

# Preaching on Wax: The Phonograph and the Shaping of Modern African American Religion (Religion, Race, and Ethnicity)

Lerone A. Martin

Download now

Click here if your download doesn"t start automatically

## Preaching on Wax: The Phonograph and the Shaping of Modern African American Religion (Religion, Race, and Ethnicity)

Lerone A. Martin

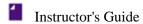
Preaching on Wax: The Phonograph and the Shaping of Modern African American Religion (Religion, Race, and Ethnicity) Lerone A. Martin

Certificate of Merit, 2015 Award for Excellence in Historical Recorded Sound Research presented by the Association for Recorded Sound Collections

From 1925 to 1941, approximately one hundred African American clergymen teamed up with leading record labels such as Columbia, Paramount, Victor-RCA to record and sell their sermons on wax. While white clerics of the era, such as Aimee Semple McPherson and Charles Fuller, became religious entrepreneurs and celebrities through their pioneering use of radio, black clergy were largely marginalized from radio. Instead, they relied on other means to get their message out, teaming up with corporate titans of the phonograph industry to package and distribute their old-time gospel messages across the country. Their nationally marketed folk sermons received an enthusiastic welcome by consumers, at times even outselling top billing jazz and blues artists such as Bessie Smith and Ma Rainey.

These phonograph preachers significantly shaped the development of black religion during the interwar period, playing a crucial role in establishing the contemporary religious practices of commodification, broadcasting, and celebrity. Yet, the fame and reach of these nationwide media ministries came at a price, as phonograph preachers became subject to the principles of corporate America.

In *Preaching on Wax*, Lerone A. Martin offers the first full-length account of the oft-overlooked religious history of the phonograph industry. He explains why a critical mass of African American ministers teamed up with the major phonograph labels of the day, how and why black consumers eagerly purchased their religious records, and how this phonograph religion significantly contributed to the shaping of modern African American Christianity.





Read Online Preaching on Wax: The Phonograph and the Shaping ...pdf

Download and Read Free Online Preaching on Wax: The Phonograph and the Shaping of Modern African American Religion (Religion, Race, and Ethnicity) Lerone A. Martin

#### From reader reviews:

#### **Donna Macdonald:**

As people who live in often the modest era should be revise about what going on or data even knowledge to make these people keep up with the era that is always change and move ahead. Some of you maybe may update themselves by studying books. It is a good choice in your case but the problems coming to you actually is you don't know which one you should start with. This Preaching on Wax: The Phonograph and the Shaping of Modern African American Religion (Religion, Race, and Ethnicity) is our recommendation to help you keep up with the world. Why, as this book serves what you want and wish in this era.

#### Frank Moore:

Reading a book for being new life style in this season; every people loves to read a book. When you examine a book you can get a lots of benefit. When you read guides, you can improve your knowledge, because book has a lot of information on it. The information that you will get depend on what kinds of book that you have read. If you wish to get information about your examine, you can read education books, but if you want to entertain yourself read a fiction books, this kind of us novel, comics, as well as soon. The Preaching on Wax: The Phonograph and the Shaping of Modern African American Religion (Religion, Race, and Ethnicity) provide you with a new experience in reading through a book.

#### Joan Ortega:

This Preaching on Wax: The Phonograph and the Shaping of Modern African American Religion (Religion, Race, and Ethnicity) is new way for you who has intense curiosity to look for some information since it relief your hunger info. Getting deeper you in it getting knowledge more you know or else you who still having little bit of digest in reading this Preaching on Wax: The Phonograph and the Shaping of Modern African American Religion (Religion, Race, and Ethnicity) can be the light food in your case because the information inside this specific book is easy to get simply by anyone. These books create itself in the form which is reachable by anyone, yep I mean in the e-book application form. People who think that in book form make them feel sleepy even dizzy this e-book is the answer. So you cannot find any in reading a book especially this one. You can find actually looking for. It should be here for anyone. So , don't miss the idea! Just read this e-book sort for your better life and knowledge.

#### John Gravatt:

In this era which is the greater particular person or who has ability in doing something more are more special than other. Do you want to become among it? It is just simple way to have that. What you need to do is just spending your time almost no but quite enough to possess a look at some books. Among the books in the top listing in your reading list will be Preaching on Wax: The Phonograph and the Shaping of Modern African American Religion (Religion, Race, and Ethnicity). This book which can be qualified as The Hungry Inclines can get you closer in turning out to be precious person. By looking way up and review this book you

can get many advantages.

Download and Read Online Preaching on Wax: The Phonograph and the Shaping of Modern African American Religion (Religion, Race, and Ethnicity) Lerone A. Martin #Q8TDW0SIVJC

### Read Preaching on Wax: The Phonograph and the Shaping of Modern African American Religion (Religion, Race, and Ethnicity) by Lerone A. Martin for online ebook

Preaching on Wax: The Phonograph and the Shaping of Modern African American Religion (Religion, Race, and Ethnicity) by Lerone A. Martin Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Preaching on Wax: The Phonograph and the Shaping of Modern African American Religion (Religion, Race, and Ethnicity) by Lerone A. Martin books to read online.

Online Preaching on Wax: The Phonograph and the Shaping of Modern African American Religion (Religion, Race, and Ethnicity) by Lerone A. Martin ebook PDF download

Preaching on Wax: The Phonograph and the Shaping of Modern African American Religion (Religion, Race, and Ethnicity) by Lerone A. Martin Doc

Preaching on Wax: The Phonograph and the Shaping of Modern African American Religion (Religion, Race, and Ethnicity) by Lerone A. Martin Mobipocket

Preaching on Wax: The Phonograph and the Shaping of Modern African American Religion (Religion, Race, and Ethnicity) by Lerone A. Martin EPub