Pay As You Drive — The coin meter system of meeting payments, used sucessfully on refrigerator and television sales, has spread to auto sales. Lila McCauley, above, shows how the meter plan works. Drop a quarter in the meter; the gadget releases enough gas to the carburetor to keep you going for a spell. When your next quarter is due, a loud buzzer sounds a warning. Every so often a collector comes around for the quarters. For emergency use, four slugs a month are supplied by the dealer.

SPORTS-&c

by A SIXBIT CRITIC

After a lot of argument, in which considerably more heat than light was generated, the burghers of Toronto, by a small majority, have decided in favor of Sunday Sports. Now, before the Provincial Legislature gives the go-ahead signal, it might be mildly interesting to speculate on just what lovers of athletics, and in what branches of thereof, will attempt to cut in on the promised jackpot.

* * *

"The Whatzis Theatre should do all right," said a friend of our the morning after the balloting, naming a certain Toronto Temple of Art where a line of show girls, very lightly bandaged, forms the regular piece de resistance, or main dish as we say in that dear France.

* * *

We looked at him in mild amazement and inquired just where the Whatzis Theatre could possibly figure in a purely sports picture. "Simple enough," quoth our friend. "All they got to do is stage a bout between a couple of these dime-a-dozen wrestlers. That would make it an athletic event. Then there'd be nothing to prevent them tossing in their regular show for free, would there?"

* * *

And maybe he has an idea there, at that. Searching through the welter of memory we seem to recall that the first modern or "all-in" wrestling we ever witnessed was at a burlesque house entitled the Star Theatre in that same city of Toronto, more years ago than we'd readily admit. Of course, in those days, the wrestling was just an added attraction, with the hoofers and strippers constituting the main event. But it might work equally well, or badly, the other way around.

* * *

"My wife is just aching to know when them big Sunday Bingoes are going to start," said another gent with whom we discussed the situation and prospects. "That's the thing she's fondest of, next to bawling me out from coming home late to dinner, and she can't hardly wait to get into action."

* * *

Here again we expressed a measure of surprise. "But Bingo," we objected, "can hardly be classed as an athletic event." "It is the way my wife plays it!" replied our friend. "Oh, brother, any time she makes Bingo and starts waving her arms in the air, the folks on both sides of her take more real punishment than Joe Louis has handed out in his last eight bouts."

* * *

But enough, for the present, regarding a subject that has been thrashed out sufficiently, in the press and over the air, during recent weeks, and that is liable to receive plenty more flailing before it's all finally settled. But we do take the liberty of thinking that even those most strongly in favor of Sunday sports, are going to be a trifle astonished as to how many different and unexpected angles those who attempt to control said sports are going to run up against.

* * *

(For instance, if it's OK to charge money to see a baseball game, why will it be sinful to show a telecast or movie of the same or a similar game, at a price?)

* * *

One of the never-ending chores in this sports writing business is that of picking out, for the readers' edification, the outstanding events of the year. It is a chore much like milking the cows or cleaning out the horse stable on the farm—you no sooner get it over with than it's there to do again.

* * *

And it is a chore which we personally try to dodge, partly through sloth and partly because there isn't much sense in doing what so many others are bound to do better. But for once we are going to get well ahead with the job. So here and now, fifty or so weeks ahead of the deadline, we opine that the finest football game—United States brand, that is—of Anno Domini 1950 was the one played on January Second of that year out in Pasadena, California.

* * *

Naturally, old Father Time may prove us to be wrong, as the old rascal often has before. But, although we have never been a great admirer of American football, if a better game than that between the California Golden Bears and the Ohio State Buckeyes happens to come up, we should greatly like to be among those personally present, rather than take it via radio, as we did the one we are writing about.

* * *

For that New Years tangle appeared to have just about everything; plenty of action—mixture of plays—shifting of lead—suspense right down to the dying moments—with enough miscues and fumbles to make you feel that it was human beings playing, not a bunch of Tarzans and Supermen.

* * *

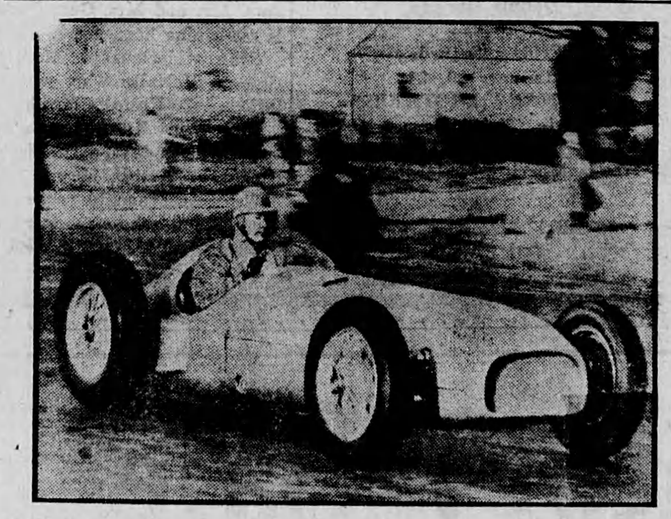
And, from the listener's standpoint, it had the immense advantage of being described by a broadcaster who didn't try to make you believe that war had been declared, or that Joe Stalin had been assassinated, every time one team gained a couple of feet—a very welcome change from some of the microphone maestri we have suffered under, here and there.

