



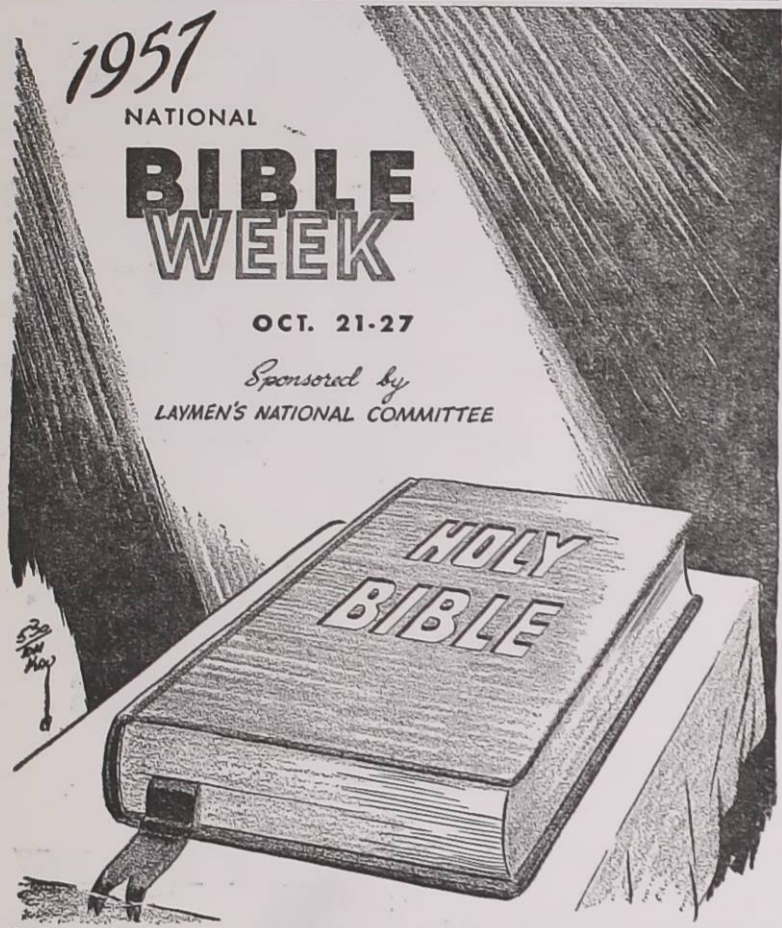


# Let's Close Up This Circus

The Canadian Broadcasting Corporation has just made public its annual financial statement for the

year ending March 1957, and as usual it is a story of deficit and debt. The fact that a government agency fails to show a profit should not evoke surprise. We have been passing through an era when the people of Canada could expect to be financially milked by the government with the sole purpose of

