

PUBLICITY AND CO-OPERATION

The Corner Stone of Success in the Silver Fox Industry.

F. E. Muzzy, Publicity.

The following paper was read at the Annual Meeting of the American Fox Breeders' Association in Boston, on Oct. 16, last:

A minister was opening the Sunday morning service of his church with the usual prayer. While he was in the midst of it a stranger entered the church and took a seat far back. The pastor was praying in a low tone and the man in the rear, after straining his ears for a while, called out: "Pray louder, pastor. I can't hear you."

The pastor paused, opened his eyes, and turned them until they rested on the man in the rear. Then he said: "I was not addressing you sir; I was speaking to God."

I trust that everyone here will feel that I am speaking direct to them, and I believe what I say can be absolutely proven and more conclusively than the proof the little boy gave when asked to give three proofs that the world was actually round. He replied cheerfully, "The book says so, you say so, and Ma says so."

It is an acknowledged fact that the first principal of salesmanship is the creating of a desire for the article offered.

Nearly all of us are salesman, or want to be, as far as foxes or fox pelts are concerned. As the silver black fox pelt is a luxury it is not even bordering on profiteering or trying to raise the price of the necessities of life to try to raise the price of silver black fox skin to the highest price that the market will stand and hold firm thereon.

No one individual can put into successful operation any plan that will lower or advance the price of foxes or pelts without the assistance of his fellow ranchers. It is such meetings as this that crystallize sentiment and stand for the upbuilding on a solid foundation of a growing industry. By working together for one common purpose many, many times as much can be accomplished as by one working alone which in the past has been the great drawback to the success of the fox industry, but even thus handicapped it has made greater progress than any other new industry in so short a time.

One great trouble seems to be that each individual fox breeder seems to think that if he does anything to improve the industry he is helping the "other fellow," not realizing that the more the industry prospers the more he will individually receive. The time has passed when any man can build a high wall around his own property, retire within, not mingle with the outside world, and still prosper. It is by helping "the other fellow" that we help ourselves and trying to "clip the wings" of the other fellow often proves a boomerang to the one that does the clipping.

Take for instance the exportation of foxes from Prince Edward Island to the United States. Before the war Canada could have persuaded the U. S. to permit the import of foxes into this country free of duty for breeding purposes, but some of the brightest minds in Prince Edward Island who know if this privilege was granted to them, knew that Alaska and all Canada would enjoy the same benefit, and though Prince Edward Island had three-quarters of the foxes of Canada, she held up the proposed legislation, in fact "bit off her own nose to spite her face."

The P. E. I. breeder is today paying this duty to get his pup foxes into the country to compete with the breeders in the United States. Thus by putting a wall around their industry in Prince Edward Island they have injured themselves—the most, although some of the ranchers have not yet come to the realization of the penalty they have experienced for what they have done to themselves and that the taxes and duties needed to pay war expenses make it much harder to get articles on the "free list" today than it did four years ago. We sometimes get our ideas mixed and do not realize our mistake the same as little Bobby whose father posted him in regard to the text which was "Whatsoever a man soweth, that will he also reap." Later when his teacher asked him for the text he replied "Whatever a man sows always rips."

"In union there is strength" and the fox breeders must pull together to get the best result from the industry. There is undoubtedly more money wasted in advertising, than is made therefrom, yet judicious advertising pays and pays big.

I would suggest the AMERICAN FOX BREEDERS ASSOCIATION get in touch with the Canadian breeders and associations and appropriate a certain amount to advertise silver black fox skins. Make them known to the quantity purchasers of the fine goods of the world today, and create the desire which only publicity advertising can do, and thus raise the selling price of silver black fox pelts 100 per cent, and it would be working a hardship on no one and a great profit to the fox breeders. I can well remember when muskrat skins sold for 10 cents each and 15 cents per skin a top notch price, while today \$2.00 per skin is a common price. Just figure this on a percentage basis and what would the same percent of advance on silver fox skins mean?

Extra fine silver black fox skins are not selling for as much money today as was obtained by the Honorable Sir Charles Dalton, 15 years ago, notwithstanding our fur auction sales report of from 25 to 75 per cent advance at every sale over the previous one. There is no reason in the world why choice fox skins should not keep pace with other furs—when it is the gem of the fur market—if the fox men would co-operate and not think of self and self alone.

In this publicity campaign no one strain of foxes should be taken and advertised as better than another, but just "SILVER BLACK FOX SKINS" and he who is so narrow as to feel

DOMINION TIRES



Don't Blame the Dealer if you didn't get Dominion Tires

HE couldn't get them for you, because the factory could not make Dominion Tires fast enough to supply the demand. This year, more than ever, Dominion Tires demonstrated their leadership.

