

OUR KINGDOM MINISTRY

SEPTEMBER 1989

Vol. 32, No. 9

FOR UNITED STATES OF AMERICA

Meetings for Field Service

SEPTEMBER 4-10

Offering the *Creation* book

1. Review Topic for Conversation.
2. Analyze suggestion presented in paragraph 5 of first article of *Our Kingdom Ministry*.

SEPTEMBER 11-17

Working business territory

1. Why work along with an experienced publisher?
2. Review suggestions in paragraphs 6 and 7 of "Presenting the Good News."

SEPTEMBER 18-24

Topic for Conversation

1. What helpful direction has been given on page 3 of *Our Kingdom Ministry*?
2. How can we apply this information?

SEPTEMBER 25-OCTOBER 1

Magazine witnessing

1. What suggestions are given in the second article of *Our Kingdom Ministry*?
2. Review October Topic for Conversation and literature offer.

TOPIC FOR CONVERSATION

Worship the Giver of Life.

Heb. 3:4—Jehovah is our Creator.

Rev. 4:11—He deserves our full devotion.

Help Others to Appreciate Our Grand Creator

¹ As we observe the creation around us, there is no doubt in our minds that a Creator exists and that he is very much interested in our future. (Rom. 1:20) The book *Life—How Did It Get Here? By Evolution or by Creation?* has been instrumental in sharpening our appreciation for the Creator. It has also helped us explain to others just how life came to be.

² After reading the book, one individual with a science background described it as the finest book he had ever read for building appreciation for life. A college professor stated: "I have never before seen such a well-presented argument for creation." Obviously, the *Creation* book has been a fine tool in helping many appreciate our Grand Creator, Jehovah God.

TAKE ADVANTAGE OF ALL APPROPRIATE OPPORTUNITIES

³ During the month of September, we will again have the privilege of offering this book in the field ministry. In addition to our regular house-to-house ministry, we can offer the *Creation* book while engaging in street work and when witnessing informally. We can offer it to workmates, schoolmates, relatives, and others with whom we come in con-

tact. Do your Bible students have a copy? If not, why not see that they get one? Do you have a magazine route? It may be that these people would like to have a copy. Take advantage of every appropriate occasion to offer the *Creation* book this month.

⁴ Many young ones have been successful in placing the *Creation* book at school. Have you tried carrying a copy of the book with you to school? When those who are curious ask questions, you will have opportunity to witness to them. Some publishers have found success doing street work just outside college campuses and have had good discussions with many of the students.

USE THE TOPIC FOR CONVERSATION

⁵ The *Creation* book offer goes well with our Topic for Conversation, "Worship the Giver of Life." In presenting the book, you might say: "Many people are interested in knowing how life got started. Have you ever wondered about that? [Allow response.] There are different opinions about the origin of life. Let us consider the Bible's reasonable explanation. [Read Hebrews 3:4.] So logically every building or house we see around us today had a designer and a builder. Obviously, the much

(Continued on page 3, col. 1)

Gaining Joy Through Increased Magazine Placements

¹ Jehovah's great universal organization is noted for its productivity. By means of Jesus Christ, Jehovah has developed an earthly organization that is also characterized by willing, productive workers. (Ps. 110:3; Matt. 9:37, 38) When we give attention to the quality as well as the quantity of our ministry, increased joy is sure to result. (Luke 10:17) This is particularly true as we brace up our minds for increasing our personal distribution of the *Watchtower* and *Awake!* magazines.

² Magazine distribution is one of the principal ways in which the Kingdom message is spread abroad. Although this continues to be true as the preaching work expands, it has been noted that in some areas magazine placements are decreasing. How can this trend be remedied? What are some essentials we can keep in mind that will enable us personally to place more magazines?

A POSITIVE APPROACH

³ A first step to increased placements is: BE MAGAZINE CONSCIOUS. This objective is more easily

attained when we are regular readers of *The Watchtower* and *Awake!* ourselves. Once we are acquainted with their contents, we want to use every appropriate occasion to present them to the public. For most of us, every Saturday offers a fine opportunity to share in distributing the magazines from door to door. Many congregations set aside a time for midweek magazine activity to accommodate publishers who are not able to work in the field service on Saturday. Some may find that evening witnessing affords excellent opportunities to offer magazines from house to house. Street work, store-to-store activity, informal witnessing, and magazine routes are all fine ways by which we can share in distributing magazines. In regular house-to-house work, the latest magazines may be presented when the current offer for the month is refused. Being alert to do so can bring us joy.

