

JANUARY, 1939

LISTEN



A 4-Page Advertisement of the Radio Corporation of America

No. 18



To those who must endure long years of illness, religious programs by radio bring consolation and encouragement. Shown is Mrs. Martin J. Duffy of Washington, D. C. who has been confined to her bed for 14 years. Says Mrs. Duffy: "Radio messages from religious leaders have lightened the crosses of thousands and made them easy to bear."

Religion and Radio

Religious freedom is one of the foundation stones of the United States. Hence the broadcasting of religious programs is a vital public service. First principle is that time devoted to religion is donated. The reason is obvious. To sell time would give an advantage to the religious organization with the most funds available for such use.

In general, NBC relies for religious programs on the central or national agencies of the great religious faiths. Many other groups are also given time on the air on special occasions.

NBC serves religion in many ways. First, it serves the church, in the sense of its service to the chief faiths. Second, it serves individual listeners regardless of whether they are, or are not, members of any faith. Third, NBC religious programs further mutual respect and understanding by making it possible for adherents of one faith to hear the views of another. Yet no speaker ever attacks another faith, nor seeks to change the religious convictions of listeners. As a further service, radio brings to millions special religious events which previously were heard only by thousands.

Commenting on radio and religion a speaker recently said: "I can think of no greater benefit that can come to mankind at this time than the continued preaching of the need for understanding and for tolerance among the different peoples, races and creeds of the world. If religion can carry that message to the hearts and to the minds of all the people throughout the world, radio will have justified itself a thousand times and more, for, after all, man's hope and aspiration for the last two thousand years has yet fully to be realized—Peace on earth, Good will to men."

RADIO'S SERVICE TO RELIGION



How Radio Built

MORE than fifteen years ago officials of the National Broadcasting Company felt that radio could perform a supreme service to humanity by carrying programs of a religious nature. Accordingly the matter was discussed from time to time with the three great leaders who are shown below. None of these men is living today, but their good

PIONEERS IN NETWORK BROADCASTING OF RELIGIOUS SERVICES



DR. S. PARKES CADMAN who prior to his death in 1936 was head of the Federal Council of the Churches of Christ in America.



His Eminence, the late **CARDINAL HAYES** who inaugurated The Catholic Hour over National Broadcasting Company networks.



Religious broadcasts for those of Jewish faith were made possible through the activity of a great Jewish layman, the late **FELIX WARBURG**.

Easter dawns gloriously as millions listen—One of the most inspiring of religious events is the Easter Dawn Service in the Hollywood (California) Bowl. Shown above are the thousands who gather for this service. Radio has vastly extended the inspiration of such occasions by reporting the events in detail, and bringing the voices of speakers, and the traditional music of great choirs to millions of listeners in their homes.

"TO THE UTMOST PARTS OF THE EARTH"



A great accomplishment of religious broadcasts is to reach people in far-away corners of the world. Priests of the Oblates of Mary Immaculate, at St. Paul's Mission, Baker Lake, Manitoba, are located just south of the Arctic Circle. They receive only one mail a year. One of the priests writes: "We are most pleased in our solitary missions among the Eskimos to listen to the Catholic Hour every Sunday. Our most heartfelt congratulations to you on these splendid programs." Photos show the snowbound chapel, and two of its hardy priests.

"The Church in the Sky"

works live after them, for it was they who were largely responsible for perfecting plans whereby NBC instituted regular religious broadcasts over its networks. At this time the National Broadcasting Company networks send out eleven religious programs each week, to the 64,000,000 registered communicants of all faiths, and to all others who listen.



VIIIth NATIONAL EUCHARISTIC CONGRESS ATTENDED BY THOUSANDS, BUT HEARD BY MILLIONS

Typical of the service which radio renders in the case of religious events were seven broadcasts by NBC from the VIIIth National Eucharistic Congress at New Orleans

in October, 1938. The photograph above shows impressive scene as thousands saw—and millions heard—one of the night ceremonies during this great religious celebration.



TEMPLE OF RELIGION AT THE WORLD OF TOMORROW

As an "assertion of the American principle of religious freedom" there is being erected at the New York World's Fair, 1939, a Temple of Religion, sketch of which appears above. Funds for the building, maintenance and operation of this edifice are being provided by lay members of the great religious faiths. From this fine building will originate many broadcasts, featuring distinguished speakers and famous choirs.



