

Pay As You Drive - The coin meter system of meeting payments, used successfully 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

THE FARM FRONT John Russell

Fairly encouraging was the news Cheesemakers Association in an of Marketing and Merchandising of Dairy Products for the Dominion Department of Agriculture, Dr. centres in the United Kingdom where cheeses from Canada, the United States, Australia and New Zealand are stored.

Canadian cheese has built up a our cheese in future-but only if the quality and price are O.K., and if we can assure the buyers of a dian cheeses being too heavy. Some

because of the drift away from ling. arily would make the product, and also because of the big demand

When the figures are all in Briyear just ended is expected to be rind formation. one-half of pre-war production; and of that amount not more than ten or fifteen per cent would be of farm production.

Cheddar and Cheshre—were manufactured in any real quantities; and firm and dry. was available. So that, all in all, domestic production was only a small part of the total British requirement of something like 408 out breakage. This is particularly

In 1948 the United Kingdom imwith 328 million pounds during the pre-war year of 1938. Before the cancellantion was nine pounds the ends will be ventilated. pounds during the war. At present consumption is down to about 6½

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 trade. The headings in our cheese Derby had recently returned from boxes also need attention, as many a trip to the International Dairy
Congress, held at Stockholm, and,
in finish, and showing bark. He while on the other side of the pond, said that steps have already been had visited various distributing taken by the Department of Agriculture to enforce more strictly the dustry 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 he said, in a market which may double, rather than single wiring.

While on the other side he heard of those exported weighed 112 pounds. The United Kingdom trade The farm cheese industry in the United Kingdom has declined until does not want cheese weighing more than 90 pounds, and would now it is only about a quarter of even prefer them five pound its pre-war peak. This is partly lighter than that for easier hand-

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 tish production of cheese for the | mould growth, dampness and faulty

> Many Canadian cheeses examined, boxed as described, were found spongy when pressed with the thumb, in decided contrast to

so when the cheese is higher than the box, and the contents get ported slightly more than 352 mil-lion pounds of cheese as composed

Examination of Canadian cheese for quality found that, on the whole, pounds, on the basis of a ration amounting to 2 ounces weekly per person. So it is easy to see that the British ever get back to anything like their former cheeseating habits, they're going to need a whole lot of tonnare from some a whole lot of tonnage from some- | 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

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

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 momory we seem to recall that the first modern or "all-in" wrestling we ever witnessed was at a burlesque house entitled the Star Thates in that same city of Toronto, more years ago than we'd to be among those personally pres-

Anno Domini 1950 was the one played on January Second of that year out in Pasadena, California.

Droducing stock. Livability guaranteed. Miked \$15.60 per 100. Publets \$28 to \$30. Ten percent off for orders 500 and over. Goddard Chick Hatchery. Britannia Hek bts. Ontario.



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.

Only two types of cheese— those from New Zealand, in the open crate. These latter showed when them big Sunday Bingoes Only two types of cheese—

Cheddar and Cheshre—were manuscleast and furnibles.

Some slight mould, but were very factured in any real quantities; and furnibles.

These latter showed when them big Sunday Bingoes are going to start," said another gent with whom we discussed the gent with the gen 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 In addition, with cheese packed

* * * 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

readily admit. Of course, in those | ent. rather than take it via radio, | SHALE OIL COMPANY, OR SNGEVILLE

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 and suirrel, dancer, Indian design, knitting with enough miscues and furniles."

"My wife is just aching to know when them big Sunday Bingoes are suited as we did the one we are writing about.

"What is a we did the one we are writing about.

"When 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 furniles.

"When wrestling was just an added attraction, with the hoofers about.

"When 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 furniles.

"When SALE OIL COMPANY, OR.INGEVILLE

HOMESPUN YARN—made of long Virgin wool—extra warm—long wearing—outtable for socks—slwash sweaters and other woollen garments. 2-3-4-ply, white, grey, royal blue, paddy store, search, and and search, and and search are remained to the warm of th beings playing, not a bunch of Tarzans and Supermen.

