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From The Mussar Movement, Volume 1, Part 1, page 239.

Nor did he neglect the broad masses. To them, too, he would often preach and expound Musar ideas. For a time he even held the position of City Maggid. Each Saturday he would deliver a lengthy address in a different synagogue of the city 2' His speeches contained a novel element. He would deal with conduct, especially in interpersonal relationships, where malpractices were rife. He exhorted all to be honest in business, not to touch money not rightfully theirs, to respect human beings, and to refine their character. He did not indulge in any pilpulistic excurses in his popular addresses, but confined his remarks to simple and direct matters affecting people's daily lives, to topical themes, and he warned them of the severe retribution for transgression. He called on his audiences to repent and mend their ways. These straightforward remarks would dig deeply into their hearts and elicit positive reaction, to the extent of effecting a revolution.

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