

ORU  
BRUSSELS

*Belgium* calling  
the world

BRUXELLES BRUSSEL BRUSSELS

WAVRE - OVERIJSE

**ORU**

3-100 Kw. ) BROWN-BOVERI  
4-100 Kw. ) 1952  
5- 20 Kw. - TELEFUNKEN 1952

FREQUENCY RANGE  
GAMME DE FREQUENCE  
FREQUENTIE BEREIK **6** to **22** Mc/s  
à tot

NOISE LEVEL  
BRUIT DE FOND  
GRONDGERUIS more than **60** db under **100** % modulation  
plus de sous modulation  
meer dan onder modulatie

HARMONICS  
HARMONIQUES  
BOVENTRILLINGEN **HF** in conformity with **CCIR**  
en conformité avec  
volgens de regels van

**2** CURTAIN ANTENNAE to BELGIAN CONGO  
ANTENNES RIDEAUX vers le CONGO BELGE  
GORDIJN ANTENNES naar BELGISCH CONGO

**3** RHOMBIC ANTENNAE  
ANTENNES RHOMBIQUES  
RUIT-ANTENNES **5** separate directions  
directions séparées  
afzonderlijke richtingen

RELAY STATION  
EMETTEUR RELAIS **OTC** LEOPOLDVILLE  
RELAYS ZENDER LEOPOLDSTAD

50 Kw. - R.C.A. 1942 - 3 RHOMB. ANT.

**The**



*International Goodwill Station*

During her stay in Brussels in 1948, Mrs Eleanor Roosevelt said to our listeners :

*I am very happy to have the opportunity to speak at this microphone on International Goodwill. I think that those of us who really care about peace in the future and improvement in the happiness of human beings the world over, should be anxious that goodwill among men grows throughout the world.*

As a small country surrounded by powerful neighbours, Belgium has no political ambitions. ORU never broadcasts political propaganda.

- ORU gives news and offers entertainment.
- ORU speaks to its listeners about the cultural, social and economic life of Belgium.
- ORU supports international tourism.

Belgium, which has so often, against her will, been the battleground of Europe, has one overriding Ideal : PEACE. Therefore the Belgian international transmitter ORU devotes all its activities to the spreading of goodwill amongst all peoples.

ORU is known all over the world as the INTERNATIONAL GOODWILL STATION.

Thousands of letters bearing simply the address : INTERNATIONAL GOODWILL STATION, are delivered automatically.



1. Delegates to the Youth World Congress are interviewed for ORU-listeners : a real international Goodwill meeting ! (Photo Pichonnier.)
2. From a studio in Broadcasting House, Brussels, Mrs Eleanor Roosevelt broadcasts a message for OTC-listeners. (Photo Pichonnier.)



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3. Broadcasting House in Brussels (Photo Pichonnier.)  
 4. The Symphony Orchestra and Choirs of the Belgian National Broadcasting Service in the Concert Hall. (Photo Pichonnier.)



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# ORU

AND

# OTC

- OTC, the first Belgian short-wave world transmitter, was born during World War II in Leopoldville. Its initial task was to broadcast what the voice of Free Belgium had to say to occupied Belgium and to the world.
- OTC became after the war, the world transmitter of the Belgian National Broadcasting Service and went on broadcasting until new transmitters were constructed in Belgium.
- In August 1952, ORU took over from OTC. Since then, Belgian overseas broadcasts have gone on the air from Brussels.
- ORU stands for a complex of 3 S.W.-transmitters built at Wavre-Overijse near Brussels.
- OTC still works as a relay-station for some broadcasts from Brussels.
- ORU is eager to receive your listening reports and comments. Let us know the programmes you want. Write to the :

