

"BILLY" SUNDAY'S SERMON TODAY

SUBJECT: "PERSONAL WORK"

Prov. xi, 30: "He that winneth souls is wise."

"There are many people who want to win somebody for Jesus and they are waiting to be told how to do it. I believe there are hundreds and thousands of people who are willing to work and who know something must be done, but they are waiting for help. I mean from men and women of ordinary ability. Many people are sick and tired and disgusted with just professing religion; they are tired of trotting to church and trotting home again. They sit in a pew and listen to a sermon; they are tired of that, not speaking to anybody and not engaging in personal work; they are getting tired of it; there is nothing to that. A lot should wake up and go to the rescue and win for Jesus Christ."

"I want to say to the deacons, stewards, vestrymen, Prudential Committee, that they should work, and the place to begin is at their own home. Sit down and write the names of five or ten friends, and many of them members of your own church, and two or three of these are members of any church; yet you mingle with these people in the club, in business, in your home in a friendly way. You meet them every week, some of them every day, and you never speak to them on the subject of religion; you never bring it to their attention at all; you should be up and doing something for God and God's truth. They are always opportunities for a Christian to carry on. There is always a chance to speak to some one about God. I am not going to theorize; we are dealing too much in theories and speculations. This or that interpretation of some doctrine or doctrine is not going to give you spiritual power. COME OUT FOR GOD."

"You carry your religion with you by the bare truth. Be just and out for God. Have a heart to hear; talk with some people and win them to Christ. The first recorded words of Jesus are these, 'What ye not I must be about my Father's business?' He was lost and they found Him sitting in the temple and He had the old Pharisees and doctors of the law tied up in a bunch. That whole bunch had brain fever trying to keep up with Him and He was only 12 years old. His mother found Him and said: 'Son, don't you know we have been searching for you?' He answered, 'What ye not, I must be about my Father's business?' and from then until now He has been calling us to go forth and do His work. Mothers should plead with their children, and they in turn should plead with their friends for religion."

"The trouble is we are too lackadaisical in religion, indifferent and dead and lifeless. That is the spirit of the committees today in the church. I think the multitude in the church will have to get converted themselves before they can lead any one else to Christ. It is my firm conviction after 18 years of experience in the work that half the people in the church have never been converted, have never been born again. I take up a bottle of water, uncork it and take a drink. That is experimental. One sip of water can convince me more of its power to slake thirst than 40,000 books written on the subject. You know quinine is bitter because you have experimented; you know fire will burn because you have experimented; you know ice will freeze; it is cold, you have experimented."

"A man must experience religion to know God. All you know of God is what you read in some book or what you heard somebody else talk about; you haven't lived so that you could learn first-hand, so most of your religion is second-hand. There is too much second-hand stuff in the church. It is your privilege to know and to have salvation. Jesus said to Peter, 'When you are converted strengthen thy brother.' You are not in a position to help anybody else unless you have helped yourself. God doesn't save on the instalment plan. A man is either on the road to heaven or on the road to hell. God doesn't do things by halves."

NEED BIBLE IN WORK. "It has been said that God made the birds without wings and they hopped and crept around but didn't sing, and after a while God put wings on them and they commenced to sing. Not on your life. When God made the birds He made them all. God does not have to double on the trail and back-track. When the Lord does a job he finishes it right and you can't improve on it. The trouble with a lot of you church members, you spend too much time dreaming over 'The Lady of the Lake,' Milton, Bacon, Shakespeare, Chaucer and a lot of such things—you can quote Shakespeare by the yard for the devil and he will give you the ha-ha. If you take the word of God He will take the crown. So many church members know nothing about the Bible. A preacher will take a text from the Bible and get as far from it as the east is from the west. A young preacher just out of the seminary said: 'Mark me son, I'm myself, my preaching, to the Bible.' Just like a shrimp would say, 'Must I confine my preaching to the Atlantic Ocean?' Imagine a little minnow saying, 'Must I confine myself to the Atlantic Ocean?' Must I confine myself to the Bible? Just as if his intellect would exhaust in 10 or three sermons: 'We have cut loose from the Bible, and any man who is living contrary to the Bible is a sinner, whether he feels like a sinner or not. Every man who is living contrary to the laws is a criminal, whether he feels like it or not. A man who breaks the law of God is a sinner, and is on the road to hell, whether he feels like it or like a saint. Jesus came into the world to reveal God to man, and man reveals Him to man. The only revelation we have of Jesus is through the Bible. You have got to know Jesus to know God; that's how I get through there. There is no revelation for God to make of himself greater than He has made through Jesus Christ. It is not possible for the human intellect to have a greater conception of God. Every man needs Christ. Jesus is the Saviour that he needs and he has got to know the Bible to show what it is that makes Jesus the Saviour. He needs a saviour and now is the time to accept the Saviour and be saved. That's what the Bible says."

