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### NOTICE

#### HOG PRODUCERS

Loading hogs at all Island points on Monday and Tuesday as usual, but loading hogs on Thursday will be discontinued.

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## TIMELY NOTES ON TOPICS CONNECTED WITH Silver Fox and Mink Farming

An important sale will be held by Lamson, Fraser & Huth, Inc., New York, on June 8-9-10. On the first named date 4,500 color phase fox and 7,500 Silver Fox including pelts from members of the Progressive Fox Marketing Association and the Michigan Fur Breeders' Association will be offered for sale. If these meet with a good reception it will be an indication that the trade is turning more and more to Silver and Mutation fox. The quality should be good as both Associations' memberships are considered among the best ranchers in the U.S.A. On Wednesday and Thursday June 9th and 10th, 38,000 ranch mink, a collection of the Great Lakes Mink Association, and 37,000 ranch mink from miscellaneous shippers will be auctioned and on Friday, June 11th, 15,000 wild mink and 178,000 muskrat. Mink and muskrat have been on the up and up in all markets the past weeks.

At the Edmonton sale May 13th, a very good collection of 38,000 northern Albertas was 100% sold. Large and extra large brought from \$3.15 to \$3.85; medium part small \$2.30 to \$2.70; ranch mink males brought from \$16. to \$21.; females \$9 to \$14; late pelted ones and twos \$8. to \$12.50. The Hudson's Bay Company, London, England, passed around photographs of Silver Fox, White Face and Platinum Fox garments and pelts shown at the International Trade Fair, Basle, Switzerland, recently. They were really worth seeing and the specimens selected were beautiful, in fact outstandingly so. The breeders of these foxes deserve the greatest credit and were there more of such skins and fewer poor ones this industry would not be in the position it is today. Of course they were selected and tops in their line. The exhibit was in charge of W. M. Ritchie, chief fur

When the Silver Fox industry was first developed the pioneers Charles Dalton, Oulton, the Rayners, the Tuplins, the Gordons and others knew only one firm to deal with and that was C. M. Lamson & Co., London, England. It was from that firm the wonderful prices of the 1890's to 1914 were received. Then after World War I when ranches foxes became plentiful Frederick Huth & Co., London, became rivals of C. M. Lamson & Co. The Hudson's Bay Company handled only Silver Fox pelts from the wilds bought at their posts in Canada. It was not until the fall of 1926 after W. Chester S. McLure and the writer visited the company in London and pointed out the superiority of the ranch bred fox that Governor Sale decided to give them a try.

The consignment of 1926 furs sold in January, 1927, so well that a contract was entered into which developed into a large scale business. Eventually it terminated and the company received consignments from the various fur pools. In one of the top years — I believe it was 1936 or 1937 — they handled over 100,000 pelts. In addition other houses in London including Eastwood & Holt, Anning & Cobb, accepted consignments and disposed of large numbers. It looked as though the demand was almost insatiable but then it was the time when long-haired furs were fashionable.

Anning, Chadwick & Kiever, Ltd., London, are once more developing the Silver Fox end of their auction list and on May 31st offer 10,000 Silver Fox, 1,200 Pearl Platina and 1,000 Platinums. This firm was formerly Anning & Cobb, but Mr. Cobb retired and devoted a great deal of his time to breaking world's records with specially constructed motor cars in the United States.

Little Bros. Raw Fur Sales Agency held an auction in Vancouver, B.C., May 20th. 9,000 Ranch Mink was 55% disposed of at an advance of 15%; good quality males brought \$23 to \$24; females \$13 to \$14; ordinary males \$17 to \$20; females \$9.50 to \$11; fisher was 50% sold with top prices of \$95 to \$100; pales brought from \$40 to \$50; White Fox was 100% sold, Arctic Foxes and twos brought \$15.50 to \$17; low twos from \$10.50 to \$11.50; 10,000 muskrats were 80% sold, top prices for extra large and large was \$3.40; mediums and smalls \$1.58 to \$1.62.

Gimbels New York store had a sale of \$184,591 worth of furs last week stating that they would be sold for \$88,007. An hour before the doors opened crowds jammed in front. The greatest interest was shown in the better furs ranging in price from \$275 to \$475 and in the \$178 to \$245 bracket. By late afternoon the stock was pretty well thinned out and a spokesman for the store announced the sale a great success. A staff of fifty sales people plus a battery of cheque writers handled the crowds. Another New York firm, S. Klein, held an advertised sale of twenty ranch mink coats at \$699 plus tax last week. All the coats were sold within a little over an hour. It surely pays to advertise.

