

TAKE THE BENEFIT OF  
**"DOMINION SERVICE"**  
 When Marketing Your Silver Fox Pelts

FOR YOUR CONVENIENCE —

— RECEIVING STATIONS

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CHARLOTTETOWN and MONTAGUE

Operated by  
 J. D. JENKINS,—Charlottetown  
 MARSHALL REYNOLDS & MILTON  
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SUMMERSIDE

The Dominion Silver Fox Furs Ltd

## MAGNIFICENT SALE OF FOXES TROPHIES FOR SHOW WINNERS

The Trophies offered at The Silver Fox Show 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 significant one, and merits more than passing notice. The sincere thanks of the Fox Exhibitors' Association is extended to those whose generosity and interest this fine encouragement and support is due.

The following is a list of Trophies to be offered this year. The Fox Exhibitors' Association have received a letter from Lampson, Fraser & Hutch, Inc. that C. M. Lampson Co. Ltd., London will award a trophy to be competed for annually and to be won three times by any exhibitor before becoming permanent possession of that exhibitor, but each exhibitor is to receive a miniature of the perpetual trophy.

1. Silver cup donated by George R. MacQuarrie, Summerside, for Champion Adult Male. Won in 1937 by Roy Woodside, Malpeque.
2. Silver Cup donated by Hall Manufacturing Company, Summerside, for Champion Yearling Male. Won in 1937 by Stewart & Lewis, Summerside.
3. Silver Cup donated by International Fox and Animal Food Limited, Lowell W. Hancock, Summerside, Representative, for Champion Adult Female. Won in 1937 by B. L. Howatt, Charlottetown.
4. Silver Cup donated by Dom-

inion Life Assurance Company, Charlottetown, for Champion Yearling Female. Won in 1937 by H. G. Muttart, Summerside.

5. Silver Cup donated by Canadian National Silver Fox Breeders' Association for Champion Male Pup. Won in 1937 by Roy Woodside, Malpeque.
  6. Silver Cup donated by C. M. Lampson & Co., London, England, Alfred Fraser & Co., Inc., N. Y., for Champion Female Pup. Won in 1937 by Ira Carr, Covehead.
  7. Silver Cup donated by the Prince Edward Island Fur Pool, Peter G. Clark, Representatives, Summerside, for Champion Pup of Show. Won in 1937 by Ira Carr, Covehead.
  8. Silver Cup donated by T. Eaton Company, Ltd., Moncton, N. B., for Champion Male of Show. Won in 1937 by Stewart & Lewis, Summerside.
  9. Silver Cup donated by Levin Fur Company, B. R. Holman, Representative, Charlottetown, for Champion Female of Show. Won in 1937 by B. L. Howatt, Charlottetown.
  10. Silver Cup donated by Government of New Brunswick, for Grand Champion Fox of Show. Won in 1937 by Stewart & Lewis, Summerside.
  11. Silver Cup donated by His Honor Lieutenant-Governor George DesBrisay DeBlois, for Site and Three of His Get. Won in 1937 by Roy Woodside, Malpeque.
  12. Silver Cup donated by the City of Charlottetown for Senior Herd. Won in 1937 by H. G. Muttart, Summerside.
  13. Silver Cup donated Revere Hotel, Byron Brown, Proprietor, Charlottetown, for Champion Yearling Herd. Won in 1937 by Stewart & Lewis, Summerside.
  14. Silver Cup donated by Thomas Harper for best Junior Herd. Won in 1937 by Stewart & Lewis, Summerside.
  15. Silver Cup donated by Dominion Fur Sales Ltd., for Best Matched Adult Pair. Won in 1937 by W. B. McArthur, Kensington.
  16. Silver Cup donated by Tip Top Tailors, J. E. Wran, Charlottetown, Representative, for best matched Pup Pair. Won in 1937 by Stewart & Lewis, Summerside.
- Silver Trophy donated by Canada Packers 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. Won in 1937 by Stewart & Lewis, Summerside.

### VETERAN NEWSPAPERMAN DIES

CALGARY, Oct. 31 — (CP) — George Hope Johnson, 82, colorful western pioneer and veteran newspaperman, died in hospital here today. He had been ill only a few days.

A member of the Editorial staff of the Calgary Herald for nearly two decades, Mr. Johnson retired in 1935.

### BASIC COLOR RULES GIVEN

As a guide to those who prefer to do their interior decorating in the fall a set of basic rules for color matching has been issued by a housing authority. Although most homeowners do their redecorating in the spring a good many like to do it just before the cold fall season. The rules are basic, so much so that they apply regardless of color preferences.

