

KINGDOM MINISTRY

APRIL, 1957

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

BROOKLYN, N.Y.

SHARING WITH JEHOVAH IN APRIL

BY SPECIAL MAGAZINES

¹ What a thrillingly grand opportunity April brings! Jehovah has blessed us with an outstanding provision to help us really share with him during April—special issues of the magazines, *The Watchtower* of April 15 and *Awake!* of April 22. Both are expressly prepared for the public. Both present the truth in such a variety of ways, with such power that honest-hearted readers will hardly hold back from exclaiming to themselves: "This is the truth!"

² Presenting the special *Watchtower* will be a joy. Very timely and vital is its feature article "When All Men Again Worship One God." How near is that time! People everywhere need to know it. Let them read how only one religion survived the Flood and how only one religion will survive Armageddon. Let them know it with the widest distribution of *The Watchtower* yet.

³ The special *Watchtower* outlines not only this grand hope but it exposes false hopes, such as communism's "paradise." Christendom? Its spiritual famine and the peril it brings to the masses are made unmistakably clear. This article will appeal to those who feel doctrinal confusion is too much to solve, for it points out those things that are obviously wrong and easy to prove so from the Bible. For those whose problem is doctrinal, Questions from Readers shatters false doctrines concerning the earth and trinity, yet "instructing with mildness those not favorably disposed."—2 Tim. 2: 25.

⁴ The special *Awake!* presents overwhelmingly powerful reasons for belief in the Bible. A question-and-answer article tells who Jehovah's witnesses are. It dispels false impressions. Another article discusses Christendom's fruits in the light of

(Continued on page 4, col. 1)

BY MEMORIAL ACTIVITY

¹ 'The only celebration true Christians are commanded to keep.' What a contrast with the world's many celebrations and ceremonies! But how important to attend. Why? Because of Jesus' command: "Keep

March 12, 1957

My dear Brothers World-wide:

The big ingathering work for the year is on. Are you sharing in it?

At the Memorial celebration on April 14 how close to one million attendance shall we come? April should see most of last year's 919,994 attenders in field service and distributing millions of magazines. What will the new peak of ministers be? Already this year we have a new peak of 650,291 reporting on both sides of the "iron curtain." How thrilling to see the other sheep coming in!

May you be blessed as you share with Jehovah in the ingathering work this April.

With you telling the good news from day to day,

NH Know

doing this in remembrance of me."—Luke 22: 19.

² The *Watchtower* study will be first, then the Memorial service, after 6 p.m.

³ Every publisher should be out on this special day of service. New ones will be started for the first time. All should be urged to attend the Sunday morning contact. A special program will be arranged. The text will be discussed, a mature brother should give a stirring ten-minute talk on the importance of serving Jehovah, and a demonstration on the use of the sermon on "Jehovah." The groups may meet a few minutes earlier than usual for this program at either the Kingdom Hall or the service centers. This may well be the greatest single day of service yet.

OFFER FOR APRIL

The "Watchtower" subscription for one year and the booklet "What Do the Scriptures Say About 'Survival After Death?'" for \$1.

THEME FOR APRIL

Share with Jehovah, Not with Demons.
—1 Corinthians 10:21, NW.

BY 20-PERCENT INCREASE

¹ Producing fruitage is vital. A tree that produces is not "cut down and thrown into the fire." The Christian, too, is known by his fruits.—Matt. 7: 19.

² How is the fruitage produced?

All who have heard must likewise invite others to take life's water free and to join in inviting still others. How can we aid them to do so?—Rev. 22: 17.

³ We aid them through diligent watering, through nurturing and cultivating every place where seeds of truth can sprout. By our happiness and enthusiasm, and by our radiation of the goodness of the Kingdom news, we turn over long-unmoved soil, improving its receptiveness. Do

you diligently apply these Scriptural principles to your daily service? Doing so is obedience to God, and a major part of right worship. It is a requirement for those who will gain life.

⁴ How can these principles be applied during April to achieve the 20-percent increase, the goal of 203,802 publishers? By applying the slogan: "Each one help one." The more than 140,000 home Bible studies should be urged to serve. They should be aided in preparing magazine presentations as outlined in October "Presenting the Good News" and in service as explained in Study 56 of *Qualified to Be Ministers*.

⁵ Thousands are ready. From them the 20-percent increase will come. Help them serve Jehovah, becoming active door-to-door publishers. Then, of course, all other publishers should be out. Those not reporting by Sunday, April 14, will be given special attention, and April's 203,802 goal should be reached and surpassed. Congregations who meet or exceed their 20-percent quota will write "We Made It!" on the bottom of the April monthly report card.

