

INVENTORY TO THE
BAPTIST HOUR COLLECTION

AR. 695



Southern Baptist Historical Library and Archives

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I. Historical Sketch

The history of the "Baptist Hour" begins in 1938 when Samuel Franklin Lowe urged the Southern Baptist Convention, meeting in Richmond, Virginia, to explore the possibilities of religious broadcasting. At that meeting Lowe was appointed chairman of a seven-member committee charged with making the survey.

In 1939 at Oklahoma City the survey group recommended to the Convention that a committee be continued to make a study of the best methods of religious broadcasting, and that the committee be empowered to raise money through private donations to promote Baptist broadcasts. With an operating fund of \$12,000 from the Sunday School Board, the committee set in motion plans for a "Baptist Hour" program. The plans were approved at the 1940 Convention in Baltimore.

The first 13-week "Baptist Hour" series began in January, 1941. Monroe Elmon Dodd delivered the first message on the half-hour evangelistic program. The series was carried by 17 stations in 11 states.

Lowe was made director of the Radio Committee at the 1942 SBC Convention in San Antonio.

The "Baptist Hour" came of age in the Convention at the 1946 meeting in Miami, Florida. The name "Radio Committee" was replaced by the name "Radio Commission," and the commission was recognized as an agency of the Convention, receiving a direct and proportionate share of Cooperative Program receipts.

October 2, 1949, the full-time "Baptist Hour" began over 120 stations of the American Broadcasting Company. The network schedule was terminated in June 1950 for lack of funds.

The programs were offered transcribed to independent radio stations, and 180 stations scheduled the broadcasts. Time was purchased on 50 other stations.

Associate director Dupree Jordan was made acting director following the death of S. F. Lowe October 4, 1952. The commission elected Paul M. Stevens director in August, 1953, who served until his retirement in 1979.

In 1958, Herschel H. Hobbs, pastor of First Baptist Church Oklahoma City became the regular preacher for the program. When he retired in 1976, he was succeeded by Frank Pollard, pastor of

First Baptist Church in San Antonio, Texas.

By 1980, "Baptist Hour" was broadcast from over 400 radio stations. "Baptist Hour" celebrated its 50th anniversary in January 1991. Although program formats other than preaching have been introduced to reach a more contemporary audience, "Baptist Hour" is a continuing ministry of the Radio and Television Commission.

For further information see Encyclopedia of Southern Baptists.

II. Scope and Content

The collection contains printed radio and television sermons from the "Baptist Hour," a weekly production of the Southern Baptist Radio and Television Commission. Speakers include Herschel H. Hobbs, Frank Pollard, George W. Truett, R. G. Lee, W. A. Criswell, Wayne Dehoney, Charles G. Fuller, Ellis A. Fuller, Ed Young, Pat Neff, E. D. Head, Ralph Herring, Louie D Newton, Roy O. McClain, C. C. Warren, Duke McCall, William E. Hull, Ramsey Pollard, J. H. Rushbrooke, Theodore F. Adams, Charles Wellborn, J. D. Grey, Kenneth Chaffin, Joel D. Gregory, and others. The collection begins with the first broadcast in January 1941 and is almost complete for the dates January 1968 to March 1978. Also included in the collection are "Fan Mail Speaks" (1942), the 1945 SBC "Centennial Broadcast," a bound volume for 1958-1963, bound pamphlets of sermons by Herschel Hobbs, and "Classic Issues," reprints of popular sermons.

The Baptist Hour collection was compiled from a wide variety of miscellaneous archival sources. The collection is arranged chronologically and contains two linear feet of materials.

Additional transcripts of "Baptist Hour" broadcasts may be found in the Radio and Television publications THE BEAM and BEAM INTERNATIONAL. For further information on the "Baptist Hour" and/or the Radio and Television Commission, see also Baptist Hour Speakers 1941-50; Photo Album (AR. 293); Herschel Hobbs papers (AR. 88); Radio and Television Commission miscellaneous materials (AR. 479; SBC executive Committee Program Planning Process Papers (AR. 154); and Radio and Television Collection (AR. 561). See also Sound Recordings in card catalog under "Baptist Hour" for audio recordings of some sermons.

III. File Folder Listings

Box 1

1. 1942. January through March.
Adams, Theodore; Brown, Fred; Neff, Pat and Truett, George W.
2. 1942. "Fan Mail Speaks."

3. 1943. January through March.
Binkley, Olin T.; Campbell, R. C.; Fuller, Ellis A.; Gaines, Francis P.; Head, E. D.; Lee, R. G.; Neff, Pat; Turner, Clyde; and Truett, George W.
4. 1944. January through June.
Freeman, Douglas; Herring, Ralph; Knight, Ryland; Powell, W. F.; Swor, Chester; Tribble, Harold; Warren, C. C.; Webb, Perry; White, W. R.; and Williams, J. Howard.
5. 1945. January through June.
Angel, C. Roy; Bassett, Wallace; "Centennial"; Criswell, W. A.; Dodd, M. E. Hendricks, Garland; Kraft, James; Neff, Pat; Newton, Louis E.; and Rankin, M. Theron.
6. 1945. January through June. Bound.
7. 1946. March and May.
Allen, Clifton J. and Dawson, J. M.
8. 1946. January through September. Bound.
9. 1947. April through June. Bound.
Allen, W. S.; Foremen, A. D.; Kerr, R. S.; Martin, Mrs. George R.; Matthews, C. E. ; Middleton, James W.; More, H. Guy; Newton, Louie D.; and Price, Bruce H.
10. 1948. January through December.
Adams, Theodore F.; Grey, J. D.; Lee, R. G.; Warren, C. C.; Wellborn, Charles; and Yates, Kyle M.
11. 1948. January through October. Bound.