* * * And, from the listener's standlate to dinner, and she can't hardly wait to get into action."

Distribution that 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 suf-fered under, here and there.

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

For a buckeye is nothing m or less than what we rude Canadians call a horse-chestnut. Sure -you knew it all the time! ISSUE 2 - 1950

.. Classified Advertising.,

POULTRY-KEEPERS

Mow, 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 dimeadown where we provided the first than it's there to do again.

"All they got to do is stage a bout between a couple of these dimeadown 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 dimeadown where the even in a native 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 dimeadown where the earlier of the couple of these dimeadown which we point that the finest football game —United States brand, that is—of Anno Domini 1950 was the one would be added in January Second of that should make it an athletic event. Then there'd and the couple of the same of a similar game, at a price?

SISTEMEN CHARCH CHICKS

IS HER OCHARCH CHICKS

Bay ded cheks, subtes, and conkereds and switch store first class, the price front class, the price state front class, the price state, the price front class, the price state we first class

TRUCKS FOR Sound 1942 DODGE 2 Ton Truck, in good condition High Stake Racks, Priced reasonably, Chassis 1

PATENTS
FETHERSTONHAUGH & Compan
Solicitors Established 1890 350 B
Forente Booklet of information as And maybe he has an idea there,

Antiseptic OINTMENT How I Subaued Wild Fiery Itch-

sunimproved land, 11 miles northwest of Sundre, Alta. Make cattle ranch. Near big same, trapping. L. C. Merriman. 10711 Seven-ty-fourth Avenue. Edmonton. Alberta. HARROW Creamery, Harrow. Ont.: 40 ice cream customers; sells 3,000 pounds butter per week in county. Apply W. G. Fielding, 1106 Hall Ave., Windsor, Cnt. Dr. Dennis' amazingly fast relief — D. D. D. Prescription — did the trick. World popular this pure, cooling, liquid medication speeds peace and comfort from cruel itching caused by eczema, pimples, rashes, athlete's foot and other itch troubles. Trial bottle. 35c. First application checks even the most intense itch or money back. Ask druggist for D. D. D. Prescription (ordinary or extra strength) now.

Coughs are dangerous if neglected . . . Get Relief Usually . . . QUICKLY, PLEASANTLY

COUGH SYRUP MADE BY THE LYMOIDS

Everywhere!

Honey and Hank



different and unexpected angles





Sweet as its name!

reen Flies, Powdered Rhubarb, and Cuttlefish Bone"

Pharmacy live in a world of sy green flies, powdered rhus, ground cuttlefish bone, and a 8,000 other items which are tools of their profession. tools of their profession.

he flies, laboriously collected
Spain, are for blistering plas

The rhubarb is for tonics, the

123—18th St., New Toronto, Cnt.

MEDICAL

NATURE'S HELP—Dixon's Remedifor Rheumatic Pains, Neuritis, They, sands praising it.

MUNRO'S DRUG STORE, 335 Elgin. efish bone for canaries. The undergraduate must become niliar with the Chinese beetle at many another insect; tree bark the as cascara wood and cinchona 335 Elgin, Ottan of liquids, oils and chemical of rom which pills, emulsions, yields quinine); and a wel ctures and infusions are made, complex has pharmacy become at the course now demands four

rears of intensive effort instead of the three months considered long mough in 1882.