HOLY SPIRIT NECESSARY. "Then you need the Holy Spirit. Without Him you cannot do anything. The spirit of God works through clean hands. There are too many dirty hands, too many

dirty people trying to preach a clean gospel. I have known men that have preached the truth and God has honored the truth, although their lives were not as they should be. But God honored the truth and He who preached the truth. But if they had been Christians themselves then God would have honored them more, because He would have honored them and the truth. "If you don't believe me, then believe the truth itself. By their fruits ye shall know them. You bet your life the devil had nothing to do with sending me to Philadelphia. Nor the devil's gang. I didn't come by the invitations of the brewers, the saloonkeepers and the gamblers. That gang didn't invite me to town. They had nothing to do with it. They have no use for me; nor I for them. "Prayer. Three-fourths of the church members has no family prayer. I will bet my life against a canceled postage stamp today that half the people here did not read the Bible nor pray before they came here. You wash your hands, wash your face, comb your hair, dress yourself; you get your breakfast, your dinner, your supper. Yes, did you read the Bible? No, did you pray? No. If you care for the physical manhood and womanhood, you would be just as dried up and useless and weak physically as you are spiritually. I have a physical nature that demands food and care. Then, too, I have a spiritual nature that demands food and care, and the Word of God. You let your spiritual life starve. That is the reason your pews are full of driftwood; that is the reason that religion is but a mirage. ASK GOD FOR POWER."

"Pray God to give you power. Pray God to give you power to carry on His work after you have become converted. I don't preach a sermon that I don't pray God for help, and I never finish a sermon that I don't thank God that I have preached it. I never finish a sermon but that I ask for power to carry on the work; strength to carry it along. So I get ready by praying. I never preach a sermon that I don't thank God that I have preached it. "Pure hearts. If I have any inquiry in my heart the Lord will not come in. We need a wise head. We need horse sense in preaching. We need horse sense in what we do. I think God is constantly looking for a company of men and women that are constantly alive. There are too many dead ones. He needs men and women that are always at it, not only during the revival; we need to be full of faith; dead in earnest, never give up, a bulldog tenacity and stick-to-it-iveness for the cause of God Almighty. "That is what God is looking for. Men have done things just for the applause of the world. Newton would study all night to get a sentence to embody a thought. Reynolds would sit for 26 hours without food to get the right word to write an ode. Wesley used to travel from 200 to 250 miles a year on horseback in the days of itinerant Methodism and get most of his rest and sleep right in the saddle. Becher Cartwright, an itinerant preacher in Illinois in the days of Lincoln, traveled from Cairo to Heland, Ill., riding horseback—what would he do? He used to have to swim rivers five to seven times a day; he would have to find foot logs, strip off his clothes and leave them on the opposite bank, come back and get his horse and swim across; night would overtake him and he would sleep on the prairies, lying down there without anything to eat. CHURCH APATHETIC."

"The church of God has not smelled gunpowder for 150 years; that is what is the matter with it; it has become proud, haughty, arrogant, self-centred and apathetic to men's lost condition; there is not a church in Christendom that has not occasion to thank God for Lyman Beecher. He preached and John Newton was converted. Scott heard Newton and Scott was converted. A peddler went to a home and sold a Bible where there was a little boy named Richard, who read it. Richard Baxter wrote 'Saints' Rest' and Philip Coleridge read 'Saints' Rest' and he wrote 'The Rise and Progress of Religion.' Wilberforce read 'The Rise and Progress of Religion' and he wrote 'Practical View of Christianity.' Doctor Chalmers read 'Practical View of Christianity' and he wrote the 'Expulsive Power of New Affections.' Doctor Chalmers got the idea for his book when riding in a Western stage coach, and he noticed that the driver whipped the off mule whenever he came near a projecting ledge or rock when they were going along the gorge 200 feet deep and he beat him. He said, 'Why do you abuse that mule?' and the driver pointed to the ledge of rocks in the path, 'I'm afraid he will shy and fall over, and if I beat him just before we come to it it takes his mind off it and he goes by,' and thus Doctor Chalmers got the idea of expulsive power of new affections. Get Jesus Christ and the cards will go out. Get Jesus Christ and you won't need a coach. It is all over with shows. Let the Bible come in and the novels will go out. CLASSES TO HELP."