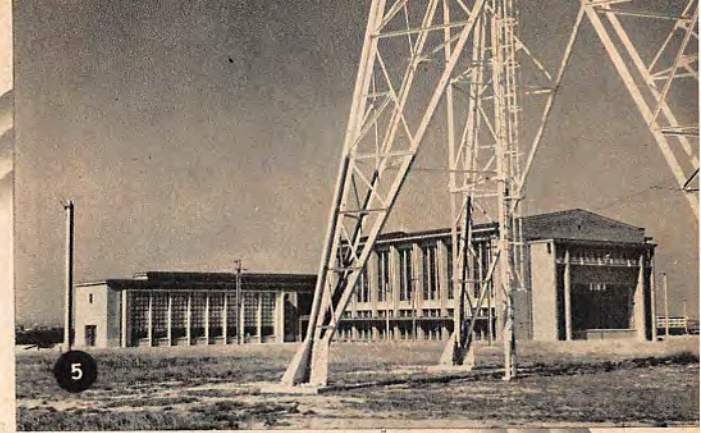
**BELGIAN NATIONAL BROADCASTING SERVICE**  
 Station ORU  
 Post Box 26, Brussels 1 - BELGIUM.

5. The Transmitting Center of the Belgian National Broadcasting Service.

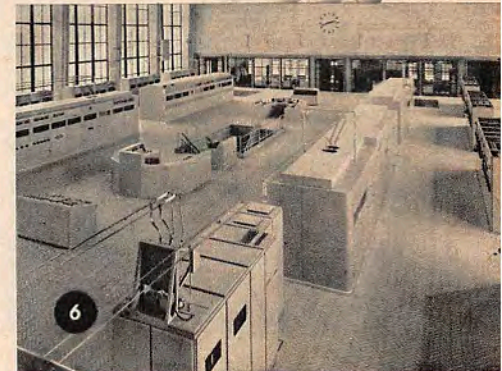
6. The transmitter hall.

7. The short wave transmitters of ORU (in the background) and the feeder switchboard (on the bridge).

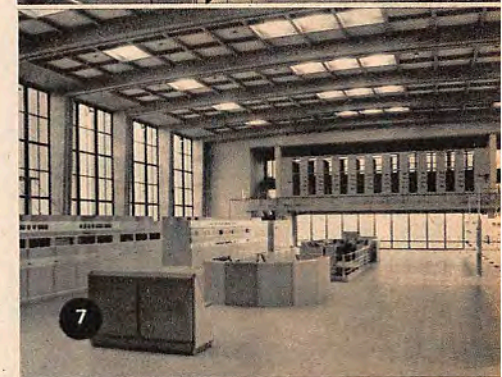
8. General view of the antennae at OTC, Leopoldville.  
 (5.-6.-7. Photo Graf — 8. Photo Lamote.)



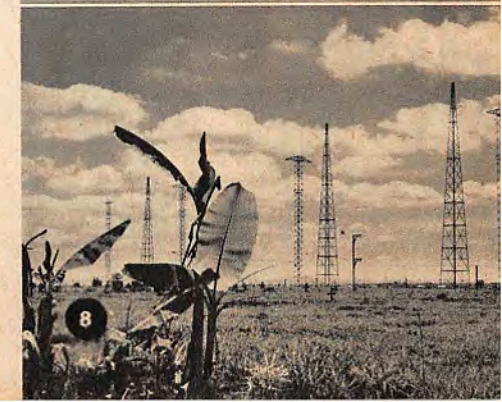
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# THIS IS BELGIUM

Belgium, with its eight million people, the most densely populated country on earth, has been one of the most frequent victims in the struggles of bigger nations for more living space. In this situation the Belgians have developed a special brand of humour and realism. Living at the crossroads of the Latin and Germanic cultures, the Belgians were able to assimilate the best of both.

Brussels, the capital, noted for its masterpieces of medieval architecture, is in the forefront of progress. The most destructive wars have fortunately spared the wonderful relics of former times. Bruges, Ghent, Antwerp, Liege, Mons, Tournai and Namur

are real museum cities bearing living witness to a splendid past.

On the edge of the great Baltic plain, nature has contrived a series of unexpected and delicate settings. Spa, Namur, the grottoes of Han and Bouillon, offer a special charm to the foreign visitor.

Belgium has the densest railway network in the world. And Belgium has Antwerp, the continent's largest port.