The College of Pharmacy is af-fliated with the University of Tor-toto. Curricula, admission stand-ards, and examiners are under the unisdiction of the University Sen-

rsity professors.
Located near the junction of grard and Church, the three-BE A HAIRDRESSER
JOIN CANADA'S LEADING SCHOOL
Great Opportunity Learo
Hairdressing
Pleasant atgnified profession, good wage
thousands successful Marvel graduates
America's screatest system. Illustrated cus
logue free. Write or Call
MARVEL HAIRDRESSING
SCHOOLS
350 Bloor St. W. Foronto
Branches, 44 King St. Hamilton
& 72 Rideau Street. Ottawa. rey College is in a one-time come part of busy downtown Tor-onto, Students have a tight sched-ule of about 28 hours a week of the and lectures. In addition to during the academic year students must work 18 months in store or a plant as "interns" (usually during the summer nonths). After they graduate during the summer After they graduate

many will spend seven or eight years in retail stores before they can afford to start in business for Women who graduated from the ollege in 1906 are still among anada's 4,000 practising pharma-ists and 50 women are enrolled

is year. In 1948 the first and cond prize winners were women, The College is proud of its high edited colleges of pharmacy in Ontario it is third class honours

senior matriculation. Students in pharmacy spend half their time in University buildings-taking such subjects as botany, harmacology, chemistry, physics, toology and English. At the College itself they take various courses in pharmacy, pharmaceutical chemistry and materia, medica. The last a grouping of courses in physiol-y, first aid, the study of animal

Also taught, of course, is the ab-breviated Latin that makes up the language of the prescription. The icrawled note a Canadian doctor lands his patient makes easy read-ing for 2 druggist because there are only about 200 abbreviations to

nple. A good many people in entral Europe are sending pre-riptions for relatives to have filled re and Ontario druggists are ving quite a time with them. And some Ontario communities mid-uropeans buy as many as 100 eches a month at \$1.50 a leech with leeches a month at \$1.50 a leech from one store alone. The leeches (bloodsuckers) are used to reduce the swelling in black eyes. and students are taught to

though to the layman many of the bottles carefully stacked side by side seem to contain the same material. After first becoming familiar with their materials, pharmacy students work in a lab where the

isn't sure, he can cross to the other side of the room where a list iden tifies the substances. However, the number system trains his power of observation and after a while he knows at a glance what a bottle contains.

The College museum has a fas cinating display of old utensils, prescription books and preparations. For instance, there's a packaged commercial product of the early part of the nineteenth century

known as "Electric Beans". The legend on the package says beans Create Rich Red Blood. Pills were potent in the old days; one patent medicine was labelled "Anti-Pill Cure." Then there's a poison regis ter kept by a Toronto druggist in 1877. At the top of one page, in a long straight hand, is the signature of Sir John A. Macdonald. The first Father of Coafederaone ingredient of which was

Trees That Weep Priceless Tears

-From Varsity Graduate

ing asset in the Empire is rubber, most of it from troubled Malaya, a British possession. There the rubber trees weep to bring in 60 million This most versatile and widely applied of all the earth's natural products is indispensable to twentieth century civilization, and in a world plagued with shortages it a almost the only essential commodity of which there is an abundant supply. One can hardly count its present uses, or set bounds to its possible future use, so fast are we finding

new ways of employing it.

During the war alone, several hun dred new uses were discovered, ranging from "pliofilm," which protected aircraft engines sent to distant battlefields, to conveyer belts now used by the mile in up-to-data

mines.
The United States uses well over a half of the whole world's produc-tion, for natural rubber is one of the few commodities she has found it impossible to produce herself.

The rubber plant is not a native of

selves by playing with heavy black balls made from vegetable gum. In 1740 a French scientist, Charles Marie de la Condamine, sent back specimens of this amazing "bouncing gum." He called it "caoutchouc," a and the price of rubber lose statuly as it became necessary to penetrate deeper and deeper into the Amazon forests to tap new supplies.

The Brazilians bridg on grimty and refused to allow the precious

ary.
Then in 1770 Joseph Priestley, an Eglish chemist invited attention to a material which he found to be "excellently adapted to the purpose

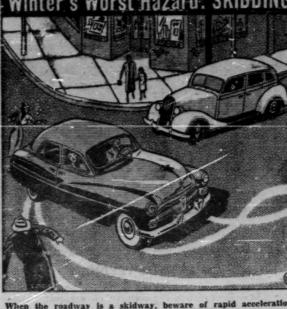
of wiping from paper the marks of a black-lead pencil."