## THE AMERICAN WAY

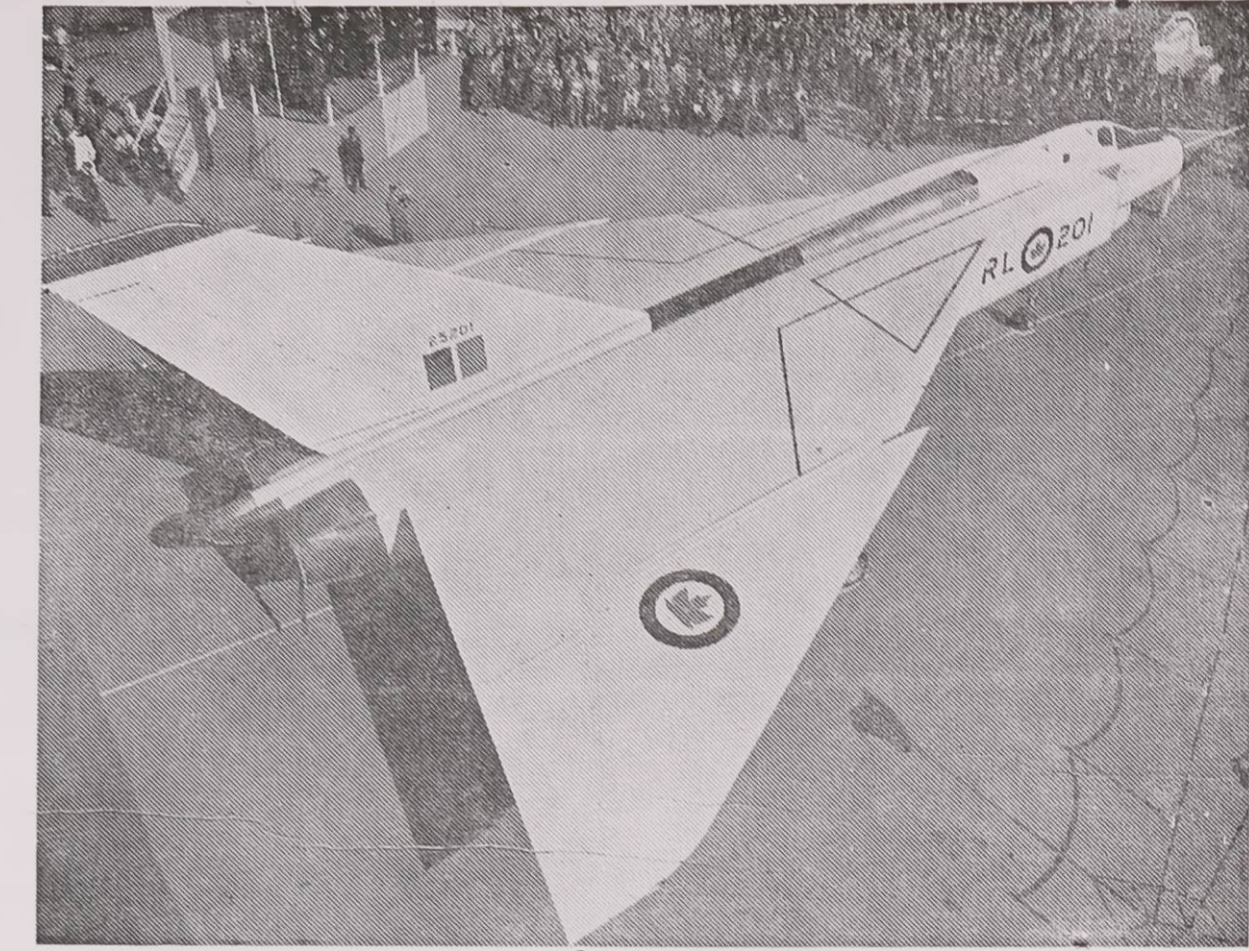


The Bible — Today, Tomorrow, Forever

piling up many millions of their dollars in a surplus representing the difference between what was collected from them in taxes and the amount of money it took to run the country. So if the Canadian Broadcasting Corporation costs us a few million dollars, what of it? Aren't they giving Canada a national voice in the air; affording Canadian musicians and writers and actors a chance to be heard; presenting the dreadful private broadcasting stations from importing lewd American who-dunnits and salacious leg shows by broadcasting them themselves, interspersed with sententious discourses on dry subjects, delivered by people chosen as likely or not for their ability to influence publicity or not for their ability to influence publicity of a favorable nature to the CBC?

Other government departments and agencies cost the public large sums of money. If costs money to run the armed forces, police and customs and postal departments. The public also bears the expense of dog catching, garbage collection and sewage disposal. The only difference is that these undertakings come under the heading of public utility, whereas broadcasting, like newspaper publishing, is quite able to subsist, usefully, under a system of private enterprise, with no drain on the public purse.