With its Benelux partners, Belgium is one of the world's largest economic units.

Hard work has made Belgium what it is : one of the most prosperous and happy countries on earth.



9. The «Lion-stairs» of the Brussels Town Hall. (Photo Sergijsels.)

10. Panorama of Liege from the Citadel. (Photo T.I.P. Danil.)

11. The «Groene Kaai» in Bruges, the Venice of the North. (Photo Sergijsels.)



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12. Tournai. Cathedral. (Photo Dédé.)

13. General view of Antwerp, the main port of Belgium. (Photo Dédé.)

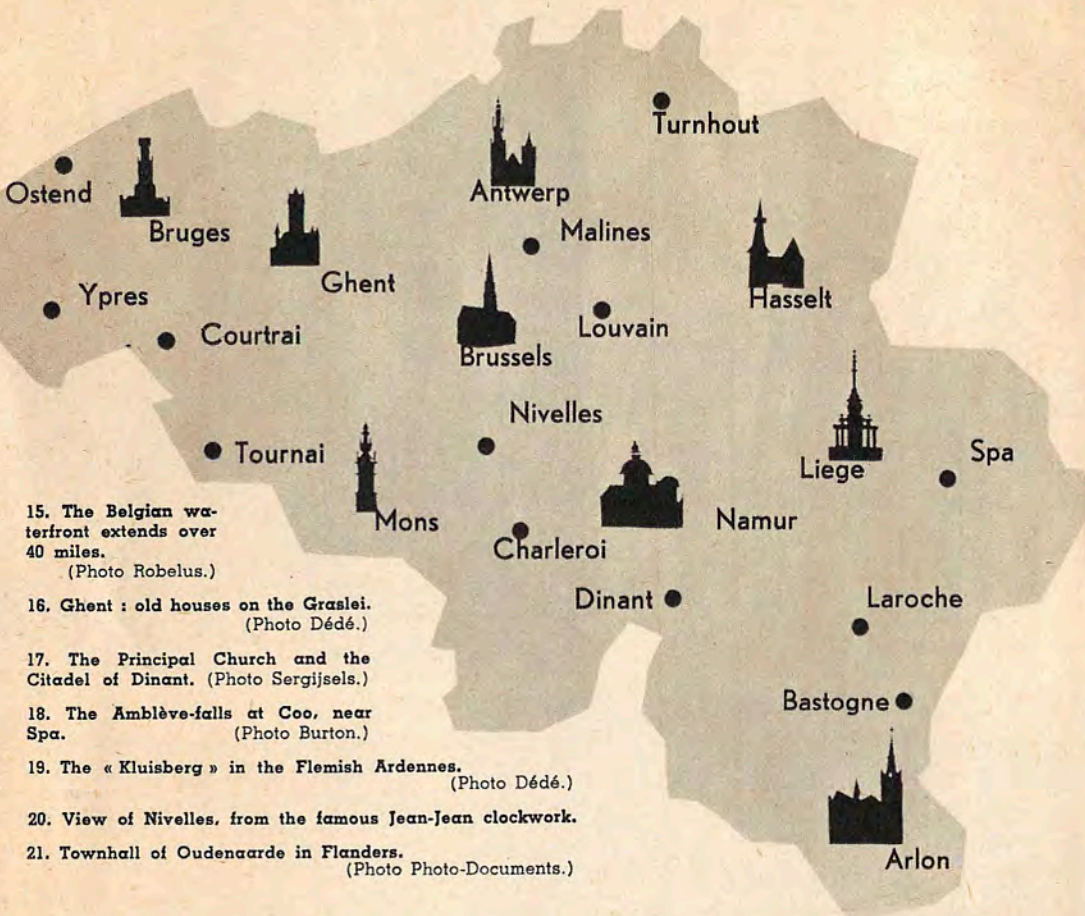
14. The river Meuse in the Ardennes, at the «Rochers de Freyr». (Photo Burton.)

(Photos concerning tourism and folklore in Belgium, published in this booklet, are by courtesy of the Belgian National Tourist Office.)



