

CALLING THE RICH TO REPENTANCE

A Religious Crusade to Evangelize the Millionaire Community of Fifth Avenue, New York

"Come to repentance!" Through fashionable Fifth avenue in New York City—the richest residential thoroughfare in the world—echoes this cry of the evangelist.

"Confess your sins—confess and be saved!" To the palatial homes of the Vanderbilts, the Astors, the Harrimans, the Goulds, as well as to those less weighted with worldly treasures who live in that section of the city the invitation is extended. In the splendid apartment houses and hotels—the St. Regis, the Savoy, the Plaza—hang announcements of evangelistic services, held in the Fifth Avenue Presbyterian church, and the urgent invitation to come and repent is pressed upon all. And it is desired particularly that the rich shall come.

Already the harvest promises abundant returns. Services are conducted each Sunday evening. World-famous evangelists have pleaded with the congregations. "Shortly 'Gypsy' Smith, who is to come from England, will preach of the treasures of the life everlasting, and the notes struck recently by the pastor, the Rev. Dr. J. Ross Stevenson, in his sermon, 'Rich—In What?' will continue to ring in the ears of fashionable Fifth avenue. 'We hope to see other churches follow this example and have evangelistic meetings in the homes of the wealthiest churches," declared John H. Converse, chairman of the evangelistic committee of the Presbyterian church. "Most important results for the welfare of the people must follow."

Conceived in the mind of one of the wealthiest and most respected men in the United States, the idea of holding evangelistic services in the rich and fashionable churches of the big cities is attracting widespread attention in all parts of the country.

About six years ago Mr. Converse, head of the great Baldwin Locomotive Works in Philadelphia, accepted the chairmanship of the evangelistic committee of the general assembly of the Presbyterian church, and in this capacity interested the Rev. Dr. Stevenson and his congregation in evangelistic methods of church work.

The Fifth Avenue Presbyterian church is one of the oldest religious organizations in New York. The congregation is one of the wealthiest. It has long been considered one of the most exclusive in the country. Located at Fifty-fifth street and Fifth avenue, it is in the heart of the fashionable residential section of the city. In the vicinity also are the great apartment houses that are the dwelling places of the very rich and in the intersecting streets nearby are many apartments for college students. A most fertile field for religious endeavor. "Here was a valuable property worth millions," recently declared Mr. Converse. "It seemed to Dr. Stevenson and his associates that it might be utilized to a greater extent than was being done. Only two Sunday services were held, one in the morning and one at four o'clock in the afternoon. Under his leadership the authorities of the church engaged the Rev. Edwin F. Hallenbeck, of Birmingham, N.Y., as associate pastor, and evangelistic services were begun on November 10th."

At this first meeting the speakers included Dr. Stevenson, Rev. Dr. John F. Carson, of Brooklyn, and Mr. Converse. Speaking of the importance of these services, Mr. Converse declared: "It is hoped that when the great power and ample resources of such an important organization as this are exerted in the direction of evangelistic work in New York city, most important results for the welfare of the community and the upbuilding of the kingdom of heaven will result."

"I have no doubt other churches in New York and elsewhere will be led to follow this excellent example. Preaching of a distinctly evangelistic character, with the purpose of converting the unconverted, will stimulate Christian service. These churches are beautiful and offer a great opportunity to reach non-churchgoers."

"Do you think such services would have any effect on the business life of the people?" was asked. "Certainly," he replied. "Take the recent financial crisis; it was caused by a lack of confidence which resulted from the financial transactions of men who did not value the golden rule. 'A church like the Fifth avenue



John H. Converse, a prominent layman in the religious movement.

would naturally attract the better class of non-churchgoers, more so than a church in the slums, although no distinction is made. The trouble in business devolves on crooked and irregular transactions and if the teachings of Christ were followed there would be a healthier state of affairs." And he added:

"It seems to me that there is a certain difference of appeal in the evangelistic preacher, in the character of the service he conducts, that leads people to a confession of faith. The original that is to say, the first-form of gospel preaching was like the present method of the evangelists. St. Paul was an evangelist, Christ was an evangelist. He preached by the roadside, from boats, from the hilltops. The apostles, in their proselyting work, pursued the manner of the evangelist."

"Every man should make an open, public confession of his faith if he is in deep earnest—the rich as well as

the poor. The scriptures indorse it, all but demand it. I consider it is one of the chief intentions of religious feelings."

Following the suggestions toward conducting evangelistic services, a committee of the session of the Fifth avenue congregation was appointed about a year ago to devise a plan by which to utilize the church for more effective work in reaching the people living in the vicinity.

This committee consisted of Samuel Auchincloss, Edwin J. Gillies and Frederick A. Wallis. When the plan was decided upon an invitation was extended to Dr. Hallenbeck to become associate pastor and take charge of the Sunday evening meetings.

