



Nervous Fears Take the joy out of life

Lack of nerve force brings loss of courage, loss of hope and loss of confidence. Fear of a nervous breakdown, fear of losing the mind, fear that you will never be well again—these beset you by day and night. You become restless and cannot sleep. Appetite is fickle and digestion is upset. Headaches, neuralgia and neuritis may disturb your peace and comfort.

Oh, to be strong and confident again, to feel that you are master of your health. Dr. Chase's Nerve Food will certainly help you. It has proven its effectiveness in so many cases that it is not likely to fail you. It makes the blood rich and red, restores vigor to the nervous system, brings back strength and confidence and good health.

**For New Pep and Energy use
DR. CHASE'S NERVE FOOD**

New Regulations for Broadcasting

Text of Statement Issued by General Manager of C. B. C.

There have been so many comments locally about the new regulations governing radio, and so many questions have been asked in regard to what is and is not lawful in regard to radio here, that a complete review of the new regulations is given herewith. The new regulations were announced by Gladstone Murray, general manager. They were approved previously at a meeting of the Canadian Broadcasting Corporation. The new regulations become effective November 1st. Discussions of birth control and venereal diseases is banned from the air in the new regulations of the Canadian Broadcasting Corporation. Wine and beer advertising is to be restricted to provinces where such advertising is legal and already in use on the air. Advertising content of any program must not exceed 10 per cent. The old regulation set 5 per cent. as the maximum, but permission could be obtained

TIME TABLE CHANGES

Effective SUNDAY
September 26th, 1937
Full Information from Agents
Canadian National



Goodyear LUGS for TOUGH TUGS

• The toughest kind of going has met more than its match. Goodyear self-cleaning Lug Tires for trucks and buses roll steadily through mud and snow that's rim deep. They travel skiddy curves and greasy ruts with ease. On all "un-paved" routes they give the driver of truck, bus or tractor a new sense of driving security.

The marvellous traction-power of Goodyear Lug Tires makes them indispensable to any driver who leaves the smooth, paved highway.

At your Goodyear dealer's now.



Obscene, indecent or profane language;
"Malicious, scandalous or defamatory matter";
"Advertising matter containing false or deceptive statements";
"False or misleading news";
"Upon the subject of birth control; "Upon the subject of venereal diseases, or other subjects relating to public health, which the corporation may from time to time designate, unless such subjects are presented in a manner and at a time approved by the general manager as appropriate to the medium of broadcasting";
"Programs presenting a person who claims supernatural or psychic powers, or a fortune-teller, character analyst, crystal-gazer or the like, or programs which lead or may lead the listening public to believe that the person presented claims to possess supernatural or psychic powers or is or claims to be a fortune-teller, character analyst, crystal gazer or the like";
"Programs in which a person answers or solves or purports to answer or solve questions or problems submitted by listeners or members of the public unless such programs prior to being broadcast shall have been approved in writing by a representative of the corporation."

Certain subjects, the corporation over the radio. Views of the governors finds, are unsuitable for presentation are set out in the following explanatory note:

Not Suitable for Medium
"It is not the intention of the corporation to restrict freedom of speech nor the fair presentation of controversial material. On the contrary, the policy of the corporation is to encourage the fair presentation of controversial questions."

"At the same time it should be realized that the message of broadcasting is received at the fireside in the relatively unguarded atmosphere of the home, reaching old and young alike. Certain subjects, while meriting discussion elsewhere in the public interest, are not necessarily suitable for this intimate medium."

Advertising Rules
In addition to the general prohibitory section, specific regulations are made against advertising:
"Any act or thing prohibited by law";
"The prices of goods or services, except the prices of publications auxiliary to the information services of the corporation";
"Any insurance corporation not registered to do business in Canada";
"Bonds, shares, or other securities or mining or oil properties or royalties or other interests in mining or oil properties other than the securities of the Dominion or provincial governments or municipalities or other public authorities, provided nothing herein shall prevent any one from sponsoring a program giving quotations of market prices without comment";
"Spirituos liquors";
"Wine and beer in any province of Canada wherein the provincial law prohibits the direct advertisement of wine and beer, nor in any other province unless immediately prior to the coming into force of these regulations wine and beer have, in fact, been directly advertised in such province through the facilities of radio."

Effect of the latter provision will be to restrict beer and wine advertising to broadcasting stations in Quebec, as outside of that province there has been no radio advertising of these products even in provinces where other forms of direct advertising have been permitted by law.

Advertising of spirituous liquors on the air has always been barred, but this is the first time specific regulations have been made about beer and wine.

Whenever wine and beer are advertised through radio facilities, the following special regulations shall apply:
"No spot announcements shall be used for the direct or indirect advertisement of wine or beer";
"All continuities in programs directly or indirectly advertising wine or beer shall, prior to their broadcast, be approved by the corporation as to the continuity and the form, quantity and quality of the advertising content thereof."