⁴ A second suggestion for increasing magazine placements is: KEEP IT SIMPLE. Some publishers have

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Meetings to Help Us Make Disciples

WEEK STARTING SEPTEMBER 4

Song 154

7 min: Local announcements and appropriate announcements from *Our Kingdom Ministry*. Encourage Saturday magazine activity. Suggest appropriate talking points from current magazines as time allows.

18 min: "Help Others to Appreciate Our Grand Creator." Question-and-answer discussion of material. After discussing paragraph 5, have publisher demonstrate use of Topic for Conversation. Use the illustrations and captions on pages 130 and 251 when presenting *Creation* book. Encourage all to have a full share in offering the *Creation* book this month.

20 min: "Presenting the Good News —By Boldly Witnessing in Business Territory." Question-and-answer discussion of material by service overseer. Encourage greater participation in reaching businesspeople in territory. After considering paragraphs 6 and 7, demonstrate the magazine and the *Creation* book offers in business territory.

Song 92 and concluding prayer.

WEEK STARTING SEPTEMBER 11

Song 211

12 min: Local announcements. Accounts report. Mention donation acknowledgments. Commend brothers for being alert to financial needs of local congregation and of worldwide preaching work. Call attention to article "Awake! on Audiocassette." Emphasize importance of using appropriate subscription form. Announce field service arrangements.

20 min: Our Congregation's Progress. Secretary discusses with congregation its activity during past service year. Compare the figures during the past two years as reported

Gaining Joy

(Cont'd)

apparently talked themselves out of magazine placements by giving long presentations. Other publishers have used the Topic for Conversation when engaging in the magazine work. However, this is not recommended. When encouraging wider magazine distribution, the December 1, 1956, *Watchtower* stated: "A short, to-the-point presentation is best when offering magazines. The object is to place many copies. They will do their own 'talking.' The Society suggests a half-minute to a minute presentation, a well-worded statement of one point discussed in the magazine being offered."

on Congregation Analysis Report (S-10). Point out where progress was made and what needs attention. Review suggestions made by circuit overseer.

13 min: Question Box. Presiding overseer will handle by question-and-answer coverage. Highlight reasons for presenting information from Society clearly and concisely.

Song 128 and concluding prayer.

WEEK STARTING SEPTEMBER 18

Song 133

12 min: Local announcements. Discuss appropriate introductions from *Reasoning* book that could be used locally with the suggested Topic for Conversation. Encourage all to share in magazine witnessing this Saturday. Highlight Theocratic News items as time allows.

18 min: "The Topic for Conversation." Question-and-answer discussion. Interview two pioneers, asking which topics they have used effectively in congregation territory. Demonstrate presenting *Creation* book as suggested in paragraph 5 of article.

15 min: Prepare Well for the Field Ministry. Talk by elder who is effective in the field ministry. Discuss Ephesians 6:18, 19, showing that Paul asked the brothers to pray that ability to speak would be given him. We need to pray similarly for ourselves and for one another. Discuss need to schedule time for preparation, both as individuals and as family groups. (1 Cor. 14:40) Some have practice sessions with newer ones. Then, while working with these newer ones in the field ministry, they discuss the various situations experienced. (sg p. 39 par. 3; qm studies 44, 45) Use the *Reasoning* book in dis-

5 Next: BE VERSATILE. Prepare more than one presentation. Then as you encounter varying circumstances, you will be able to speak with people of all sorts and tailor your presentation to their interests. This advance preparation often leads to increased magazine distribution and greater joy.

6 One final suggestion: SET A PERSONAL GOAL. You may recall this was stressed in the insert "Magazines Point the Way to Life," which appeared in the March 1984 *Our Kingdom Ministry*. You may wish to strive for an average of one magazine for each hour you are in service for the month. Your personal goal should be

cussing introductions that fit the local territory and ways to handle conversation stoppers that are often heard. If you are having difficulties with some aspect of the ministry, arrange to work with experienced publishers and pioneers, inquiring specifically about the area in which you would like assistance. Preparing to serve Jehovah in the field is a joy. We are all busy and may find it difficult to set aside time, but even a few minutes thoughtfully spent will result in much improvement. Encourage all to prepare well for their ministry.