Dr. Hallenbeck is eminently fitted for the work, it is declared, having conducted evangelistic services with Dr. J. Wilbur Chapman during campaigns in Pittsburgh, Pa.; Louisville, Ky.; Newark, N.J.; Boston, Mass., and Detroit, Mich.

At the services distinctly evangelistic sermons are delivered. Appeals are made to the unconverted and at the after-meetings many have professed conversion. A large chorus has been formed and before and after the sermons there float through the magnificent nave in rolling tones of sweet appeal, the words of the "Glorious Song," "Tell Me 'Till I'm Dead," "The Old-Time Fire," and other famous revival hymns.

Already a Bible class has resulted from the meetings. Scores of men have united to study the Bible and they meet every Sunday morning. After the sermons personal appeals are made. A large corps of ushers has been especially trained in the work. They greet the people pleasantly, escort them to the seats with extreme politeness and show them every attention. "We want to show them that they're not in an iceberg," said Dr. Hallenbeck, "even if they are in a Fifth avenue church. We wish to be as cordial as possible. Each Sunday night the church

crowded to the doors. Three-fourths of the congregation are men. This is regarded as a sign of unusual interest in the campaign, as women usually predominate at religious meetings.

Although it is not officially stated, it is hinted that a special appeal may be made to New York's "Four Hundred."

"Will you work along the lines of the Rev. Dr. R. A. Torrey when he was in London?" was recently asked of one of the men in charge of the services.

It will be recalled that Dr. Torrey carried his evangelistic campaign into the inner circles of the "Upper Ten" and got a working committee among the peers and peacocks.

"Possibly this may develop in New York," was the reply. "Who can tell?"

Even now the question of repentance is up to those millionaires who are not religious. The invitation has been offered. In a church in his own aristocratic section of the city, the worldly capitalist may confess his wrongs and the dishonest banker give up the evils of his ways.

Will there be any such results? The day is ripe. New York has passed through a distressing panic, chiefly due, it is asserted, to dishonesty in business methods and the crookedness of big financial operations. Will the appeal of the evangelist reach the hearts of the men? Their homes are close at hand. As they ride by in their splendid automobiles on a Sunday evening the appeal must ring out as they pass.

There seems something significant and strikingly timely about these meetings. What if other churches along the avenue of millionaires should throw open their doors and issue the evangelistic appeal? What if the fashionable—and often careless—rich should hear and heed? Surely there would be, as Mr. Converse says, a healthier state of affairs. One cannot but hope for the day when the golden rule will be applied in Wall-street.



Rev. J. R. Stevenson, Pastor of the Fifth Avenue Church.



Rev. E. F. Hallenbeck, in charge of the crusade.



Rev. John F. Carson, who conducts the afternoon meetings.



Fifth Avenue, North of 50th Street, the Millionaire Section.



Fifth Avenue Presbyterian Church, Headquarters of the Crusade.

Of course, the sermons at the church are not directed to the rich any more than to the poor. No special inference is made that the services are for the rich, or that the rich need salvation particularly. The gospel is preached at the meetings; the invitation is issued to all who may come. It is obvious, however, that the Fifth Avenue church will draw from the more prosperous classes of people. The history of the congregation dates back to 1808, when it was organized under the name of "The Presbyterian Church in Cedar Street." In 1834 it moved to Duane street, and in 1852 to the corner of Nineteenth and Fifth avenue.

The purchase of the property at Fifth avenue and Nineteenth street gave rise to the change of the corporate name, which since that time has been the Fifth Avenue Presbyterian church. The new church was dedicated on December 19th, 1852. Although it was far beyond the business district and convenient to the best residence part of the city the moving days of the Fifth Avenue Presbyterian church were not over, and in April, 1872, it was decided to erect another and larger church.

A building committee was appointed, consisting of William Paton, R. J. Stuart, Robert Dotner, James F. Sawyer, Harvey Fisk, John A. Stewart and Moses G. Baldwin, and it was under the direction of this committee that the present church at Fifth avenue and Fifty-fifth street was completed. At that time the Rev. Dr. John Hall, who had been called from Dublin, in 1867, was the pastor of the church. The opening services were held on May 9th, 1875. After the pews had been sold a debt remained, which was paid in June, 1877.

voted for the majority, these have been adopted in the Fifth avenue church. So successful are the Sunday evening meetings that Dr. Stevenson says it is probable that, in the near future, the church will be opened every night.

A little while ago the handsome four-story brown-stone house at the northeast corner of Seventy-eighth street and Madison avenue—in the heart of New York's section of wealth and culture—was taken possession of by the daughters of the Faith, as headquarters for the propagation of the work of that Catholic organization.

