



ST. JAMES CHURCH



CHARLOTTETOWN HARBOR.

The Industry of Fox Farming

By a Fox Rancher.

Silver Black Fox Farming may, doubtless, be counted young as an industry, in view of the fact that it dates back only to 1887; but it has become so firmly established as to be considered now one of the stable activities of Prince Edward Island, where it was founded and has obtained for itself a world-wide recognition.



MR. ROBERT OULTON AND SIR CHARLES DALTON Founders of the Domestic Fox Industry.

The pioneers of this novel industry, viz: Sir Charles Dalton and the late Robert T. Oulton, were keen observers of matters with reference to the quality and supply of fine furs. These men laid the foundation of an industry which supplies the Fur Trade with one of its most beautiful of furs, and gives to the Lady of Fashion an article of personal adornment, both decorative and utilitarian.

Thirty years ago it seemed as if silver fox fur would be so scarce as to be beyond the general fur trade, but the industry today is able to provide the fur trade with a fine fur that has a large and growing demand on the markets of the world.

The industry of fox farming has for its aim the breeding of silver black foxes under ranch conditions, so as to establish a certain color phase which, in the wild state is merely a "sport" or accidental variation of the ordinary red fox. This, true to color phase, has been successfully accomplished by the industry, and a strain or breed of silver foxes developed which breed true to type, thus producing a supply of highly prized pelts for the fur trade.

The skins of the silver black fox are known in the fur markets as "silvers." The term "silver fox" is somewhat misleading, because it tends to foster the belief, except in initiated circles, that the fur is either white or silvery grey in color, when, as a matter of fact, it is simply the trade name for the skin of the black fox, the term "silver" being derived from the presence of glistening silver bands on the guard fur amongst the jet black of the skin.

Silver Fox Furs are the finest long-haired furs known to the fur trade. It is the lustre, silkiness and general richness of this fur which renders it



METHODIST CHURCH

States, thus making a further earning advantage to the breeders of high-grade animals. Fox farming is now on a sound, stable, commercial basis. With reasonable business care and attention this industry is bound to grow and expand, and will in time become our leading industry.

Some people have urged that the intensive production of these valuable silver foxes and furs will tend to depress prices, but the ranchers need entertain no apprehensions. Prices may be lower than they have been in former days when the furs were scarce, but the demand is increasing, and now hundreds of buyers of silver fox furs are in the market, where



TAMING THE FURBEARERS

only a dozen could be found years ago. Fox farmers are not resting on their oars. They are leaving no stone unturned to improve their pelts and are familiarizing themselves with all details regarding care, attention and feeding of the animals. Fox farming has justified the faith of those who established the industry, and will continue to be not only interesting but highly profitable to those who are willing to give it due consideration and care.



IN THE SNOW

such a prime favorite in the fur world. The Silver Fox Fur is always fashionable, because of its natural color and rare beauty.

The industry of fur farming has grown from the small beginning of a few pairs in 1887 until there are now about three hundred and fifty fur farms scattered throughout the province, producing fine furs which yields a revenue of over two million dollars annually to the people of Prince Edward Island. Foxes for breeding stock are sought after by the other provinces of Canada, and also by the United

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