Possibly there is a useful function to be performed by a public-owned broadcasting system in implementing the work of another not overly-successful state enterprise — education. Tellin' the States and the world at large is another function it might perform. Undoubtedly there is serious music and drama in an appeal too limited to justify broadcasting commercially which the government might use to enhance its other educational activities. But none of these functions require the



First fully supersonic aircraft ever built in Canada, the CF-105 Arrow was unveiled at the Malton, Ont. plant of Avro aircraft last week. Almost 78 feet long with a wingspan of 50 feet and weighing 30 tons, this long-range day and night interceptor has a detachable armament bay as large as that of the Second World War B29's. Its primary armament is air-to-air guided missiles. The two-man interceptor has been called one of the most advanced combat aircraft in the world today.

(National Defence Photo)

operation of a broadcasting machine running five radio and television networks, with thirty of its own stations and employing a round six thousand people at a cost of the country of nearly forty million dollars.

Canada's 162 radio and 33 television stations, operating under private enterprise, are broadcasting gainfully, in ration to their usefulness, vis à vis the CBC, which notwithstanding its great and still growing activity in the advertising field, shows prodigious financial losses and minimal acceptance in terms of audience.

As has been frequently propounded in these columns in the past, a plan could be easily evolved under which the CBC could step out of the business of physical broadcasting, turn over its facilities to private interests at their depreciated value or more, and, in return, be given, or sold at a reasonable price, air time for the broadcasting on private radio and television stations of those of its programs which cannot be supplied by the private broadcasters and which are of truly national value.

This phase of broadcasting comes under the heading of public utility, and we believe it might well continue as a public enterprise. But the light entertainment, the news and the music of a popular nature are well dispensed by the private stations, and the entry of the government into this field is in no sense a public utility. In fact, it is nothing short of highly costly public utility.

(Can. Broadcaster & Telescreen)

## '58 Chev Trucks

An expanded, widely diversified line of Chevrolet trucks featured by a rugged new 348-cubic inch V8 of 230 horsepower, many chassis improvements, and more powerful and durable sixes and V8's is announced by General Motors of Canada, Limited.

Fresh new front-end styling in-

cludes modern dual headlamps and redesigned grille, hood, and fenders. Scheduled for display at dealer showrooms nationally, concurrent with the debut of 1958 Chevrolet passenger cars October 31, the new truck line lists 12 new models, for a total of 128, up 10 per cent over the number available in 1957.

For the first time, Chevrolet will assume body production responsibility for three forward control "Step Van" models. The same warranty and parts service will be extended to these bodies that now apply to company-built panels, pickups, and cab chassis models.

Also of major interest is the addition to the line of nine new medium-duty cab-chassis models. Six, including three Low Cab Forwards, carry 72-inch cab-to-axle dimensions for more ideal weight distribution in trailer operations. Three new models have a 124-inch cab-to-axle dimension to accommodate 16-to-20 foot bodies.

Another innovation in the 1958 line is the assigning of names to each of the three weight classifications. They are: The Apache — Light-duties with GVW ratings up to 9600 lbs., and available on six different wheelbases; The Viking — Medium-duties, available on 12 wheelbases with GVW ratings up to 21000 lbs.; and The Spartan — Heavy-duties with GVW ratings up to 36,000 lbs., and offered on nine wheelbases.

Five basic engines are offered in the 1958 truck line. The 235-cubic inch six has been increased to 145 horsepower through an increase in compression ratio. The 261-cubic inch six, featuring improved durability, is continued for medium-duty trucks with a new rating of 150 horsepower.

A 283-cubic inch V8, rated at 160 horsepower, now is optional equipment in light-duty models, replacing the 265-cubic inch V8, which has been discontinued. The heavy-duty versions of this engine with 160 and 175 horsepower are optional in some series and standard in others.

The new 348-cubic inch, 230 horsepower "Workmaster" V8 and the 322-cubic inch V8, which is retained for 10,000 series school bus use only, complete the line.