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# A Traveller's Paradise



- 15. The Belgian waterfront extends over 40 miles. (Photo Robelus.)
- 16. Ghent : old houses on the Graslei. (Photo Dédé.)
- 17. The Principal Church and the Citadel of Dinant. (Photo Sergijsels.)
- 18. The Amblève-falls at Coe, near Spa. (Photo Burton.)
- 19. The « Kluisberg » in the Flemish Ardennes. (Photo Dédé.)
- 20. View of Nivelles, from the famous Jean-Jean clockwork. (Photo Photo-Documents.)
- 21. Townhall of Oudenaarde in Flanders. (Photo Photo-Documents.)



## BELGIUM SPEAKS TO

THE UNITED STATES  
THE BRITISH COMMONWEALTH  
and other English-speaking peoples.

Every day ORU speaks to the United States, to the countries of the British Commonwealth, and to English speaking people wherever they are.

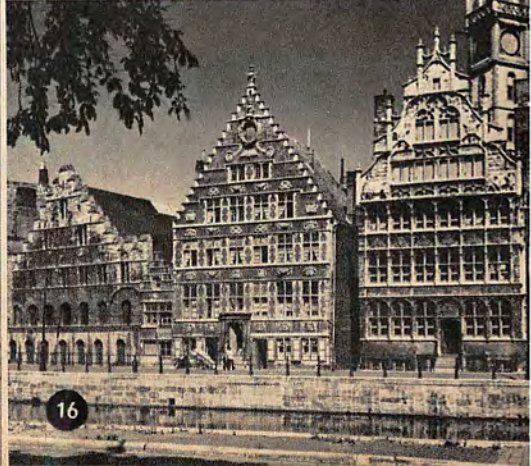
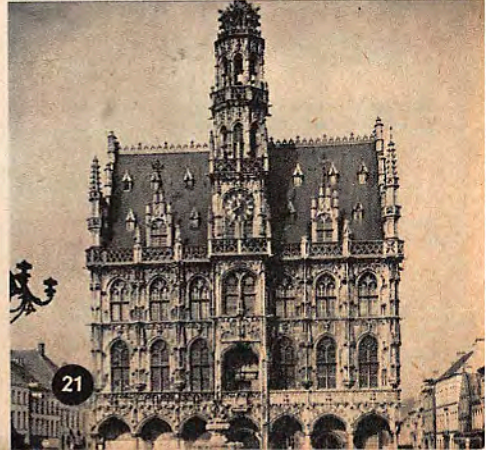
Belgium has many friends in the English-speaking world. The United States and Britain have been her allies in two world wars. American, British and Canadian soldiers were the first to enter Belgium in 1944 and liberate Belgian territory from the Nazis. Many listeners to ORU are former soldiers who became acquainted with the Belgian way of life. Many of them saw Belgium in dire distress. Of course, they are interested to hear how she is progressing now. To keep them informed, ORU broadcasts Belgian news every day.

ORU's listeners form a varied and interesting crowd. Many are interested in Belgian culture, for instance, or the old Flemish school of painting. ORU regularly broadcasts talks on Belgian paintings and literature.

Other listeners are more interested in economic affairs.

Businessmen like to hear about the special products of Belgian industry. Short talks are devoted to this subject.

Many listeners also feel that they should come to Belgium to see the Manneken Pis, the Gilles of Binche, the Grand-Place of Brussels or some of the other thousand interesting places and events in Belgium : events which may coincide with your holiday and which will make a visit to Belgium one of the memorable trips of your life.





# Belgian

It is a sad sign of age and weariness when a people relegates its folklore from the streets to the museums. In Belgium, fortunately, this has not happened. In Bruges it is on their very doorsteps that the old lace-makers teach young girls the intricate craft of the bobbins. Summer visitors can see this charming scene every day.

But there is folklore of another, less intimate kind. In Binche, on the day of carnival, strangers who stay aloof and keep their hats on, run the risk of being pelted with pigs' bladders. And they stand a good chance of being swept away in the whirlwind of the great round of the Gilles.

