

broadcasting stations to operate between 5.00 and 11.00 each day, Sundays excepted, but I believe no such licenses have yet been issued. Fortunately, in Canada the Government adopts a very broadminded attitude to radio broadcasting; being governed by the idea that it is best to start with as few restrictions as possible and apply them only as experience suggests.

The relation of broadcasting to merchandising and advertising is still very much open to restriction or adjustment. In this connection I have secured from Commander C. P. Edwards, the Director of the Radio Service of Canada, a statement as to the attitude of the Service in this regard. This statement is of sufficient general interest, I believe, for reproduction here:—

Comm. Edwards' Statement

"Radio broadcasting is in its infancy and the question of direct advertising is one which will have to be dealt with in the near future.

"Canada has, so far, taken no direct action in regard to advertising and, up to the present, has not forbidden it. Should however, the majority of the public installing

"receiving" sets indicate to the Department that they do not want to listen to advertising, then, having regard to the fact that the number of wave lengths available for broadcasting services is so distinctly limited, the Government will undoubtedly pass regulations forbidding the use of this new medium for straight advertising purposes.

"In view of this contingency, licensees who are taking out broadcasting licenses at the present time, are being warned that if they instal their sets for no other purpose than to advertise their wares, they must not be surprised if such a regulation is passed at any time.

"There is every indication from experience so far gained, that the public do not want to listen to advertising, they want to be amused, and it is worthy of note that the big commercial companies in the United States who are operating broadcasting stations have eliminated all advertising from their programmes.

"It is possible that the 'toll' broadcasting station may provide a useful means for limited indirect advertising. To make such a service successful it would be nec-

essary to place them on a wavelength all by themselves, so that if the public did not want to listen to what they had to say, they could shift over to another wavelength and cut them out.

"The United States Committee appointed to advise the Secretary of Commerce in regard to radio matters and representing all classes of radio interests, made the following recommendation in regard to advertising:—

'It is recommended that direct advertising in radio broadcasting service be absolutely prohibited, and that indirect advertising be limited to a statement of the call letters of the station and of the name of the concern responsible for the matter broadcasted, subject to such regulations as the Secretary of Commerce may impose.'

"The British manufacturers and wireless interests appear to be of the same opinion."

This official attitude, as expressed by Commander Edwards, is I submit, thoroughly broadminded and logically sound.

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Each Ranger has a certain route to follow and the Hardinge system records his visits to the different points along that route, although he may be away from Headquarters for twenty-eight days at a time.

Indisputable Records—

Each Station embosses a record different from every other station, and it is only by a visit to each that these records can be secured.

The Ranger's Protection—

Hardinge systems enable the Ranger to bring in a record of his visits to each point on his route, just as indelible and indisputable as if signed by an official of the Company—showing also the time each visit was made and the time elapsed between stations.

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