The new large V8 is specifically designed for heavy truck use and will be offered only in the two largest series as standard equipment. Bore and stroke dimensions are 4.125 and 3.25 inches. Compression ratio is 8 to 1. Despite its large displacement, the engine is unusually compact, measuring only one and three-quarters inches longer and less than three inches wider than the 283-cubic inch V8. It is actually one and one-third inches lower in height.

The high power output of the engine is derived from its unique design. The completely machined combustion chamber is located wholly within the cylinder bore. The top face of the block is machined at a 74° angle to the centerline of the bore instead of the conventional 90°, inclining the head more toward the horizontal. The top of the cylinder thus is elliptical rather than round, making more space for larger valves, central location of the spark plug and staggered valve arrangement.

Extra-strength "peaked roof" aluminum pistons are positioned with one dome surface parallel to the plane of the flat head and the other at 32 degrees to it. The result is a thin squish an quench area in one half the cylinder and a wedge-shaped combustion chamber in the other. The arrangement induces extreme turbulence in the fuel air mixture and together with the short flame travel from the centrally located sparkplug induces high efficiency of combustion.

air brakes are optional except on the school bus. The air-over-hydraulic brake system is extended to include medium-duty models for the first time.

More flexible downhill control and added city driving convenience result from incorporation of a second drive range in the Powermatic, the automatic truck transmission with built-in hill retarder, pioneered by Chevrolet in 1955. The new range permits the operator to use the retarder in fifth gear as well as in second, fourth, and sixth.

The new "Step Van" parcel delivery models carry eight, ten, and twelve-foot bodies on 104-, 125-, and 137-inch wheelbases. Cargo space is 276.45, 324.21 and 392.1 cubic feet, respectively. Visibility and driver convenience are improved by ball bearing mounted front doors, folding seats, and other features designed to make multi-stop operations easier. GVW ratings are from 7000 to 10,000 lbs., depending on tire, spring, and axle options.

In appearance the new trucks carry a more massive look. A varied sheet metal design gives distinction to models in each weight class, although frontal styling of all models is substantially similar except for the Step-Van. Exterior changes have functional as well as style values. Modern dual headlamps extend low beam visibility up to 50 feet further.

Contours of the broader new fenders and hood lend stiffness as well as style. Fender skirts are ribbed for more rigidity. The new grille designed for maximum radiator ventilation, also adds support to other front end sheet metal through common attachment.

Attractiveness of exteriors is matched by new smartness inside the roomy cabs. Long-wearing vi-

## Senate Reform

Attention has been given to many other details in the 1958 truck line. The accelerator pedal has been re-hinged for driving comfort. Hood-lift effort has been reduced from 35 pounds to 10 on the larger models.

## Shoe Brusher

Want your shoes cleaned automatically as you step through the door? New flush-with-floor installation spins 15 brushes over your feet when you step on it. Powered by a 1/8 hp. motor, it is finished in bright aluminum, reports The Financial Post.

Any prime minister, says The Financial Post, can reform the Senate to some degree without legal change. He can make appointments on the basis of ability and public service in other fields besides politics. Then he could give the senators more interesting work to do than hearing divorce evidence, now their staple diet.

There are some excellent brains in the Senate. The country should make full use of them in this period of tremendous growth of the public business.