The recommendations are as follows:

1. Cool colors such as greens, blues and greys are light airy and restful, and generally should be applied to rooms with southern exposure getting a generous supply of sunlight.
2. Warm colors such as yellow, orange and the various tones of red are generally most successful in rooms with northern exposure.
3. Usually there should be a balance between cool and warm color — with the warm shades supplying the accent.
4. Color possesses utility as well as decorative value; it will hide irregularities and create the illusion where you want them.
5. Strong colors such as red, orange, dark blue, make a large room look smaller. Small rooms appear large when light colors are used.
6. Avoid using strong colors on large surfaces.
7. Colors affects lighting; lighter colors reflect more light than dark colors.
8. A room with a light-colored ceiling having more than 70 per cent of its reflections and walls of a color with low reflection will be most restful to the eyes.
9. At least three colors are considered necessary to make a room interesting. The light color is used on the ceiling.
10. Dark colors on a ceiling makes a ceiling seem lower; light color makes the ceiling seem higher.
11. Usually the floor should be the darkest area in the room, giving the effect of a firm foundation.
12. Often striking effects may be obtained by painting one wall a different color from the other three.
13. When a light color and a dark color join, the light color appears darker along the joining edge.
14. Flat finishes are best suited to a large areas.
15. Gloss finishes, particularly high gloss, are most often used for floors, woodwork and furniture.

Keep Minards in the home.

### FOXES PELTED

Our Pelting Station and Cleaning Plant will be open November 1st, and will employ expert pelters. Skins protected by night witchman and fire insurance. Pelting and cleaning 75 cents per pelt.

G. R. MacQUARRIE,  
 Summerside.

# The SILVER FOX WORLD'S GREATEST EVENT!

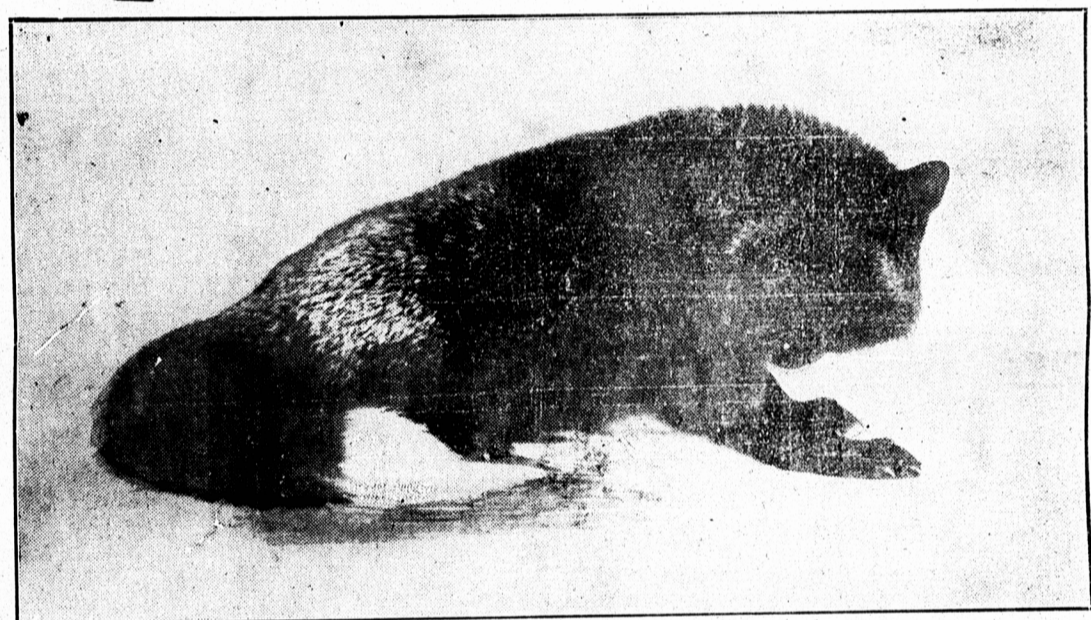
At Charlottetown, P. E. I.

OCTOBER 31st TO NOV. 4th

This Classic of the Fox World Offers  
 25 Challenge Cups and Trophies

Many of them magnificent specimens of the silversmith's art and VALUED AT \$1700.

BEAUTIFUL ROSETTE RIBBONS  
 and CASH PRIZES for 43 SECTIONS  
 TOTALLING UPWARDS OF \$2,000



Nowhere else in the world are such beautiful premiums and cash prizes awarded for Silver Foxes. The result is that the world's finest specimens of Silver Fox meet here and an opportunity is afforded to Silver Fox ranchers and the public generally to witness the progress that is being made in this great fur industry.