Englishmen tried it and promptly gave it the name "rubber." Its orharmacists fill prescriptions that y range in price from less than cept to \$4 for a single pili. gredients come from all over the redients come from all over the label "India" (meaning from the West Indies), and thus the label "Indian Samual" rubber" came into being. Samuel Peal patented a process for making s look exactly alike and waterproof fabric by using rubber do any two of the sub- dissolved in turpentine then in the we use, pharmacists say. 1820's Thomas Hancock and Charles

Let's See You Do This" - Fritz, the dachshund of the Roy

er family tries doggedly to make friends with the new a bulldog bank belonging to one of the Miller children.

The hard-headed buildog just site.



quick stops and sudden swerves. Also deadly are excess especially on turns, and uneven braking.



tions, never try to stop suddenly, but check your speed a little at a time.

Macintosh established rubber factories in Loudon and Glasgow. Everyone to-day associates the Scot's name with waterproof gar-

The rubber plant is not a native of British Malaya. It came originally from the New World—one of the first products of America to be noted by explorers and one of the last to be exploited.

Columbus himself, during his second visit there, was astonished to see native Indians amusing themselves by playing with heavy black balls made from vegetable gum. In

variation of the Indian name for "weeping tree," and caoutchouc it still remains in the French dictionary.

The integral to anow the precious seeds to anow the precious seeds to anow the precious so that plantations could be laid down elsewhere.

Several unsuccessful attempts:

were made to smuggle seeds out. Finally it was left to the resource of an Englishman. Henry Wickham (who was afterwards knighted), to

seeds to ensure the future of rubbe Chartering a steamer, he succeeded in smuggling 70,000 seeds out of the country packed between leaves of the banana tree. He reached Liverpool, where a special train was waitpool, where a special train was waiting for rush the seeds to Kew. There some of them germinated and the heavy milk producers received some of them germinated and the plants were sent out to India, Cey-

grown 700 million trees, producing 800,000 tons of rubber annually.

Even to-day we are far from exhausting the possibilities of latex or rubber "milk." Apart from its wellknown uses, patents are out for its use as a perservative for eggs, fruit, and plants. It is also extensively employed for upholstery, flooring, road surfacing, wallpapering.

. The tapping of the rubber trees for this precious latex still remains a simple process carried out by manual labour. It is useful to reflect how many of our great industries, which in later stages depend almost en-tirely on giant, complicated machines, rely in the first place on the work of one man the unskilled Malay labourer, for whom there can be no mechanical substitute. His work consists of cutting the and there he was."

white latex which runs between bark and wood. At the end of the day he collects these cups and pours their contents into a large tank—a primitive form of labour which can in no way be mechanized or hurried.

Calcium Spurs Milk Production

A 46 per cent. increase in milk production as a result of supplying sufficient calcium in the ration of sufficient calcium in the ration of dairy cows is reported in a 16 year study of R. B. Becker, dairy husbandman of the Florida Experimental Station. Cows given rations containing too little calcium produced an average of only 4836 duced an average of only 4,836 pounds of milk in 218 lactations, whereas cows getting sufficient calcium yielded an average of 7,092 pounds of milk in 73 lactations. Florida and other states where pastures and other feed crops are grown on acid, sandy soils may be

calcium. To overcome the shortage, Becker and his co-worker, P. T. Dix Arnold, added two per cent. of finely ground steamed bo a limited amount of alfalfa hay. These supplements afforded enough Total cost of Wickman's expedition was £1,500. Out of it have cial herds. More recently, however, one per cent. each of bonemeal and kalsite (marble dust) replaced the

two per cent. of bonemeal. Deficiency of calcium may be corrected by spreading lime on im proved pastures. Then, too, lately, manufacturers of mixed dairy feeds in the Southeast are making up for the lack of calcium by in-cluding bonemeal and finely ground limestone in their feedstuffs. -

Mrs. Brown: "For months couldn't discover where my husband Mrs. Smith: "How did you find

"Well, one evening I went home

Where "Holy Cow" Isn't Slang

the old customs cannot continue for long. The population of the cows, as of people, has increased immensely in India. Not enough fodder is grown. Moreover, the modern materialistic Indian works his animal ican friend casually, not realizing that in India this expression would not sound funny, for to most Hinout of it as possible.

