

The Facts About Rev. Sunday

==Evangelist And the Documents to Prove Them

The Marshalltown Evangelistic Association, Incorporated, uses this advertisement to present some facts as to what Rev. Sunday has done in other places and the effect his work has had on individuals, communities and business. Here are some signed letters by men of unquestioned judgment and integrity.

The people of Marshalltown are looking forward with varied expectations to the coming of the Rev. William A. Sunday. The majority seem to favor the evangelist and his work. For those who are honestly doubtful the following facts may prove helpful:

No Guarantee

Sunday asks for no guarantee of money except to cover expense of meetings. He accepts a thank offering given on the last Sunday of his meetings, which offering is planned and raised by the finance committee. Rev. Mr. Sunday raises no money for himself.

The Marshalltown Evangelistic Association is incorporated and next Monday, Jan. 4, will sell 5,000 shares of stock at \$1 per share to the church members of the evangelical churches of the city, they then being participating stockholders, but the stock is only subscribed for and remains unpaid unless there is a deficit in the collections taken to pay the expense. In case of a deficit, the stockholders will be assessed pro rata of stock owned. The expenses of the Sunday meetings are raised by plate collections during the first three weeks of meeting, and nowhere that Mr. Sunday has held meetings in the last six years, has he failed to raise enough in these first three weeks from the collections and an offering on the third Sunday to cover all expenses and usually there is money over. The finance committee in Jacksonville settled their business on Dec. 12, incidental to the Sunday meeting and they had \$309.58 surplus, after paying expenses.

What a County Judge Has to Say

Judge Henry E. Burgess, county Judge of Mercer county, Ill., writes:

Dear Sir: Your committee in Marshalltown, having such matters in charge, has certainly shown its good judgment in selecting Rev. W. A. Sunday to general its proposed religious campaign and his acceptance of the invitation is also a matter of congratulation for it is growing more true every day that the city which gets him is fortunate one out of the unfortunate many that fail.

That opposition to the movement

may develop is no cause for alarm. I can easily conceive the nature of the stories that are now winging their blighting way into Marshalltown against this valiant fighter for righteous manhood. Some of them, when first heard, are enough to stagger most any one. Circumstances have taken me to a number of places shortly prior to the opening of his meetings and at every place I have met these same old vicious slanders being shouted around in advance of his coming. They have been in service so long that their parentage is lost history and they have been so eagerly listened to and so recklessly repeated and grafted onto and operated upon that nothing remains of the original defamations except the degrading purpose of a destroyer of character.

I can easily see why people that are opposed to Christianity are also opposed to Rev. Mr. Sunday. But I cannot see why supposed Christian people begin to wigwag signals of distress when they learn that a Sunday revival is a coming event unless it is that they believe that there can be too much religious sentiment aroused in a community.

After three years continuous observation of Rev. Mr. Sunday and his work, it seems strange to me that a question is ever raised as to the value of his services to any community. His reputation as religious force is a longer local but he has become a national figure and his great powers are to be taken into consideration in reckoning the factors that have produced the present healthy development of religious sentiment in this country. During the last three years, more than forty thousand persons have been converted at his revivals, the number ranging from a maximum of 600 at Salida, Colo., to a maximum of 4,000 at Decatur, Illinois.

Any time that the cities of his native state of Iowa conclude that they do not need him, Illinois will adopt him. We can use him. We know what he can do.

I understand that in time past, Marshalltown was the home of Mr. Sunday. His home town should never be satisfied until it gets him above the splendid Decatur record in the list of his great revivals. Yours very truly,
H. E. BURGESS.

Do Sunday's Converts "Stick?"

One of the most frequent arguments made against the work of Mr. Sunday is this "His converts won't stick!" Dr. W. W. Carlton, of Mason City, has much to say of this phase of the evangelist's work:

Rev. W. W. Carlton, D. D., pastor of First Methodist Episcopal church, Mason City, who was active in the revival conducted by Mr. Sunday in that city four years ago, was recently interviewed by one of our citizens, and said:

"There is perhaps a tendency among newspapers in certain quarters to assume at first a negative or even hostile attitude toward Mr. Sunday, but in nearly every case, before he leaves, he wins the newspaper men, not only their judgment, but their hearts. They like him. You may be surprised at the statement that Mr. Sunday is an exceedingly modest man, but that is certainly true. While he has the courage of a John the Baptist on the platform, when you meet him personally he impresses one as a Christian gentleman, modest, discreet in his bearing and deeply concentrated to spiritual things. Mr. Sunday is a tremendous preacher of the gospel, the whole gospel from top to bottom, and is as orthodox as Moody was. The man's desperate earnestness, which is a chief factor in his marvelous success, is a contagion and goes thru a community like fire.

