

SHOW ARENA CENTRE OF WORLD INTEREST

Experienced Fur Marketing

- The knowledge gathered in 266 years of marketing experience, is brought to bear on every skin passing through our hands.
- Your furs are fully protected and meet the most active sale-room competition. Buyers from all nations are there bidding.
- Ship this season through "The Company" and realise the last dollar in your pelts.

FORTHCOMING SALES

SILVER FOX
 DECEMBER 14th.
 Last receiving date, Dec. 5th.
 JANUARY 6th.
 Last receiving date, Dec. 28th.
 MARCH 8th.
 Last receiving date, Feb. 27th.

GENERAL SALES
 (Including Mink)
 FEBRUARY 1st.
 Last receiving date, Jan. 11th.

SHIP TO

Beaver House, McLure & MacKinnon,
 Great Trinity Lane, Charlottetown,
 London, E. C. 4. OR P. E. I.



While visiting the Fox Show
 call in and see our

FULL LINE

of FARM MACHINERY and TRACTORS
Massey Harris Co., Ltd.
 130 Kent Street

A CHAMPIONSHIP

will give any exhibitor wonderful satisfaction.

After a fire there is also the same satisfactory feeling if you have adequate INSURANCE PROTECTION.

You take care of

YOUR FOXES

and let us take care of

YOUR INSURANCE PROBLEMS

Both will pay good dividends.

W. K. Rogers' Agencies Limited

Insurance in All Its Branches

Charlottetown, P. E. I.

Island Produced Fox Foods Assure Success

Imperial Fox Biscuits

AND

Peerless Fox Biscuits

ARE

Outstanding Fox Foods That Get Results

In Well-developed, vigorous foxes.

Highest quality pelts, fully furred, thick-skinned, diamond sheened.

Production of regular and large litters.

MANUFACTURERS

"IMPERIALS" "PEERLESS"
 Imperial Biscuit P. E. I. Fox Biscuit
 Company Company Ltd

MAGNIFICENT TROPHIES FOR SHOW WINNERS

Trophies
 The trophies offered at the Silver Fox Show this week provide a great measure of attraction, interest and stimulation. The array of silverware, which will be on display during the period of the Show is a magnificent one, and merits more than passing notice. The sincere thanks of the Fox Exhibitors' Association is extended to those to whose generosity and interest this fine encouragement and support is due.

The following is a list of trophies to be offered this year:

1. Silver Cup donated by George R. McQuarrie, Summerside, for champion adult male; won in 1935 by J. R. Lockerby, Hamilton.
2. Silver Cup donated by Hall Manufacturing Company, Summerside, for champion yearling male; won in 1935 by Ira D. Carr, West Covehead.
3. Silver Cup donated by International Fox and Animal Food Limited, Lowell W. Hancock, Summerside, representative, for champion adult female; won in 1935 by S. R. Johnston, Fortune Bridge.
4. Silver Cup donated by Dominion Life Assurance Company, Charlottetown, for champion yearling female; won in 1935 by Robert Baker, North Bedeque.
5. Silver Cup donated by Canadian National Silver Fox Breeders' Association for champion male pup; won in 1935 by Stewart & Lewis, Summerside.
6. Silver Cup donated by C. M. Lamson & Co., London, England, Alfred Fraser & Co., Inc., N.Y., for champion female pup; won in 1935 by W. B. MacArthur, Kensington.
7. Silver Cup donated by the Prince Edward Island Fur Pool, Peter G. Clark, Representative, Summerside, for champion pup of Show; won in 1935 by W. B. MacArthur, Summerside.
8. Silver Cup donated by T. Eaton Company, Ltd., Moncton, N.B. for champion male of Show; won in 1935 by Ira D. Carr, West Covehead.
9. Silver Cup donated by Levin Fur Company, B. R. Holmar, Representative, Charlottetown, for champion female of show; won in 1935 by S. R. Johnston, Fortune Bridge.
10. Silver Cup donated by Government of New Brunswick for grand champion fox of Show; won in 1935 by Ira D. Carr, West Covehead.
11. Silver Cup donated by His Honor Lieut.-Governor George DesBrisay DeBlois for sire and three of his get; won in 1935 by W. B. MacArthur, Kensington.
12. Silver Cup donated by the City of Charlottetown for best senior herd; won in 1935 by A. L. Rogers, Kensington.
13. Silver Cup donated by Rev-

Method Employed

(Continued from page 11)

being removed from the boards, the pelts may be hung in bundles, classified as to color, size and quality. Each skin should be marked on the leather with indelible pencil when placed on the board, tagged, and a record sheet endorsed as to pen-and-pelt number, for future reference, and identification.