"There are five classes of people, and this classification will touch every man and woman in Philadelphia, New York or London. Many work in every community who cannot attend church. If you get in a railroad town there are lots of people who must work on Sunday. Certain work must be done on the Sabbath. Christ recognized that fact when He walked through the cornfield and plucked an ear of corn and the gang that walked after Him, seeing Him pluck

Unitarian Christianity
What Is Heaven?
To Learn the Unitarian Thought on This Subject Come and Hear
Rev. Alfred R. Hussey
This Evening at 8 o'clock in the GERMANTOWN UNITARIAN CHURCH
Chelton Avenue and Greene Street
Organ Recital, 7:45 to 8
Soloist, John J. Joyce, Jr.
The thought of heaven has been one of the most beautiful in human life. It has been the solace of those who felt that they did not get their deserts here. It has been a special reward in the future, a special faith. But is it not time that a larger and more vital conception takes the place of the crude doctrine of the past? Is it not time that the outcome of the moral life here and now be pictured with vividness and insight as to turn people from sin and uplift them with the vision of the joy of goodness and truth?
Wednesday Evening, Rev. E. H. Reeman, of Lancaster, Speaks on
THE SALVATION OF THE SINNER
Soloists, Henri Merriken and Bertrand Austin, Cellist
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and eat the corn, cried out: 'He breaks the Sabbath; He eats corn on the Sabbath.' Those old scoundrels would not give Him anything to eat, but they tagged along there and He turned about and said: 'If you had eyes and they fell in a pit on the Sabbath, will you save them there or will you take them out? Don't you lead your horse to water on the Sabbath or any other day; then have a little horse sense.' Some people think if they don't build a fire on the Sabbath, but sit around and eat a cold lunch they are honoring God. If somebody smiles, they say: 'Oh, don't smile on the Sabbath.' Doesn't the Lord have a hard time of it? But for the five classes, which include all of you: "First, those who cannot attend church, and you will always find some; some are sick, shut in, some have to work in hotels and restaurants, the maids in your house have to get your meals, the railroad men have to go out, the furnaces must be kept going in the steel works. "Second, those who can attend and who do not attend church. There are a million people that can and don't attend church. Some fellows never darken the church door until they die and they carry their old carcasses in to have a large funeral; it is no compliment to any man, and it is an insult to manhood and decency to the individual that he never darkens the church door. But he darkens the door of the grog shop any day. COME FROM CURIOSITY."

"Third, those who can and do attend church and who are moved by the preaching. There are lots of people who come out of curiosity; some one tells a lie and they say, 'Let's go down and hear that fellow, Billy,' and they come down to find somebody stringing them; they find I am preaching the truth to them, for a fellow knows the truth when he hears it. A saloonkeeper down here said: 'I dare not go, dare not hear him any more; if I do I will lose my job. He knows what I preach is the truth and he never falls. Every man that hears it gets a multitude like that. "Fourth, those who can go to church and who do go to church and are moved by the preaching and convicted but not converted. Every man that hears the truth is convicted. That saloonkeeper

is convicted, he knows what I preach in the truth and he knows he cannot do that and be a Christian. Talk to those men about Jesus Christ. Get them to take their stand for righteousness. "Fifth, those who can and do go to church and are convicted by the preaching and converted. They need strengthening. They are converted now but they need the benefit of your experience. You say, 'Where will I find these people to talk to them?' Where won't you find them? Where can you find a place where they are not, and that is in the cemetery. Right in your neighborhood, right in your block, how many are Christians? Is your husband a Christian? Are your children Christians? If they are, let them alone and get after somebody else's husband and children. Don't sit down and thank God that your husband and children are Christians. Suppose I were to say to my family—my George, my Nell, my Paul, my Helen are Christians: 'We are all Christians, let the rest of the world go to the devil.' There is too much of that spirit in the church today. WORK ALL THE TIME."