FIRST BROADCAST OF A CHURCH SERVICE

Religious history was made Jan. 2, 1921 at Calvary (P.E.) Church, Pittsburgh, when the first radio broadcast of a church service took place. The sermon by Rev. Edwin Jan van Etten, D.D., the singing of the choir and the entire service was sent out by Westinghouse station KDKA. Tablet (above) commemorating event, was erected in 1923, the year that saw the beginning of religious services on radio networks.

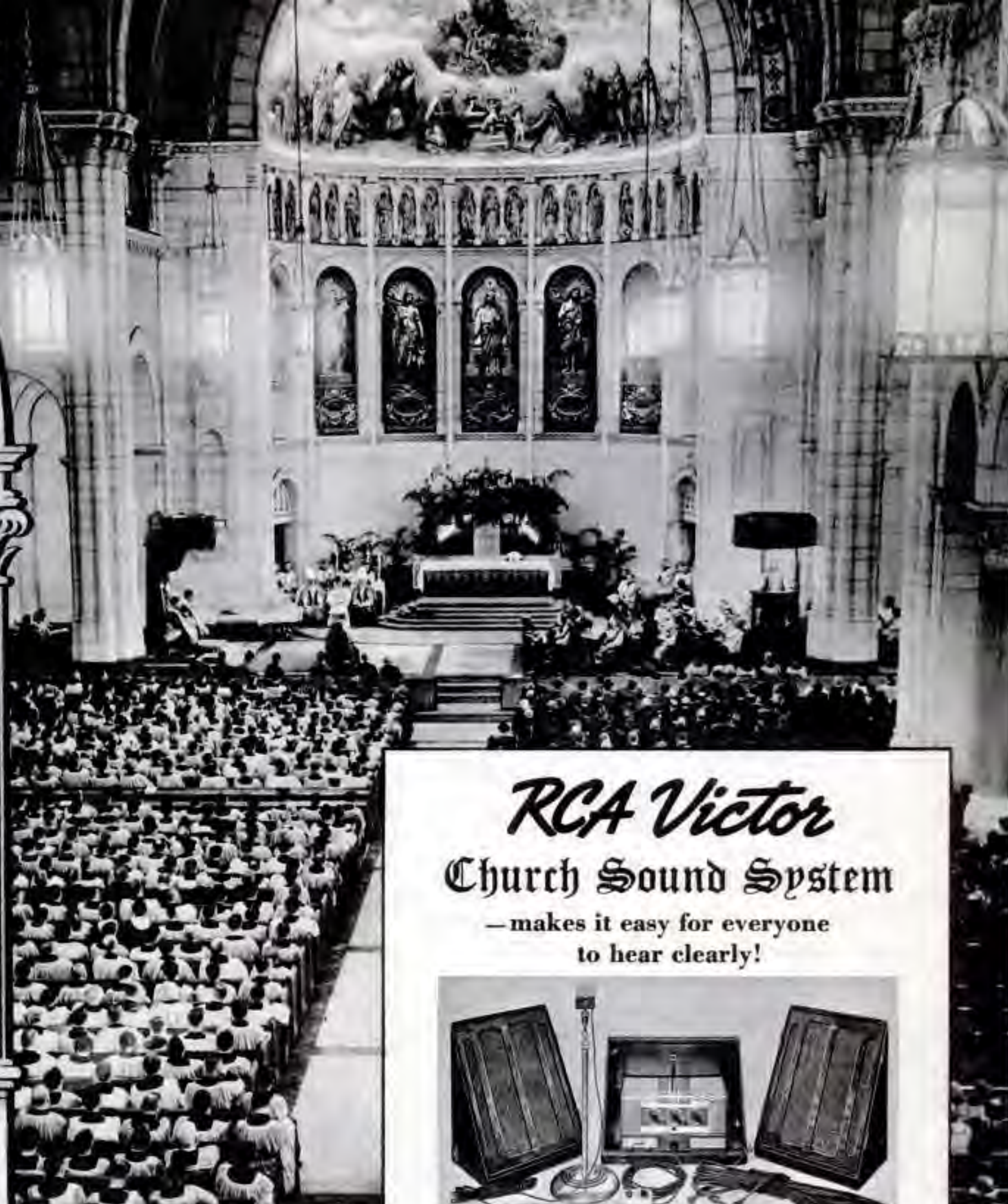


An Advertisement of

RADIO CORPORATION OF AMERICA Radio City, New York

RCA Manufacturing Co., Inc. Radiomarine Corporation of America
R.C.A. Communications, Inc. National Broadcasting Co. RCA Institutes, Inc.

