah's promises are sure —Isa. 46:11
3. Pray for fulfillment—Matt. 6:9, 10
4. Destined for this generation —Matt. 24:32-39 (paraphrase)
5. Blessings under new heavens and a new earth —Ps. 72:1, 4, 7, 8
6. How to gain life in that new world —Mic. 6:8

<sup>4</sup> You might ask, "How can we 'do justly' in this unjust world? Is it possible to walk humbly with God? What future is there for man? This booklet, *'This Good News of the Kingdom'*, answers those questions. The first paragraph begins with a series of questions that you yourself have asked at some time or another. Read it and see." (After he has read the paragraph, say:) "Now note how the world in general answers these questions." (You read the next paragraph. Follow through by asking the questions at the bottom of the page. Then consider the next paragraph. Continue this way down to the subheading "The True God." Then say,) "I have enjoyed this time with you. Suppose we continue this next week, perhaps considering five or six more paragraphs in the booklet."

<sup>5</sup> Book studies can be started this way. Take the initiative. There is no substitute for warmth and friendliness. Do not stay too long at any time. Prepare well and you will be effective. Your back-calls will turn into Bible studies and your Bible studies will result in mature Kingdom publishers giving praise to Jehovah.

### OFFER FOR JULY

Any bound book, 50c. In unassigned territory, year subscriptions for "The Watchtower" and "Awake!" and six booklets, \$2.

### THEME FOR JULY

Help Others to Oneness Under Their Creator.—1 Corinthians 1:10.

## WORKING UNASSIGNED TERRITORY

<sup>1</sup> Has your congregation unassigned territory to witness to this summer? If so, then start making definite plans to give it a thorough witness. Divide the territory into practical sections. Encourage all to arrange their affairs to share in working it either during the week or on weekends. Arrange for public talks. Contact any isolated publishers and other interested ones and invite them to work with you.

<sup>2</sup> For unassigned territory there is a special offer: at each door present subscriptions for *The Watchtower*

and *Awake!* on a contribution of two dollars, with six booklets as a premium. If both subscriptions are not taken offer one with three booklets; if this is not taken present "Let God Be True". At every door try to leave at least a copy of *The Watchtower* and of *Awake!*

<sup>3</sup> A few "Not-at-Home" slips are available and may be ordered by those working unassigned territory.

<sup>4</sup> Some counties in Alabama, Arkansas, Georgia, Iowa, Kansas, Kentucky, Louisiana, Mississippi, Nebraska, North Dakota, Oklahoma, South Dakota, Tennessee and West Virginia are still available. Make your request without delay.

## NEW WORLD NEWS

♦ Ethiopian Orthodox priests stir up mob of four to five thousand against the brothers, forcing some to leave town under police protection, despite guarantees of Ethiopian Constitution protecting freedom.

♦ Publisher in Shanghai held in prison four months without charge or freedom to communicate because of preaching the good news. Brothers still meeting together.

♦ Spain has seventh consecutive peak (711) in March. Branch servant deported. Wave of persecution follows.

♦ March branch reports show many new peaks. Examples: Argentina, 4,293; Brazil, 10,659; Britain, 34,312; Western Germany, 52,873; Italy, 3,865.

♦ New peak of 719 publishers in Japan. Two new congregations organized, one at Hiroshima. Nigeria reports 21,933 publishers. Nyasaland has 13,376. Both are new peaks. Puerto Rico reports over 1,000 publishers for first time.

♦ New branch in Morocco starts operations June 1.

♦ Two new high-speed web rotary combination magazine and book printing presses arrived by boat from Germany April 29, bringing the total web rotary presses up to eleven.

♦ Britain "made it!" 23.8-percent increase: 37,568 publishers in April.

♦ In April Canada reported 32,412 publishers, a 26-percent increase.

♦ Montreal reports 1,258 publishers, 27-percent increase in April.

♦ 50 of New York city's 62 congregations report "We Made It!" in April. While aiming for 7,745, the city reported 8,207 publishers—a 27.2-percent increase—and averaged 13.1 hours per publisher. They placed 226,672 magazines—an average of 27.6 per publisher. 12,958 attend Memorial in New York city—a 21.2-percent increase over last year's 10,692. 365 pioneers placed 67,470 magazines and averaged 102.4 hours.

## DISTRICT ASSEMBLIES

<sup>1</sup> District assembly time is near. Fill out Room Request Form and mail it promptly to the assembly city you expect to attend. Be sure to fill out the volunteer service form also.

<sup>2</sup> Resolve to share in field service; opportunity to do so every day except Sunday. Thursday and Saturday will be magazine days. While attending the assembly tell the good news and invite others to come.

<sup>3</sup> Pioneers who have been on the list since January 1, 1957, will have meal tickets mailed to them. These will be valid at any one assembly. The name of the assembly city must appear on the ticket. Do not lose it.

★ Paul said: "Let us return and visit . . . to see how they are." ★