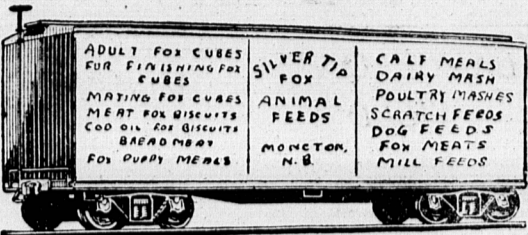


Silver Tip FOX FOODS

"BALANCED RATIONS"
ARE SOLD BY THE CARLOAD



WE SUPPLY
All kinds of feed materials in mixed cars
And solicit orders and inquiries for less car lots
Mixed Car Shipments for Economy
Everything in Feed Material
READY TO SERVE YOU!

SILVER TIP BISCUIT CO., LTD.
"We Have Our Own Railway Siding"
ESTABLISHED 1925 MONCTON, N. B.

Raw Furs Wanted

I have orders for large quantities SILVER FOXES, MINK, MUSKRAT, RED AND CROSS FOX, RACCOON. Must have orders filled by Dec. 21.
Paying highest cash prices.
Mail, Express or Bring to
M. MAURICE
c/o P. E. I. FUR TRADERS
182 Queen St.

We believe that Fox Ranchers are more deeply interested in

HIGH NET RETURNS

—FOR—

SILVER FOX PELTS

—THAN IN—

CHEAP MARKETING SERVICE

We Welcome
COMPETITION
and invite
COMPARISON

A Fair Comparison of Net Returns is the only standard by which to measure the relative value of the services of different Marketing outlets.

In addition to our regular SUPERIOR MARKETING SERVICE we are the Only marketing organization with a

Permanent Resident Representative

In London and Europe. This man does not merely visit an occasional Auction — he is ON DUTY EVERY DAY DURING THE ENTIRE YEAR, devoting all his time to YOUR INTERESTS. He will maintain daily contact with all Sales Houses, with the buying Fur Trade and with our Head Office. Such a combination must inevitably SPEED UP SALES and render even BETTER SERVICE. Our representative was for 20 years with the firm of Fred'k Huth & Co., which was recently absorbed by C. M. Lamson. During that time he was in charge of Huth's General Catalogue which in conjunction with his activities in the Private Sales Department brought him in contact with the entire Fur Trade. He represented Huth & Co. on the London Fur Exchange.

The appointment of this representative is in keeping with our policy that "THE BEST WAY TO GET BUSINESS IS TO DESERVE IT."

Cash Advances arranged.
Free Tags, Bags, etc., on Request.
Mail charges are allowed and Express Charges paid on all pelts shipped to us.

All pelts whether mailed or expressed are insured under our Blanket Policy from the time shipped to us.

Prince Edward Island Fur Pool Limited

P. G. CLARK, Pres. and Managing Director
Summerside, Prince Edward Island

In Montague:—
R. W. STEWART, Clark Bros. Store.

In Charlottetown —
J. A. WEBSTER, 156 Richmond St.

TIMELY NOTES ON TOPICS CONNECTED WITH Silver Fox Farming



Congratulations to those responsible for the silver fox pelt show at Tignish on Wednesday and Thursday. They lit the torch, they blazed the way to a new mode of education for silver fox farmers that will be a splendid supplement to the fox shows. Who will have the public spiritedness to do likewise at Summerside and Charlottetown?

T. Eaton Co., Montreal, have a large ad in Tuesday's Montreal Star, headed "1,000 Silver Foxes are Here, lowest prices in years, finished neckpieces, (per skin) \$25.00 to \$100.00. Five hundred of these skins come from Prince Edward Island—the home of the finest silver foxes. The rest are almost equally noted — from New Brunswick and Quebec. All pelts are fresh and new, belonging to foxes killed a scant two weeks ago."

