Tadoussac, Que:-(NC)-The cost of a large convent to be Government has an erected in this historic town at ngunced its intention of con- the mouth of the Saguenay river.

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Sacred Heart' Air § Program Worldwide

By HENRY F. UNGER

For six minutes a Roman-collared citizen packs the airlanes with spiritual boosts. A skilled choir blends a pleasant hymn. And although no capacity audience wins superautonatic washing machines and no Station owners listened and person suffers a consequence, the

Sacred Heart program is one of were impressed. Salesman Murthe most successful programs on phy added stations like beads to the air. Easily the most heard a long necklaced network. He inreligious broadcast in radio his sisted on free airtime. He showed tory, it outpulls heavily spon his empty pockets. Highly paid sored religious network programs gentlemen of the radio world and relegates many commercial gave him some of their precious programs into the amateur brack. periods on a probation basis. The broadcast was as stream-

With over 1,000 weekly broad-

audience, but an abundance of

radio fans of other faiths. It

bewilders network operators

with its daily income of over

200 fan letters pouring into the

program's home station, WEW

"It beats me," a New York

station owner reflects, "how

this program brings them in.

Others spend upwards of \$200,-

000 annually for religious pro-

grams and this Sacred Heart

program does it on a shoe-

The program, which reaches

out with its religious arm and

corrals over 10,000,000 world-wide

isteners in a 345-station gargan-

tuan cobweb, isn't a long-stand-

ing institution. Born in January,

other religious half hour ema-

Level headed Father Murphy

could promise no mink coats

or trips to Mexico for his po-

tential listeners when he ver-

bally bombarded radio station

offices He had only an idea.

Producers were skeptical and

the major networks had either

already allocated free time to

the various religions or were

ringing cash registers in high

altitude figures for all religious

groups Dismayed but not beat

en, the Jesuit priest could only

depart with a 'Thank you

anyway" strain ringing in his

DEFEAT STARED the ener-

in St. Louis.

string."

lined as the latest automobile. casts, the program follows the It mixed its ingredients of resun around the world. It has ligion and timely events so well stumped the men in the giltthat the station owners couldn't edged offices of radioland, Vainresist. Increased listener paly, the radio moguls have cracked tronage was the final proof. kulls to produce an inexpensive Through able speakers who commercial show with the Sacred kept atop of world events, Fath-Heart program's simplicity and er Murphy brightened his growdrawing power. Unheard of in ing network with such subjects radio producer offices is the pro- as "Events at Guadalcanal," "The gram's annual expense of about Siege and Fall of Hong Kong" \$40,000 for a coverage which He appealed to the everyday man blankets the United States and with his six minutes of practical Canada, pokes into Tito's terri advice on "Christ and Newlytory, spiritually jacks up the weds" and "The Model of All

sourdoughs in Alaska and plays Workers." spiritual leap-frog through Cal. The results were startling. cutta, Casablanca, Trinidad, Ha When one station owner tried to waii, Japan, Okinawa and other substitute another program for world points, ending up with a the Sacred Heart 15 minutes, he 30-station network in South Af was bombarded with 950 letters rica.
This program catches not and scores of telegrams. Listeners threatened a boycott of his only a vast Catholic listening station. Another owner suggested

Miracle Broadcast

Termed "radio's most heard program," the Sacred Heart Program has amazed the men in the gilt-edged offices of radioland. Although "operated on a shoestring," it has 1,000 weekly broadcasts and daily income of more than 200 fan letters. Rochester area listeners hear the program regularly at 6:45 a. m. daily over Station WRNY. The story of this "radio miracle" is reprinted herewith from "Information." monthly publication of the Paulist Fathers.

1938, the program quickly swapped diapers for adult clothgram, to switch it from an eveing in the kilocycle field. But ning to a morning hour. Several without sparkling, gray-haired big city saloon keepers wrote Father Eugene P. Murphy, S.J., angry letters. They and their clithe almost miraculous broadcast entele listened to the program would perhaps today be just anduring which all liquor drinking ceased. Through this program nating from a tiny local staion. the worst whisky drinker could get some religion, the saloon

keepers argued. establishments never fail to tune was thrown out of a coach amid and so always listen." dving passengers When the first

lay helpless in the debris. seemed to have no alternative THE SACRED HEART DIO but to scratch the idea of a na tional Sacred Heart program that gram has a large staff of speak would reach into the homes of ers. all busy Jesuit priests. They the poor and the sick everywhere are skilled in radio work though It seemed he could only localize they are full time pastors and his program on Station WEW teachers in the St. Louis area But Father Murphy got up his. Radio's miracle broadcast is