Box 2.

1. 1949. April through June.
Grey, J. D.
2. 1950. January through September.
Freezor, Forrest C.; McCall, Duke K.; and Wellborn, Charles.
3. 1951. January through December.
Wellborn, Charles.
4. 1952. January, March, June, October, and December.
Wellborn, Charles.
5. 1954. January through December.
Pollard, Ramsey and Stevens, Paul M.
6. 1955. January through November.

- McClain, Roy O.; Pollard, Ramsey; and Stevens, Paul M.
7. 1955. "Stoop and Drink." Bound.
McClain, Roy O.; Pollard, Ramsey; and Stevens, Paul M.
 8. 1956. April through September.
McClain, Roy O.
 9. 1958-63. Bound.
Hobbs, Herschel H.
 10. 1960. July.
Cothen, Grady C.
 11. 1962. July, December.
Hobbs, Herschel H.
 12. 1963. June, September.
Hobbs, Herschel H.
 13. 1964. March, August, December.
Hobbs, Herschel H. and Lee, R. G.
 14. 1965. May through December.
Macgorman, J. W. and Reeves, Harold.
 15. 1966. May through December.
Hobbs, Herschel H.
 16. 1967. January through December.
Dehoney, Wayne; Hobbs, Herschel H.; and Hull, William E.

Box 3

1. 1968. January through June.
Allen, J. P. and Hobbs, Herschel H.
2. 1968. July through December.
Allen, J. P.; Hobbs, Herschel.; and Hull, William E.
- 2a 1968. Classic Issue.
Hobbs, Herschel H.
3. 1969. January through June.
Clinard, Gordon and Hobbs, Herschel H.
4. 1969. July through December.
Chaffin, Kenneth; Clinard, Gordon; and Hobbs, Herschel H.
5. 1970. January through June.
Chaffin, Kenneth and Hobbs, Herschel H.
6. 1970. July through December.

Chaffin, Kenneth and Hobbs, Herschel H.

- 6a. 1970. Classic Issues. Hobbs, Herschel H.
7. 1971. January through June.
Hobbs, Herschel H. and Hultgren, Warren.
8. 1971. July through December.
Hobbs, Herschel H.; Hultgren, Warren; and Laughon, Fred.
9. 1972. January through June.
Hobbs, Herschel H.
10. 1972. July through December
Fuller, Charles G. and Hobbs, Herschel H.
11. 1973. January through June.
Bates, Carl; Claypool, John; Fuller, Charles G.; and Hobbs,
Herschel H.
12. 1973. July through December.
Bates, Carl; Fuller, Charles G.; and Hobbs, Herschel H.
13. 1974. January through June.
Hobbs, Herschel and Howard, Herbert.
14. 1974. July through December.
Hobbs, Herschel H.; Howard, Herbert; and Nelson, Dotson M.

Box 4

1. 1975. January through June.
Hobbs, Herschel H. and Young, Ed.
2. 1975. July through December.
Hobbs, Herschel H. ; Pollard, Frank; and Young, Ed.
3. 1976. January through June.
Hobbs, Herschel H. and Plietz, James L.
4. 1976. July through December.
Hobbs, Herschel H. and Pollard, Frank.
5. 1977. January through June.
Webber, Jaroy.
6. 1977. July through December.
Pollard, Frank and Webber, Jaroy.
7. 1978. January through March.
Pollard, Frank.

8. (N. D.) Bound. "Gospel Truth, Blessed Hope, Eternal Anchors, Good Fight of Faith."
Hobbs, Herschel H.

Box 5

1. 1986. Classic Issues.
Pollard, Frank and Jackson, Richard.
2. 1989. January through June.
Gregory, Joel C.
3. 1989. July through December.
Gregory, Joel C.
4. 1990. January through June.
Gregory, Joel C.
5. 1990. July through December.
Gregory, Joel C.
6. 1991. 50th Anniversary Year.
Dodd, Truett, Grey, McClain, Hobbs, Pollard, Jackson, (Jack B.), Young, and Flaming, Gregory.
7. 1992. Radio.
Gregory, Joel C; Johnson, Jack B; Fuller, Charles; and Dean, Michael D.
8. 1992. Television.
Pollard, Frank.
9. 1993. Radio.
Dean, Michael D.; Gregory, Joel C.;
10. 1993. Television.
Pollard, Frank.
11. 1994. Radio.
Pollard, Frank.
12. 1994. Television.
Pollard, Frank.
13. 1995. Radio.
Pollard, Frank.
14. 1995. Television.
Pollard, Frank and Hester, Hess.
15. 1996. January through June. Radio.
Pollard, Frank.

16. 1996. January through June. Television.
Pollard, Frank.