An editorial in Canadian Silver Fox and Fur for May entitled, "Is Fox Farming Headed for Better Times?" shows reasons why our furs are not moving. A representative of the magazine visited retail stores in Toronto and asked questions particularly referring to fox and mink furs. He found mink fur had been in demand to a certain extent especially early in the season. Since February and March demand has fallen off and there is a growing price resistance to it. Fox apparel, coats, capes, etc., have not been in demand. In all the stores contacted not a dozen inquiries

were made for fox garments since last fall. Fox trimmed garments, however, have been meeting with a fair demand and are selling. The conclusion arrived at after the tour was that more attention should be paid to advertising and bringing to the attention of the women of Canada the beauty of Silver and Mutation Fox. Good displays, newspaper advertising, magazine advertising and talks with managers of fur departments would all be helpful. The trouble is that others interested in various types of furs have been more up to date in the technique of placing their goods before the public than has the Silver Fox rancher who for so many years enjoyed an excellent market without making any effort on his own part.

At the meeting of the Prince Edward Island Fur Breeders Association held last Tuesday, Don Stewart passed around photographs of Silver Fox, White Face and Platinum Fox garments and pelts shown at the International Trade Fair, Basle, Switzerland, recently. They were really worth seeing and the specimens selected were beautiful, in fact outstandingly so. The breeders of these foxes deserve the greatest credit and were there more of such skins and fewer poor ones this industry would not be in the position it is today. Of course they were selected and tops in their line. The exhibit was in charge of W. M. Ritchie, chief fur

grader, Department of Agriculture, Ottawa, and the planning, decoration and setup of the display were exceptionally good. From various sources we learn that it was voted the best fur display of any country and as a result no doubt there will be many sales of Silver and Mutation fox at the Hudson's Bay Company's auctions where Canadian pelts will be available for European buyers.

Credit must go to D. O. Stewart who was principally responsible for promoting the idea of the display and to others here who assisted. If that display could be taken and shown in the principal cities of Canada it would probably mean the sale of a great many fox pelts in this country.

After the meeting on Tuesday I had a talk with several ranchers and endeavored to find out the probable production of Silver Foxes in this Province this season. While it is only a guess, it looks as though 15,000 will be the maximum and as some more ranchers are talking of cutting down or going out of fox farming there will probably be an additional two or three thousand adults pelted. If other parts of Canada follow in like proportion the total take-off for 1948 should not be more than 70 to 75 thousand. That number could be sold in Canada if proper promotional methods could be arranged.

Switzerland firms represented included V. Luthy of Lucerne and A. Lapocher of Zurich. These firms showed quantities of mutation minks for the first time and prices were coming down to a reasonable level. As mentioned before, the Canadian exhibit was outstanding, far surpassing that of the other countries producing fox and mink.

NORTH AMERICAN LIFE  
L. S. STEVENSON  
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## Gay's Perennials

Do not delay planting, give them a chance—they do better planted early. We have a fine lot of wintered-over Hollyhocks, Delphinium, Carnations, Forgetmenots, Fox Glove, English Daisy, Pansy in bloom, etc. They all bloom profusely this year. Also early Cabbage and Cauliflower can now be planted, but hold back planting until June for all tender annual flower plants, such as Tomato, Pepper, Cucumber, Melon, etc.

J. J. GAY & SON

We have mentioned the interest created by the Canadian exhibit at the International Fur and Leather Fair at Basle, Switzerland, in March. Other countries to have exhibits of fox and mink were Denmark, Norway and Sweden. Swedish fur production figures for 1947 are 241,000 skins of farm furs such as fox and mink. While Norway and Sweden have concentrated on the production of fox Denmark has stressed the breeding of mink of the soft, silky Quebec type. According to Hugo Godessan, Director of Danish Fur Sales, Danish breeders have retained the excellent quality of the Quebec mink while at the same time approaching the size of Yukon mink. Annual fur production amounts of 150,000 mink and 50,000 each of fox and nutria.

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Learn to recognize...  
**CANCER'S DANGER SIGNALS**

If you detect any of the following symptoms, see your doctor at once. It may not mean cancer, but if it should, remember that most cases can be cured if treated in time.

1. Any sore that does not heal—particularly about the tongue, mouth or lips. Do not pass it off as "nothing at all." Go to the doctor.
2. A painless lump or thickening, especially in the breast, lip, or tongue. Do not wait "to see what happens." Go to the doctor.
3. Irregular bleeding or discharge from any natural body opening. Do not wait for pain. Go to the doctor.
4. Progressive change in the color or size of a wart, mole or birthmark. Do not try salves or ointments. Go to the doctor.
5. Persistent indigestion. Do not wait for loss of weight. Go to the doctor.
6. Persistent hoarseness, unexplained cough, or difficulty in swallowing. Do not assume that it is due to smoking or some other form of irritation which will clear up. Go to the doctor.
7. Any change in the normal bowel habits. Do not attempt to diagnose yourself. Go to the doctor.

**GUARD THOSE YOU LOVE...  
GIVE TO CONQUER CANCER**