The raw fur season of 1937 will open on a rising market. Fur trapping is in full swing throughout the northern parts of Canada and will continue during the early months of 1937. Fresh raw furs are arriving at collecting points and shipments from them to markets in Canada, the United States and Europe are in growing volume. There is activity apparent in the raw fur branch of the fur industry this season that indicates strong competition for the season's crops of Canadian and American furs. Staples such as skunk and muskrat are bringing higher prices than in the beginning of last year's trapping season. Wolf and white fox, ermine, beaver, marten, otter, raccoon and lynx are all high, while mink—which is now more than 50 per cent a domiciled fur like silver fox—has reached unheard of prices. It is a safe bet to say that mink will finally end up anywhere from 30 to 50 per cent higher than last year.

Thoughtful fur breeders and fur dealers as well as manufacturers, are wondering whether these opening prices are too high. It is true that there is a wave of returning prosperity quite visible in the United States, less so in other places. This means greater popularity for furs. The season of 1936 there was a tremendous market for fur coats, and it is expected that the demand for fur apparel in 1937 will continue in at least as great a volume, providing the high levels to which furs have gone do not discourage consumers and nip the demand in the bud. Reasonable prices prevailed this season and therefore the retailer had little difficulty in making sales. The worst that could happen to the fur industry would be a great inflation in price.

New York City is the wonder city of the fur world, and why not, with its seven million population and another five million residing in the metropolitan area and suburbs? Is it surprising then, that New York is today the largest fur consuming market in the world, and that more fine fur skins are gathered, sold and worked into fur apparel and consumed there than anywhere else. From its environs about 80 per cent of the fur apparel distributed throughout the United States is processed, designed and manufactured.

The fur industry of New York occupies ten city blocks and employs about 20,000 people regularly. In nearby cities are numerous factories engaged in the dressing and dyeing of fur skins for the New York trade. Tens of millions of skins, from the rare chinchilla to the promiscuous rabbit, are processed annually to fill the requirements of its 2,000 or more manufacturers.

Into the port of New York each year come shipments of foreign furs totalling in value over one hundred million dollars. Says the December Fur Trade Review: "For the next few months the fur trade, whether it be in the retail branch or in the manufacturing, will centre its attention largely on four outstanding furs, which today hold the attention of the consuming public. These furs are the Persian lamb, caracul, mink and silver fox. The articles are favorites of fashion at the present moment and therefore the ones most likely to give the retailer profit. They will receive a large share of the retailer's promotional efforts during the holiday seasons, because they are all in "vogue," and in their better grades are in the luxury class.

The public is so thoroughly "sold" on this group of furs that retailers will experience little difficulty in selling them, providing style and quality are present with a good selection of models to choose from."

"Farm Mink Comes into the Spotlight," is the heading of a short article in the December New York Fur Trade Review. These are ex-ago that the fur trade was inclined to scoff at the idea of breeding mink in captivity. Today the trade feels entirely different and eagerly competes for the supply of pelts now coming to the markets in increasing quantities.

When the first of the ranch bred mink skins, in very limited numbers, were shown to the fur dealers, the effect was not entirely favorable.

Have You Furs To Sell? Where Will You Sell Them? How Will You Sell Them?



If you are not getting the last dollar that your fox skins are worth, you are not employing the best selling medium. The Charlottetown Fur Sales have proven their ability, during the past years, to procure record prices for furs handled. A splendid plant, operated by a competent staff and employing the best selling mediums have been responsible for making this company a leader in the marketing of silver fox furs.

The following is taken from a letter written on the 18th January by one of the largest fur houses in the world:

"We would like to take this opportunity to congratulate you on the splendid way your skins have been put up. The assortment could not possibly be improved upon and buyers much appreciate the grading in general."

This would indicate the confidence of the great fur houses and hundreds of satisfied customers in Prince Edward Island indicate the confidence of the primary producer.

Large numbers of delighted shippers will testify to the fact that the Charlottetown Fur Sales have the finest and most up-to-date pelting plant in Canada and this plant is operated at cost for the benefit of their shippers.