Itish After heart warming talks not cheaply constructed maudlin with other priests, Father Mura religious fluff To top such pro phy had talented speakers, a grams as featured by General choir with class, and a few mu. Mills. Dr. Christian and other sical top notch soloists. A meaty high Hooperrated broadcasts, the 15 minute program was re. Sacred Heart program has to be searched polished and molded good.

in the WEW studios. Charles E. The opening prayer and the Harrison, president of Techni, Angelus, recited on each program sonic Laboratories in St. Louis to a background fadeout of Gou nod's Ave Maria, are garn shed and the program's technica lad viser, fashioned out master cut, with the professional touches of ings Hollywood was the next such choirs as the Robert Mitch Stop for vinolite pressings. Then ell Boy Choir of Going My Was Father Murphy took over for an lame, the Campion High School other sking around the skeptical

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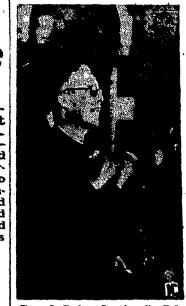
Now Playing Green Grass of Wyoming"

with Peggy Cummins Charles Coburn and Bobert Arthur Plus "The" Counterfeiters" r John Shillon.

REGENT Cecil B DeMilles "THE CRISADES"
Young, H. Wilcoxon

CAPITOL

rank Simatra Valli in



Famed Padre Lombardi, S.J., preached the sermon at a huge gathering May 30 in Rome as His Holiness Plus XII consecrated the City of Rome to Our Lady.

Burgette, singer, and Adrian dom we enjoy." Johnson, organist. Johnson has handled the mighty console at St. Patrick's Cathedral in New York. Both artists are Negroes and are

TWIN PEAKS in the show are the reverent recitation of prayers and the talks on problems shared alike by successful businessmen. veary housewives and inspiration-seeking shut ins. The program reached a new high in its series on "Content of a Christian Day" and the "Trust" series. Letfrom Army generals, advertising executives and bomber pilots.

Still treasured is the letter from a B-29 pilot, who wrote, Today, I was tost in a fog. I tuned in to get a bearing and in came the Sacred Heart program like a voice from heaven. That's my idea of how to pray. I'll make it a regular thing after this."

Railroad engineers listen at tentively to the program before swinging into their cabs for a fast run Listeners who have never been to church any church - and don't intend to begin, send in letters. Typical of these is the partment stores, swanky barber shops, beauty pariors and eating shops, beauty parlors and eating the pool room." A businessman cular patients throughout the scrawled hurriedly, "Just had a in the program for their cus headache business deal. I don't tomers. Particularly touching was believe in your religion but I certhe scene at a recent train wreck tainly can use your inspiration

rescuers arrived, the radio was about his highly cooperative orsolemnly carrying the Sacred ganization Only four paid work-Heart broadcast and a lesson of ers are on the payroll full time. nourishment to the masses. courage at the time of death. To keep expenses low, over twen The owner of the radio died soon tyeight volunteer women workafter the program had ended, but ers meet several times weekly in getic priest in the face. He he had been comforted while he St Louis to file names, send out replies and do the things necessary to keep the thriving broadcast going Many of the women are secretaries to prominent peo-

SAT., SUN. and HOLIDAYS RIVIERA STATE

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Knudson & Taylor in "Half Past Midnight" MADISON-MONROE

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Dunne & BelGeddes in "I Remember Marna" Donaldson - Dunne in "SON OF MUSTY"

L., DIXIE Allyson & Johnson in "The Bride Goes Wild"

LAKE ... Taylor & Totter in "Hitch WALL" F Tone and J Bigir in "I LOVE TROUBLE"

... RIALTO :: ... Andrews - Tierney in "TRON CURTAIN" and Joe Yule in Jiggs and Maggie in Society

TEMPLE "ELL

Keyes & Ford in "Mating of Mille" and James Graig in "WAN FROM TEXAS" Franciscan Program On WSAY Sundays

The peace of mind and the poverty of the rule taught by St. Francis of Assisi brings a lesson for harried moderns in The Hour of St. Francis broadcast this Sunday evening

