

The Sweetest Music Ever Told



CARILLONIC BELLS

SCHULMERICH ELECTRONICS, INC., SELLERSVILLE, PENNSYLVANIA



STIRRING THE HEART OF THE CHURCH • THE PASSERBY • THE SHUT-IN • THE STUDENT



CARILLONIC BELLS

*Brief, on a flying night,
From the shaken tower,
A flock of bells take flight,
And go with the hour.*

*Like birds from the cote to the gales,
Abrupt — O hark!
A fleet of bells set sails,
And go to the dark.*

*Sudden the cold airs swing.
Along, aloud,
A verse of bells takes wing
And flies with the cloud.*

Alice Meynell

An exclusive product of
SCHULMERICH ELECTRONICS, INCORPORATED, SELLERSVILLE, PENNSYLVANIA

THE MANAGEMENT OF
THE EMPIRE STATE BUILDING, NEW YORK CITY
IN CO-OPERATION WITH SCHULMERICH ELECTRONICS, INC.

ANNOUNCES

a series of Demonstration Recitals from the Empire State Tower
during the Christmas-New Year's Season

ON THE NEW SCHULMERICH 61-NOTE

CARILLONIC BELLS

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During the holidays, persons in the New York area shall have the pleasure of hearing the music of the season played by America's famous Bellmasters on the world's highest carillon. Quarter-hour recitals will be given daily—

Weekdays: 12 Noon-5 P.M.

Sundays: 2 P.M.-6 P.M.

First Recital—12 Noon, Friday, December 19

ARTISTS WHO WILL PLAY "CARILLONIC BELLS" FROM THE TOWER

PROFESSOR ARTHUR BIGELOW
Bellmaster of Princeton University, Princeton, N. J.

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DR. ALEXANDER McCURDY
*Head of Organ Departments of Westminster Choir College, Princeton, N. J.
Curtis Institute of Music, Philadelphia*

*

MR. KAMIEL LeFEVRE
Bellmaster at Riverside Church, New York City

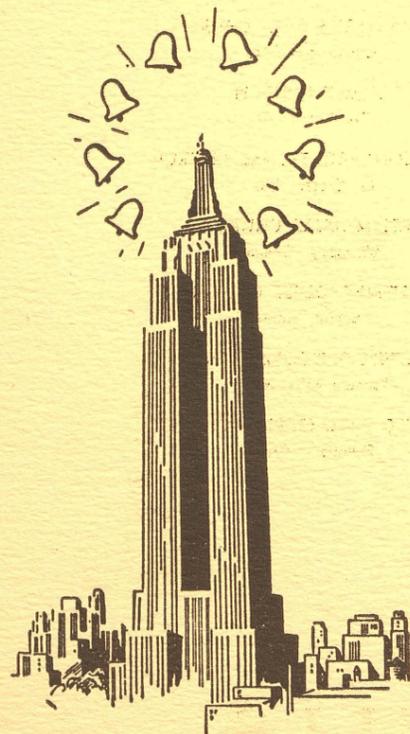
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MR. BRYAN BARKER
Bellmaster of Mercersburg Academy, Mercersburg, Pa.

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MR. A. THEITGEN
Bellmaster of Trinity Church, New York City

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HEAR CARILLONIC BELLS on "We, the People" over CBS—Tuesday, Dec. 23, 9 to 9:30 P.M.;
and on "The Greatest Story Ever Told" over ABC—every Sunday at 6:30 P.M.

FOR more than four centuries, the carillons of Flanders have thrilled peasant and noble with their sweet tones and brilliant harmony. Schulmerich CARILLONIC BELLS which grace the tower of New York's Empire State Building during the holidays are the ultimate development of these Flemish bells.

Their scientific design allows such flexibility of tone that harmony practically unlimited is possible. Musical arrangements far beyond the scope of chimes—or even of English type bells—can be played. Selective tower projection, through directional and intensity controls, directs the bell tones like a beam of light. CARILLONIC BELLS can be heard with controlled intensity in any or all directions over a wide area. It is estimated that, under favorable conditions, the bells on the Empire State Building can send forth their beautiful music over an area of 36 square miles. At the same time, excess local volume can be eliminated.

This is the most extensive area over which bell music has ever been heard. The carillon in the Empire State Building

is farther above the earth than any other carillon in history, and its audible power is the greatest ever known. It is played from a 61-note console, with electric keyboard action. The source of its glorious bell music is an elaborate set of precisely tuned bell-metal tone generators, struck by hammers. Through Schulmerich's high-fidelity electronic equipment, the bell tones thus produced can be played at any desired volume.

The operating controls of CARILLONIC BELLS, with foot pedal expression, allow the console artist an unlimited range of bell harmony, and the science of electronics colors and augments every carillonistic effect asked of the instrument by the musician. The rich beauty of the bells, and their response to the greatest musicianship, give new vibrant life to any tower that contains them.