"Go from house to house. Go to the people in your block, in your place of business. Have you said anything to the telephone girl when you called her up? You are quick enough to jump on her when she gives you the wrong number. Have you said anything to the delivery boy—to the butcher? Have you asked the milkman? Have you said anything to the newsboy who throws your paper on the doorstep at night? Have you called them up at the newspaper office? Have you said anything to the girl who waits on you at the store, to the servant who brings your dinner in at home, to the woman who scrubs your floor? Where will you find them—where won't you find them? "Notice these facts: First, out of Jesus Christ there is no salvation; second, that all have sinned, and that all who came to repent shall not be cast out. None is saved unless he is born again. Remember faith, and not feeling, saves the people; I never talk to any man, 'How do you feel?' No, sir. Feeling is the result. Faith is required. God requires us to believe to be saved. Obedience and blessing always walk arm in arm. They never fall. The Bible is the only guide. There is no salvation in hell. The man that preaches future probation lies. If the man don't settle it before he dies, he never has a chance. It is all over with it. What is the use of me ruining my

throat if these old sinners have a chance to be converted in the other world? Let them go. GOD LOVES FOLKS. "When you look around and see young men and women with their characters forming, and realize that they are forming for life, it astounds and distresses us how so many men and women can be so different. People come to me and say: 'Mr. Sunday, you work so hard, I worry about you.' Great God! You are so lazy I worry about you. The indifference of a lot of people astounds me forty million times more than my energy astounds you. How can you see people go to hell and doing nothing to save themselves I cannot understand. They won't wait upon the Lord to renew their strength. "If go home many afternoons so tired that I think that I won't come back at night; but I come back at night as fresh as a daisy. Why? Because the Lord refreshes me. And no man or woman tries any higher or works any harder than I do. This is not egotistical, but the truth. "Be natural. I try to be. I have no more puppet manners than some others have on the street. Just try to be folks all the time. If there is anything God loves it in folks; and not the codfish, dogy aristocracy. I don't have one tone of voice here and another when I go to the grocery. "Here is something you can all do. Invite the unsave to come, and talk with them in private. Speak with them at home. Write them a letter. I wouldn't send anybody a postcard. I would spend two cents instead and send him a letter. With all the means we have in this city, it should not be hard to reach the unsave. CHURCH MEMBERS NEED CONVERSION"

Continued from Page One
should once more be under the protection of the family altar. All those interested in the Philadelphia campaign were urged to get busy at once and to try to help save the tens of thousands in every walk of life. With more than 900 converts credited to his first three weeks' preaching, "Billy" feels greatly encouraged. But leaders