THE FOURTH of the series on reau of Health and Hospitals, will

NATIONAL NETWORKS CAL

tional director of the NCWC Bu-

Rochester Station WARC (950)

at 6:30 p. m. on Rochester Station WSAY (1370 kc.) The epinew format and guest speakers sode reveals how the saint's life in round-table discussions of of poverty shocked his townspeo-ple who did not appreciate the Franciscan faith in Providence. His example attracted many for the final broadcast will be young men who wanted to give "June Is the Springboard for up the comforts and worries of Great Life Careers." normal living to become more like Christ. The weekly Franciscan program dramatizes the can program dramatizes the ry two addresses this Sunday, ideals of St. Francis and their On NBC Catholic Hour Chufale application to modern human Station WHEN, at 6 p. m.) the needs.

The Foundations of Our Amer speak on "The Church and Health can Ideals" presented by the Care." Rochester Council, Knights of Columbus, each Sunday morning at ke.) will carry the ABC Hour of 9 a. m. on Station WSAY, this Faith at 11:30 a.m. Sunday feaweek tells the historic story of turing a talk on "The Love of Choir of Prairie due Chien, the the signing of the Magna Charta God the Redeemer" by the Rev. Mundelein College Girls and the on June 15, 1215. It dramatizes Thomas S. Hansberry, director of Scholastic Choir of St. Louis Uni- the struggle for freedom which the Confraternity of Christian versity. Each choir appears ac broke royal tyranny and marked Doctrine, Manchester, N. H. cording to an annual schedule the birth of constitutional gov-Ordinarily, the choirs send in re-ernment, "The objective of this cordings of various hymns. A radio series," according to Grand selection is then made for each Knight John Kinney, "is to recall program. Regular performers to Americans the ancient and from the first have been Arthur dearly bought bases of the free-

STATION WVET carries the thirteenth and last program in a among the most heard artists in series entitled "Where Does the Church Stand?" next Wednesday evening at 9:30 p. m. The Rev. Richard T. Tormey, associate editor of the Courier Journal who has given the weekly talks explaining the Church's position on modern problems, will resume the series in September with a

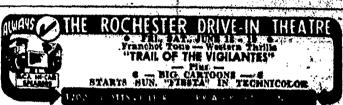
ple. Two full-time secretaries opters poured in from prominent crate in St. Louis, one in Toronto Protestant ciergymen as well as and one in Boston. About seventeen more volunteers tackle correspondence in Toronto, while twenty-three help in Boston.

Like a breath of fresh air, the Sacred Heart program uses no commercials and solicits no donations on the air. In fact, outright gifts make up only a small part of the sustaining income. Developed with the program was group known as the "Voice of the Apostleship of Prayer," with over 6,000,000 members in the United States and over 30,000,000 scattered over the world. A Sacred Heart Club sprang up in the Massachusetta State Penitentiary. Pen-Pal clubs are numerous, the members held together by a compreviously steered clear of any religious program are among the persons who have written Father Murphy not to take the program FATHER MURPHY is happy off the air under any conditions. For Father Murphy, the program is a way of feeding spiritual

MEGIMEN Alverty I Ale

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Thank You RED WING FANS!

YOUR many nice comments on our Red Wing broadcasts are very much appreciated. We are glad to know that you enjoy hearing Add Penfield's expert play-by-play reports of games at home and on the road

You may have wondered why night games are broadcast only over FM. The Monroe Broadcasting Company owns and operates two stations -WRNY and WRNY-FM. WRNY is licensed by the Federal Communications Commission to broadcast from dawn to dusk WRNY-FM is licensed to broadcast twenty-four hours a day Therefore, while we can broadcast day games over both stations (as is the case, for example, on Sundays when play-by-play descrip nons are sponsored by the Genesee Valley Trust Company), night games can be aired only over WRNY-FM.

Naturally, we and our nighttime baseball sponsors, the Genesee Brewing Company, would greatly prefer to bring you these broadcasts over WRNY after sundown. Advertising is much more effective when the message reaches an evening listening audience Under the circumstances this is not possible.

"Incidentally, if WRNY and WRNY-FM did not broadcast the Red Wing games, the lans of Rochester and vicinity would not be able to hear them at all! Only this cooperative combination of advertisers. radio station and baseball club, could make these broadcasts possible

Thank you again for your letters and comments on the Red Wing broadcasts. We hope you continue to enjoy them.