Liberal advances will be made and information fresh from the world's fur centres will be cheerfully given you when shipping your skins.

The best service, the highest returns and a friendly and courteous staff to wait on you are yours for the taking.

CHARLOTTETOWN FUR SALES LIMITED

55 Queen Street CHARLOTTETOWN

KEROL

THE PERFECT DISINFECTANT
FOR FARM and HOME

Approved by Dominion Health of Animals Branch, with a coefficient of 18 to 22 Hygienic Laboratory Method.

SERIALIZING means KEROLIZING

Full information from your local Cooper dealer, or druggist.

Canadian Distributors:
CANADIAN CO-OPERATIVE WOOL GROWERS LIMITED
Toronto—Wexford—Regina—Lennoxville.

The skins were thin and flat. Some of them had excessive growths of guard hairs, while others lacked outer fur and were woolly. Colors varied amazingly and ranch bred skins, when dressed, were often thin and weak in the leather. But the mink breeders persisted and gradually they have learned, through their mistakes, to produce surprisingly beautiful and uniform skins, desirable in every respect.

Fur men were quick to recognize the quality of these skins and found also, to their advantage, that many ranch shipments were so uniform in size, quality and color that the manufacturers of mink coats were willing to pay a very good price for these selected lots of the ranch bred skins. They also found that garments made from this type of mink were flexible and lighter in weight than the wild mink, thus overcoming an objection frequently voiced by the consumer about the weight of a mink garment."

Many of the United States stores are featuring high quality furs and stating in their advertisements that they will not carry anything inferior in stock, no matter how much demand there is for the articles. The C. Crawford-Hoodlidge store, Boston, held an exhibition in their salon recently in order to draw attention to their fine furs. Mink coats were featured at \$1,450 to \$1,500. White ermines from \$395 to \$2,000. Persian lamb from \$395 to \$795, and caracules from \$225 to \$1,095.

Persian lamb and silver fox lead as trimmings. In New York and other leading American cities great fur emporiums, we find Persian lamb and silver fox give every indication of remaining the main popular furs for trimming on fabric coats. Silver fox trimmings are being widely used on sports coats. Some of the silver fox collars are so large as to create cape effects, and many of the coats trimmed with them had stole fronts or tunic borders of the same fur.

Charles D. Garfield, Secretary of the Washington State Fur Dealers Association, says that there is a 25 per cent increase in the production of north west fox and mink farms during the past year. Fur farming is growing quite rapidly on the Pacific coast the last few years and now represents an investment of about five million dollars in Washington State alone.

The American National Fox and Fur Breeders Association has planned a series of consumer fashion shows as part of its publicity campaign in 1937. These displays of silver fox fashions will be under the direction of Mrs. Frederick Fox.

The new season of silver fox fur, mentioned in these columns recently, opened with the auctions at New York and London in mid-October. London sales offering a total of about 12,000 skins, were fresh merchandise. They met with a good reception and the bulk of the skins changed hands. Prices on the clear silvery type of skins such as fulls and three-quarters were strong. London and Paris bought most of the collection.

In Oslo, Norway, on November 17th, some 6,000 skins met with a good reception and high prices. France and Germany were the principal buyers. The darker types of silvers were weaker, reflecting the decline on this type of silver fox which has been experienced on other markets.

New York sales opened with their first fresh collections offered November 23rd, and they also met with an excellent reception. Some 2,000 skins, carried over from last spring and held at prices then prevailing were practically all withdrawn. Merchants preferred to invest in the new stock at even higher

PELTING TIME IS NEARING

Be sure that YOU get the best possible returns from your pelts this year

USE Royal Fox Cubes

They will give your foxes the finish that will top the market.

The St. John Milling Company Ltd.
Saint John, N.B.