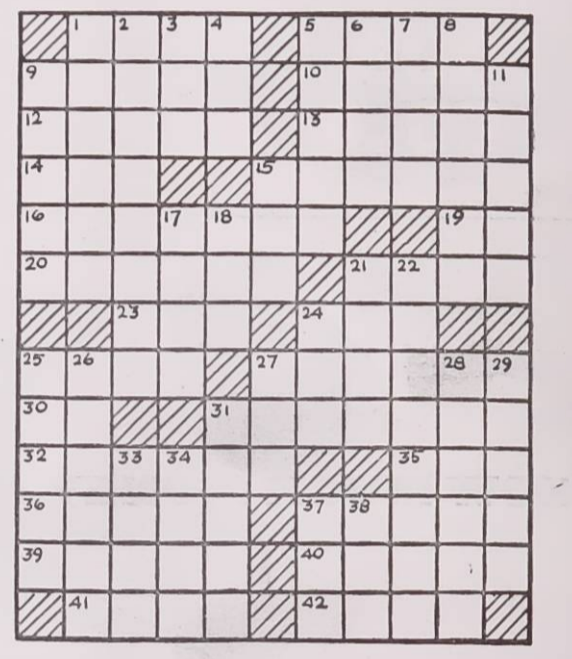
## LAST WEEK ANSWER

### DAILY CROSSWORD

- ACROSS**
1. Stop
  5. Honey
  9. To cheat (var.)
  10. Red marble (Belg.)
  12. Fastened, as shoes
  13. Constellation
  14. Tune
  15. British capital
  16. Broke suddenly
  19. Measure (Chin.)
  20. Endeavors (Scot.)
  21. Unless (Law)
  23. Consume
  24. Craze
  25. Main part
  27. Heavenly bodies
  30. Music note
  31. Wife of Napoleon III
  32. Bather's color
  35. Goddess of the moon
  37. Baseball position
  39. Serfs
  40. Particles
  41. In this place
  42. Enemy scout (poss.)
- DOWN**
1. Strange but pleasing
  2. Removed from box
  3. Frozen water
  4. Old weight for wool
  5. Progeny
  6. Merit
  7. City (Okla.)
  8. Dips out
  9. Bored by overindulgence
  11. Boredom
  15. Man's nickname
  17. "— ball"
  18. Cherished animal
  21. Entitle
  22. Self-same-ness
  24. Mist
  25. Spear of grass
  26. Doltish
  27. Cow's chew.
  28. Coronets
  29. Dispatches (slang)
  31. Rub out
  33. Temple (archaic)



**Saturday's Answer**  
34. Extraordinary person (slang)  
37. It is (contracted)  
38. Dance (colloq.)



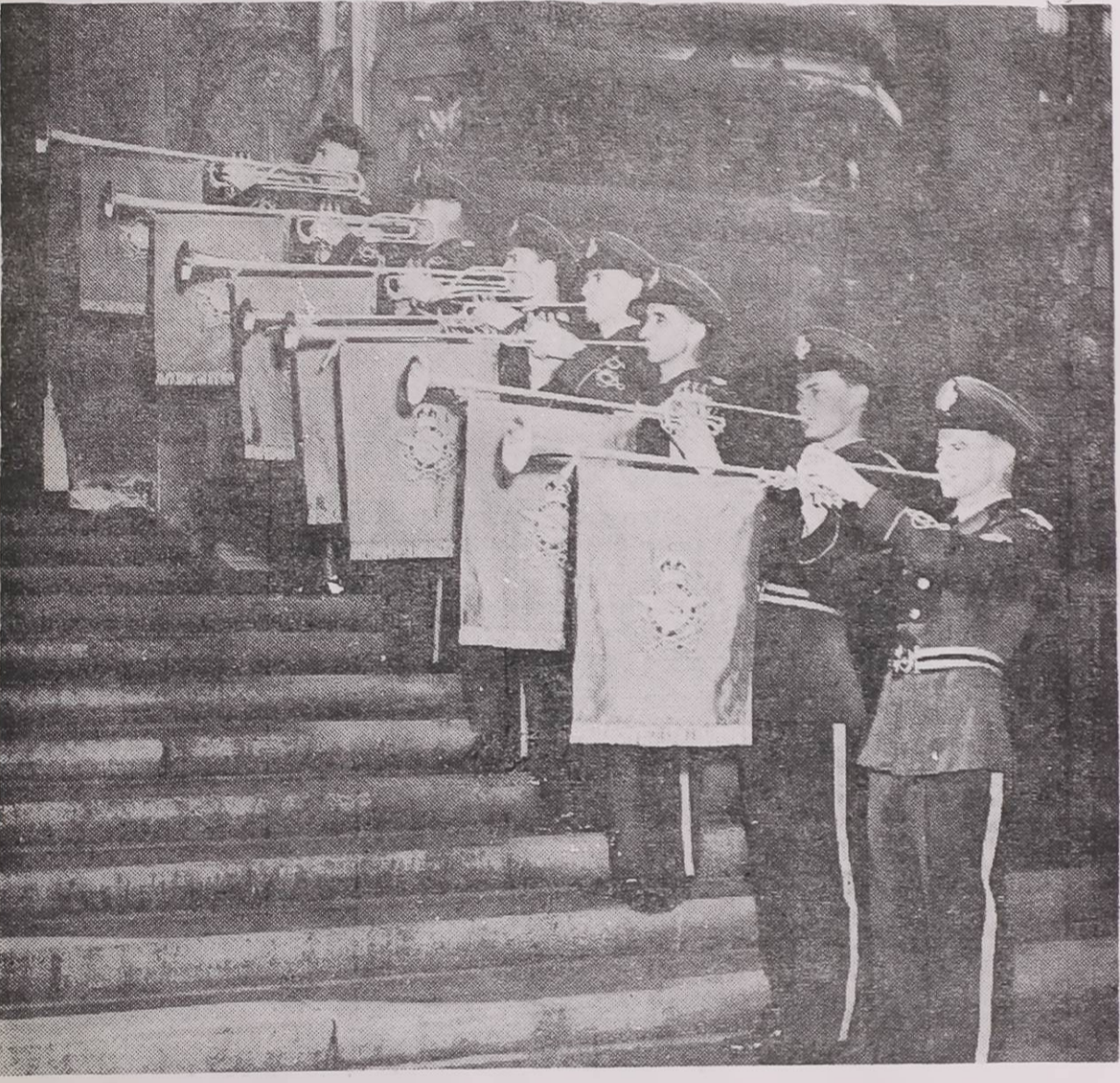
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DETROIT, Fort Wayne Hotel  
COLUMBUS, Broad-Lincoln