"As to the charge of vulgarity, Mr. Sunday is exceedingly plain, in his utterances, uses epithets just as Christ did in the twenty-third chapter of Matthew, but there is no just ground for the accusation of vulgarity.

"The type of men who become enthusiastic supporters of Mr. Sunday are the thoughtful men of a community, the men who do their own thinking.

"As to the permanence of his work, judging from the results here in Mason City, after nearly four years, there is far less reaction following his work than is usual after great revival efforts. The revival in my own church has kept right on. Among our best workers today in every one of the departments of the church, are the men and women who came in in the Sunday meeting. Men who were near the end thru drink reached in Sunday's meeting, have stood firm, and were in their places in my church last Sunday morning. Almost invariably his converts who have moved away have taken their church letters with them. Three of the greatest workers in another church in Mason City today were Sunday converts. The backsliders among the Sunday converts in my own church are as few as in any meeting I ever knew. I congratulate the churches and citizens of Marshalltown that he is to be with you."

Muscatine Saloons and Mr. Sunday

People of Marshalltown who would like to see the saloons go, will read J. G. Mitchell's letter with interest:

Dear Friend: The Sunday meetings were held here from Nov. 10 to Dec. 15, 1907, inclusive. The total cost of the meetings was \$10,000, \$4,000 actual cost and \$6,000 collection for Mr. Sunday. I understand that the gross cost was \$1,000 higher than this, that amount being received for the tabernacle at the close of the campaign. There were 3,679 converts. Between 1,400 and 1,500 joined the various churches. At the time of his coming there was a civic movement of small dimensions against the saloon, and conducted by the ministers of the city. The Law Enforcement League under the presidency of Mr. W. L. Roach, was an outgrowth of the Sunday meetings. The saloons were almost immediately closed as they were running at the time in defiance of all laws. They were re-opened as the result of a petition. The first circulated before the city elections proved abortive, but the second was successful in so far as sufficient names were secured, but it was defeated on an important technicality. I believe that a number of people who signed the petition were of the opinion that the saloon would be better than bootlegging, and the few weeks in which we have had the saloon have disillusioned them.

I will forward the other matter to you early next week. Best wishes,
Yours sincerely,
J. G. MITCHELL,
Religious Work Director Y. M. C. A.

Gov. Hanly Approves

One of the most popular men with the public today is Governor Hanly, of Indiana, and a word from such a man carries much weight.

Permit me to acknowledge the receipt of your favor of the 23d instant, and in answer to you that in my judgment the Rev. William A. Sunday has performed and is performing a remarkable service to society in the great meetings he is holding throughout the country. I have seen the effect of God's word in many cities, and have seen its remarkable value even after the lapse of years. He does his work in

his own peculiar way, but he does it and wonderfully blesses men and women in doing it.

Very truly yours,
J. FRANK HANLY.

Gov. Hoch's O. K.

My Dear Sir: I never had the pleasure of hearing William A. Sunday, but I came in touch very intimately with his work during my chautauque tour last summer. I followed him at many places and heard countless compliments of his great work. He is certainly a man of tremendous power, and whatever faults of manner or matter of discourse I believe may be his, from what I have heard of him, they are as the spots to the sun. Very truly yours,
E. W. HOCH,
Evangelistic Committee,
Marshalltown, Ia.

A Druggist's Opinion

The opinion expressed by H. C. Burks, of the Decatur Drug company, of Decatur, Ill., is the opinion of a keen-minded business man:

Dear Sir: At the request of the secretary of our Y. M. C. A., I am pleased to add my testimony regarding "Billy" Sunday and his excellent corps of helpers.

I thoroughly believe that Mr. Sunday is a whole souled Christian gentleman being used wonderfully by God to not only bring sinners to accept Christ but to awaken God's children to action. All the good accomplished in Decatur thru his efforts will only be known in heaven.

Thousands have been converted and thousands awakened to their Christian duty. Any community will be very fortunate if they can secure Mr. Sunday's service in saving souls. Wishing you God speed, I remain very truly yours,
H. C. BURKS, Manager.

