

## SALE of SECONDS in Pillow Cases

These are "seconds" but they're good, and we're sure you'll like them. If these were perfects, they would cost you as high as 95c per pair.

In the lot there are  
... Plain Hemmed  
... Hemstitched  
... Colored Borders

42 inches wide — 10c  
42 inches wide — 12c  
42 inches wide — 15c  
42 inch, 41 inch and 48 inch — 22c



**Get yours  
to-day  
10c, 12c,  
15c, and 22c  
Each**

### And a Sale of Substandard SHEETS from \$2.09 pr.

Hemmed Sheets a good serviceable weight 76 x 86" — \$2.09 pair  
Hemstitched and plain hemmed sheets, best quality 81 x 100" — \$2.89 pair

### Wabasso Unbleached SHEETING.... 26c

72" wide — 26c yard  
81" wide — 32c yard  
Best quality Wabasso Unbleached Sheeting 87" wide worth 58c yard — Clearing at 39c yard

### 40 Voiles and Dimities on Sale at 25c

Printed Voiles and Dimities worth up to 40c yard — clearing at 25c yard  
Wabasso Plain Colored Voiles 36" wide Clearing at — 19c yard  
Slub Cotton Dress Goods 36" wide clearing at — 19c yard  
Wabasso Printed Pique 36" wide clearing at — 25c yard  
Irish Slubwick Dress Linen 36" wide regular 85c yard — 59c yard

## Exciting Coat Event



**Coats — HALF PRICE  
Suits — HALF PRICE  
DRESSES — ONE THIRD OFF**



**Moore & McLeod Limited**

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



A reader of these notes writes as follows: "Would you please let me know if you recommend the use of peat moss instead of straw for bedding pens and also breeding pens and dens. Would it have any tendency to discourage fur or would it be in any way injurious to the general health of foxes?"

The use of peat moss for bedding foxes is very general in Western Canada and I have never heard of it being injurious to the fur. It is a good absorbent of moisture and does not require to be cleaned out as frequently as straw. On the other hand if it gets very dry it would have a tendency to harbor fleas. It might be a good thing—in fact I think it would be a good thing—to dampen it with disinfectant solution. There are many of these on the market but if none are available in your vicinity creosote or sheep dip will do. They should be mixed in the proportion of one part to eighty parts of water.

George Milne, General Manager of the Dominion Fur Auction Sales, Ltd., Winnipeg, in an address delivered at the Western Canada Fur Breeders' Convention very strongly advised that Canadian silver fox and mink furs should be advertised. Here are his words: "It may seem strange to talk about consumer advertising of Canadian silver fox pelts at a time when the quality of these pelts is under criticism. Nevertheless I can see a close relationship between the two subjects. I have read carefully the discussions about consumer advertising. Granted that a great part of the Canadian production would not qualify in the matter of quality to be advertised as a Canadian product of which we could be proud still there exists sufficient number of good pelts on which to base an advertising policy. And the effort to produce a grade sufficiently high to reach the standard that should be set for the advertised produce would, in itself, be a powerful factor in a campaign throughout the Dominion. The danger of deterring the establishment of a consumer advertising policy for silver foxes is that it may be too late to do so then."

I do not think the breeder should be content any longer to leave the burden of creating demand for his product to the retail fur trade which has carried it to this point. There is no doubt that advertising can stimulate and increase demand for any article, it can control and direct style. Canadian breeders should use it to ensure profitable and continuous demand for the typical Canadian fur in all its color phases. The same thing applies to the Canadian mink, the production of which is increasing so rapidly. We should not hope there will be a profitable market in the future. We should be sure of a profitable market by creating one.

Obviously there are great difficulties in the way of organizing a national policy of consumer advertising for Canadian ranch breeders. But I am sure these difficulties are not insuperable. Speaking as one representative of the fur marketing structure I can assure you that the efforts of the organizers will have the full support and sympathy of my concern. It is my belief that a similar attitude will be taken by the other marketing institutions."

The value of raw furs produced in Canada during the 1935-36 season was the highest since 1.28-29, the total being \$14,040,000 as compared with \$12,843,000 the year before and more than \$18,000,000 in 1928-29. These totals comprise the value of pelts sold from fur farms and other sources, the fur farms representing more than one-third of the whole.

Silver fox is far in advance of every other kind in total value representing about 34 per cent of our raw fur production. The number of silver fox pelts produced during the season was 142,814 with a value of \$4,782,562. The year previously 120,455 pelts were produced.

It may be interesting to our readers to know that in Russia, which we consider a backward country, they have some 161 scientific institutions which are making investigations and carrying on work to improve the animal industry. They employ 6,000 very highly trained workmen and they do not let tradition or anyone's previous experience hamper them, but go in for original methods in addition to the well-tried ones. They say that they are going to step up the production of sheep so that they will produce more than once a year and produce more than one lamb at a birth. They claim that every other farm animal can be brought into reproduction as desired by those who own them.