Cleaning and Drumming
 Since cleaning and drumming facilities are now available without the considerable expense which attached to these operations in days gone by, little attention need be paid to this phase of pelt handling. Skins taken and handled as above outlined require little or no cleaning or drumming. If oil or grease has in some manner accumulated on some of the fur it may be absorbed with good, clean hardwood sawdust, and shaken from the pelt before packing. Dust settling on the skins and the cleaning sawdust may be readily removed by reversing an ordinary household vacuum cleaner with hose attachment and a narrow flat nozzle. With the pelt hung up, the blast of air blown upward and against the fur will drive out the dirt and dust particles, and fluff and liven up the fur. Careful packing for shipment will further safeguard poor appearances of the skins, when offered for sale. It should be a needless warning, that pending shipment all skins should be carefully guarded against heat, moths, beetles, mice, or damage from other causes.

It is realized at this writing, that many of the foregoing suggestions will appear superfluous to some old-time fox men. The fact is also recognized that many will disagree with the technique advanced in this article. However, it is offered in the hope, and with the conviction, that some who may read what is here written, will obtain some advantage from it, as taken from the memory notations of a rather old time breeder of Silver foxes whose ranch has operated on a pelt basis from a considerable number of years.

ere Hotel, Byron Brown, Proprietor, Charlottetown, for champion yearling herd; won in 1935 by Walter Gregor, Brackley.

14. Silver Cup donated by Thomas Harper for best junior herd; won in 1935 by W. B. MacArthur, Kensington.

15. Silver Cup donated by Dominion Fur Sales Ltd., for best matched adult pair; won in 1935 by Walter Gregor, Brackley.

16. Silver Cup donated by Tip Top Tailors, W. G. Bruce, Charlottetown, Representative, for best matched pup pair; won in 1935 by I. W. Hancock, Summerside.

Silver Trophy—to be awarded to the exhibitor making the highest number of points in Classes 1 to 6 inclusive. Award to be made on the following basis: first prize 4 points; 2nd prize 3 points; 3rd prize 2 points. Other prizes as far as money is awarded one point each.

FUR BUYER

Mr. Justin Rotter of Paris, France, will again be buying Silver Fox Pelts at our Office in Summerside, beginning sometime during the last week of November. This is a good opportunity for ranchers to dispose of whatever pelts they may desire to sell at good Cash Prices.

B. GRAHAM ROGERS,
 SUMMERSIDE, P. E. ISLAND

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ROBINSON'S

GOLD TIP BISCUITS

—and—

SPECIAL DRY BREAD

have been consistent winners at the Shows. Feed these products and prove this.

ROBINSON'S MILL and BAKERY Ltd.

Summerside, P. E. I.

ONE WEEK ONLY

FUR COATS Reduced!

DURING FOX SHOW WEEK, NOVEMBER 16th-20th



Exhibitors and Visitors Attending the Fox Show

While in the city you are invited to come in and look over our stock of fine fur coats. We have extended the time limit on our "special offer" announced some time ago, and every coat in our showroom will be available at greatly reduced prices, during this entire week.

This is being done, of course to boost sales volume, and to give the fur buying public an opportunity to purchase a really fine fur coat for very little more than the cost of a cloth one. A liberal allowance will be made on your old fur coat.

We stand behind every article purchased from us, and our scientific storage vaults and work-rooms are equipped to follow up each sale with genuine service and satisfaction.

All branches of repairing and remodeling of old fur coats are handled by our competent staff of expert furriers.

Again, we invite you to call and see us.
 A. G. HOGAN, President.

NECK PIECES



We specialize in the art of fashioning Fox Pelts into Neck-Pieces. Our charges are low. Our workmanship is guaranteed.

THE ONLY EXCLUSIVE FUR HOUSE IN PRINCE EDWARD ISLAND

ISLAND FURRIERS

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Ship your SILVER FOX, MINK and ALL other RAW FURS at once and receive the HIGHEST MARKET PRICES. We charge no commissions and remit promptly by cash. Our price is always net to you. DON'T WAIT! Ship now and receive high opening market prices. Your shipment will be held separate on request.

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163 Spadina Avenue Toronto, Ontario.

NEW PEP for OLD SUITS—

Suits, like humans, are as young as they feel. Burtol cleaning raises the nap, adds luster, brightens colors. You avoid both the odor and harshness which ordinary dry cleaning imparts. Suits look like new and you feel younger. Materials last longer and so does your well-deserved reputation. The difference is in the METHOD.

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DRY CLEANERS

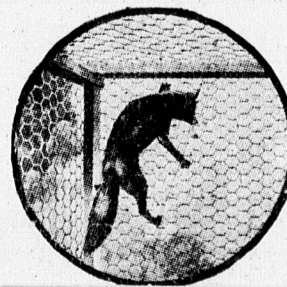
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"Dead Flat", galvanized before and after being woven,
 Every Roll of

PEERLESS NETTING

is Guaranteed to open up to Your Satisfaction.

We carry a large stock of all sizes.

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Fox Pans, Staples, Lacing Wire, Fox Tongs, Etc

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