

Aberhart one of first to use power of radio

CALGARY HERALD

AUG. 25, 1980

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Broadcasting came into general use in the 1920s but it was amazing how long it took political leaders to realize its power.

One of the first was William Aberhart, a high-school principal in Calgary, who also conducted weekly broadcasts for the Prophetic Bible Institute.

Aberhart became interested in Social Credit money theories and began introducing them in his broadcasts in 1932. By this time Canada, and especially the Prairies, was in the depth of economic depression and Aberhart soon discovered that he was building up a political following.

Only the federal government can make changes in the money system, and Major Charles Douglas, creator of the Social Credit theories, warned that it was not possible for a provincial government to carry them out.

Even so, Aberhart formed a Social Credit political party and won the provincial election on August 25, 1935, with 56 of the 63 seats in Alberta. The party, later led by E. C. Manning, continued in office until August 30, 1971.

Its success led to the creation of a Social Credit government in British Columbia in 1952, and to strong representation in the Federal House of Commons.

It might not be accurate to claim that Aberhart was the way-shower for political broadcasting, but he was certainly one of the pioneers. Franklin Roosevelt used radio very effectively during the same years, and Winston Churchill's broadcast were the greatest morale-boosters during the Second World War.

CANADA FLASHBACK



BOB BOWMAN

Today, of course, most political leaders are greatly concerned about their "image" on television and try to use broadcasting effectively.

Broadcasting up to 4 hrs a Sunday
Here
Sunday Services
at Bible Inst Byrd 1937

Albertan - July 10, 1937
**HON. E. C. MANNING
CONDUCTS SERVICE
AT BIBLE INSTITUTE**

Bio - Manning, Ernest

Rev. M. L. Burget to
Speak on "A Little
Summer Fallow"

At the Calgary Prophetic Bible Institute, 516 Eighth avenue west, the following regular services will be held on Sunday, July 11.

At 10:00 a.m., the Sunday School and Adult Bible Class will be held. The latter will be conducted by Rev. M. L. Burget and will be broadcast over CFCN.

At 11 a.m., the morning service of the Bible Institute Baptist Church will be conducted by the pastor, Rev. M. L. Burget, who will take as his sermon topic "A Little Summerfallow." This service will be broadcast over CFCN.

At 3:00 p.m., the afternoon service of the Prophetic Bible Institute will be conducted by Hon. Ernest C. Manning, and will also be broadcast over CFCN.

At 7:30 p.m., the evening service of the Bible Institute, Baptist Church will be conducted by the pastor, who will take as the subject of his message "A Lesson in Profit and Loss." The service will again be in the form of a Vesper Hour, during which special musical selections will be brought by the choir, and a time of hearty congregational singing will be enjoyed.

A cordial invitation is extended to all to attend these services.