One criticism levied against the Yet it is surprising how quickly a young Hindu, when away from home, starts eating beef and thinks nothing of it. Miles away from the influence of his critical and thinks are started from the salughtered and fed io millions of starving people?

influence of his orthodox elders, he views the cow as a very useful he views the cow as a very useful animal, but fails to see the halo about its head, writes Chaturi Vaswani in The Christian Science Monitor. In America, the cow is pastured attitude is brought about. on farms and dairies. In India, it has as much right to walk on the crowded streets of a city as any | better cattle and better farming meperson. It is not uncommon to see a cow holding up traffic while it nonchalantly crosses the street or forces predestrians to detour off the sidescell. sidewalk while it gazes at the store

man street are illegal acts. However,

the cow in India. But there, the cow

is "sacred" and the man is not.

their back yards.

The real motive behind this rever-

ence has been forgotten. Being a

useful animal, the cow has to be perserved for its practical value.

Reverence is one way of protecting

the animal from physical harm by men who might kill it for meat.

any kind of meat anyway.

But to believe that it is sacri-

nolv est

The only real offense against the

cow is killing it for food or for

anything. In some parts of India

the penalty for killing a cow, even

People have established homes for

the aged cows where they are well

taken care of. That is more than

they done for human beings.

living-room decoration.

displays - window shopping as it were. The cow even wanders into as any other meat when away from count to their elders on returning helps itself to the food.

Now, why does the cow in Insaying, "We were eating American dia have privileges that even a country? Jaywalking, food steeling,

Expert Advice

The answer to this criticism is

and becoming a hindrance on the these man-made laws do not affect eight-year-old Rebecca, the daugh-ter of a filling station operator, was Economically, the cow and the buil are the two most valuable ani-mals in India. The cow furnishes thrilled by the many things her grandfather showed her. The big milk and all its by-products. Farmers harness the bull to plow the land. India, therefore, depends entirely on the cow for its food supply cover that the ice on the pond was thick enough to bear her weight. Most of all, however, she was

and so treats the cow with a reverence due to the mother who pro-vides food for her children. In fact, the cow is often called 'mother grandfather to the barn and stared cow."

However, the idea of reverence wide-eyed as he milked. On a nippy December day when she was anxious to return to the warmth of has in some cases been carried too far. Temples have been built for the the farm house, she ventured to tap worship of the cow. Many religious ceremonies include the feeding of the cow as one of the important him on the shoulder and suggested "Grandpa, if you'd put al drain her faucets every night! often start their day by feeding the cow. Any stray cow is welcome in

"Wool" from Rocks

search work in the Hawaiian Islands found a fluffy fiber made of the same substance as the rocks on the stopes of the volcano. Since this fiber was probably produced from That is why beef is taboo among the Hindus, most of whom do not eat British scientists concluded that "wool" could be made from other rocks too. After two years of exlegious for a Hindu to use anything of the cow, including the milk, is a misconception. Milk is widely used when available, the cow's skin is widely used when available, the cow's skin is limestone and other silicious rocks. limestone and other silicious rocke are transformed into a fine wooly used for leather, and its horns are carved into beautiful figures for substance which is a first-class heat and sound insulator and is fire-proof and vermin-proof. The wood will be used primarily in heat in-sulation, but it is probable that &

people favourably is to let them see how much they impress you.



Boy Electrifies Farm-After running the gamut of 16-year-old Johnny Williams' dusting and counting machine, gladiolus bulbs are carried up by belt conveyor and dumped onto the screen in foreground. Johnny, was one of 35 winners in the "Better Methods" electric contest.