* * *

Besides, that game gave us one of our rare moments of personal triumph. Someone who was listening along with us, and who heard Ohio described as the "Buckeye State" happened to ask us just what is a buckeye. And we happened to know, and remember, the correct answer. We wonder how many of you could do as well.

* * *

For a buckeye is nothing more or less than what we rude Canadians call a horse-chestnut. Sure—you knew it all the time!



British Challenger — Top-class racing driver Raymond Mays speeds in his British racing motor car during speed trials at Folkingham, England, airfield. The car, made from parts assembled by over a hundred British firms, has been designed to secure world supremacy with an expected speed of 200 m.p.h.

THE FARM FRONT

by John Russell

Fairly encouraging was the news brought to the Central Ontario Cheesemakers Association in an address by Dr. H. A. Derby, Chief of Marketing and Merchandising of Dairy Products for the Dominion Department of Agriculture. Dr. Derby had recently returned from a trip to the International Dairy Congress, held at Stockholm, and, while on the other side of the pond, had visited various distributing centres in the United Kingdom where cheeses from Canada, the United States, Australia and New Zealand are stored.

* * *

Canadian cheese has built up a favourable reputation over there, he said, in a market which may well be expected to take more of our cheese in future—but only if the quality and price are O.K., and if we can assure the buyers of a continuity of supply.

* * *

The farm cheese industry in the United Kingdom has declined until now it is only about a quarter of its pre-war peak. This is partly because of the drift away from farms of the young folks who ordinarily would make the product, and also because of the big demand for fluid milk over there.

* * *

When the figures are all in British production of cheese for the year just ended is expected to be around 56 million pounds, or about one-half of pre-war production; and of that amount not more than ten or fifteen per cent would be of farm production.

* * *

Only two types of cheese—Cheddar and Cheshre—were manufactured in any real quantities; and these two only when surplus milk was available. So that, all in all, domestic production was only a small part of the total British requirement of something like 408 million pounds.

* * *

In 1948 the United Kingdom imported slightly more than 352 million pounds of cheese, as compared with 328 million pounds during the pre-war year of 1938. Before the war consumption was nine pounds per person, and this rose to 14 pounds during the war. At present consumption is down to about 6½ pounds, on the basis of a ration amounting to 2 ounces weekly per person. So it is easy to see that if the British ever get back to anything like their former cheese-eating habits, they're going to need a whole lot of tonnage from somewhere—and a large part of it might well be from here.

* * *

But, according to Dr. Derby, there are a few things that will need to have our attention if we are to cut in on this great potential cheese market to any vastly increased extent.

* * *

For one thing he found, from actual inspection, that the breakage of boxes is a matter of serious concern to the Canadian cheese trade. The headings in our cheese boxes also need attention, as many were seen that were very rough in finish, and showing bark. He said that steps have already been taken by the Department of Agriculture to enforce more strictly the regulations under the Dairy Industry Act under which the veneer in cheese boxes must be not less than one-fifth of an inch in thickness. And next season all cheese intended for export will require double, rather than single wiring.

* * *

While on the other side he heard frequent complaints about Canadian cheeses being too heavy. Some of those exported weighed 112 pounds. The United Kingdom trade does not want cheese weighing more than 90 pounds, and would even prefer them five pounds lighter than that for easier handling.

* * *

Another beef was about our cheeses being too large for the boxes they're packed in. This causes them to go short on proper ventilation with resulting excessive mould growth, dampness and faulty rind formation.

* * *

Many Canadian cheeses examined, boxed as described, were found spongy when pressed with the thumb, in decided contrast to those from New Zealand, in the open crate. These latter showed some slight mould, but were very firm and dry.

* * *

In addition, with cheese packed as tightly as ours, it is almost impossible to remove the box without breakage. This is particularly so when the cheese is higher than the box, and the contents get squashed from piling. The trade feel, and rightly so, that the top of the cheese should come below the top of the side of the box, so that when the cheese are turned, the ends will be ventilated.

* * *

Examination of Canadian cheese for quality found that, on the whole, the original grade was pretty well maintained on flavour. There was, however, some complaints of defects, presumably caused by heating, and these complaints are being studied by the Department, with a view to eliminating the cause.

Finishing Touches—Wenzel Beck, refugee from eastern Europe living in Frankfurt, Germany, and his son put the finishing touches on their latest ship model—"Arkona"—before testing it out in a swimming pool. Father and son worked 300 hours to make their ship seaworthy, using just their hands and a few tools

ISSUE 2 — 1950

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