It would be presumptuous to say that all the Belgians have the energy displayed by the Gilles of Binche, who dance with inexhaustible gusto wearing their towering headgear, embroidered costumes, and belts heavy with jingling bells of bronze. Here is some of the zest and physical exuberance of bygone days, some of the enthusiasm which marked the celebrations of the conquest of the New World, for the Gilles' ostrich-plumed hats and orange baskets are believed to have an Inca origin.



22. The old lace-maker's quick sight and speedy hands are proverbial.

(Photo De Meyer.)

23. Binche carnival offers the imposing spectacle of three hundred Gilles wearing their towering ostrich-plumed headgear.

(Photo De Grootte.)

24. The « Krakelingen » at Grammont. The small fishes in the glass have to be swallowed with the wine.

(Photo C.G.T.)



25. Clog-makers carving typical Flemish « sabots ».

(Photo Hersleven.)

26. Mr and Mrs Goliath parading through the streets of Ath.

(Photo Bouckaert.)

27. Fine decorating work has made a beautiful plate out of a plain copper-disc. This craft is called : Dinanderie (from Dinant).

(Photo Le Lynx.)



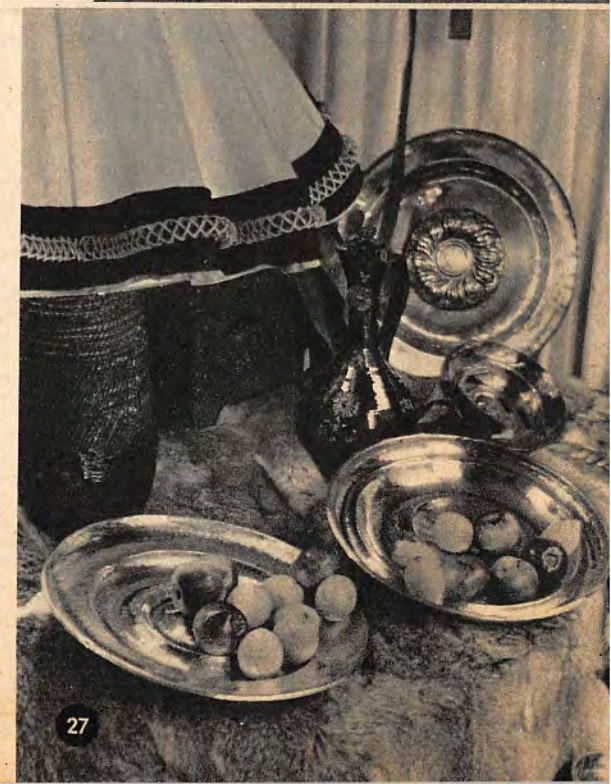
# Folklore

This same boisterous energy is displayed in the famous yearly Battle of the Lumeçon in Mons. On this occasion the market square is teeming with people eager to tackle the Doudou monster and to pluck a few hairs from its wriggling tail.

Scores of Belgian cities have their Giants, often representing the legendary figures and overlords from whom the people had to wrest their civic liberties. There is something thoroughly democratic in all these folklore festivals. In Grammont, at the Krakelingen feast, the worthies have to forget their dignity for a moment and let the people look on while they swallow small live fishes from a huge cup.

Yet these same people of the Low Countries have a bent for mysticism. This is reflected in Malines, where the carillon notes fall crystal clear from St Rombout's tower over quiet street corners and alley-ways. Here the people listen with devotion, while high above them Staf Nees, the Flemish master carillon player, hits the manual with clenched fists.

These are scenes and customs which make this land of Flanders and Wallonia different. This is our national folklore.



# ORU Calling

## The Belgian way of life



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### BELGIAN SEAMEN...

Twice a week ORU transmits messages for Belgian sailors on the high seas. Relatives come to ORU's Brussels studio to record these messages which seamen hear from Rio de Janeiro to Shanghai. Whole crews have become members of the Amongst Friends Club.

