

Angelus Temple is Unique Among Broadcasters

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Aimee Semple McPherson, pastor-evangelist of the Angelus Temple, Los Angeles (KFSG)



peaks, the whirling sands of the desert, the elusive flowing river, houseboat, the tramp steamer on the high seas—everywhere, in fact, that the Word of God can go.

Aimee Semple McPherson, evangelist extraordinary, knows human psychology. Or, more properly speaking perhaps, she knows the practical application of everyday psychology. Of course, her programs include masterful benedictions, messages of cheer and inspiration, powerful and penetrating sermons, testimonials delivered with a punch and vigor, and healing services of faith and power.

But the thing that stamps Angelus Temple as different in radio annals is the uniqueness and beauty of the musical programs. For instance, Sister McPherson booked the Jubilee Singers for a brief season, and the colored minstrels of the Old South have proved to be among the most popular of local entertainers. When they broadcast their haunting melodies of cotton field tunes, of old-time spiritual chants, they blend their way melodiously into the homes of radioland and bring joy and gladness to many a weary and tired soul. Transposed from their homeland, their own music brings back to them vivid recollections of happy days spent at the family hearth, and their heart and soul go into the music that is wafted skyward.

But the McPherson brand of the Gospel isn't content to be issued from the pulpit and via radio in the cut-and-dried fashion. Her congregation stretches out into more than a dozen neighboring towns where student-evangelists are holding services in tents or temporary structures.

At one time Mrs. McPherson preached to eight cities simultaneously. A loud speaker was installed with each congregation. When a hymn number was called in

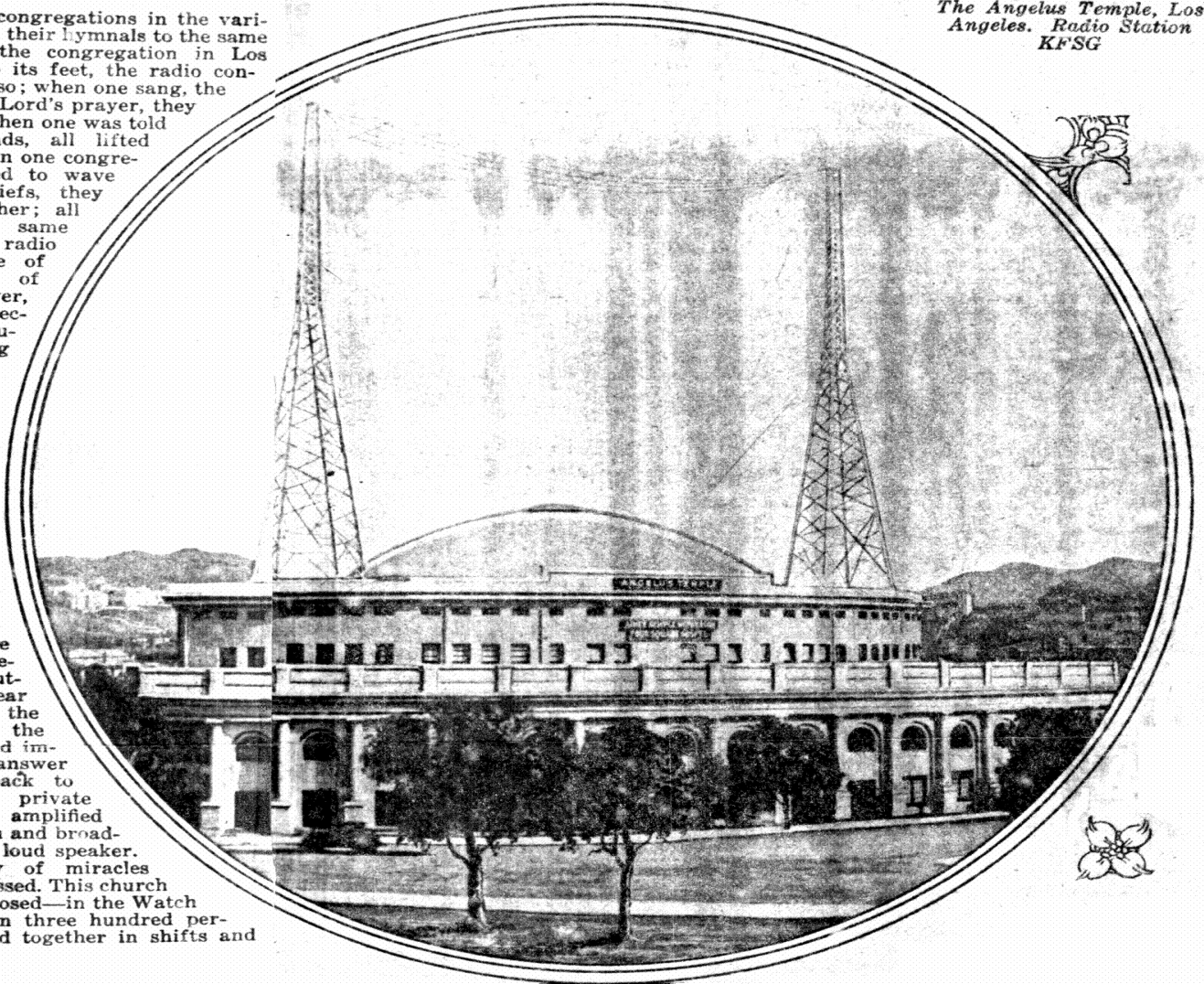
THIS, friends, is the story of a radio station with a soul. When KFSG first went on the air, thousands of fans registered emphatic and vigorous protest because some nonselective sets would not enable them to tune out the new station. But that's all ancient history now. Most of

