

## FATHER OF BROADCASTING TELLS OF THE AMAZING GROWTH OF THE RADIO INDUSTRY

Although the radio industry has had the most amazing growth of any industry in history, the ground has scarcely been scratched and even more wonderful advances and possibilities are at hand.

That, in substance, was the keynote of an address on "Radio's Relation to Electric Light and Power," delivered before the National Electric Light Association in Atlantic City, N. J., U.S. A., recently by H. P. Davis, Vice-President of the Westinghouse Electric and Manufacturing Company, chairman of the Board of Directors of the National Broadcasting Company, known as "the father of radio broadcasting."

"Starting in 1920 from a lone broadcasting station—KDKA of Pittsburgh—in eight years the spectacular industry of radio has grown with a rapidity that staggers the imagination," Mr. Davis said. "It is an accomplishment that only the genius of this age could achieve."

"The radio industry gives employment to 320,000 people. Prior to the start of KDKA the sales of radio merchandise were less than two million dollars annually. In 1927 they were approximately 500 million dollars. In several years, therefore, a business of two billion dollars has been created."

"About 10,000,000 of the 28,000,000 homes in the United States are equipped with receiving sets. There are 694 broadcasting stations and about 40,000,000 broadcast listeners in the United States."

"Such has been the increase in the radio industry in the United States. It has been the most remarkable achievement in the industrial history of the world, and should furnish a sufficient answer, if such is necessary, as to the permanence of radio."

"In spite of this amazing development, we, who take an active part in the industry, believe the ground has hardly been scratched and even more wonderful advances and possibilities are at hand."

"Radio is one hundred per cent electric power consuming, and as such is of great importance to power companies. It has changed the habits of people to the extent that the average retiring hour in the city, formerly regarded as 10 o'clock, today is 11 o'clock and probably later, and in the country the average retiring time is 10 o'clock, rather than 'when the chickens go to roost,' as formerly. This change has resulted in a greatly increased use of electric lighting service, and thus radio has been the means of greatly increasing power consumption."

"As a broadcasting service, radio opens up to the power company an avenue of most intimate approach and enlightenment with the consumers. Radio broadcasting is especially effective because it forces an appeal to logic. It provides no opportunity for the spell-binder."

"The use and development of radio broadcasting by the public utilities is a contribution they owe to the industry. It is my understanding that one progressive public utility now broadcasts the proceedings of its Board of Directors, thus permitting all its customers and security holders to have a most direct knowledge of its affairs."

"What does the future hold for radio? For one thing, television. While our radio brings us only sound today, in our laboratories eight transmission is an accomplished fact. It only remains now to reduce it to a practical form to make it available to the public."

"Talking 'movies' in the home is also just around the corner. At the start, this device will be actuated through the use of individual film records; later, as a service of the broadcasting station."

"Apparatus is now developed in practical form whereby a message can be transmitted in facsimile form, in other words, as a typewritten page or picture. This is an entirely new and revolutionary system of telegraphic communication."

"This agency opens up other avenues whose development can be far-reaching. I conceive it possible, when combined with the Televox, to arrange a device for use as a broadcast re-

ceiver that will automatically take the message from the broadcasting station in facsimile form, in other words as a printed communication. Progress in this direction is inevitable; the future is assured and it will bring to the home the panorama of life of the great outside world."

"Perhaps the greatest benefit that may accrue to light and power companies from radio is the improvement of our knowledge of electric phenomena which will enable us to better understand the generation, transmission and control of electric power."

"Undoubtedly many special radio appliances will be developed. These will be for purposes of automatic supervision, automatic control, automatic inspection and sorting, automatic counting, automatic fire protection, automatic synchronization of machines and many other automatic operations."

"Any forecast of this kind would perhaps be looked upon as incomplete that did not carry some statement concerning the transmission of power without lines, that is, radio power. It would indeed be a foolish person who would undertake to say that this feat never will be accomplished, because in this marvelous art the impossible of today becomes the commonplace of tomorrow, and things that now appear insurmountable may melt away in the sunlight of new discoveries that are ever being made."

"Radio is destined to be marvelously far reaching in all its effects and influences on the electrical industry, and it is extremely difficult to prescribe any limits to the field."

"Now that radio has grown into such a business giant, without perhaps any too much nurturing on the part of the electrical industry, it is not time that we unreservedly acknowledge this offspring, and undertake its development from every point of view? If radio has grown in this short period, in such an exotic way, with so little care and cultivation from its parent industry, what immense possibilities are attainable if the electrical industry as a whole would so acknowledge it."

## HIGHWAYS OF NEW BRUNSWICK ARE NOW IN GOOD SHAPE

There has been a good deal of unreasonable criticism of the Baxter Government and its Public Works Department because of the condition of the highways in some parts of this province. These critics overlook the fact that if the province had the "permanent roads" of which the former government and its friends boasted, two or three years of total neglect would not have left them in the condition described by some opponents of the Baxter Government. Many years will elapse before anything like permanent roads are general in this province with its small population and large area.