★ "Watchtower" text: "You are my witnesses," says Jehovah. ★

Your Service Meetings

Our April activity is threefold, thus the service meetings have been arranged to stress each of the three major features of the activity: (1) the 20-percent increase, (2) the Memorial with its special day of service, and (3) distribution of the special *Watchtower* and *Awake!* magazines. The service meetings have been arranged to stir within the entire congregation an appreciation of these activities.

Qualified to Be Ministers says the servant should

"take for granted that all the brothers desire to do the right thing and to serve Jehovah, and will do it when they see and understand how." Thus the service meeting programs should not command or order the brothers, but should lead them and encourage them, showing them the best ways of participating in service, and pointing out its importance. Jehovah richly blesses such well-prepared meetings outlined and presented in harmony with His Word.

FIRST MEETING IN APRIL

Theme: Share with Jehovah, Not with Demons.

5 min: Welcome, text, comments.

8 min: Talk on "Share with Jehovah, Not with Demons." (See "Watchtower," 4/1/57, p. 222, and 1/15/56, p. 44.)

25 min: Demonstration on "New World Society in Action."

NEWS REPORTER (2 min.) A "new world news reporter" explains April's special activity, and tells of the BIG DAY Sunday, April 14. He explains that he will question various ones to see how they have prepared for this activity. He interviews the following:

Regular Publisher (3 min.) Publisher states he plans to be out himself Sunday April 14, without fail; also mentions the arrangements he has made to personally increase and support the distribution of the April 15th and 22d issues, as well as other activities. Wants to encourage weaker brothers to share. Desires to co-operate fully with all arrangements.

A Publisher Who Conducts a Home Bible Study (3 min.) Reporter asks how long has had study and what will be done to help person to share in special activity. Has publisher say in exact words what he is going to say to his study to encourage him in field service.

Book Study Conductor (4 min.) Conductor stresses he will make every effort to see that all are out by the 14th, how those who have not been will be called on and encouraged by use of Scriptures as to the importance of field service, and practical assistance offered to overcome obstacles to service. Is determined to see that each one in his service center is out praising Jehovah. April 14 is the BIG DAY for him too.

Magazine-Territory Servant (5 min.) States how many of the special issue the congregation has received, and what arrangements have been made for brothers to support and share in special distribution. Gives sample presentations on using special issues (one for each magazine), uses reporter as householder.

Congregation Servant (5 min.) Reporter asks him about the prospects for making the 20-percent goal, according to the Publisher's Record cards and the potential from the number of home Bible studies. Questioned also about Memorial arrangements, and what he anticipates in regard to congregation's activity. Is he optimistic, enthusiastic? Is the congregation ready for April's special activity?

NEWS REPORTER (3 min.) Expresses confidence. Summarizes all points, highlights the readiness of each one in the congregation, that all are equipped, know what to do and how to

do it. Is hopeful that congregation will have greatest month, as all work together praising Jehovah and aiding one another.

12 min: Talk on Brother Knorr's letter and the part of the main article entitled "By 20-Percent Increase."

10 min: Arrange locally. (Include the reading of the pioneer letter.)

SECOND MEETING IN APRIL

5 min: Welcome, text, comments.

8 min: Talk on "Yearbook" experiences on the quickness of new ones to share in the preaching work.

That it is not necessary to wait cautiously many months before encouraging those with whom we conduct home Bible studies to share in the preaching work can be seen from the following experiences found in our 1957 "Yearbook."

In Morocco an ex-Catholic man from the first study began publishing. (149) After studying six weeks a family of three in Ceylon joined in the house-to-house work and has continued to do so since. (111) In Austria a publisher found herself discussing service with a woman just eight days after first meeting her, and who, after eight weeks, handed in a report of 29 hours for her first month's activity. (84) Two months after first being witnessed to a young Tunisian man reported 30 hours of field service. (151) In Singapore, after studying but two weeks a Chinese man accompanied the publisher from house to house and in just a matter of weeks was giving sermons on his own. (258) These examples suffice to show that we should mention service early to our home Bible studies.

27 min: Demonstration on "Know Your Magazine."