### BELGIAN MISSIONARIES...

More than eight thousand Belgian missionaries are active in every part of the world. That is more than ten percent of the total number of missionaries preaching the Catholic faith to the natives. Many of them have been away for ten, twenty, sometimes more than thirty years. One of the most moving spectacles to be witnessed in our Brussels studios is when mother and fathers broadcast a message to a son far away in Madagascar, Alaska or Japan.

### AND THE BELGIAN CONGO.

« Darkest Africa » has become a huge workplace where industries, mines and plantations increase every day. To the sixty thousand Belgians contributing to the development of this vast territory, ORU brings daily every aspect of life in the mother-country. Regional and local news as well as special reports give them a vivid picture of their hometown or village, while relays of concerts, variety or theatre-shows enable them to participate in the artistic life or entertainment of their fellow countrymen.

28. The French Editors Maurice Tillière, Emile Hinceval, Henri Lebrun, André Dereppe and Germaine Pélোসie, typist.

29. The Flemish Editors Jozef Coolsaet, Rik Onckelinx, Leo Rommens, Jan Fonteyne and Lena De Keye, typist.

30. Roger Stassart, Jacqueline Montpellier and Lena Van Dijk, announcers, and Renaat Verhulst, chief-announcer.

31. Willy Sanders, program-coordinator, Ernest Baeckelmans, program-compiler, Pierre Delhase, producer, and Louis Mambour, program-compiler. (Photo Pichonnier.)

It has been said and repeated that Belgium is a hard-working nation. Belgium is not, however, a country where people have sullen faces because they have no time to enjoy the fruit of their hard work. The Belgians brew excellent beer, have an excellent cuisine and a talent for organizing attractive holiday facilities. None of these are solely for export or for tourists, which accounts for a great deal of the cheerful atmosphere that immediately impresses even the most hasty visitor. In addition to all the good things of life made in Belgium, the Belgians also freely import all the best things of life from other countries. As a real democratic people the Belgians can be heard grumbling about almost anything. But the Belgian is ready to die for his neighbour's right to disagree with him. And all Belgians agree that when everything is said and done Belgium is after all a wonderful country to live in.



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32. Families of seamen call their menfolk at sea.

33. Leo Van Russelt, reporter of the Seven Seas.

34. Mgr Bigirumwami, Congolese bishop, speaking to the Belgian Congo from Brussels.



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35. André Dereppe, Jan Fonteyne and Jozef Coolsaet, editors of the Missionary-programmes.

36. News-editors, Jules Etienne, Jean Stévo, Gustave Fischer, Myriam Vander Elst, Leo Rommens and typists Renée Schmit and Jeanine Provost.

(Photo Pichonnier.)



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## THIS IS THE BELGIAN CONGO

Straddling the Equator, the Belgian Congo is one of the world's most progressive colonies. Eighty times as big as Belgium, it is inhabited by nearly one hundred thousand whites and twelve million natives. A land of tropical splendor, of wild rapids, unspoiled forest and spectacular tribal life, the Belgian Congo is now open to tourists. Here they will find lakes and volcanoes of unsurpassed beauty. A land of big game, gold and uranium, the Congo was a present from King Leopold II to the most unadventurous and peaceful country on earth.

Inaccessible and unexplored only sixty years ago, the Congo is now making rapid strides toward civilisation. In sixteen hours Sabena airliners link Brussels with Leopoldville, where mud huts have made room for modern buildings and where the latest



