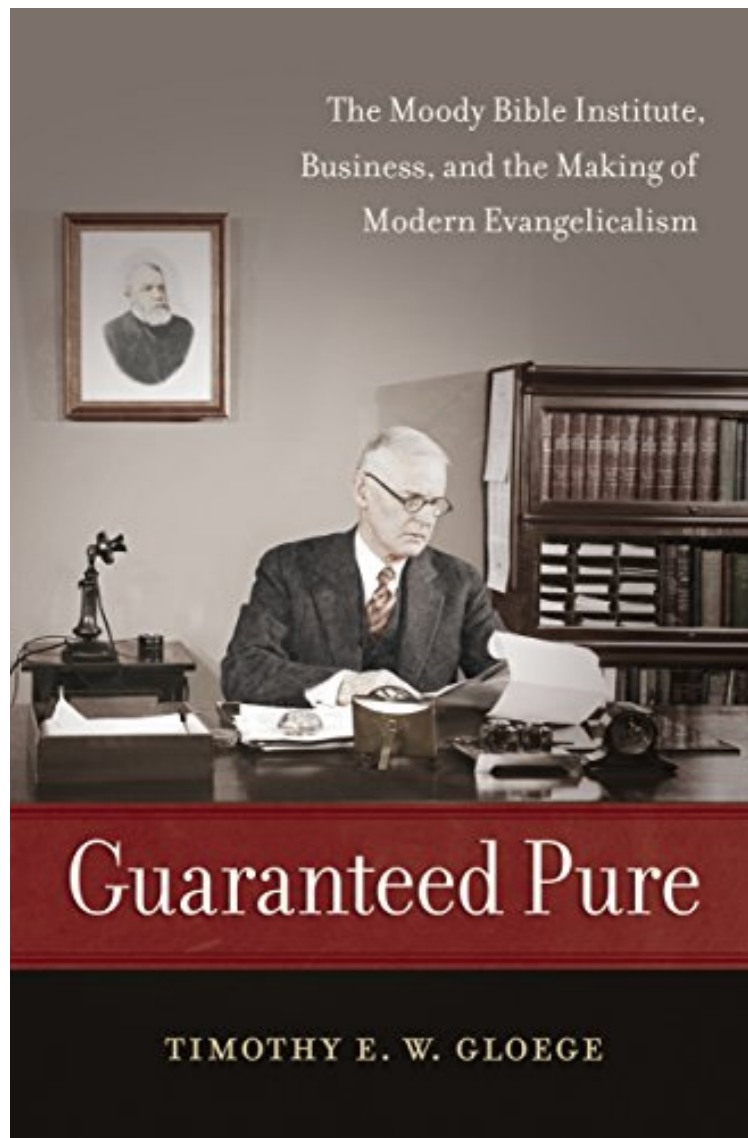


(Library ebook) Guaranteed Pure: The Moody Bible Institute, Business, and the Making of Modern Evangelicalism

## Guaranteed Pure: The Moody Bible Institute, Business, and the Making of Modern Evangelicalism

*Timothy Gloege*

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**Timothy Gloege : Guaranteed Pure: The Moody Bible Institute, Business, and the Making of Modern Evangelicalism** before purchasing it in order to gage whether or not it would be worth my time, and all praised Guaranteed Pure: The Moody Bible Institute, Business, and the Making of Modern Evangelicalism:

7 of 7 people found the following review helpful. provides an excellent explanation of the roots of modern American