Have brothers obtain April 15 issues of "The Watchtower" on Sunday April 7. Encourage them to search out practical points to ask the panel of experts (3 or 4 in number). Points chosen should be those that would be of interest in the field, not some deliberately picked to stump the experts. Ask questions having to do with service problems. Show by your questions that "The Watchtower" can be used under different situations and be applied to different people, with different religions, living under various circumstances. Ask questions dealing with objections met at the doors, on back-calls, Bible studies, as well as on points of information.

CHAIRMAN (1 min.) Introduce demonstration highlighting meeting theme. State briefly what kind of questions are desired. See that different ones have opportunity to question panel. Be prepared to contribute to the questions asked and comments made by making practical application of the

comment, but very briefly. For example, you might say, "That's an excellent paragraph to remember when working a Jewish or a Catholic neighborhood." Or, "We can use that information on our back-calls," etc.

10 min: Have audience question panel. Keep session lively.

6 min: Have panel use "Check Your Memory" to question the audience. Panel should be prepared to show how their points can be used in the field service, or how they can be worked in with the sermon, if the publishers fail to bring them out.

CHAIRMAN (10 min.) Summarize practical points, and include material from "Sharing with Jehovah in April —By Special Magazines."

10 min: Talk on "Sharing with Jehovah in April—By Memorial Activity."

10 min: Arrange locally. (Include comments on the text at the bottom of page 1.)

THIRD MEETING IN APRIL

5 min: Welcome, text, comments.

12 min: Combine the use of a talk and questions to bring out the main points in the "Congregation Organization" article "Another Goal—Congregation Increase."

13 min: Talk on April 22 "Awake!" contents, bringing out points that can be used in presenting it in service.

20 min: Talk on "Presenting the Good News: Using the Special Offer." In course of talk speaker might have couples demonstrate some presentations. Also, check in advance to get some good experiences the publishers have had in using the suggested presentations; conclude by having them relate these.

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

FOURTH MEETING IN APRIL

5 min: Welcome, text, comments.

12 min: Enthusiastic talk on pioneer letter and "Plan to Vacation Pioneer."

13 min: Cover "Make Sure of All Things" material from "Will Administer Blessings of Life," page 232, to 1 Pet. 2: 17, page 234. To be handled by question-and-answer method.

20 min: Consider some local service problem, congregational obligations and behavior, matters of general encouragement, or whatever is felt will be of particular value to your congregation. You may do this either by a discourse or by a demonstration.

10 min: Arrange locally. (Include mention of 1957 District Assemblies for U.S. and Canada.)

CONGREGATION ORGANIZATION

Another Goal —Congregation Increase

¹ Of our seven goals congregational increase is the one we will be especially interested in April. To realize it we must ever bear in mind that the purpose of our field service is not just to report hours, back-calls and literature placements but to help fulfill the prophecy that "the little one shall become a thousand, and a small one a strong nation."—Isa. 60: 22.

² Those with whom we study should be directed to the service center study and congregation meetings as soon as possible within a few weeks or months at most. Also begin early to leave them some handbills or tracts to distribute. The sooner they get the idea of service the better. Invite them to join you as you make back-calls and engage in the house-to-house activity. Have them hand the handbill to the householder and read some of the texts that are part of your sermon. Prepare them for the magazine activity by helping them learn a thirty- to sixty-second presentation.

³ When we have helped them to the point of dedication and activity in the field service, is that all we need to do? No, it is not, for the records show that in the past three years in the United States alone some 24,000 thus began and then dropped out. Why? Evidently they failed to make progress and so needed someone to again teach them "from the beginning the first prin-

ciples of the sacred pronouncements of God."—Heb. 5: 12.

⁴ Yes, these facts drive home to us the truth that we must help those who have taken their stand to "press on to maturity" and not leave them to shift for themselves too quickly. Even though we cannot count the time after they have symbolized their dedication by water immersion we should be willing to study with them if they still need our help. They may not have completed "Let God Be True". If they have, what about "This Means Everlasting Life"? Going through this Bible study aid will help them to "have their perceptive powers trained to distinguish both right and wrong," and be able to partake of solid spiritual food.—Heb. 6: 1; 5: 14.

⁵ Let us also continue helping them in their field service. As Paul counsels: "We, though, who are strong ought to bear the weaknesses of those not strong, and not to be pleasing ourselves." (Rom. 15: 1) Help them in working out a service schedule, make definite arrangements for working together and then be dependable, zealous, yet show loving patience. Help them to prepare in advance their sermons and then privately counsel them as you hear them preach.

⁶ By helping our good-will studies to become service-minded, by continuing to assist those who have taken their stand to reach maturity, by being willing to devote the necessary time to it, we can hope to realize our goal of congregational increase.

