

# PROVINCE WIDE INTEREST IN FOX SHOW

We Extend Our Compliments to—

## THE CHARLOTTETOWN FOX SHOW

This Has Been of Inestimable Value to the Island Ranchers as is Shown by the Unquestionable Improvement in the Quality of the Foxes Shown Each Succeeding Year.

THROUGH FOX SHOWS THE RANCHERS HAVE BEEN BROUGHT TOGETHER AND THE RESULTS HAVE BEEN HIGHLY SATISFACTORY.

Does This Not Indicate That Greater Success Could be Attained in Other Departments of the Fox Business if Foxmen would Co-operate More Closely?

MARKETING FOX PELTS IS THE ULTIMATE SOURCE FROM WHICH THE PRIMARY REVENUE MUST COME. THEREFORE IT IS OF FOREMOST IMPORTANCE.

The best available means for the Ranchers to act together as a combined unit is by supporting Marketing Organizations such as THE DOMINION SILVER FOX FURS LTD.

### HOW DOES THAT WORK OUT? — THIS WAY: —

Group Selling is the basis of all co-operative marketing. Pelts are sold absolutely on their own merits. No rancher has the advantage over another.

"In Union There is Strength." The old saying was never so true as it is to-day under the present trying conditions.

Limit prices kept right up to the market levels produce stabilization. Buyers are willing to pay the price providing their competitors cannot purchase pelts at lower figures.

Haphazard Selling Has Been Driving The Market Down — Let the Seller Beware. —

### YOUR INTERESTS ARE OUR INTERESTS

WE ARE ALL TIED UP TOGETHER IN THE FOX BUSINESS. LET US COMBINE OUR EFFORTS.

## THE DOMINION SILVER FOX FURS, LIMITED

Head Office—SUMMERSIDE—P. E. I.

CHARLOTTETOWN  
J. D. Jenkins  
and  
Major L. J. MacDonald

BRANCH  
RECEIVING STATIONS

MONTAGUE  
Marshall Reynolds  
and  
Milton Mellish

## Exhibitors and Visitors

ATTENDING THE FOX SHOW

MEET AND EAT

—AT—

## Milton's Old Spain

Charlottetown's Established Restaurant

161 Kent Street

—ENTERTAIN YOUR FRIENDS HERE—

Our Blue Room is Available By Appointment For Special Parties.



GOOD FOOD and GOOD SERVICE at ALL HOURS

## Good Demand For Quality Furs Is Anticipated

(By B. GRAHAM ROGERS, Summerside, P. E. I.)

At this time of the year we are all wondering about pelt prices during the coming season and, as far as can be ascertained at the moment, the outlook is not quite so bright as it might be, due to the fact that there is a carry-over of some pelts from last season's crop, and to the further fact that general world conditions are still unsettled.

Under these conditions it is absolutely impossible for anybody to predict with any degree of accuracy just what prices may be, but one thing does seem clear and it is, that even though prices are less than they were last season, there will be a good demand on the new scale of prices for good-quality and good-coloured pelts, and that the market will be fairly steady. There is absolutely no reason whatever for ranchers to be pessimistic about the fox business, providing that we all improve our quality and, in the opinion of the

best minds in the Fur Trade the improvement in quality is the one big thing that ranchers have to work for. If we would do all this and not worry about the market, it would be the best thing that could happen, because the market is there eagerly waiting for all the good skins that we can produce.

It is true that during the present period of uncertainty prices are not as high as we would like them to be, but with an improvement in world conditions, which now seems fairly certain to happen within a year or two, it is my honest conviction that good skins will be considerably higher in price than they are today; but the medium and low-grades, on account of the large quantity, can never hope to sell at prices much different to those which prevail today. We must remember, however, that there is always a market at a price for all kinds of furs, and this holds true in the Silver Fox business as well as for any other kind of fur.

### Dominion Silver Fox Furs Limited Receive Recognition

The following is taken from "FUR OF CANADA", published in Winnipeg.

A progressive institution is The Dominion Silver Fox Furs Limited of Summerside, Prince Edward Island. It is a young concern, comparatively, in the field of fur marketing but its record, according to a recent report received from its officers, is a worthy one.

The Dominion Silver Fox Furs Ltd., was organized in the early fall of 1933.