This Exhibition is the talk of the Silver Fox world and will be visited by prominent fur men and fox ranchers from other provinces. You cannot afford to miss this Show, either as an exhibitor or spectator.

There are classifications for darks up to 25 per cent, dark mediums, mediums, light mediums, pale silvers and extra pale silvers, subdivided into adults, yearlings and pups, males and females, Classes for herds, sire and three of his get, dam and two of her progeny, best matched pair male or female, adults and pups, nine Championships and a Grand Championship for best fox in Show.

Prizes will be awarded on the basis of number of entries, one to six entries three prizes, seven to eight entries four prizes, nine to ten entries five prizes, eleven to twelve entries six prizes, thirteen to fourteen entries seven prizes, fifteen to sixteen entries eight prizes, seventeen to eighteen entries nine prizes, nineteen to twenty entries ten prizes, twenty-one to twenty-five entries eleven prizes, over twenty-five entries twelve prizes. Money will be divided as follows:—1st \$12; 2nd \$9; 3rd \$6, remaining creditable qualifying entries \$1 each.

### Grand Championship Trophy

A magnificent silver trophy will be awarded to the exhibitor winning the greatest number of points in the Show. Other trophies offered at this Silver Fox Show 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 the attention of our people.

### Grand Banquet Canadian National Hotel

The annual Foxmen's Banquet will be held on Tuesday, November 1st, at the Canadian National Hotel and will be the highlight of the season. Only 140 tickets will be sold so as to avoid crowding and assure every guest of a pleasant and highly entertaining evening. Music, mirth and an unexcelled repast; short snappy speeches will be given by leading men and prominent authorities on Silver Fox ranching.

### AUCTION SALE OF LIVE FOXES

A feature of this year's fox show will be a sale of live foxes to be held at the termination of the show. Mr. B. L. Howatt is chairman of the Fox Sale Committee and will give full particulars in connection with the sale to any exhibitor. It is expected that 100 or more foxes will be put up at auction and an opportunity afforded ranchers to secure the best breeding stock in the Province at reasonable prices. Almost all the leading ranchers who are exhibiting will dispose of some of their show foxes at this sale, which is creating wide interest not only in this Province but in other provinces as well. Parties who contemplate exhibiting and have not been supplied with a Prize List should write to the Secretary and one will be mailed at once.

BRENTON CLARK, President  
 Summerside, P. E. I.

WALTER R. SHAW, Secretary  
 Charlottetown, P. E. I.

## GREETINGS FROM THE CITY OF CHARLOTTETOWN

Over a quarter of a century ago the world was given a new industry, through the faith, courage, and vision of our Island pioneers in fox-ranching.

The industry has now become one of this Province's most gainful fields of production, and continues to maintain its place throughout both good and bad seasons.

The annual Prince Edward Island Silver Fox Exhibition is an important contributing factor to our continued world leadership. It is a meeting place for our most progressive ranchers and offers splendid opportunities for the interchange of ideas on all phases of the domestic feeding and breeding of foxes, and the production of highest quality stock.

Recognizing the value of this annual show, the Mayor and members of the City Council, on behalf of the citizens of Charlottetown gladly welcome the Exhibitors and visitors to the Island's capital, with the hope that the years ahead will be years of successful progress and expansion.



E. A. FOSTER

Mayor.

### Other Sunglo Products

## SUNGLO

Presents a New LOW PRICED Ration—

### SUNGLO ECONOMY RATION

To meet the demand for a lower priced fox ration we are now releasing in meal or cube form—a highly dextrinized ration which may be fed every month in the year. This new ration has been thoroughly tested on our own Experimental Ranch with excellent results.

Sunglo Economy ration is an open formula: 60% dextrinized whole wheat cereal supplemented with: molasses, coconut meal, bone meal, corn gluten, white fish meal, meat meal, cod liver meal, wheat germ oil cake meal, barley malt flour, butter milk powder, beet pulp, iodized salt, calcium carbonate, rice flour and dehydrated alfalfa meal.

Order from your Sunglo dealer or direct from us.

\$4.95 in Cubes \$4.75 in Meal

And Remember!

### SUNGLO BREEDING RATION

SHOULD BE STARTED NOV. 15th

About November 15 is the time that breeders should be conditioned for maximum 1939 production, and Sunglo Breeding Ration has been proven on many ranches to be an important factor in the production of large high quality litters. It gives your breeders the necessary vitality to produce sound healthy puppies. If you have good breeders—Sunglo will do the rest.

Order from your local dealer or if he cannot supply you write direct to the factory.

INTERNATIONAL FOX & ANIMAL FOODS, LTD.

SUMMERSIDE, P. E. I.