Literature Out of Stock

The *Yearbook* and calendar for 1957 and bound volumes for 1956 and all previous years are out of stock.

Publication Discontinued

The Watchtower —Slovak (Last edition April 1)

Publications Now Available

Books

"Let God Be True" (2d Ed.)
—Cebu-Visayan, Cishona
"This Means Everlasting Life"
—Cishona, Portuguese

Booklets

After Armageddon—God's New World —Sepedi
Basis for Belief in a New World
—Norwegian
"This Good News of the Kingdom"
—Gujarati

Tracts

Life in a New World (T8)
—Armenian, Guarani
The Sign of Christ's Presence (T9)
—Arabic

Unassigned Territory

Again this year congregations and pioneers will have the privilege of working in unassigned territory during July, August and September. With this *Kingdom Ministry* you will find an Application for Unassigned Territory and a letter explaining what territory may be requested. Pioneers may write for an application. All applications should be submitted to the Society before May 1.

FEBRUARY SERVICE REPORT

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.	Av. Mags.
Sp'l Pios.	305	148.2	57.3	8.3	128.9
Pioneers	5,709	91.6	33.7	5.4	96.7
Vac. Pios.	924	89.9	27.0	3.8	80.6
Pubs.	177,265	9.9	3.4	.6	11.2
TOTAL	184,203				

Public Meetings Held: 13,368

UNITED STATES QUOTA FOR 1957
186,819 Publishers

Plan to Vacation Pioneer

¹ The full-time service is a glorious treasure that all should strive to enjoy. Since God requires exclusive devotion we are under obligation to serve him full time if we are at all able to do so.

² However, all unable to serve full time can prove that at least their hearts are in the full-time service. How? By serving as vacation pioneers. School vacations furnish the opportunity for two months of vacation pioneering each summer. What a fine way to remember the Creator in the days of your youth! What excellent preparation, also, for the logical career of full-time service once you have completed high school!

³ And that still more might enjoy the blessings of full-time service the Society has made provision for those willing to devote their two-week vacations to also serve as vacation pioneers.

Serving Where the Need Is Great

¹ In view of the fine response to the call to serve where the need is great, as outlined in the December *Kingdom Ministry*, we feel you will want to know of other congregations where both pioneers and congregation publishers would be of much assistance. Any brothers interested in moving to these places may write for further information.

² The congregations are: Opelika, Ala., South Unit; Tuscaloosa, Ala., East Unit (colored); Bisbee, Ariz. (Spanish); Chandler, Ariz. (Spanish); Porterville, Calif.; Quincy, Calif.; Covington, Ga., North Unit; Cuthbert, Ga. (colored); Goodland, Kans.; Clay Center, El Dorado or Independence, Kans. (no congregations at present); Laurel, Miss., South Unit (colored); Wisner, La. (colored); Gallup, N. Mex.; New Bern, N. C., Trent Unit; Powers Lake, N. Dak.; Gregory, S. Dak.; Lead, S. Dak.; Bandera, Tex.; Graham, Tex.; Pasco, Wash.

³ In addition to these towns, some of the congregations listed in December in the following states still need aid: Iowa, Kans., La., Maine, Minn., Miss., Mont., N. Dak., Okla. and S. Dak. Can you serve where the need is great?

Special Memorial Report

A special 1957 Memorial Activity Report card is being sent with this *Kingdom Ministry*. It should be filled out, signed by the congregation servant, and returned to the Society after the Memorial on April 14.

Presenting THE GOOD NEWS

Using the Special Offer

¹ When you read the special magazines, you will realize how great is the need for every person to read them. Your glowing enthusiasm will inspire interest in the special offer.

² Be brief. On Magazine Day and during prestudy service keep your presentation from about thirty to sixty seconds. This usually allows time to highlight only one article. Which article we use often depends on our territory.

³ Adapting itself to many territories is the *Watchtower* feature article "When All Men Again Worship One God." You might say: "Hello. I'm calling for a very special purpose today, to bring you a special copy of the world-wide magazine, *The Watchtower*. [Point to the illustration showing men of many races worshipping one God.] Did you know that there have been only two times in human history when all men worshiped one God? Did you know that a third time is now at hand and that it will never end? What will bring it about—world conversion or world destruction? What does this mean for you? The answers are in this special issue. It is yours, together with its companion journal, *Awake!* for a contribution of 10 cents."