Rev. F. G. Davies

I cannot use words strong enough to convey my appreciation of Mr. Sunday's blows at evil in all forms and his matchless efforts for righteousness, whether personal, civic or national. Yours for the Master,
FREDERICK G. DAVIES,
Pastor First Baptist Church.

DOES "BILLY" SUNDAY HURT BUSINESS?

(From Decatur Herald)

A Business Boomer

Throughout the Bloomington revival which comes to a close tonight, people have looked into that city from McLean and surrounding counties to hear the base ball evangelist. Railroads have run special trains to accommodate the popular clamor to get to Bloomington. Business houses in Bloomington report that the city which gets him is much heavier trade in the last five weeks than previously, while the hotels and restaurants have been overrun. On Sundays crowds have been turned away from the eating houses because of the inability to care for them.

If staid, old fashioned Bloomington and McLean county are capable of such enthusiasm, what about Decatur and Mason county, where business propositions and other good things are seen, grasped, executed and then forgotten, while Bloomington is still debating on the advisability of doing something?

Helped the German's Business

"What effect has Sunday had upon the saloon question in Bloomington?" Nearly every traveling man or visitor to the McLean county capital asks that question before he has been in the town an hour.

Naturally a religious upheaval where nearly 5,000 persons make a stand for "the square deal" and "righteousness" must have some effect upon every institution worthy of notice in that community. Nearly every saloon keeper in Bloomington will admit that the revival has affected his business.

"Never had so much business in five weeks before in my life as I have had since Billy Sunday came to town," declared one fat and sleek German bartender with a girth bulging like a barrel. His face was wreathed in a broad, infectious grin.

"I haven't done hardly a thing since the meeting started," admitted another saloon keeper whose place of business is within a half block of the tabernacle.

Sensational But Not Emotional

Billy Sunday is sensational beyond any possibility of controversy. But there he draws the line, before his audiences. Whatever else he may be, Mr. Sunday is not an emotionalist. He will reason with his audiences for an hour and a half at a time, his tongue going at a mile-a-minute clip with pauses scarcely long enough to catch his breath. Fully half of that time he will utilize in entertaining his five thousand auditors; much of the time they will be laughing, and he will laugh

with them, but not a tear will be shed in the entire tabernacle.

Tersely put, with due allowance for exaggeration, Billy Sunday's method is to laugh, rather than cry, his audiences into heaven.

No Sizzling Hell in His

In recent years it has become a custom among the greater portion of the evangelists of this country to work upon the emotions of their audiences; in short to scare them into repentance. As a result after the revival ends, the inspiration of this fear departs for some new field, the new-found religion goes with it. Awful pictures of death and hell are painted, and one can almost hear the sizzling of flesh in the cauldrons of brimstone.

That isn't Billy Sunday's style. He has said so repeatedly. He doesn't preach it, and he will not permit it to be preached at his meetings. Professional shouters are conspicuous at Sunday's meetings by their absence. Sometimes women faint, but it is because of the crush of the crowd, and not because of any deep emotion.

Sunday, with all his aversion for emotionalism, believes firmly in the old-style religion. He gives formal religion, the sake of appearances, a stab in the back at every opportunity.

Billy Sunday gives one the impression of being a college freshman with "nerve" galore at times during his meetings. In an instant he will throw off the mask of youthfulness and is transformed into a full-grown man, every fiber of his being pulsating with a mission and a notion that sweeps everything before it.

"Square Deal" and Dogma

What does Sunday preach—what is his creed? It is a question that hundreds of persons in Decatur have been asking for several days. Summed up his creed is the "square deal."

Sunday's message is not especially worth mentioning, for its newness is the "same old gospel" preached by Paul, on which all revivals are based. It is Sunday's method that makes him an unique figure; it is the startling dress with which he clothes the message, the Sampson-like vigor with which he strikes his stage hammer blows, the cyclonic whirlwind of language that he sweeps over his audiences, the ceaseless flow of Anglo-Saxon talk delivered in grammar suitable to the White House, but in figures of speech taken from the street corners, the barber shops, the base ball diamond, the prize ring, the saloon, the counting room, the halls of scholasticism, the scientific laboratory, the den of vice, the medical clinic.

In one of his sermons in Bloomington the evangelist surprised his audience by making some quotations from English literature that one would not ex-

pect in anyone short of a college professor in the old English poets and other historic writers with a familiarity that caused his audience to sit back in open-mouthed wonder. Sunday noted the astonishment on the faces of his hearers:

"You are wondering where I learned all of this lingo, aren't you?" demanded the evangelist as he paused for breath.