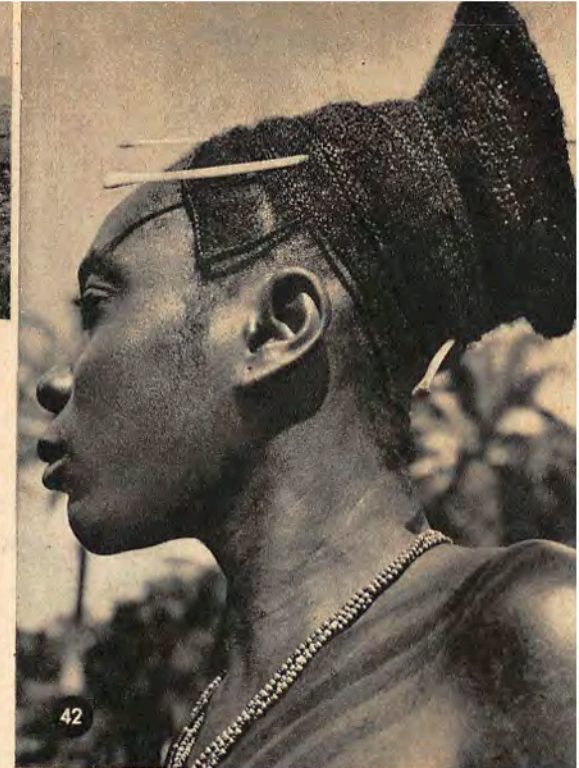
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American cars nose their way through groups of women, water-pitchers on their heads, loitering in the mango-bordered lanes.

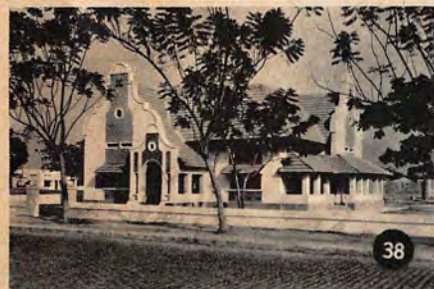
Big white ships with many decks sail upstream on the Congo to the heart of Darkest Africa. A frail canoe hurries past on its way to the fishing-ground. From the distant banks comes a native chant marked by the incisive rhythm of the tom-toms. From behind the floating clouds a pale crescent of moon shines down on the sleeping landscape. For a few hours the traveller falls under the spell of the primitive magic of mysterious Africa...

Belgian Congo offers great facilities for big game hunting and sportive fishing.

ORU will supply, on request, a folder on tourism in Africa.



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37. « Tengé » dancers from Ngbandi (region of Banzyville). (Photo Dandoy.)

38 and 43. The modern Congo, where spacious buildings take the place of the outdated pioniers dwellings.

39. A Kwango village. (Photo Mulders.)

40. Domesticated elephants of the Gangala na Bodie station taking their bath.



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41. Lake Kivu, in Eastern Congo.

42. A Makéré woman (region of the Uélé-river). (Photo Goldstein.)

43. The Hotel Métropole in Matadi.

(Photo De Boe.)

44. Coconut-trees decorate an avenue in Albertville Katanga.

(Photo G. Félix.)

45. This xylophone is used by the Bapendé-people, living in the Kwango region.

(Photo A. Scohy.)



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# The AMONGST

« Amongst Friends » is undoubtedly the most popular section of ORU's programmes. Its success is largely due to the fact that it has been inspired by goodwill and international friendship from the start. The feature also exists in Dutch, « Onder Ons », and in French « Entre Amis ». In the thousands of letters which have been sent to the editors of this feature, listeners have written to say it really makes them feel they are members of one big family.

Listeners all over the world also appreciate ORU's unflinching good humour and objectivity. For more than five years OTC and ORU have kept closely to the recipe that for an enjoyable radio dish two parts of fantasy should be mixed with two parts of unaffected simplicity. No commercials or propaganda are allowed. And the dish is served in small quantities. Thus regular listeners have learned that ORU is never trying to sell something, and that it can be relied upon for an objective and complete news bulletin. ORU newswriters receive no political directives. They have free access to all the best sources of news in the world and they distil from it a nightly news bulletin which they sincerely believe to be a truthful presentation of world events.

That explains ORU'S immediate appeal to listeners from Sweden to California, from Switzerland to New Zealand.

## Better than a fan mail.

ORU listeners are no fans. They are friends. The underlying idea of « Amongst Friends » is to associate them as closely as

possible with the shaping of program policy and with the daily life of the station. The personnel of ORU are not a group of anonymous speakers and editors. The only guiding rule for anyone speaking at an ORU microphone is to remember that listeners hate to be lectured to, and that the tone should be chatty.