Song 156 and concluding prayer.

WEEK STARTING SEPTEMBER 25

Song 20

10 min: Local announcements and consideration of day's text. Call attention to weekend arrangements for field service. Briefly mention offer for October and new Topic for Conversation.

20 min: "Gaining Joy Through Increased Magazine Placements." Questions and answers. Compare average congregation magazine placements with amount received over last six months. When considering paragraph 6, have two pioneers discuss a few highlights from March 1984 *Our Kingdom Ministry* insert. Each pioneer should take a turn presenting a 30- to 60-second magazine presentation. As time permits, interview one or two publishers who do particularly well in placing magazines. Make local application as needed.

15 min: Local needs or presiding overseer discusses highlights of the July 1, 1989, "Questions From Readers," encouraging exemplary young men to reach out for greater privileges of service. *Prayer = How*
Song 53 and concluding prayer.

a reasonable one, considering your individual circumstances and the time you are able to spend in field service.

7 By means of his visible organization, Jehovah continues to provide what we need to increase our share in the ministry. We have exciting, colorful magazines with which to work. Now our own individual effort in co-operating with the congregation arrangements for magazine distribution enters the picture. Since such activity glorifies Jehovah, we will experience the deep-seated joy that comes with an increased share in the ministry with the magazines.—John 15:8.

Announcements

● Literature offer for **September: Life—How Did It Get Here? By Evolution or by Creation?** for a contribution of \$3.00. Small-size books are \$1.50. **October:** One-year subscription for *Awake!* or *Watchtower*, or both, for a contribution of \$5.00 each. **November: New World Translation of the Holy Scriptures** and *Trinity* brochure for \$4.30. **December: Bible Stories, Live Forever, or Young People Ask**, as appropriate, for the corresponding contribution.

● The presiding overseer or someone designated by him should audit the congregation's accounts on September 1 or as soon as possible thereafter.

● It is important that brothers planning charters to visit Bethel correspond by mail with the Bethel Office first. Please provide information on the number coming and the dates. The Society will provide directions and the route charter buses should take. Letters to Brooklyn Bethel should be addressed to Watchtower, Bethel Office, 124 Columbia Heights, Brooklyn, NY 11201. Those brothers planning charters to visit Watchtower Farms should address correspondence to Watchtower, Bethel Office, R R 1, Box 300, Wallkill, NY 12589-9799.

● A new *Cost List* has been prepared, and four copies are being sent with the annual forms to each congregation. They should be distributed to the secretary and to the brothers caring for literature, magazines, and accounts.

● New Publications Available:
Comprehensive Concordance

—Spanish

Questions Young People Ask—Answers That Work (congregation and public: \$1.50; pioneers: 75¢)

—English, French, Greek, Italian, Spanish

The Bible—God's Word or Man's? (congregation and public: \$1.00; pioneers: 50¢) —English, French, Greek, Italian, Spanish

Should You Believe in the Trinity? (congregation and public: 30¢; pioneers: 15¢) —English, French, Greek, Italian, Spanish

Help Others

(Cont'd)

more complex universe must have had a creator. According to Hebrews 3:4, the Creator is God. But how should knowledge of this fact affect us? [Read Revelation 4:11.] So the wise course to take while there is yet time is to learn the Creator's will and conform our lives to it." Then offer the book, pointing out that it will show how man got here and how obedience to our Creator can lead to eternal life.

● How happy we are to have this beautifully illustrated, 256-page volume that explains the truth about evolution and about creation! Primarily, however, this book honors our Grand Creator. It does that by letting us know how life got here, Jehovah's marvelous purpose to sanctify his name, and his promise to bless mankind through the Kingdom.

The Topic for Conversation

¹ The March 1977 *Our Kingdom Service* introduced the feature "Topic for Conversation" and gave suggestions on how it could be used effectively. All of us have benefited from this feature during the past 12 years. It has helped many to improve their effectiveness in presenting the good news.

² During the past few years, a new Topic for Conversation has been introduced every three or four months. In the future, *Our Kingdom Ministry* will be changing the suggested Topic for Conversation more often. Generally, there will be a different topic each time the literature offer changes. This will help us make a smoother transition from our Scriptural presentation to the literature offer. It will also add greater variety to our ministry.