⁴ In Catholic territories you may wish to highlight the exposures of communism. The publisher might say: "Good evening. I've come by for just a moment to bring you something of special interest—a copy of a special-issue *Watchtower* magazine exposing communism's false claims.

By Special Magazines (Cont'd)
Jesus' rule: "Each tree is known by its own fruit."

⁵ How can we share fully with Jehovah this month? Read the magazines when they arrive. They will fire you with enthusiasm. Your quota for the month will be easily reached—congregation publishers, 27; pioneers, 180; special pioneers, 270. When you reach your quota you will feel you are just beginning. So do not deprive yourself of an overflowing means of rich satisfaction. Supply yourself well.

⁶ Share in all features of special-issue distribution. Go with the regular offer, making April a grand climax to the *Watchtower* campaign.

Its companion journal, *Awake!* also something special, gives you firsthand accounts of Hungary's revolution against communism. Both copies are yours for 10 cents."

⁵ Whether you use *The Watchtower* or *Awake!* you will find interesting points in "Check Your Memory" and "Do You Know?" These points may be used in statement or question form. With *Awake!* you could say after your introduction: "In this special issue you will learn how accuracy of the Genesis account of creation is demonstrated, what positive proof there is that the Bible is inspired, how Jehovah's witnesses are, how we can tell the fruits of true worship from false worship, and how eyewitnesses described the destruction of Russian tanks by Hungarian children. I know you will be glad to have it, along with this copy of *The Watchtower*, for a 10-cent contribution."

⁶ You will think of many ways to present the special offer. Use these examples or choose your own. Be brief. Remember the value of building a theme around an illustration. Remember the value of "Check Your Memory" and "Do You Know?" Share and be blessed.—Prov. 10: 22.

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

THEME FOR MAY
Use *Theocratic War Strategy*.
—Matthew 10:16.

Call back on subscription promises, for the special issues should stir up interest. Enter fully into Magazine Day and prestudy service joys. Do not forget friends, relatives and persons you contact in daily life. Do you know people who might not get the special magazines? Then you may wish to mail them copies. Do not overlook any avenue of distribution.

⁷ Here, then, in two special issues is an avalanche of truths. Let it crush error and pile up a monumental witness to Jehovah's name and Word. "That the word of Jehovah may keep moving speedily," really share with Jehovah during April by use of the special magazines. —2 Thess. 3:1.

NEW WORLD NEWS

◆ All 200 U.S. district and circuit servants assembled at Gilead during February for refresher training course that showed the great responsibility of being overseers and taking lead in service. Circuit and district servants of all branches also assembled for same course.

◆ Haiti has fine district assembly with 1,146 peak attendance and 65 baptized. The 301 publishers active during January have new peaks in hours and Bible studies.

◆ Three district assemblies in New Zealand had 3,127 at public talk, with 83 baptized and 2,569 passing resolution for brothers behind the iron curtain.

◆ Noteworthy January increases in Latin America: Cuban activity expands; 10,521 publishers in January, a 13-percent increase. Circuits increased from 18 to 24. Nicaragua hits third consecutive all-time peak: 224, a 20-percent increase. Mexico reaches 14,742, a 10-percent increase.

◆ January increases in Europe and Asia: Turkey reaches 163 publishers. Luxembourg 209, a 20-percent increase. Yugoslavia reaches 1,626. Spain 677, the fifth consecutive monthly peak, and a 53-percent increase! Ceylon 24.7 percent.

◆ Reports from Africa include Sierra Leone's third new peak for the year, 138 publishers; South Africa's report of over 13,000 for the second time, and South-West Africa's 40-percent increase.

1957 DISTRICT ASSEMBLIES FOR U. S. AND CANADA

Begin making preparations now by arranging your vacation so as to attend the convention of your choice for the FULL FIVE DAYS. The same program will be used at all assemblies; however, the president and the vice-president of the Society will speak at all the convention cities in the United States. The dates and cities are as follows: July 3-7, Houston, Tex., Miami, Fla., and Toronto, Ont.; July 10-14, Denver, Colo., Moncton, N.B., Seattle, Wash.; July 17-21, Milwaukee, Wis.; July 24-28, Edmonton, Alta., and Los Angeles, Calif.; August 21-25, Baltimore, Md. A limited number of Spanish sessions will be held at Houston, Los Angeles and Baltimore.

Instructions regarding rooms as well as the Room Request forms will accompany the May *Kingdom Ministry*. It will not be necessary to write to the Society or any of the cities before then. Plan to attend.



"Awake!" text: "Now it is high time to awake."