### Fox Farm Choppers



**A LARGE PUP CROP**  
Insure a large crop of healthy, vigorous pups this year by feeding

**ROYAL FOX FEED**  
Results during former seasons shows that the use of Royal with good meat ration is the most positive way known for the rancher to secure best breeding results. Insist on Royal. Ask your dealer today or write direct to

**The St. John Milling Company Ltd.**  
Saint John New Brunswick.

## PRINCE EDWARD ISLAND'S ONLY EXCLUSIVE FUR HOUSE

*The New Princess Tunic  
has a romantic grace!  
The new fitted and flared  
mode is high fashion!  
The Swagger continues  
in importance!*



*Coat styles — fur and  
prices, to suit everyone.  
Skins are scarce!  
Buy Your Coat  
NOW!*

## Rising Prices—Finer Fashions—make this the most important AUGUST SALE FASHION FURS

THE ISLAND FURRIERS have yet sponsored  
Almost 100 regal NEW fur coats... in a range of prices from \$35.00 to \$355.00 all at August Fur Sale Prices. Each one a value to boast about.

Buy NOW—prices are on the rise... slowly but surely they're heading upward—even a month will make a difference.  
We urge you to choose your new fur coat now; while our stock is at its best.

### AUGUST SAMPLE FUR SALE PRICES

IMPOSSIBLE TO DUPLICATE LATER

Belgian Beaver — Blacked Lapin — Canadian Broadtail — Sectional Hudson Seal — Sectional Muskrat — Mongolian Caracule — etc. — etc.	<b>\$35.00</b>	<b>\$75.00</b>
Russian Galyac — Russian Mink Marmot — American Broadtail — Canadian Raccoon, Chinese Crimmer Lamb; Muskrat, Arabian Lamb, etc., etc.	<b>\$110.00</b>	<b>\$185.00</b>

HOLLANDER DYED; HUDSON SEAL COATS: This is exceptionally 'good value' as Hudson Seal may not be this low again for many years. Four different styles — — — — from **\$245.00**

NORTHERN SEAL COATS deep, rich, glossy jet black fur. A leader at **\$110.00**

*When You Re-fur—Refer to Us*

<p style="text-align: center;"><b>QUALITY FURS</b></p> <p>Free storage and insurance on all coats purchased at this Sale, until wanted.</p>	<h2 style="font-size: 2em;">ISLAND FURRIERS</h2> <p>165 Kent St. Charlottetown, P. E. I.</p>	<p>Next Winter's New Fur Fashions, at this Summers prices. Your saving will pay for the accessories of your outfit !!!</p>
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### FOR SALE

Cedar posts, dry sound suitable for Fox ranches running from 8 to 13 feet in length.  
Used fox wire in good condition, also mat wire suitable for Hen coops. Doors for Fox pens.  
G. R. MacQUARRIE, Summerside, P.E.I.  
L-1190-7-31-8-4-7

and sections of N. B.  
T. D. Carruthers, Earl Kennedy and P. J. Williams (part time) Prince Edward Island.

Mr. George A. Callbeck, Chief Inspector and Director of Field Stations, has been appointed to tour in connection with the work of the fieldmen.

"James H. Prichard, a former secretary-treasurer of the Canadian National Silver Fox Breeders' Association improvised a trap in his ranch that is a quite effective device to catch a fox. The requirements are merely a stick and two

## REGISTRATION

The Constitution of the Canadian National Silver Fox Breeders' Association as amended in January of this year allows that registered and unregistered foxes may be kept in the same ranch, and be looked after by the same caretaker.

The membership fee is now \$3.00 per year. For those who have never been members a registered ranch name costs \$1.00 and registered tattoo letters \$2.00, while those who previously were members may without extra cost retain their registered name and letters. Pups to be eligible for registration must be born of registered parents. The fact that owners of registered foxes are not members does not disqualify the progeny of such foxes from registration. Ranchers are responsible for the tattoo marking of their pups. This marking which may be done by themselves or some one whom they employ must be completed not later than September 15th. A duplicate copy of ranch record sheet for each litter, the pups for which registration may be desired, must be filed with the Canadian National Live Stock Records on or before September 30th, in accordance with instructions found on page 10 of the Constitution. No fee need accompany this reporting of litters.

The cost of certificates of registration if applied for not later than February 15th of the year following the year of birth is \$1.00 each.

If advanced registration be desired it shall be applied for on or before October 15th stating the number of foxes to be presented.

If interested in obtaining membership, whether you have or have not previously been a member, apply to either the Canadian National Live Stock Records, Ottawa, or to Association Headquarters, Summerside, P. E. Island for a copy of the amended Constitution, application blanks and any further information you may wish.

## Canadian National Silver Fox Breeders' Association

SUMMERSIDE, P. E. I.

### Successful FOX Men Say— FEED the Ross-Miller Way

P. E. Island Agents:

<p>East of House River: <b>MR. J. ROBERT MUTCH</b> Carter's Warehouse CHARLOTTETOWN, P. E. I.</p>	<p>West of House River: <b>MESSRS. BRACE, McKAY &amp; CO., LTD.</b> SUMMERSIDE, P. E. I.</p>
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**ROSS-MILLER  
Biscuit Co. Limited**  
NAPANEE FOX FOODS ONTARIO