It is, no doubt true that there were bad places in the highways this spring and there will be every spring. There was little snow last winter and as a result, the frost went into the ground to an unusual depth. Then because of the absence of warm spring rains it was late before the frost came out and the roads had a chance to settle. In consequence, this spring was not a fair test of the condition of the rural roads.

Comparisons have been made of the highways in Nova Scotia and those in New Brunswick unfavorable to the latter. But Nova Scotia, with about the same area has a larger population and more revenues than New Brunswick, and soil conditions in the sister province are more favorable for the maintenance of the highways, while good material for road making is more abundant. Nova Scotia has also had a better road making equipment than that left by the Veniot government, as the present Minister of Public Works learned by a personal investigation, as a result of which better machinery has been acquired.

The highways in New Brunswick are now in good shape, news items showing that automobiles had no dif-

## SAYS DOG STAR DAYS HAVE PASSED AND CITIES ERROR OF A PRODUCER

JACK CASEY  
in Chicago News

Hollywood, Cal.—The day of the dog star seems to have passed. A few pictures are being made with police dog stars doing their stuff, but very few, and they seem in no manner due for a revival unless some one uncovers a talking canine for the speakies.

The greatest dog star of them all was Strongheart and he led to a producer making one of the greatest blunders ever made in pictures where blunders are no novelty. Strongheart was probably the most publicized canine that ever chased a cat or cameraman. He made the outfit that owned him enough money to keep Chicago's twenty-second ward in gold teeth. Indefinitely.

At the height of a great money-making career Strongheart was taken ill. The picture-producing outfit unwisely let the news be published. Strongheart was sick some days and all his followers, and they were legion among kiddies in the shooting gallery belts the world over, kept a death watch on this famous canine. Strongheart died and the kids mourned his passing. But their grief was mild as compared to the head of the picture company the dog had worked for when he woke up and discovered what he had done. He had needlessly "killed off" a famous name; a name that meant money in picture house box offices wherever it was flashed. Whereas as if he had kept mum he could have an understudy assume Strongheart's role and made "Strongheart" pictures indefinitely. It is notorious among producers how much alike police dogs look, especially on the screen, and only two years back we knew of one trained dog that was playing under three different names for as many companies.

Since Strongheart's passing, several dogs were built up to great drawing power and in one or two instances the originator of the name was hurt or passed to wherever dogs pass, and another dogs assumed the role and carried on until the demand lessened and the name was dead. So fleeting as fame that off-hand we don't recall a single one of the dogs that were big names but a few years back. Warner

Bros. still have Rin Tin Tin, and a few with lesser names work occasionally, but of the great ones, barring we now recall, Peter the Great, we have forgotten all of Strongheart's successors and will bet you a chocolate nut sundae you have also.

Police dogs are much overrated anyway, that is as to ability. A trained collie is much smarter and can out-think nine police hounds. Producers used police dogs because they screened better. They look smarter than they are actually. We have spent hours watching several of the best of them work on the set. Seldom did they do just what their trainer, always just outside the camera line, told them to do the first time. Or for that matter the first three or four. We've seen directors on the verge of tearing out what was left of their hair and cursing all the dogs from here to hereafter as they took a dozen and often fifteen retakes of a simple scene. The dog would proceed almost to the point where the director was ready to say "cut" and then drop the object he was carrying or commit some other error that would gum the works. Still it was worth the worry for dog pictures never "missed." All a producer needed was a good title (for the picture), always a melodramatic one suggesting action and menace. "Tackled in The Snow Country" is a title we recall, and a good one for a dog picture. The "heavy" must be defeated by the dog and the youthful lovers freed of their false position through the "woof woof's" heroism. That's the formula plus footage, wherein the dog is at a disadvantage and in a fair way to be plugged by the nefarious villains. Tripe of course, but the kids liked it. Go to a shooting gallery today, to a kid's matinee, and hear 'em cheer the dog as he chases the heavy. And producers found the kiddies in other countries than this of the same disposition.

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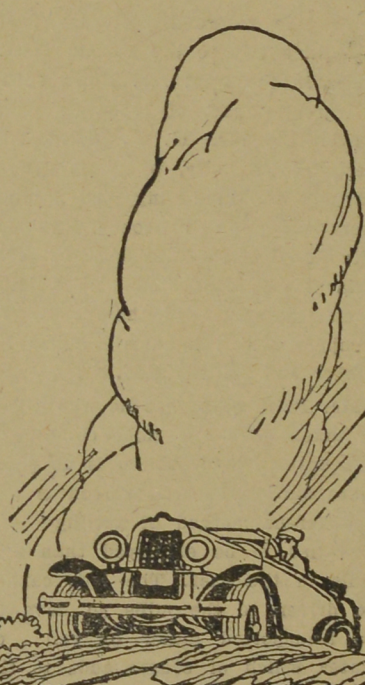
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