"Well, I'll tell you. I have just come from making a speech before the Woman's club."

It was several seconds before the audience had finished laughing.

Mind Full of Information

His information is wonderfully broad and amazingly accurate. Three medical men with national reputations exclaimed simultaneously at the close of a physiological sermon that he is the only man in the pulpit who ever talked accurate medical science. He attacks evaded lution, but not with the old pseudo arguments heard in many pulpits. He makes an argument that was originated by the close friends of Herbert Spencer and which has shaken the certainty of men who were in the king row of modern scientific thought.

He is an appreciative public man. He knows good newspaper work, and never fails to express his appreciation to the press tables as he goes by each evening, with discrimination and appreciation. It is not tatty that pleases him—he will pick out some good writing and mention it as such, even if the writer ridicules or roasts him.

Sunday can and sometimes does act like a Barker for side-show on a big drunk. During the first week of his revivals he puts on the best vaudeville show to be found anywhere in America. Actually patrons of the theater or the regular vaudeville houses will prefer to hear Sunday and see some of his athletic gyrations than to see the best contortionist on the stage. Then he is a combination of Jerry Simpson, Senator Tillman and a side show Barker all in one. Later on, especially on Sundays, he is as correctly conventional as an Episcopal rector or a Presbyterian college president.

Saloon Man's View

Usually the bartender and saloon-keeper will look upon a man like Mr. Sunday with enmity, to a visit to several saloons in the city last week by one determined to ascertain the liquor dealer's view on the matter shows that practically no man in the city engaged in that business bears Mr. Sunday malice. Many are inclined not to express their opinion about Mr. Sunday, further than that they agree in many instances that he is doing some good. As one bartender put it: "If it will make a sober man out of the

drunkard, an honest man out of the swindler, the world is that much better for the change." One bartender said that there has been less heavy drinking among his customers since Mr. Sunday came, tho he did not notice a falling off in business as a result.

Sunday's Delightful Informality

Mr. Sunday is delightfully informal with his audience. With it all he maintains a kind of quiet dignity that even his most intimate associates do not overstep. The actions of his assistants toward him are marked with deference. They suggest things, and then wait eagerly to learn their chief's decision. If he approves they are happy. If he disapproves they acquiesce silently, giving way to his superior judgment.

Mr. Sunday rents a home already furnished every city where he holds a revival. His home in Bloomington is at 403 East Washington street, in the aristocratic section of the city. There he and his family and all of his assistants live.

His Life at Home

Mr. Sunday's family consists of himself, his wife, his mother, and his two children. One of the children is a 5-year-old boy, the other is less than 2 years old. Of his elder boy Mr. Sunday is especially proud. The first thing that he does on reaching his home after a service is to grab the boy up in his arms and have a romp. Then he goes to the bath room and takes a hot bath. Emerging from the bath tub he dons a heavy bath robe, which he wears down to the supper table, and until time to dress for the evening service.

Every one of Mr. Sunday's assistants is ever on the alert to relieve their general-in-chief of some detail of the enormous work that he is carrying on. He is constantly urged to "put on the brakes" and go at a less tremendous pace. Their advice goes in at one ear and out at the other.

"I often wonder," said the evangelist one night, "who will do first—my wife, my mother, my children, or myself. I suppose that it will be me, tho, for I am going at too rapid a pace. But that's the way I was built."

Good Feelings Among Churches

One of the most noticeable effects of the revival is that it is leading to a union of all of the churches in the towns and villages near Decatur. Generally there is a spirit of intense rivalry among the churches in the small towns. There is a constant proselyting of membership. Often there is a

feeling of bitterness, and much back-biting. In the last five weeks that feeling has almost wholly disappeared in the towns near Decatur. Many of them are planning union revivals for the summer months. In some of them union revivals are in progress now. Monticello churches have united to the extent that they have agreed to erect a tabernacle for Pledger and Fischer to conduct a revival in the latter part of the summer. Latham churches also have gotten together and Mr. Pledger has promised them a two weeks' engagement. Tuscola is another town that is falling into line.

In Decatur the effect is marvelous. Never before in the history of the city have the churches united so harmoniously for the public good. If any of them have had petty jealousies they have succeeded in putting them aside for five weeks. Church elders, vestrymen, deacons, prudential committee-men, presidents of ladies' aid societies, presidents of Christian Endeavor societies, members of choirs, even ministers have gone forward and taken Mr. Sunday by the hand and confessed that their lives have not been quite right.