in the organization work of the Philadelphia campaign are anticipating that time to increase and the number of "trail-hitters" will grow each day. It is pointed out that the campaign of "personal workers" is just beginning to bear fruit, and the 5,000 men in the Bible classes, organized by the Rev. George G. Doney, have only begun to bring their delegations to the tabernacle during the last few days. BUSH WEEK FOR AIDERS. This is going to be a busy week for the special workers of Mr. Sunday's party. "Jack" Cardiff opened the campaign for this week with a meeting held at room for the employes of the Haines & Cadbury Company in their plant at 130 Ridge avenue. The Rev. J. W. Welch held a meeting at the same hour for students of the Hahnemann Medical College. Mrs. Robert Stover will hold services for high school girls each afternoon in the central part of the city, while Miss Rose Petheroff will conduct daily meetings in the outlying sections. Mrs. Stover's rallies are to be held for the pupils of Sunday school district No. 5 in the Arch Street Methodist Church this afternoon. Those of district No. 4 will meet in the Central Congregational Church on Wednesday; those of district No. 7 in the Chambers-Wylie Memorial Presbyterian Church on Thursday; those of district No. 8 in the Holy Trinity Church on Friday, and those of district No. 3 in the Grace Baptist Temple on Saturday. All these services will begin at 2:30 o'clock. Miss Petheroff's schedule for the week follows: Today, at 10 a. m., district No. 15, in North Frankford Baptist Church; at 2:30 p. m., district No. 2, in the 29th Street Methodist Church; at 3:30 p. m., district No. 4, in the Gethsemane Baptist Church. Tomorrow, at 10 a. m., District No. 20, in the Ashbury Methodist Episcopal Church; at 2:30 p. m., District No. 19, in the Centenary Methodist Episcopal Church; at 3:30 p. m., District No. 18, in the Calvin Presbyterian Church. Thursday, at 10 a. m., District No. 14, in the Fourth Reformed Church, Roxborough; at 2:30 p. m., District No. 12, in the Toga Presbyterian Church; at 3:30 p. m., District No. 13, in the Cookman Methodist Episcopal Church. Friday, at 10 a. m., District No. 16, in the Market Square Presbyterian Church; at 2:30 p. m., District No. 9, in St. Luke's Methodist Episcopal Church; at 3:30 p. m., District No. 13, in the John Chambers Presbyterian Church. Saturday at 10 a. m., District No. 11, in the Logan Baptist Church; at 2:30 p. m., District No. 1 in the 60th Baptist Church; at 3:30 p. m., District No. 11 in the East Allegheny Avenue Methodist Episcopal Church. Miss Grace Baxa, besides conducting her Bible class in the tabernacle every afternoon at the close of the services, will, with the exception of Saturday, leads classes as follows: Today, Bethlehem Presbyterian Church; tomorrow at Temple Lutheran Church; Thursday at the East Baptist Church; Kennington, and Friday, Trinity Lutheran Church, Germantown. Miss Jean B. Lamont, will conduct a class for Roxborough in the Fourth Reformed Church, Manayunk, this afternoon; one for South Philadelphia in the Holland Memorial Chapel tomorrow afternoon; for Frankford in the Frankford Methodist Church on Thursday, and in the Mt. Hermon Reformed Church on Friday. The business women's noonday meetings, in charge of Miss Frances E. Miller and Miss Florence Kimney, will be continued in the Chambers-Wylie Presbyterian Church tomorrow, Thursday and Friday. Luncheon will be served from 11 to 12:00 o'clock to 2 o'clock. Boys and girls' meetings, in charge of Miss Alice Miriam Gamlin, were announced for 3:45 o'clock this afternoon in the East Montgomery Avenue Methodist Church, and at 4:15 in the East Baptist Church. Tomorrow afternoon at 3:00 o'clock there will be a meeting in the Allegheny Avenue Baptist Church, and at 4:15 in the Port Richmond Methodist Church. The early meetings on Thursday will be held in the Emmanuel Reformed Episcopal Church, and the 4:15 meeting in the Providence Methodist Church. On Friday at 3:45 o'clock the boys and girls are to meet in the Erie Avenue Methodist Church, and at 4:15 Miss Gamlin will be at the Leahy Avenue Baptist Church. Mass-meetings for teachers will be held tonight and Thursday evening, at 8 o'clock. Tonight the meeting will be in the Frankford Avenue Baptist Church, and on Thursday it will be in the Fairhill Baptist Church. Tomorrow evening, at the same hour, Miss Gamlin will conduct a mass-meeting for parents in the Sunmerfield Methodist Church, and on Friday evening she will have another parents' meeting in the Fairhill Methodist Church. Mrs. E. N. MacMillan will be the chorister for the boys' and girls' meetings. Other Billy Sunday News on Page 14

Increasing Responsiveness

The correspondence of THE LADIES' HOME JOURNAL with its readers during 1914 was greater by 110,845 letters than it was the year previous.

THESE 110,845 letters were letters of inquiry—asking for something the need of which was inspired by the magazine, and asking in a spirit of earnest confidence in the magazine.

Some of the departments in which there were notable increases were:

	1913	1914	Increase
Architecture and Art	10977	31792	20815
Children's Department	17489	20515	3026
Entertainment	25102	41903	16801
Miscellaneous Fashions	25676	36548	10872
Hair Questions	8981	10583	1602
Home Dressmaking	10212	12319	2107
Millinery	4639	7229	2590
Minister's Social Helper	5732	8030	2298
Mother's Registry	19184	22146	2962
Needlework	36775	59520	22745

This increasing volume of inquiries means that JOURNAL readers are reading the magazine in a mood not only of strong confidence, but also of responsiveness, keener attention, a stronger and stronger tendency to act.

Advertisers, too, are feeling this same increased responsiveness and getting better results than ever from the columns of the JOURNAL.

In the latter part of 1914 one manufacturer, with four advertisements, averaging less than a quarter page each, received 10,000 requests for a booklet.

Another, running half pages, is receiving 30 inquiries a day, each enclosing 5c or 10c for booklets. A color page used by this same advertiser brought 5500 mail inquiries for a special booklet—and thousands more were received at retail stores.

During the month of December alone an advertiser who has been using quarter pages or less received 13,312 inquiries directly traceable to the JOURNAL, each enclosing 10c for the sample offered.

Still another, whose business is primarily through dealers, found that in 1914 the direct orders received from JOURNAL readers in towns where his goods were *not on sale*, brought in \$3500 more than his advertising cost. To say nothing of a large increase in his sales through the regular retail channels.

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