## A station for human beings.

Too many stations forget that listeners are human beings. Some stations simply consider them as a crowd and commit the mistake of using the same tone to announce the explosion of an atom bomb as to extol the quality of tooth-paste. ORU wants to be different, and is proud to receive such letters as this from Mr Herbert Ward (England) :

« I consider your programme « Amongst Friends » as the great forum of Friendship through Radio, for it has enabled me to learn something about the lives of men and women in distant countries who, like me, enjoy listening to OTC. »

The « Amongst Friends » feature often includes a question about Belgium or the Congo. Listeners who send the best answers receive an illustrated booklet about Belgium. The questions generally bear on subjects which have been treated in recent talks. The many correct answers prove that the talks have many regular listeners, and that ORU has done much to make Belgium better known all over the world.

## Personal contacts.

Listeners writing to ORU do not have to send their letters to an anonymous organization or an unknown official.

Here are a few names of people who will directly answer their letters :

Mr ZOETE, Director;  
Mr VAN OVERLOOP, Head of Foreign and Flemish Sections;  
Mr DEPPE, Head of French Section;  
Mr LE ROYE, Head of Public Relations.

Their address is :  
Post Box 26 - Brussels I - BELGIUM

54. The administrative work of the Club is managed by the Secretariat of ORU and the Public Relations Office : Miss Wijns, Mr Cailloux, Mrs Guiette.



# FRIENDS

O.R.U. listeners soon feel they belong to one great family.

On the initiative of a number of listeners, the "Amongst Friends" Club was formed. It now has 6.000 members.

Amongst its activities are the exchange of correspondence between pen-pals, stamp collecting, amateur photography, etc.

# club

L'auditeur d'ORU acquiert le sentiment d'appartenir à une vaste famille.

A l'initiative de certains auditeurs, un Club "Entre Amis" a été créé; il compte déjà plus de 6.000 membres.

Activités : Echange de correspondance sur des sujets variés, philatélie, photographie d'amateur, etc.

Cotisation : 40 francs belges, 1 dollar, 5 shillings, 5 couronnes suédoises ou 13 coupons-réponse internationaux.

Les cotisations peuvent être versées par mandat international à la RADIODIFFUSION NATIONALE BELGE, B.P. 26, Bruxelles ou au compte de chèques postaux 5468 I.N.R., Bruxelles (mentionner "Entre Amis" ou "Onder Ons").

Les membres du Club s'engagent à coopérer, avec ORU à l'entente entre les peuples.



De luisteraar van ORU heeft 'het gevoel te behoren tot één grote familie.

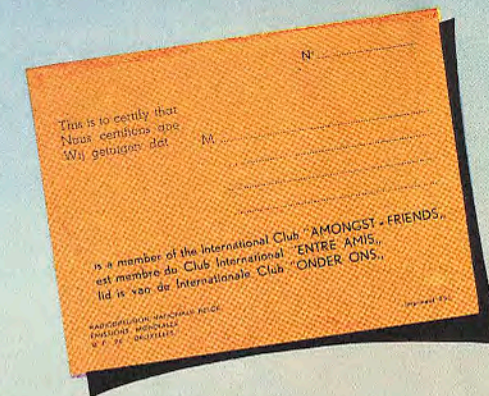
Op initiatief van zekere luisteraars werd een Club "Onder Ons" gesticht die reeds 6.000 leden telt.

Activiteit : vrlendencorrespondentie, verzameling van postzegels, liefhebbers-fotografie, enz.

Bijdrage : 40 Belgische frank, 1 dollar, 5 shilling, 5 Zweedse kronen of 13 internationale coupons voor betaald antwoord.

De bijdragen kunnen per internationaal mandaat gestort worden op naam van de BELGISCHE NATIONALE RADIO-OMROEP, P.B. 26 Brussel, of op postcheckrekening n° 5468 N.I.R. Brussel (met vermelding van "Onder Ons").

De enige verplichting die het clublid op zich neemt is, met ORU te werken voor de verstandhouding onder de volken.



Editeur responsable : FRANS ZOETE.  
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