the people wouldn't tune KFSG out now if they could.

This is a personal narrative of a church that not only brings the people to it by the thousands, but it also goes to the people by the hundreds of thousands in their homes, the rugged fastnesses of the mountain

the Temple, the congregations in the various towns opened their hymnals to the same number; when the congregation in Los Angeles stood to its feet, the radio congregation rose also; when one sang, the others sang; the Lord's prayer, they all repeated it; when one was told to lift its hands, all lifted their hands; when one congregation was asked to wave their handkerchiefs, they all waved together; all listened to the same sermon. Surely radio has a multitude of uses. The day of miracles is not over, and such an unprecedented opportunity for preaching has never been known. The Temple also receives church members by radio. In Angelus Temple the congregation hears the pastor saying, "Do you pledge to live clean Christian lives for God?" Immediately comes the overwhelming response, "We do." The congregations in the outlying districts hear the queries from the Temple through the receiving sets and immediately their answer is dispatched back to the Temple via private telephone lines, amplified in the radio room and broadcast through the loud speaker. No, the day of miracles surely has not passed. This church edifice is never closed—in the Watch Tower more than three hundred persons have banded together in shifts and

The Angelus Temple, Los Angeles. Radio Station KFSG



prayer is continuously being said. How did Southern California become the home of this movement? In a lifetime of evangelistic service, Sister McPherson gathered her savings, and together with free love offerings, the building came into being. Gigantic in size and beautiful in appointments, there are seats within the main auditorium for 5300 people, while there is a "500" room for that number of persons, a "100" room for that number, as well as smaller rooms, offices, reception rooms and the like. The stately dome of the Temple rises over the skyline of Echo Park and is now well established as a landmark of Los Angeles since its erection some three years ago. On the roof the imposing antenna towers are plainly visible, while the glass-enclosed operating room for the radio is nestled snugly on the top floor. The Gray Studio, splendidly appointed, is used for afternoon programs of musical numbers furnished by individual artists and including readings, sermonettes, vocal and instrumental selections. From the main auditorium in the mornings (Continued on Page 44)

The Gray Studio, KFSG, Angelus Temple, Los Angeles

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are broadcast a special Sunshine Hour service which is radioland's very own. Then there are the regular church programs twice on Sunday and on evenings with the Temple always crowded and with thousands of radio church members listening in. It not infrequently happens that there is such a struggling mass of humanity packed outside the church doors that the church is quickly emptied at the close of service, and the waiting crowds bidden to enter and a second service starts.