ALTERNATING TOPIC FOR CONVERSATION

³ Ordinarily, you will find that the basic suggested Topic for Conversation can be presented at each door. However, none should hesitate to alter the topic or use a different one if it seems advantageous to do so. Of course, when training new or young ones, it may be advisable to stick closely to the suggested Topic for Conversation.

⁴ Pioneers, as well as all who work their territory frequently, will no

doubt find it helpful to use variations on the suggested topic to prevent their presentation from becoming routine. Various circumstances may make it advisable at times to use a topic different from the one suggested in *Our Kingdom Ministry*.

SOURCE MATERIAL FOR PRESENTATIONS

⁵ When we feel a need to vary the Topic for Conversation, where can we get other ideas to use? Past issues of *Our Kingdom Ministry* will be helpful. The publication you are offering also may be used as the source of your topic for conversation. Select a picture, a scripture, or a chapter theme and make a brief presentation to arouse interest. Try to get the book into the hands of the prospective reader so that he will look at it for himself. You may be surprised to see how easy it is to make the placement in this way. Later, when making the return visit, you can go into more detail. So keep the initial presentation relatively short.

⁶ All of us should continue to ask Jehovah for "the tongue of the taught ones" so we will know how to teach those we meet in our territories. (Isa. 50:4) It is our sincere desire to use the Topic for Conversation effectively. Lives are at stake. —1 Tim. 4:16.

Awake! on Audiocassette

As announced at the "Godly Devotion" District Convention, beginning with the January 8, 1990, issue, the *Awake!* in English will be available on cassette on a subscription basis. Most of the articles in each issue will be recorded on a single cassette. Although available to everyone, this provision will be especially helpful to those handicapped by physical impairment that prevents them from reading *Awake!* in print.

The subscription rates will be the same as for the *Watchtower* on cassette, as follows:

Congregation and public: \$36.00

Pioneer: \$30.00

Those certified as blind or physically unable to read ordinary reading material: \$12.00

Cassettes will be provided with Braille labels if requested. Subscription rates are for one year only. There is no six-month subscription rate.

Special cassette subscription forms are being supplied to congregations, and these may be obtained from the brother handling subscriptions. The completed form should be returned to him for forwarding to the Society

along with other regular subscriptions. Do not use regular magazine subscription forms for cassette subscriptions.

Those currently qualified for the reduced rate for *Watchtower* cassettes may receive *Awake!* at the same rate. To certify eligibility, the congregation secretary, on the basis of his personal acquaintance with the subscriber, should sign the certification statement on the reverse side of the special subscription slip. (For details, please see the Society's letter of August 15, 1989, to all congregations.)

A durable 24-cavity cassette album is also available for convenient storage of the *Awake!* cassettes. The cost is as follows:

Congregation and public: \$7.00

Pioneer: \$5.50

Those desiring to receive the first issue of *Awake!* on cassette should send their subscriptions in promptly, although subscriptions will be accepted at any time. It is hoped that these recordings will enable more persons to enjoy the material contained in *Awake!*

PRESENTING THE GOOD NEWS

By Boldly Witnessing in Business Territory

¹ Boldness is necessary in presenting the good news. This is especially true when witnessing in business territory. Some publishers are hesitant to work business territory. But this may be due to lack of experience. Or it may be an area in which there is a need to 'muster up boldness.' —1 Thess. 2:2.

² Many publishers have obtained good results witnessing in business territory. One circuit overseer reported that in nine mornings of working business territory, a total of 177 books were placed. More could have been placed, but supplies simply ran out. You too may have success if you make the effort to share in working business territory.

KEEP A POSITIVE ATTITUDE

³ Being successful often depends upon our attitude. Some publishers are inclined to think that witnessing to storekeepers would be extremely difficult. One publisher who took this view said: "I expected that the response would be negative. However, to my surprise, the reaction to the Kingdom message was just the opposite. They were genuinely polite and friendly and almost always accepted the magazines." Yes, those who share in working business territory speak of it as a fruitful work that brings blessings.

⁴ Elders, especially the service overseer, should take the lead. It may be beneficial to prepare special territory maps of heavily concentrated business areas. In other areas, the business places can be worked along with the residential territory. Be sure not to overlook shops, offices, factories, and so forth. The elders may see fit to select qualified publishers to work concentrated business territory.