THEIR quality and workmanship, their extra strength and mileage, have been proven on the road; and experienced motorists by the thousands in every section of Canada turned to the good tires that have made good.

AS a result, the demand steadily increased; the factory worked day and night; but dealers sold out and surplus stocks were snapped up.

FOR next season, however, there will be a greatly increased production of Dominion Tires.

IF you will need new tires, order them NOW, so your dealer will have a chance to have them for you when you want them.

BE sure to have the new tires fitted with DOMINION INNER TUBES—they are made to fit all Dominion Tires and assure perfectly balanced tires.

SIX different treads, for every car and every purpose, business and pleasure; and Dominion Inner Tubes to give you perfectly balanced tires.

DOMINION TIRES and ACCESSORIES are distributed through DOMINION RUBBER SYSTEM BRANCHES and sold by the Best Dealers throughout Canada.

Dominion Tires are Dominion Rubber System products—perfected by the same organization making and distributing:— "Dominion" Rubbers, "Fleet Foot" Shoes, "Dominion Raynsters", "Rinex" Soles, "Dominion" Belting, Hose and Packing, "Dominion" Druggists' Rubber Sundries.



that if this is done some other fellow is going to be benefited thereby but better crawl into his shell and stay there.

I have suggested to Prince Edward Island fox ranchers, where the raising of foxes is one of their largest industries, 24 per cent of all the inhabitants being financially interested, and it is almost a state proposition, that the government assess all foxes \$1.00 each for a publicity fund to be expended by their publicity agent—who by the way is a mighty able fellow, under government supervision, but a majority of the island ranchers fear the United States or other parts of Canada would reap some of the benefits and in not helping the "other fellow" they themselves are the losers.

There are too many who will work their fingers off to block the other fellow's progress, and as an illustration a good story is told of an Irish lady who talking with a companion said "Mrs. O'Toole, you are working night and day." To which Mrs. O'Toole replied "Yes, I'm working under bonds to keep the pace for pulling out the half of that blackguard and the judge told me if I touched her again, he'd fine me ten dollars." Mrs. Murphy said "And yes it wurkin hard so as to keep out of mischief?" Mrs. O'Toole replied "No, I'm saving up the line."

When in Honolulu I was told that the Hawaiian Islands could produce double the amount of pineapples the world could consume, yet they have

persistently advertised just "Hawaiian Pineapples" and the average consumer asks for Hawaiian pineapples and the sales of canned Hawaiian pineapples is four times what it would have been without this general publicity advertising, which is paid for pro rata by the Pineapple producer and though I have seen pineapples that looked as good to me in Florida, Cuba and the Philippines, as I saw on the Hawaiian Islands, we must all take our hats off to the Hawaiian Islands for putting their canned pineapples on the map by persistent advertising.

The same has been done with "Sun-kist oranges" which are grown on 100 different ranches while the "Snookum Apples" are grown all over the state

of Washington and may be Widesap or Ben-Davies but it is a "snookum" just the same, and so known all over the United States.

I would suggest that the officers of this association get in touch with the Canadian associations and work out an advertising campaign that would pay a 1,000 per cent dividend on the investment and I trust that no one in or out of the Fox Breeders' Association in the United States or Canada will be so narrow of thought or mind as to fear this advertising might help "the other fellow."

You have all heard the story of the little girl whose mother had given her 10 cents to buy an ice-cream soda. Just as she started out, a neighbor woman called and said to Mamie

"Why don't you take the 10 cents and give it to the Red Cross?" Then it will do some good." Mamie thought a minute and said "I know Mr. Jones at the soda fountain very well, and when I buy my ice-cream soda, I will ask him to give the 10 cents to the Red Cross."

So many of us, in trying to accomplish things, often, to use a slang expression, "pass the buck" up to the maximum of success which can be done by service and co-operation must work for CONSTRUCTIVE and not DESTRUCTIVE measures and thus build a foundation for the industry to stand on the cornerstones of which should be CO-OPERATION and PUBLICITY.

Just as she started out, a neighbor woman called and said to Mamie

"A Milk Crock as a Caserole"

Get a two-gallon or one-gallon milk crock, temper it by first soaking in cold water, for twenty-four hours, then placing it in a cool oven and bringing it gradually to the boiling point. To cook roasts and chicken I place a rack in the bottom made out of a tin pie pan punched full of holes, placing the meat on this with water underneath. All of the flavor is retained, the toughest piece is made tender. Mine cost me just seventeen cents, and I have used it almost a year.

Mindard's Liniment used by Physicians