



## Monday Matters

May 12, 2014

### Are You Hearing The Master's Voice?

I remember as a kid growing up in a small neighborhood and always being outside playing with the other kids on my street. When it was time to go home for dinner, my dad would go outside and yell "Ron" loud enough for me to hear anywhere on the street. The same happened for others. You would hear "Gregory" or "Dale" when it was time for them to go home. But Gary's mom was different. She would come out and whistle so loud it was heard several streets over. We all knew the voice of our parents (or their whistle).

One of the most amazing marketing trademarks was built on Francis Barraud's 1899 painting of his brother's fox terrier Nipper who was listening to the sounds coming from the bell of a gramophone. After Mark Barraud died in 1899, Francis often played cylindrical recordings of Mark's voice, trying to keep memories of his brother alive. Nipper would sit in front of the gramophone, whimpering and whining for his master. Francis called his painting *His Master's Voice*.



The newly formed Gramophone Company quickly bought the rights to Barraud's work and transformed it into their advertising symbol for the United Kingdom and Europe. In 1902, Victor Talking Machine Company in the U.S. secured the branding monopoly

and mass marketed the painting showing only the dog and the gramophone. The company transitioned into RCA and Nipper continued whining for his master's voice in their advertising.

In I Samuel Chapter 3 we can read about Samuel being asleep when he heard a voice calling out to him. He misinterpreted the voice for that of Eli on three occasions. Finally Eli told him to go back to bed and if he heard the voice again that he should simply say, "Speak, Lord, for thy servant heareth." He did not recognize the voice and in verse 7 it says, "Now Samuel did not yet know the Lord."

I would encourage you that when you recognize that voice, the Master's voice, respond. Do what He is asking of you. That voice may come to you in many different ways. Be ready to respond.



Hear the Voice of My Beloved

In Isaiah Chapter 6 Verse 8 it says, "I heard the voice of the Lord, saying, Whom shall I send, and who will go for us? Then said I, Here I am; send me." What is the Lord telling you to do? Are you responding to the Master's voice by saying, "Here I am, use me"? The Lord might be prodding you to make something happen.

RN



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