

Early revivals had 'show biz' overtones

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ty brings the best lecturers, musicians and dramatic entertainments.

And so, editor Feltus viewed the arrival of C.G. Jordan and company with understandable reservations. The evangelist, said to be on par with Billy Sunday, came complete with advance man and public relations expert.

The advance man, J.E. Thomas, came to town to make the financial arrangements and supervise the building of a huge tabernacle — capacity 3,000 — at the corner of Sixth and Washington streets. Feltus reported that a volunteer crew of carpenters, made up of local doctors, lawyers, merchants and ministers, put together the temporary

structure, which had rough board seats, tarpaper roofing and places for stoves in case the weather turned cold. (It would be interesting to know what the Bloomington fire marshall thought of the building — if the city had a marshall in 1915.)

Local sponsors of the six-week revival were the Methodists, Presbyterians,

Baptists and Christians. Commented Feltus, the Catholics, Episcopalians, Covenanters, Church of Christ and Christian Scientists declined to participate on the grounds that they "prefer to worship in a quiet and reverential way

Part of evangelist Jordan's technique, apparently, was to fraternize with the locals so he could flavor his sermons with some custom-tailored admonitions. "It is said that Jordan has been doing a little slumming on the side to get some pointers. He is a good mixer, and in that way gets next to the people. . . ."

The contract for the revival company was no-risk enough — skimming of expenses for the company and any short-fall to come from the pockets of

local businessmen. Another creative profit-making facet of the evangelist's visit involved the some 300-member volunteer local choir, all of whom were obliged to buy 25-cent song books.

The *Star* editor's tongue-in-cheek comments did not spare his rival editors. Of Oscar Cravens (who was also postmaster) Feltus wrote, that he was chairman of the building committee, but "has gone east on a tour of recreation and enjoyment. . . . Deacon Bradfute (*Telephone*) has taken no active part except to give up a large amount of space in his paper to reports of the meeting that are furnished by the press agent of the Jordan party."

Next week: Anatomy of a revival.

ay on TV

- 4 LITTLE HOUSE ON THE PRAIRIE
- 6 TAKING ADVANTAGE
- 8 11 HEE HAW
- 9 DANCE FEVER
- 12 TELETHON
- 38 SOLID GOLD
- 6:30 2 POP! GOES THE COUNTRY CLUB

- 12 TELETHON (CONT'D)
- 30 MASTERPIECE THEATRE
- 38 SADAT The life and times of Egypt's late president and world leader are re-created in this dramatic special starring Louis Gossett

- 9 MOVIE ★½ "Final Chapter -- Walking Tall" (1977, Drama) Bo Svenson, Forrest Tucker.
- 10 BENNY HILL
- 11 ANOTHER EVENING WITH THE STATLER BROTHERS
- 10:50 11 NIGHT TRACKS
- 11:00 10 THIS WEEK IN