Schulmerich CARILLONIC BELLS can be installed in buildings of any size or architectural design, whether they have towers or not. Today, they are heard from a thousand buildings throughout the world. Here are a few of the places where you can hear them—

THE UNIVERSITY OF PENNSYLVANIA
Philadelphia, Pa.

COLBY COLLEGE
Waterville, Maine

CATHOLIC UNIVERSITY
Washington, D. C.

UNIVERSITY OF NORTH CAROLINA
Raleigh, N. C.

SAN JOSÉ STATE COLLEGE
San José, Calif.

WESTMINSTER CHOIR COLLEGE
Princeton, N. J.

ABINGTON MEMORIAL HOSPITAL
Abington, Pa.

FATHER FLANAGAN'S BOYS TOWN
Boys Town, Neb.

OLDS TOWER BUILDING
Lansing, Mich.

THE DUPONT BUILDING
Miami, Fla.

FEDERAL TELECOMMUNICATION
LABORATORIES
Nutley, N. J.

FOUNDRY METHODIST CHURCH
Washington, D. C.

FIRST BAPTIST CHURCH
Winston-Salem, N. C.

GRACE EVANGELICAL LUTHERAN
CHURCH
San Diego, Calif.

ST. MICHAEL'S R. C. CHURCH
Cincinnati, Ohio

CHRIST CHURCH
Waukegan, Ill.

FIRST CONGREGATIONAL CHURCH
La Crosse, Wis.

WESTMINSTER CHURCH
Winnipeg, Canada

FIRST METHODIST CHURCH
Wichita, Kansas

ST. PETER'S EPISCOPAL CHURCH
Niagara Falls, N. Y.

IDLEWILD PRESBYTERIAN CHURCH
Memphis, Tenn.

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Schulmerich
CARILLONIC BELLS

"The Sweetest Music Ever Colled"

VISIT OUR SHOWROOMS—150 FIFTH AVENUE—FOR INFORMATION

Why CARILLONIC BELLS are acclaimed the world's finest carillons

DESPITE the strides of modern science, little has been done, outside the Schulmerich laboratories, to develop bell tones that are purer, clearer and more accurately matched than those of ponderous cast bells. Even less has been accomplished in making the beauty of fine bell music available to the churches and institutions with limited resources.

Bell substitutes such as tubes, bars, gongs and steel wires fail to produce genuine bell tones acceptable to those who know and appreciate true campanology. Amplification of these substitutes does not improve the quality of tone . . . it only uses their tremendous power to accentuate the frailty and poverty of instruments which were made to be "almost as good."

Prices, too, are substitutes and do not, in a true measure, represent the quality of results. In fact, the cost of substitutes adheres closer to the price of the conventional cast bell and in many cases is still maintained far beyond the level of thousands of churches.

Undaunted by the general disinterest and lack of accomplishment in bell research — by competitive criticism and actual ridicule on the part of many — Schulmerich determined to apply modern scientific methods to bell development. Through twenty-five years of pioneering Schulmerich engineers produced CARILLONIC BELLS—a bell instrument of highest quality and perfect tone priced within the reach of *any* church or institution.

Recognition of the instrument was immediate and enthusiastic. Individual churches of all faiths accepted it as the ultimate

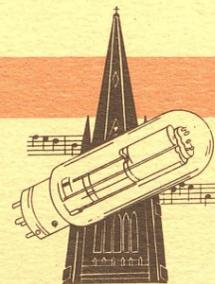
in music for the belfry. Numerous official denominational boards endorsed it for its superior quality and proved performance. Many churches with towers still housing bell substitutes judged these to be too inadequate for continued use and now send forth their tower message with CARILLONIC BELLS. Approval also by musicians and laymen, in colleges, universities and business, has made it possible for Schulmerich to install more tower bells than all other manufacturers combined.

As a sequel to the engineering that produced a superior instrument Schulmerich established a realistic sales policy to provide each purchaser with additional benefits.

CARILLONIC BELLS are sold only on a custom-made basis to fit the physical characteristics and program requirements of the individual church or institution. Survey, sale, installation and service are performed by factory-trained field engineers only.

Sales volume is carefully limited to the number of installations that can be adequately handled by a highly trained sales organization. The purchaser has the assurance that every Schulmerich representative is thoroughly competent to provide proper information and advice on the correct equipment to fit the individual need.

Such leadership, ingenuity and creative ability always encourage imitators . . . substitutes . . . but the same progressive thinking which has produced this leadership in bell development and has firmly established Schulmerich as the world's outstanding producer of fine bell instruments will continue to give you the world's finest carillons.



CARILLONIC BELLS

Designed and produced exclusively by

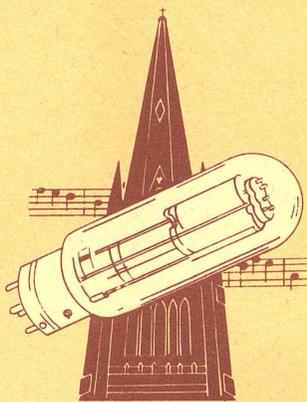
SCHULMERICH ELECTRONICS, INC.

SELLERSVILLE, PA.



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