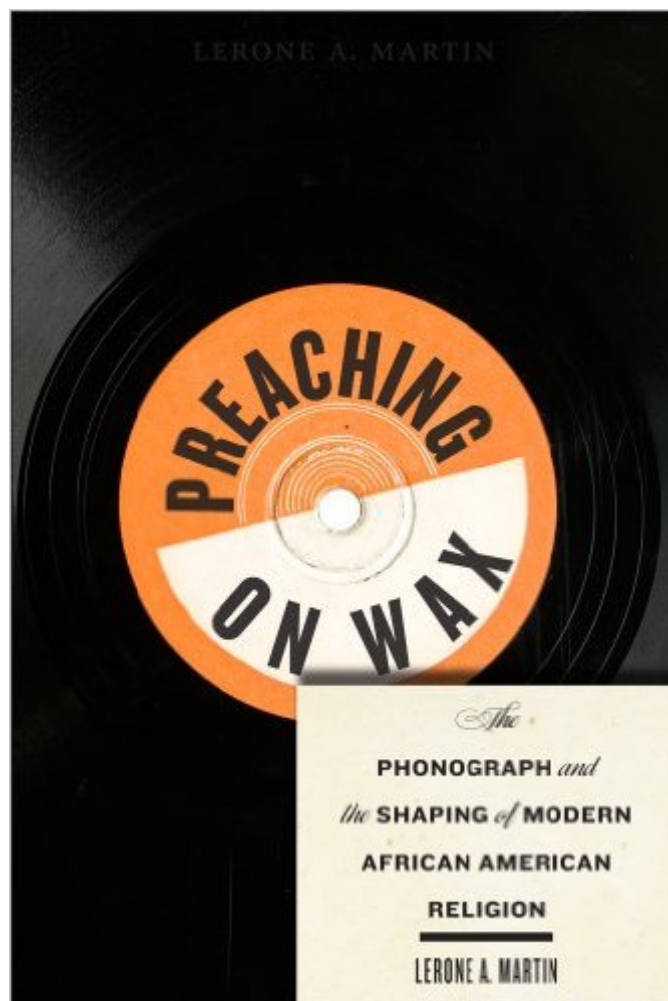


The book was found

Preaching On Wax: The Phonograph And The Shaping Of Modern African American Religion (Religion, Race, And Ethnicity)



Synopsis

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. Instructor's Guide

Book Information

Series: Religion, Race, and Ethnicity

Paperback: 240 pages

Publisher: NYU Press (November 14, 2014)

Language: English

ISBN-10: 1479890952

ISBN-13: 978-1479890958

Product Dimensions: 6 x 0.7 x 9 inches

Shipping Weight: 12 ounces (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars See all reviews (1 customer review)

Best Sellers Rank: #858,017 in Books (See Top 100 in Books) #91 in Books > Humor &

Entertainment > Radio > History & Criticism #4740 in Books > Politics & Social Sciences > Social

Sciences > Specific Demographics > African-American Studies #14701 inÂ Books > Arts & Photography > Performing Arts

Customer Reviews

Thoroughly researched and eloquently written, this is a captivating account of the old-time-gospel "revival on wax" that was preached by black ministers, produced and distributed by America's leading record labels, and enthusiastically consumed by blacks (and whites) across the nation in the interwar years. Martin does a masterful job of contextualizing the voices of ministers like James Gates, Leora Ross, and Black Billy Sunday, placing them within the currents of cultural, commercial, and religious change in interwar America. I cannot recommend this book highly enough. Kudos also go to New York University Press for making this book affordable in paperback and e-book editions. It is a book that deserves to have a wide audience.

[Download to continue reading...](#)

Preaching on Wax: The Phonograph and the Shaping of Modern African American Religion (Religion, Race, and Ethnicity) African: African Recipes - The Very Best African Cookbook (African recipes, African cookbook, African cook book, African recipe, African recipe book) African Cooking: for beginners - African Recipes Cookbook (African recipes - African cooking - African Food - African Meals 1) Race and Ethnicity: Taking Sides - Clashing Views in Race and Ethnicity Between Arab and White: Race and Ethnicity in the Early Syrian American Diaspora (American Crossroads) Antique Phonograph: Gadgets, Gizmos, and Gimmicks (Schiffer Book for Collectors) Right to Ride: Streetcar Boycotts and African American Citizenship in the Era of Plessy v. Ferguson (The John Hope Franklin Series in African American History and Culture) Black Genius: African-American Solutions to African-American Problems The Color of Justice: Race, Ethnicity, and Crime in America (The Wadsworth Contemporary Issues in Crime and Justice Series) Race and Ethnicity: An Anthropological Focus on the United States and the World Origins and Destinies: Immigration, Race, and Ethnicity in America Trials of Nation Making: Liberalism, Race, and Ethnicity in the Andes, 1810-1910 Rethinking the Color Line: Readings in Race and Ethnicity Understanding Race, Ethnicity and Power: The Key to Efficacy on Clinical Practice Heads of State: The Presidents as Everyday Useful Household Items in Pewter, Plastic, Porcelain, Copper, Chalk, China, Wax, Walnut and More Make Your Own Mustache Wax And Beard Oil: The Ultimate Man Book Beekeeping: How To Set Up A World-Class Colony That Rewards You With Endless Wax and Honey (Self Sufficiency, Homesteading, Beekeeping for Dummies, Building Beehives, Beekeeping Business) "Who Set You Flowin'?: The African-American Migration Narrative (Race and American Culture)

Feasting on the Word Lenten Companion: A Thematic Resource for Preaching and Worship
Preaching and Preachers

[Dmca](#)