"Spots" Cut Down
"Spot announcements are short advertising texts thrust in between programs, but not tied up with their content. A general rule restricts such spot announcements to two minutes of each broadcasting hour. It forbids them between 7.30 p.m. and 11 p.m. week days, except under unusual geographical conditions of stations, and keeps them entirely off the air Sundays.

No change is made in respect of political broadcasts, but the provisions of the Canadian Broadcasting Act are repeated, as follows:
"Dramatized political broadcasts are prohibited."
"The names of the sponsor or sponsors and the political party, if any, upon whose behalf any political speech or address is broadcast shall be announced immediately preceding and immediately after such broadcasts."

"Political broadcasts on any Dominion, provincial or municipal election day and on the two days immediately preceding any such election day are prohibited."
"Each station shall allocate time for political broadcasts as fairly as possible between the different parties or candidates desiring to purchase or obtain time for such broadcasts."

May Cut Advertising Further
Not only is the advertising content to be held to 10 per cent. of any program period, but the corporation may give instructions in writing to a station to cut its daily advertising content where in the corporation's opinion too much time is being given to it. The corporation is also empowered to direct any station to alter the quality or nature of its advertising broadcasts. Permission must be obtained from



Better Light-Better Sight
The only path to contented reading—enough light to see by, and good eyes to see with. You can make sure of the light; let us care for your eyes. Have them examined today.

**C. A. REMUS
OPTICAL DEPT.**
17 Pine St. N. Phone 190

the corporation to use any mechanical reproduction of a program between 7.30 p.m. and 11 p.m. unless such reproduction is merely incidental.

Where stations have unexpired contracts for the use of "canned" programs or fortune-telling programs, however, the corporation may give permission to continue them until the end of the year.

Continuity Approval Needed
Continuities associated with any product marketed under the Proprietary or Patent Medicine Act or the Foods and Drugs Act must be sent to the corporation for approval at least three weeks before being broadcast. Testimonials shall be regarded as constituting part of the advertising content of the program.

There is also a general provision under which the corporation may require production of material for examination before it is put on the air. The corporation's own programs are given priority over other material unless permission to the contrary is obtained by the station. Permission must be granted before any program is picked up for rebroadcasting.

No chain or network of two or more stations may continue without consent of the governing body. Penalty for infringement of any regulation is suspension of the station's license for a period not exceeding three months.

McGill Doctor Says Silicosis Incurable

But McIntyre Investigators Believed to Have Found Preventative.

Recent despatches from Montreal suggest that some doctors at least believe that silicosis is incurable. In a mining country that is not considered good news. But against that view is the more hopeful idea that investigators at the McIntyre mine, working for years with the deepest heart interest, are equally firm in the belief that they have found a preventative. By the use of a zinc spray, which already has been tried in the case of smaller animals, the use of this spray has reduced the danger from silicosis dust to a minimum.

To return, however, to the Montreal doctor! He is Dr. H. E. MacDermott, one of the McGill Medical fraternity. Writing in the latest issue of The McGill News, a quarterly published by the Graduates' Society of McGill University, Dr. MacDermott refers to silicosis as a disease of the lungs that takes its greatest toll among miners, but affects workers in many other industries. The doctor terms the disease "a terrible affliction, inexorable and incurable."

Silicosis, Dr. MacDermott notes, is caused by the substance, silica, and he points out that this substance is found in the form of such minerals as quartz and flint, but is poisonous only in finely powdered form.

"One might break rocks daily throughout a long and blameless life, but unless a certain amount of the fine dust was caused in the process, such a small amount of silica would be taken into the lungs that the effect would be negligible," the article says continuing, Dr. MacDermott declares silica is the "only mineral which need be feared in industry."

Silic Dust
The effects of dust on the lungs of miners, millers or those who work in factories where wool, fur or other animal hairs rise in clouds are "negligible compared with a similar exposure to silica dust. It is an entirely different thing if the coal is associated with the silicious rock, for then the mining of it will involve the hazard of silicosis."

Sometimes it may not be obvious why silicosis has developed. "One would not expect to find silicosis in a chocolate factory, for instance, but such a case has been described," Dr. MacDermott writes. "The patient's work in this factory had been for years the 'resurfacing' of granite millstones for grinding the chocolate."

Again a workman in a carpet factory developed silicosis. In his case the disease was not caused by dust from the wool he sorted but from the sand which covered the floor or the room where he worked.

The deepest root of silicosis is in the irritation it sets up, the article relates. Scar tissues form from each point of irritation and as it spreads through the lungs the air cells are affected to such an extent that eventually there is not

enough normal lung tissue left to carry on normal respiration. The patient almost always shows a tendency toward tuberculosis, says Dr. MacDermott. Pointing to the fact silicosis cannot be cured, he urges methods of prevention, "a very difficult matter", and outlines recent developments in the fight against the disease.