A number of prominent ranchers in Prince Edward Island, as well as several of the best known ones in Western Canada, got together and formed this new fur sales company, having in mind the fact that the co-operative system of marketing silver fox pelts had secured wide interest.

In Summerside, where this marketing plan had its birth, it was possible to gather into the concern men who had been connected with this particular business practically from its inception and a full staff was installed—each man chosen being one who had complete knowledge of the department over which he was to have supervision.

A good location was available and adequate equipment, including vaults capable of holding 3,000 pelts, was immediately installed.

A. E. MacLean, Federal member for Prince County, P. E. I., was elected President. During the initial season the quantity of pelts handled turned out to be considerably higher than was at first anticipated. In the next season, 1934-35, the quantities almost doubled, and during the pelt season just past they have pyramided again.

Cash advances are made immediately on receipt of the pelts at any of the company's receiving stations. These branch offices are in Montague and Charlottetown and there is considerable likelihood that the company will open additional ones this season.

This year's annual meeting was held on September 1st, and the reports of the company's business met with unreserved approval.

This marketing agency is a live wire organization and up to the minute in every angle of the fox business. Ranchers who are patronizing them speak most highly of the service they are getting. Whether a shipper happens to want to sell his pelts through some other medium or not, he will always get friendly and courteous treatment and advice. These men are foxmen who are ready to give the benefit of their experience to anyone who wants information.

The Dominion Silver Fox Furs Limited and similar organizations appeal for shipper support on the value of systematic marketing, under which the crop is sold to keep pace with market consumption instead of being offered in large bulk at the early sales of the season. Officials state that in their experience this policy has acted as a balance wheel to maintain prices through the past difficult years. They believe that all ranchers have benefited greatly through the application of this policy.

### Pelting Demonstrations

The Provincial Department of Agriculture has arranged for Pelting Demonstrations at various points on Prince Edward Island. One of these demonstrations will be conducted at the Charlottetown Fox Show on Wednesday, November 18th immediately after judging for the day has been completed. Another demonstration will be held at the Borden Show. In both cases expert pelters and demonstrators will take charge. Breeders wishing information in this respect should attend these important features. Other announcements will follow later.

## FUR BUYER

Mr. Justin Rollet 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

## Live Foxes From Prize Winning Strains FOR SALE

also  
Mr. Rosebourne will be again BUYING FURS at my office

STARTING NOVEMBER 20th

**A. E. MacLEAN**  
Summerside

## You Sure Want The Best

We're almost certain of one thing; you want the BEST Netting to protect your valuable Foxes.

It's  
Easy To Get  
The  
BEST!



It's  
Easy To Get  
The  
WORST!

# Order HOLMAN'S "PRINCE EDWARD" FOX NETTING

And You'll Get The BEST

A Quarter of a Century of Reliable Protection Proves it the BEST.

## Ranchers: Here Are Facts. Why Prince Edward Fox Netting Is The World's BEST

Famous For Strength.  
Because — The Superb Quality Starts right at the Core

Will Bend, But Never Break.  
Because — Specially Annealed for Flexibility

Durability Locked In—Moisture Shut Out.  
Because — Joints are securely sealed.

Double Protection  
Because — of Heavier "Double-Coated" Galvanizing

Easier To Put Up.  
Because — It Will Not Sag.

It Will Outlast Others.  
Because — 25 Years' Use Proves it good for Many More Years.

You Cannot Afford To Gamble With Ordinary Netting

Buy Prince Edward And Know You've Bought The BEST.

**HOLMAN'S**

## FOX RANCHERS!

WE WILL BE PLEASED TO HAVE YOU CALL AT THE

Byng Silver Fox Company's Ranch  
MT. EDWARD ROAD

IF YOU ARE IN THE MARKET TO BUY, WE CAN OFFER MEDIUM TO EXTRA PALE STOCK FROM SOME OF OUR BEST BRED SIRE AND DAMS.

"O.Z. 30-H" Sired Champion Female Pup AMHERST SHOW, 1935, AND ALSO PRODUCED PELT WHICH SOLD IN MARCH, 1935, FOR \$160.00

This strain may be seen all through our ranch. Our foxes are priced right.

**E. S. COFFIN**  
COFFIN & CO. — GRAFTON STREET

FOX FOOD  
HEADQUARTERS

**F. B. CONRAD**

Corner Queen and Water Streets  
CHARLOTTETOWN  
P. E. I.

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BEEF TRIPE

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