

MORE MONEY, MORE MINISTRY

*Money and Evangelicals
in Recent North American History*

Edited by

Larry Eskridge *and* Mark A. Noll

WILLIAM B. EERDMANS PUBLISHING COMPANY
GRAND RAPIDS, MICHIGAN / CAMBRIDGE, U.K.

Contents

Acknowledgments viii

Introduction 1

Part I: Overviews and Orientations

1. American Evangelicalism and the National Economy, 1870-1997 15
Robin Klay and John Lunn, with Michael S. Hamilton
2. Evangelicals Confront Corporate Capitalism: Advertising, Consumerism, Stewardship, and Spirituality, 1880-1930 39
Gary Scott Smith
3. "Sanctified Business": Historical Perspectives on Financing Revivals of Religion 81
Charles E. Hambrick-Stowe
4. More Money, More Ministry: The Financing of American Evangelicalism Since 1945 104
Michael S. Hamilton

Part II: Specific Studies

5. Moving Targets: Evangelicalism and the Transformation of American Economic Life, 1870-1920	141
<i>Peter Dobkin Hall</i>	
6. "Let Christian Women Set the Example in Their Own Gifts": The "Business" of Protestant Women's Organizations	180
<i>Susan M. Yohn</i>	
7. No Solicitation: The China Inland Mission and Money	207
<i>Alvyn Austin</i>	
8. Unpaid Debts: Metaphors and Millennialism in Southern Sectarian Movements	235
<i>Ted Ownby</i>	
9. Fundamentalist Institutions and the Rise of Evangelical Protestantism, 1929-1942	259
<i>Joel A. Carpenter</i>	
10. The Funding of Evangelical Higher Education in the United States and Canada in the Postwar Period	274
<i>Robert Burkinshaw</i>	
11. Technological Changes and Monetary Advantages: The Growth of Evangelical Funding, 1945 to the Present	298
<i>Barry Gardner</i>	
12. <i>Money Matters</i> : The Phenomenon of Financial Counselor Larry Burkett and Christian Financial Concepts	311
<i>Larry Eskridge</i>	
13. Levels of Contributions and Attitudes toward Money among Evangelicals and Non-Evangelicals in Canada and the U.S.	351
<i>Dean R. Hoge and Mark A. Noll</i>	

Contents

14. "Too Good to Be True": The New Era Foundation
Scandal and Its Implications 374
Thomas C. Berg

Part III: Concluding Observations

15. Contemporary Evangelicalism and Mammon:
Some Thoughts 399
Joel A. Carpenter
16. Money and Theology in American Evangelicalism 406
John G. Stackhouse, Jr.
- Contributors* 419
- Index* 421