

Government Will Aid Nuns... Quebec Government has announced its intention of contributing \$100,000 towards the cost of a large convent to be erected in this historic town at the mouth of the Saguenay river.

'Sacred Heart' Air Program Worldwide

By HENRY F. UNGER

For six minutes a Roman-collared citizen packs the air-planes with spiritual boosts. A skilled choir blends a pleasant hymn. And although no capacity audience wins superautomatic washing machines and no person suffers a consequence, the Sacred Heart program is one of the most successful programs on the air.

Station owners listened and were impressed. Salesman Murphy added stations like beads to a long necklaced network. He insisted on free airtime. He showed his empty pockets. Highly paid gentlemen of the radio world gave him some of their precious periods on a probation basis.

The program catches not only a vast Catholic listening 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, WEV in St. Louis.

"It beats me," a New York station owner reflects, "how this program brings them in. Others spend upwards of \$200,000 annually for religious programs and this Sacred Heart program does it on a shoestring."

The program, which reaches out with its religious arm and corals over 10,000,000 worldwide listeners in a 345-station gargantuan cobweb, isn't a long-standing institution. Born in January, 1938, the program quickly swapped diapers for adult clothing in the kiloycycle field.

Level-headed Father Murphy could promise no milk coats or trips to Mexico for his potential listeners when he verbally bombed radio station offices. He had only an idea.

DEFEAT STARED the energetic priest in the face. He seemed to have no alternative but to scratch the idea of a national Sacred Heart program that would reach into the homes of the poor and the sick everywhere.

'Rome...To Mary'



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

Choir of Prairie due Chien, the Mundelein College Girls and the Scholastic Choir of St. Louis University. Each choir appears according to an annual schedule.

TWIN PEAKS in the show are the reverent recitation of prayers and the talks on problems shared alike by successful businessmen, weary housewives and inspiration-seeking shut-ins.

Still treasured is the letter from a B-29 pilot, who wrote, "Today, I was lost 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 attentively to the program before swinging into their cabs for a fast run. Listeners who have never been to church...

FATHER MURPHY is happy about his highly cooperative organization. Only four paid workers are on the payroll fulltime. To keep expenses low, over twenty-eight volunteer women workers meet several times weekly in St. Louis to file names, send out replies and do the things necessary to keep the thriving broadcast going.

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 hurried moderns in The Hour of St. Francis broadcast this Sunday evening.

new format and guest speakers in round-table discussions of Christian principles needed for the solution of current world troubles. Father Torney's topic for the final broadcast will be "June Is the Springboard for Great Life Careers."

THE FOURTH of the series on "The Foundations of Our American Ideals" presented by the Rochester Council, Knights of Columbus, each Sunday morning at 9 a. m. on Station WSAY, the week tells the historic story of the signing of the Magna Charta on June 15, 1215.

STATION WYET carries the thirteenth and last program in a series entitled "Where Does the Church Stand?" next Wednesday evening at 9:30 p. m.

Two full-time secretaries operate in St. Louis, one in Toronto and one in Boston. About seventeen more volunteers tackle correspondence in Toronto, while twenty-three help in Boston.

Developed with the program was a 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.

MASON WORK advertisement for a mason.

FOR Real Estate Service advertisement.

RADIO SERVICE - REPAIRS advertisement.

Feel Wash advertisement for car wash.

GAS-OIL-COAL Heating Units advertisement.

Next Week On Station WHAM advertisement for convention coverage.

STANDARD ALE advertisement for beer.

SAINT MARY'S advertisement for a church.

CARTER PHILLIPS MOTORS advertisement for cars.

WELKLEY'S DAIRY advertisement for milk.

James C. Blodgett Co. COAL advertisement.

PALACE theatre advertisement.

PARAMOUNT theatre advertisement.

REGENT theatre advertisement.

TEMPLE theatre advertisement.

SCHINE THEATRES advertisement listing various shows.

Thank You RED WING FANS! advertisement for WRNY.

Your Child May WIN!! \$500 College Tuition advertisement.

Time out for Coke advertisement.

THE ROCHESTER DRIVE-IN THEATRE advertisement.

Art BAMANN advertisement.