Hudson's Bay Co.
Beaver House
Great Trinity Lane
London, England

SPECIAL AUCTION SALE of SILVER FOX FURS

Jan. 6, 1937

Last receiving date in London December 28, 1936

Latest shipping date from Charlottetown December 17, 1936

Send or bring your furs to

McLure and MacKinnon

112 Kent St. Charlottetown

Entrance to Hudson's Bay Warehouse, Where your Silvers are sold

If your pelts are ready take advantage of this pre-Christmas Sale

Hudson's Bay Company

INCORPORATED 2ND MAY 1670.
W. CHESTER S. McLURE D. A. MacKINNON, LT. COL.
Receiving Representatives



prices than accept the stale goods. Dark types were easier.

These sales are a pretty clear indication of the trend as regards silver fox for the coming season, but were somewhat offset by the Montreal sale of December 8th, where prices of medium and low grades were not up to expectations, although the sale finished fairly strong. It must be remembered, however, that the beginning of the Montreal sale coincided with the abdication—or rumored abdication—of King Edward VIII.

Now we have word of the London sales which commenced with the Hudson's Bay Company offering on Monday and Tuesday. Their sale was very successful from every point of view, 18,500 skins were offered, 91 per cent being sold at an advance of 7 1/2 per cent. While no figures are available it is believed that fully 80 per cent of the offering consisted of Norwegian and Swedish skins, as the sale is so early to contain more than a small percentage of Canadian pelts.

Just here I may mention that the Norwegians have trade cartels with Germany and other countries by which they exchange silver fox furs for products of those countries. It is believed that their poorer grade skins find their way to Germany, Italy, Denmark and other European countries, while the best of their offerings are sent to London, with some to New York and San Francisco.

By placing their fine skins on the money markets they are get-

ting a reputation for high quality, which probably is no more desirable than Canada's. If we could use similar tactics there is no doubt that our offering would receive the same high grade of praise as the Norwegians.

Canada this year has made a cartel arrangement with Germany, and at the time I noted where it was expected that some silver fox could be sold there because of it. If some bright mind, or minds, could extend this trade cartel in co-operation with our Government, there might be an outlet found for our lower grade skins also.

Have you noticed how the buyers—few in number and much subdued compared with the activ-

ities of the past—are not interested in anything but full or three-quarter silvers of the bright sparkling variety? The "Bright with Silver" slogan coined by the Promms is sweeping the fashion centres of the world, and although this season will probably see a total of over 600,000 silver fox skins on the world markets, not more than 150,000 of these could be classed in the category of three-quarter and fulls. The remaining foxes, mediums, darks and lights, will no doubt be absorbed but at lesser prices than those prevailing this year.

A new fur auction has been formed in Geneva, Switzerland.

(Cont'd on page 19)

FURS RECEIVED

For Consignment Through the Marketing Department
Canadian National Silver Fox Breeders' Association
AT
MASSEY HARRIS BLDG.
171 Kent St., Charlottetown
ALBERT S. ROBERTSON, In Charge

SUNGLO BREEDING RATION

—IN—

CUBES or MEAL

Start your breeding foxes December 15th, on SUNGLO BREEDING RATION, using 30% Ration in Cube or Meal form, and 70% meats, (Beef-Rabbits-horsemeat-offals-fish as directed in our circulars) for best results.

PRIZE WINNINGS OF SUNGLO FED FOXES AT ALL RECENT LIVE FOX SHOWS IS CONCLUSIVE PROOF THAT SUNGLO FED FOXES ARE THE BIG WINNERS IN EVERY SHOW.

13,236 SUNGLO FED VIXENS PRODUCED 43,678 PUPS AN AVERAGE OF 3.3 PUPS PER VIXEN RANCHED.

Reports from 528 Ranchers using SUNGLO exclusively show an Average Production on all Vixens ranched of 3.3 pups to the Vixen which is fully 1 pup per pen higher than the average of the industry.

ORDER YOUR REQUIREMENTS FOR YOUR BREEDING FOXES TODAY FROM YOUR NEAREST DEALER.

INTERNATIONAL FOX & ANIMAL FOODS LIMITED

Summerside Prince Edward Island