And this spirit of unselfish devotion on the part of workers and audience carries on the radio work in similar manner as the building program and services. The initial cost of the station—some \$25,000—was received from voluntary contributions. So also is the cost of upkeep. Every day in the year a new patron of the radio church steps forward and pays the

Park has been going more than three years and is just getting a start. There was a time when the whole family rode in the buggy to the four corners church and stayed all day with lunch on the lawn at noon time. Nowadays the Four Square Gospel Church members motor to the morning services, which are closed by Sister McPherson saying, "Now all you good people go over to the Park, eat your lunch and be back here by 2 o'clock."

At two o'clock they are there. And hundreds of others too. Whole families stay all day for the two services and also for the evening sermon. Babes in arms are doubly welcomed, and for mothers a special section is reserved. Instead of parking the youngsters in a stuffy nursery they go right into the church and get the best seats.

This wonder woman, who is the guiding genius behind the whole movement, Aimee Semple McPherson, has conducted many successful revivals in the United States, Canada, England and Australia. For many years she was a missionary in China. Now she preaches the word of God in the Temple, over radio and through the printed word in her magazine, "The Bridal Call Four Square."

This great religious mill knows no hours. Its religious talks are worthy of preservation and many of them are in permanent form in a volume, "This is That." The Temple musical activities are all embracing. They include the splendid Temple Silver Band of forty musicians and the Temple Choir of more than a hundred people. During the two weeks' Munnhall revival a special choir of 1000 voices provided inspiration for every one. This old-time Methodist preacher, 84 years young, journeyed from Philadelphia to Los Angeles and did a splendid work. Besides the Los Angeles revivals he made a three weeks' circuit of the branch churches in foothill towns and seashore cities.

Among the unusual musical programs has been a harp ensemble of fifty instruments, with the gentle, soul-like strains of inspirational music doing as much as any sermon to win converts for the cause.

Go, if you can, to the Temple at any of its services. Perhaps you'd like Thursday nights when an average of 100 people are baptized. Or maybe Wednesdays with the testimonials. It makes no difference when you go. You will always find crowds waiting outside.

So this great Cathedral of the Air, via radio, came into being. It reaches thousands who could not get to the Temple if they would because of distance or infirmities. It also reaches those who cannot gain entrance, because no matter how large the structure becomes it can never adequately accommodate all those who wish to enter.

Evangelist Sister McPherson and her ready helper, Mother Kennedy, are pioneering in radio church activities. Radio has saved thousands of lives on the seven seas when ships in distress have flashed the fateful S O S. The call has always found a quick and willing response, for human lives were at stake.

And now millions of distressed human souls, through radio, are finding an answering message of courage, hope, comfort and joy. And though it is the sweet voice of a woman which is carried by the speeding ether waves, the message is the Word of God.



K. G. Armistron, broadcast supervisor of KFSG, Los Angeles

maintenance of the day. What more evidence can you desire of the fulfillment of a crying need in spiritual development? Not only has this been going on the past year, but already patrons are booked many months ahead to stand as sponsor of radio for a single day.

So this church that is never closed, with a radio that is seldom silent, continues to find new and novel channels for its activities. Vesper organ recitals, midnight musical programs, midday programs for shut-ins, sometimes a special midnight service especially for missionaries in far distant lands—all of these are but milestones for a congregation and a pastor that follow no beaten paths, but blaze trails of their own.

And the radio Bible class has become a natural adjunct to the radio services of KFSG. So many could not attend the church services, the Sunday School classes or the resident Bible school and today the radio Bible class—with lectures, printed outlines of courses and other necessary material—has become an indispensable part of Mrs. McPherson's activities.

It is small wonder that the Temple has a church membership of nearly 8000, a Sunday School attendance of more than 2000 and a radio church audience and membership that cannot be estimated. Branches in more than a dozen cities, a flourishing missionary Bible training school, numbers of representatives in foreign missionary channels—these are but high lights in the tremendous and energetic activities of the congregation of the Four Square Gospel.

Old-time Methodist revivals used to last a few weeks. This one at Echo