Fight Here Against Silicosis
The article by Mr. MacDermott may remind many of the fight waged in this North against silicosis. Not only the doctors and the governments, but also the mines, have taken the matter with the deepest seriousness. Everything possible has been done to minimize the effects of the disease. Those who have made a special study of the matter hold that the disease has not made anything like the inroads it has in other mining areas, notably in South Africa. But this is not enough. They want to eliminate it altogether. To this end the mines have spared neither trouble nor expense. The McIntyre has been a leader in this. For years past Dr. Robson and J. J. Denny have been carrying on the most earnest study and investigation with the idea of securing a form of prevention of the disease. All their studies and work at discoveries have been checked by Dr. Banting and his co-workers, and there is every reason to believe that the McIntyre investigators have made a very valuable discovery in the fight against silicosis and one that promises to minimize the danger and harm of that disease.

Amusing Incidents at Border Customs

Lady Feared Wild Animals in Canada. Record in Tourist Traffic.

(National Revenue Review, Ottawa)
Many amusing incidents occur to enliven the daily routine of Customs officers handling tourist traffic at border points. On a recent visit to Niagara Falls the Editor was informed by G. C. Gardner, Collector, of the following:
Honeymooners, of course, flock to Niagara Falls, and an incident in which the confused bridegroom produced the wrong license when asked for his registration card occurred. There is usually some hurried searching in pockets and purses when a tourist who is not used to crossing the international boundary is asked for his license card. In this particular case the Customs officer had asked for the license card. The young man behind the wheel fumbled through his pockets and pulling out his marriage license said proudly "there you are."

To come a long distance expressly to see Niagara Falls and then not to recognize the great cataract when they passed close beside it was the experience of two young ladies from the southern United States. Leaving the bus on which they had come and rushing up to the wicket of the local agent of the inter-urban bus line, the girls demanded of the agent: "Where are the falls; we want to see them?" "Didn't you just come off that bus?" asked the agent. "Yes, we did, why?" the



If you roll your own
**Buckingham
FINE CUT**

young ladies asked, "Well, you came right by the falls on the bus before you reached this terminal," the agent informed the astonished visitors. "Oh we didn't know that was the falls," they exclaimed.
Indians and wild animals figured prominently in another elderly lady's questions about the advisability of her and her husband and two boys motoring as far north as Temagami on a fishing trip and there living in a trailer. "Tell me," she asked the Customs Officer, "will I be safe in this trailer alone away up there among all those Indians?" She was assured that Temagami was quite well populated and that the few Indians there were civilized. "What wild animals run loose up there? Will I need to keep the door locked?" She was told that all the wild animals she would probably see were a few skunks and squirrels and perhaps a friendly black bear.

Frequently there are amusing incidents due to ignorance of Canadian geography. Recently a party of tourists entered at Niagara Falls expecting to be in Canada but a few hours, during which time, however, they intended to run down to St. Anne de Beaupre in Quebec, then motor back to Windsor, Ontario, and re-cross into the United States at Detroit.
Another touring party from the southern states informed the immigration officer at the Falls View bridge that they would be returning in two days, as they only intended taking a little run through Ontario Quebec, New Brunswick and Nova Scotia.

Passing July's previous record of 38,610 sixty-day touring permits issued at Niagara Falls, which mark was set in 1930, Mr. Gardner informed the Editor that this port issued 38,570 such permits in July this year. This new peak exceeded the previous one by 469 while it showed an increase of 6,087 permits issued compared with July, 1936. Traveller's vehicle permits numbered 361 (including 168 with bond) for July last, an increase of 56 over July, 1936, while permits issued for Canadian cars outward for touring purposes numbered 12,136, an increase of 2,725. United States cars entered for periods of 48 hours or less totalled 97,717, a gain of 2,235.
The total number of automobiles, inward and outward, handled during July was 359,832. This compares with 304,186 handled during July, 1936, a difference of 55,646. Passengers carried numbered 1,725,747, an increase of 277,787. Other vehicles numbered 11,032, an increase of 1,660. Traffic figures in detail were:
United States cars inward 139,595, increase 15,983; outward 123,961, increase 26,178; Canadian cars inward 49,401, increase 3,511; outward 48,875, increase 9,974; other vehicles inward 5,483, increase 785; outward 5,549, increase 875; passengers inward 865,658, increase 113,604; outward 869,689, increase 173,783.