⁵ Those who participate in this work should be neatly dressed and strive to be brief and to the point when contacting businesspeople. Presentations that are no more than a minute or so in length are most appropriate. Selecting days and times that are less busy is important in getting better

results when working business territory. Some have found an early hour on Saturday morning to be appropriate, whereas others find it advantageous to call early on weekdays when owners are not so occupied and stores are not crowded.

WHAT WE CAN SAY

⁶ When working business territory, we could feature magazines, the current literature offer, or tracts. Our approach and the offer may vary according to the circumstances. When offering the magazines we could say: "Since it is often very difficult to find businesspeople at home, we are making this effort to contact you today. In the latest issue of *The Watchtower*, there is an article entitled [give title] that contains information that personally affects you. We feel you will enjoy reading this article as well as the others. We offer *The Watchtower* along with *The Awake!* for a contribution of only 50c."

⁷ This month we are featuring the publication *Life—How Did It Get Here? By Evolution or by Creation?* When offering this publication in business territory, you might say: "As a businessman, you know that much thoughtful effort is required to succeed. Could blind chance have succeeded in bringing about life and the universe? This book offers scientific proof that God created life. It also shows God's thoughtful purpose in creating man. During this month we are offering this book entitled *Life—How Did It Get Here? By Evolution or by Creation?* It has much to say about life and what the future holds for mankind. We are leaving it on a contribution of \$3.00." (Small-size book is \$1.50.)

⁸ We can be confident that Jehovah will bless our diligent efforts to reach people with this lifesaving good news. There is a vital need for thoroughness in our witnessing activity. (Acts 20:24) Since it is often hard for us to find businesspeople at home, we should take advantage of opportunities to speak with them at their place of work. Though working business territory may be challenging, we can be successful if we 'muster up boldness to speak the good news of God.'

THEOCRATIC NEWS

♦ A new peak of 16,147 publishers was reached in Denmark during April. There were 3,414 sharing in the auxiliary pioneer service.

♦ Guatemala passed the 11,000 mark in publishers with 11,031 reporting in April, a 10-percent increase over last year's average.

♦ Puerto Rico had a new peak of 23,632 publishers in April. Their circuit assemblies were attended by 38,504.

♦ Thailand reached a new peak of 1,057 publishers in April. A recent series of circuit assemblies was attended by 1,500, with 25 being baptized.

Question Box

● Who should handle the announcements on the Service Meeting?

The objective of this portion of the Service Meeting is to inform the congregation of details important to carrying out the assigned ministry. Some announcements serve as reminders and are similar week after week. However, all announcements should be expressed clearly. None should be given casually or treated as routine. **BRO. NOTE INFO. BOARD**

The nature of some announcements may require that they be presented by an elder. Whenever this is the case, it would be the responsibility of the presiding overseer to arrange for a well-qualified brother to present the information, even though another brother will be handling the other scheduled announcements. **EXPLAIN TO BRO. LOST IN**

When a letter that contains information for the congregation includes other information directed to the elders only, an elder should present the information that applies to the congregation. Some letters from the Society that contain specific direction for the congregation may best be read by a qualified elder. Such letters may have to do with special letter-writing campaigns in behalf of our brothers experiencing persecution. Some letters may contain detailed information about future theocratic activities, such as circuit overseer visits, assemblies, and conventions.

There may be times when an important announcement pertaining to the welfare of the congregation must be made, and the information must be clearly presented. Such announcements would best be made by an elder.

Whether made by elders or ministerial servants, announcements should be given with clarity and conciseness. Following these guidelines will ensure proper relating of instructions to the congregation so that all will move ahead in unity. —Ps. 133:1; 1 Cor. 14:8, 9, 40.

JUNE SERVICE REPORT

	Pubs.	Av. Hrs.	Av. Mags.	Av. R.V.	Av. Bi.St.
Sp'l Pios.	245	124.1	77.8	52.2	5.4
Pios.	58,933	73.7	31.2	24.7	2.6
Aux. Pios.	29,369	57.8	24.0	14.8	1.4
Pubs.	682,472	9.6	5.7	3.6	0.5
TOTAL	771,019				

Newly Dedicated Ones Baptized: 6,465

Schedule for congregation studies in the book *Revelation—Its Grand Climax At Hand!*:

September 4: Pages 100 to 104*
 September 11: Pages 104* to 108*
 September 18: Pages 108* to 113*
 September 25: Pages 113* to 119*

* To or from chapter heading.

* To or from subheading.