Christian fundamentalism  
By Eric A. This was an excellent book that brought to light much of what I did not know or understand. Gloege's thoroughly researched book filled in details of the history of my more conservative Christian brothers and sisters. The detailed history of how the leaders at the Moody Bible Institute were involved in shaping American Fundamentalism explained so much for me. I have been baffled by what ties together so many conservative Christians from disparate denominations and how they came to be culturally and politically aligned. Why do they focus on the culture wars while seeming to neglect the part of Jesus' message to feed the hungry, visit the prisoner, and stand up for the downtrodden? Now it makes sense. Leaders from MBI and their colleagues around the country began a network of people opposed to what was then modern Biblical literary criticism. Those heading up the "Fundamentals" project made their names in marketing, and they knew that they had to focus on what united them, ignoring where they differed. To do this, they needed to craft a unified story, including a focus on a Bible that was the literal words of God rather than the Word of God as written and debated by humans. They stayed away from creeds, for this might bring out the differences in their target audience. And they succeeded beyond their wildest dreams in crafting a bloc that accepted their new conservative focus as being what the Christian faith had always been about. The details of letters and discussions from 100 years ago also explain the tendency for conservatives to discredit and disdain scholars, which makes me wonder if we will ever be able to find common ground.<sup>3</sup> of 3 people found the following review helpful. Timely and Fascinating  
By Dr Dave  
Dr Gloege's examination and exposition of the history of modern evangelicalism, and role played by Dwight Moody and his namesake Institute in Chicago was eye-opening for me, an Episcopal priest of well over 30 years. As a product of the very "modernist, liberal, German theology" that all the principal actors described in this book abhorred, I was completely unaware of this history. Yet, given the current state of the Republican Party, and the strong role played by the (so-called) "religious right" since the '80's and Reagan Era, it was fascinating to discover the historical roots of a sect of Christianity that is at once fascinating and frustrating for a social and theological liberal such as myself. I highly recommend this book to other liberal church leaders trying to understand the thinking of our conservative (or downright reactionary) fellow Christians, if only to give us a means for engaging in a dialogue - as opposed to a diatribe.<sup>22</sup> of 25 people found the following review helpful. D. L. Moody = The Quaker Oats "Quaker Man" or A Corporate Brand is a A Corporate Brand (but maybe there's more . . .)  
By Rebuzz  
Full disclosure -- I work / teach at Moody Bible Institute. First, the book is an enjoyable read. As far as the author's thesis goes, I will say that I will never be able to see the image of D. L. Moody again without thinking of the Quaker Oats "Quaker Man"! (Both are more or less images of the corporate brand.) Without getting too deeply into the theoretical-historical weeds I would just say the Gloege does not give enough credit to the broader theological commitments of men like Gray and Crowell (and Moody!) True, they were dispensational premillennialists -- but they were evangelical Protestants as well. The latter meant a commitment to more fundamental (pun intended) evangelical concerns; (of course, here one would note Bebbington's quadrilateral -- the four key elements of "evangelical"). This book is, of course, critical history (and a well done in that regard) with the focus of that discipline and all the required "historical objectivity" necessary for such a treatise; still, it seems to me that Gloege (and this would go for Matthew Avery Sutton's "American Apocalypse") does not grasp the mindset and worldview of "genuine believers." That is, in addition to all the motivations Gloege acknowledges (and uncovers) that drove Crowell and Gray he does not give due consideration (in my opinion) to the theology, the beliefs, and especially the worldview of these men as Evangelical Christians. For a better treatment of the history of twentieth century evangelicalism that does give due consideration to those matters (the theology, the beliefs, the worldview of Evangelicals) see Molly Worthen's "Apostles of Reason."

American evangelicalism has long walked hand in hand with modern consumer capitalism. Timothy Gloege shows us why, through an engaging story about God and big business at the Moody Bible Institute. Founded in Chicago by shoe-salesman-turned-revivalist Dwight Lyman Moody in 1889, the institute became a center of fundamentalism under the guidance of the innovative promoter and president of Quaker Oats, Henry Crowell. Gloege explores the framework for understanding humanity shared by these business and evangelical leaders, whose perspectives clearly differed from those underlying modern scientific theories. At the core of their "corporate evangelical" framework was a modern individualism understood primarily in terms of economic relations. Conservative evangelicalism and modern business grew symbiotically, transforming the ways that Americans worshipped, worked, and consumed. Gilded Age evangelicals initially understood themselves primarily as new "Christian workers--employees of God guided by their divine contract, the Bible. But when these ideas were put to revolutionary ends by Populists, corporate evangelicals reimagined themselves as savvy religious consumers and reformulated their beliefs. Their consumer-oriented "orthodoxy" displaced traditional creeds and undermined denominational authority, forever altering the American religious landscape. Guaranteed pure of both liberal theology and Populist excesses, this was a new form of old-time religion not simply compatible with modern consumer capitalism but uniquely dependent on it.

Offers [insights] on the social and economic contexts that shaped both institutional and personal religious identity since the end of the nineteenth century.--Religious Studies A first-rate book that deserves close scholarly attention.--and Expositor  
In this significant, thought-provoking work, Gloege traces the rise of Evangelicalism after the Civil

War.--CHOICE Tells the story of the founding and evolution of Moody Bible Institute through its history of practical business management.--Journal of American Culture Eminently readable and frequently brilliant.--Christianity Today A valuable contribution to the story of the interactions between Protestant evangelicalism and capitalism in the United States.--Journal of American History A significant contribution to the historiographical wrangling over the character of American evangelism.--American Historical May spark a new trend in American religious studies. . . . Add[s] significantly to our understanding and also speak[s] to our present situation.--The Annals of Iowa Draws fascinating connections between business and religion throughout.--Business History American church history fans will relish this work.--Library Journal Deftly argued, extensively researched, and with brilliant insight, Guaranteed Pure offers a major contribution to our understanding of American religion.--Church History and Religious Culture A smart, innovative, and engaging book that will transform what we think we know about American Christian fundamentalism. Not only will this book be important to historians of religion--whether they are interested in evangelicalism, liberal Protestantism, or alternative faiths--but it will also be necessary reading for those working on the evolution of modern business and the growth of consumer capitalism. Beautifully written, thoroughly researched, and carefully argued, Guaranteed Pure offers a powerful new interpretation of the origins of American fundamentalism as well as a compelling explanation for the long-term significance of evangelicals' close ties to the free market.--Matthew Avery Sutton, author of American Apocalypse: A History of Modern Evangelicalism The single most important work on Protestant fundamentalism written in the past decade, Timothy Gloege's learned, far-reaching text is phenomenally researched and beautifully written, providing a Gilded Age history that links powerfully to the present story of American religions. It will inspire debate and admiration.--Kathryn Lofton, author of Oprah: The Gospel of an Icon About the Author Timothy Gloege is an independent scholar living in Grand Rapids, Michigan.