The idea is that there the leading representative Catholic women may be brought into closer personal touch with each other and the social problems of the day, and with non-Catholic women who may be interested in plans for higher social ideals. A committee of members will be present upon certain days to receive and talk with all non-Catholic callers who may wish explanation of the doctrines of the church and the purposes of the daughters of the Faith. During Lent there will be a series of talks upon topics of interest, and retreats for prospective Easter brides will be conducted.

DANGEROUS PURGATIVES.

Many People Ruin Their Health in Spring.

A spring medicine is an actual necessity. Nature demands it as an aid to carrying off the impurities which have accumulated in the blood during the winter months. Thousands of people recognizing the necessity of a spring medicine dose themselves with harsh gripping purgatives. This is a serious mistake. Ask any doctor and he will tell you that the use of purgative medicine weakens the system, but does not cure disease. In the spring the system needs building up—purgatives weaken. The blood should be made rich, red and pure—purgatives cannot do this. What is needed in the spring is a tonic, and the best tonic medical science has yet devised is Dr. Williams' Pink Pills. Every dose of this medicine actually makes new rich red blood. This new blood strengthens every organ, every nerve, every part of the body. That is why Dr. Williams' Pink Pills banish pimples and unsightly skin eruptions. That is why they cure headaches, backaches, rheumatism, neuralgia, general weakness and a host of other troubles that come from poor, watery blood. That is why men and women who use Dr. Williams' Pink Pills, eat well, sleep well, and feel bright, active and strong. Mrs. Joseph Lepage, St. Jerome, Que., says: "My daughter suffered from headaches and dizziness. Her appetite was poor. She had no strength, and could not study or do any work. She was thin and pale as a sheet. A neighbor advised the use of Dr. Williams' Pink Pills, and after taking a couple of boxes we could see an improvement in her condition. She used the pills for some weeks longer, when they fully restored her health, and she is now enjoying the best of health she ever did." Try Dr. Williams' Pink Pills this spring if you want to be healthy and strong. Sold by all medicine dealers or by mail at 50c. a box or six boxes for \$2.50 from The Dr. Williams' Medicine Co., Brockville, Ont.

Bits of Wisdom.

To remove peevishness without breaking thin poor boiling water over the nuts and let them stand until cold. Then crack them with a hammer, striking the small end of the nut.

Black lead will give a brilliant polish with but little trouble if a pinch of soda and a little sugar be added to it before moistening it with cold tea.

If a can of food is bulged at the side or bottom of the can the chances are that air has caused fermentation and the goods have spoiled, though if the sides of the can are pressed in one may be certain it is good. Flooding poisoning is frequently caused by leaving food in tin cans from one meal to another. No difference what is canned it should be taken out as soon as the can is opened.

The average man will stand without hitching a good deal better than if he had with an iron string.

Colds Cured in Ten Minutes.

There is a new remedy that is very pleasant—fills the nose, throat and lungs with healing balsam from the pine woods—that utilizes that marvelous antiseptic of the Blue Gum tree of Australia. The remedy is "Caterholone"—and you can't find its equal on earth for colds, coughs or catarrhs. Composed of medicinal pine essences—a cure of nature, that's what Caterholone is, and you'll find it mighty quick to get, mighty sure to cure, the most delightful to use. Don't dope your stomach with cough mixtures—use Caterholone, which is scientific and certain; it will cure quickly. Two months' treatment guaranteed, costs \$1. small (trial) size, 25c. all dealers, or M. G. Folsom & Co., Harford, Conn., U.S.A., and Kingston, Ont.

Failure in Hamilton Hospital

Full Particulars Now Given to the Public.

The case of Jesse Munro, of 373 John Street, is attracting considerable attention. For more than three years he had the best advice and hospital treatment in the city—but it all failed. "About three years ago," says Mr. Munro, "I began to notice my health breaking up. I became reduced to an extremely wretched condition. Loss of flesh and appetite, a nauseous sensation in the stomach, extreme nervousness—and rush of blood to the head were manifest symptoms. Finally I grew too weak to take exercise, and went into the hospital. The doctors wanted to operate on my stomach, but I was unwilling. I left the hospital and tried a number of city physicians during the next two years, without benefit. I can recommend Ferrero's to an extremely nervous, nervous, and stomach trouble. I believe Ferrero's will cure after all else has failed. After nine boxes of Ferrero's had been used, I was again on my feet and able to walk around. I kept taking Ferrero's for many weeks, and was restored to excellent health. Although I was formerly as weak as an infant, I can now put in a long, hard day's work. My cure therefore is permanent. I am glad to add my grateful testimony along with many others, and can recommend Ferrero's to everyone who is bothered with weakness, nervousness, or stomach trouble. I believe Ferrero's will cure after all else has failed. Have your eyes. Use our readers to give Ferrero's a trial next time you require an invigorating tonic.

Black Watch
Black Flag
The Chewing Tobacco
of Quality.