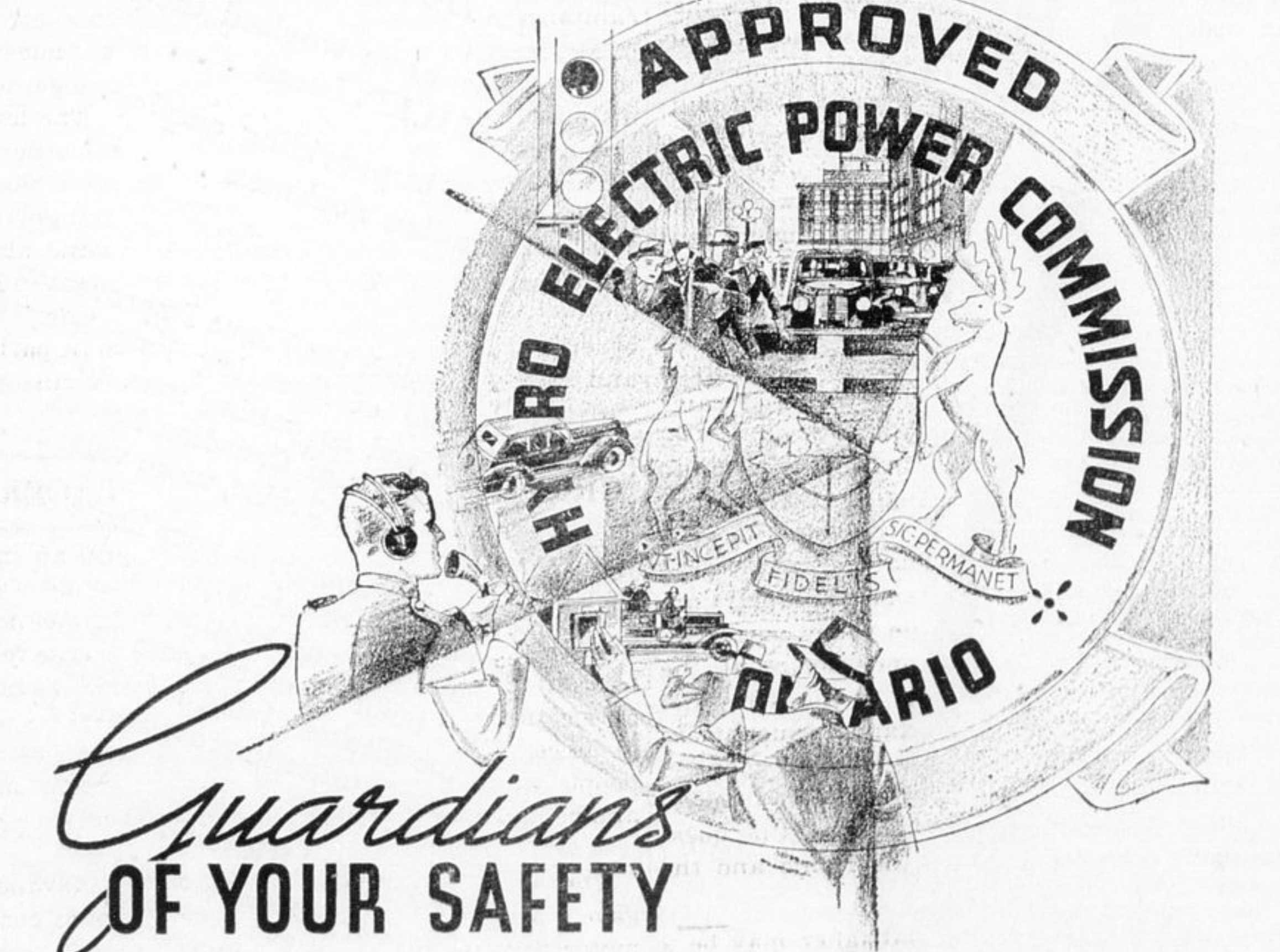
Northern News:—Nazi children are being taught to pick up things with their toes. Which will be useful when they become editors and drop pencils off their desks.

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HYDRO IS YOURS...USE IT!



Whether you are at home, or on the street, on trains, street cars or motor, in church or theatre—Hydro plays an essential part in your safety and the protection of your property.

Police and Fire Department signal systems render immediate service in emergency. Traffic lights permit control and safety on our streets. Wig-wag systems flash and signal the danger of approaching trains. Better lighted streets make crime difficult.

In addition to these many guardians of your safety, Hydro goes still farther. Every electrical appliance or device must be approved by the H. E. P. C. Testing and Inspection Department before it goes into your home—every piece of electrical equipment is made as free of hazard as scientific knowledge and highly-trained technicians can make them.

In addition to being an important factor in your safety, and the protection of your property, Hydro is making every effort to extend the benefits of low cost power throughout the Province of Ontario. These efforts are made in your best interests, and their success will affect your prosperity. You should, therefore, be vitally interested in Hydro and what it is doing for you.

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of Ontario