Dr. Hormel's Opinion

Something like two years ago Dr. Hormel spent a Sunday in our city. Of all the speakers we have had in our churches and in the Y. M. C. A. few have put such a spiritual uplift into the hearts of the men they meet as did Dr. Hormel. So his opinion would mean much to our people.

Ottumwa, Nov. 20, 1908.

The people of Ottumwa are enjoying a privilege that comes to a city once in a century or two. The greatest evangelist in the world is with us. So mighty are his sermons that from the first the great tabernacle which we built for these meetings has been too small. Rev. William A. Sunday has been with us but two weeks and already he has captured the town. The high school students are with him to a man and in a public manner have demonstrated their loyalty to Rev. Sunday and their purpose to stand behind the great work that he is doing. The leading men and women of all ranks of society are standing with him with an enthusiasm that beggars description. Let me give Rev. Mr. Sunday the strongest endorsement that I have ability to express in language.

I can get hundreds of the leading people in Ottumwa, who would count it an honor to subscribe their names to it. Every time he exalts righteousness as it is in Jesus Christ, every time he goes after sin in any of its many forms, and he leaves nothing untouched, he strikes the keynote that is in the heart of every lover of the in private and in public life. Among

the men who would gladly endorse what I am writing, are men of brain, men who know what true culture is, who know what true Christianity consists in, and who because of their ability and the confidence which their fellowmen have in them, have been placed at the head of every great enterprise for the uplift of humanity in our community, such men as T. D. Foster, John H. Morrell, Captain Hutchison, and others. The most loyal and devoted men and women of every church in the city and the country round about are the most enthusiastic in their approval of Rev. Mr. Sunday and the mighty work that he is accomplishing for every good of our city and the country about us. In the past twenty-five years I have had the privilege of hearing the best talent among the great champions of morals and religion, but Rev. Mr. Sunday excels them all. He is a man of such great power (and God can trust him with power) that five years I have had the privilege of hearing the best talent among the great champions of morals and religion, but Rev. Mr. Sunday excels them all. He is a man of such great power (and God can trust him with power) that five years I have had the privilege of hearing the best talent among the great champions of morals and religion, but Rev. Mr. Sunday excels them all.

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and every form of sin. We are convinced that few, if any can equal him in his fearless and faithful denunciation of every form of sin wherever found, and in his uncompromising proclamation of the whole truth. We are convinced that few, if any, can equal him in his mighty plea for a clean life, in private and in public, for God, home, and native land, and therefore we can unqualifiedly urge every lover of humanity, of God, and country to stand by him in the greatest work of our times. This passionate love for God and men is in and underneath all that he says and does. His every word and sentence are so big with truth and love that the soul is captured by them for Christ and humanity. Any one who has the least spark of love in his heart is persuaded almost at once hearing in spite of the wicked slanders against Rev. Mr. Sunday, that the all-absorbing ambition of his life is to save men for all that is highest and best in their life as well as for the world to come.

Leave nothing undone that you can do as a servant of Christ to get Rev. Mr. Sunday to come to your city. Never give up if it takes you years to get on his schedule. We worked hard against every opposition and discouragement, kept patiently imploring Rev. Mr. Sunday and the Lord of the harvest, until it was laid upon the heart of the man of God to come. One hundred twenty-five cities were turned down for Ottumwa. Now we are in the midst of the privilege of a life time for our sons and daughters and for our city. We who worked the hardest to get him realize now that the greatest work that we ever did for the good of our city was to get Rev. William Sunday to lead us in this campaign of righteousness. Let me close with saying that he is the greatest Bible expositor that I have ever heard. My best prayer for you is that your city may sometime soon have Rev. Mr. Sunday to lead them in a campaign for God and men.

Sincerely,
W. H. HORMEL.

Rev. Pye Writes

The following note from a former Marshalltown pastor reads:

Storm Lake, Nov. 26, 1908.
Rev. Mervin N. Smith,
Marshalltown, Iowa.

Dear Brother: When at Winona lake a year ago last August, Rev. William Sunday said, while he did not preach like Mr. Sunday, nor work like him, he would stand on his hands if he could bring as many men to Jesus Christ, as he did. Mr. J. C. Day was with me at the time. Mr. Day is pastor of Irvington avenue Presbyterian church, Indianapolis. I wish you every success. Yours truly,
NATHANIEL FYE.

The Marshalltown Evangelistic Association, Incorporated