## RCAF Coronation Trumpeters Play Again For Queen and Duke



When Her Majesty Queen Elizabeth and His Royal Highness Prince Philip stepped from the plane in Ottawa these seven trumpeters heralded their arrival. The fanfare was by the

Coronation Trumpeters of the RCAF band, who were heard again during the wreath-laying ceremony at the National War Memorial.

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**GROUP A**

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<input type="checkbox"/> Family Herald & Weekly Star	1 Yr.
<input type="checkbox"/> Free Press Weekly Prairie Farmer	1 Yr.
<input type="checkbox"/> Saturday Night (bi-weekly)	1 Yr.
<input type="checkbox"/> Country Guide	2 Yrs.
<input type="checkbox"/> Chatelaine	1 Yr.
<input type="checkbox"/> Farmers' Magazine	2 Yrs.
<input type="checkbox"/> Canadian Poultry Review	2 Yrs.
<input type="checkbox"/> La Revue Populaire	1 Yr.
<input type="checkbox"/> Rod & Gun in Canada	1 Yr.
<input type="checkbox"/> Modern Screen	1 Yr.

Mark an "X" before magazines desired and enclose list with order.

**GROUP B**

<input type="checkbox"/> Redbook Magazine	1 Yr.
<input type="checkbox"/> Coronet's Magazine	1 Yr.
<input type="checkbox"/> Maclean's Magazine	1 Yr.
<input type="checkbox"/> McCall's Magazine	1 Yr.
<input type="checkbox"/> True Story	1 Yr.
<input type="checkbox"/> Canadian Homes & Gardens	1 Yr.
<input type="checkbox"/> Sports Afield	1 Yr.
<input type="checkbox"/> Photoplay	1 Yr.
<input type="checkbox"/> Parents' Magazine	1 Yr.
<input type="checkbox"/> American Home	1 Yr.
<input type="checkbox"/> The Ensign	1 Yr.
<input type="checkbox"/> American Girl	1 Yr.
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