How modern churches benefit by *RCA Victor* research in Radio and Sound!



The congregation of the Church of Our Lady of Perpetual Help, Brooklyn, N. Y., hears every word, every note of music, through the concealed RCA Victor Church Sound System.

RCA Victor Church Sound System —makes it easy for everyone to hear clearly!



RCA Victor Church Sound System PG-114... \$299.50* complete with microphone, two speakers, RCA Metal Tube Amplifier and long inter-connecting cables. Prices on other Systems fitted to individual churches, range from \$175* up.

This RCA Victor Church Sound System enables everyone to hear every spoken word—and the full beauty of songs and music—clearly, distinctly and without strain.

It is ideal for churches seating as many as 3,500 persons. Other RCA Victor Systems are available for smaller churches. Also a complete assortment of RCA microphones, designed to suit any requirement. All RCA Victor equipment offers splendid engineering features. Moderate prices.

Many Churches Use RCA Victor Church Sound System

Hundreds of churches throughout the country have recognized the need of an RCA Victor Church Sound System—have installed this equipment so that their congregation may hear without difficulty. Some of these churches include: Holy Name Cathedral, Chicago, Ill.; Central Synagogue, New York; Sacred Heart of Jesus Church, New Orleans, La.; Highland Park Methodist Church, Dallas, Texas; St. Andrew Church, Chicago, Ill.; The Church of the Immaculate Conception, New York; Church of the Incarnation, N. Y.; Blanding L.D.S. Ward, Blanding, Utah; S.S. Peter and Paul Cathedral, San Francisco, Cal.

IN SOME CHURCHES, the size or structure of the edifice makes it difficult for all of the congregation to hear all of the service. Hence voices of clergy and singers are unduly taxed and the ears of listeners are strained.

Formerly this condition presented a troublesome problem. Now RCA Victor engineers—utilizing the experience gained in radio sound transmission—have evolved a simple solution. They have designed a variety of products which make it possible for every spoken word—every note of mu-

sic—to be heard with utmost clearness in every part of the church. And prices are exceedingly modest.

Because of this, there is a growing tendency for individuals and groups to present RCA Victor Sound Equipment to their churches—whether the building is old or new. We shall be happy to give you more information about your own particular requirements, no matter how exacting they may be. Or, if you wish, we will send a sound expert to your church for consultation. Simply write to RCA Victor, Camden, New Jersey.

Chimes for Your Church *A Beautiful Memorial*



Chimes have always been the ideal church memorial, but prior to the introduction of RCA Victor chimes, their cost ran into the thousands of dollars. Now RCA Victor Electrical Chimes bring to even the smallest church the beauty and glory of great cathedral bells. And their cost is surprisingly low.

With a typical installation (right) your church can also amplify organ and vocal music so that it may be heard outside the edifice.

The chimes illustrated at left provide five notes. Others are available up to 49 notes. Prices, which range from \$475* up include standard amplifier and speaker equipment.



"A" is keyboard and chime mechanism, "B" is the amplifier, "C" the speakers in tower.

Sacred Music on Victor Records

Pastoral Symphony from "Messiah" (Handel) Prelude in B-Minor (Bach) Played by the Philadelphia Orchestra, Leopold Stokowski, Conductor. Record No. 7316, \$2.00

Gregorian Chants sung by the Monks' Choir of Saint-Pierre de Solesmes Abbey... Album M-87, 24 sides, \$18.00

Eili Eili... Kol Nidre, played by the Victor Salon Orchestra, Record No. 35830, \$1.25

Komm' Susser Tod (Come, Sweet Death) (Bach) Played by the Philadelphia Orchestra, Leopold Stokowski, Conductor. Record No. 8496, \$2.00

Choral Prelude—Christ lag in Todesbanden (Christ Lay in the Bonds of Death) (Bach) Arranged by Stokowski, Played by the Philadelphia Orchestra, Leopold Stokowski, Conductor. Record No. 7437, \$2.00

For a complete listing, see Oratorio, Organ and Sacred Music sections of Victor Record Catalog at your RCA Victor music dealer's.



RCA Victor

A SERVICE OF THE
RADIO CORPORATION
OF AMERICA

CHURCH SOUND EQUIPMENT

RCA MANUFACTURING COMPANY, INC., CAMDEN, NEW JERSEY