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**"DOMINION SERVICE"**  
 When Marketing Your Silver Fox Pelts

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**CHARLOTTETOWN and MONTAGUE**

Operated by  
**J. D. JENKINS,—Charlottetown**  
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Full Information Supplied from Head Office  
**SUMMERSIDE**

**The Dominion Silver Fox Furs Ltd**

**Show Proved  
 Big Success  
 From Beginning**

Here's how the P. E. I. Silver Fox Show started: For several years prior to 1929 there had been a movement among P.E.I. fox ranchers to have a P.E.I. fox show as there was none nearer than the Royal Winter Fair at Toronto at the time. This show was available to a limited number of breeders only because of the great expense involved in exhibiting there. Major A. S. Robertson of Mermaid and J. Walter Jones of Bunsbury, together with other interested parties took the matter in hand in the spring of 1929. The government was waited on and it was agreed to provide a number of crates. The Provincial Exhibition Association offered their building and grounds free of charge. As the result of hard work of a strong committee, everything was ready for the big show which was staged the latter part of October and the first week of November in 1929. It was a success although the facilities for judging were not very suitable and spectators caught only a fleeting glimpse of the judging table. The next year a building known as the Patsy Pavilion, specially adapted for judging was built. It had accommodation for several hundred spectators, a proper judging table, and a neutral light diffused over it from a large skylight directed above. Plans of the building have been copied in several countries since as a basis for their judging rooms. The new building and the aura of success engendered from the previous year brought a record number of entries—over 600. Visitors came in great numbers from other provinces with many attending from the United States and several from Great Britain, Russia and Japan. In 1931, distemper, the dread disease of the fox world was rampant, so the exhibition was cancelled. But in 1932 the show was resumed and the number of entries reached the total of 712—a world's record figure. Banquet night was a feature for the first time. It caught on so well that it has been continued ever since.

**GRAND CHAMP  
 WINNERS IN  
 FORMER YEARS**

Since 1929 there has been quite a change in silver fox breeding trends, but it has always taken a remarkable fox to win the grand championship. Those who have won that coveted honor are:  
 1929—A. L. Rogers, Summerside.  
 1930—Robert Baker, Summerside.  
 1931—A. L. Rogers, Summerside.  
 1932—Samuel Johnston, Fortune Bridge.  
 1934—W. W. Brown, Charlottetown.  
 1935—Ina D. Carr, Covehead.  
 1936—Roy Woodside, Malpeque.  
 1937—Stewart and Lewis, Summerside.  
 The exhibition has proved that it is valuable to exhibitors and ranchers aside from cash prizes and so forth. In 1929 black foxes were still highly regarded and many beautiful specimens of blacks, extra dark, dark silvers and dark mediums were shown. The more silvery types were often covered with deep veiling and the narrow bar was not frowned upon as it is today if the fox had other superior qualities. As the Americans commenced to make the wide bar and bright silver fashionable, the vogue communicated itself to the auctions in London and Paris and the fox breeders who had specialized in that type altered their way to the top of the table. It was regarded as fortunate for this province that the P. E. I. fox exhibition had been established as otherwise this trend might not have been noted so decidedly and Islanders might have still been developing the narrow bar and veiled silver to their price detriment.

**Show Promises  
 Keen Contests**

Fox ranchers throughout Prince Edward Island are keenly interested in the silver fox world's greatest event—the P.E.I. annual fox exhibition which opens at Charlottetown Oct. 31, closing Nov. 4. The 1938 exhibition gives promise of being better than ever with officials expecting more than 600 entries. According to Lieut.-Colonel D. A. MacKinnon, Charlottetown, of MacKinnon and McLure, operators of the largest fox ranch in P. E. I., the main object of the exhibition is to educate the rancher in the style trend into which the industry may swing from year to year and to give him an opportunity to observe the results obtained by other ranchers in the breeding of the Island's finest strains. There are classifications for darks up to 25 per cent, dark mediums, light mediums, pale silvers and extra pale silvers. These are sub-divided 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 the best fox in the show. A silver trophy is awarded to the exhibitor totalling the greatest number of points. **JOCKEY KILLED** MELBOURNE — Kei h Voitre, one of Australia's leading jockeys, died in hospital here from injuries received when he fell in a mix-up at the Mooney Valley course. Three other jockeys were injured. **BURNING INDIGNATION** DUNDEE, South Africa—(CP) — An 18-year-old girl set fire to a rag soaked in paraffin which she tied to the leg of a native (black) who had come to her room and fallen asleep. She was fined £1 (\$4.83) for assault.

**The SILVER FOX WORLD'S  
 GREATEST EVENT!**

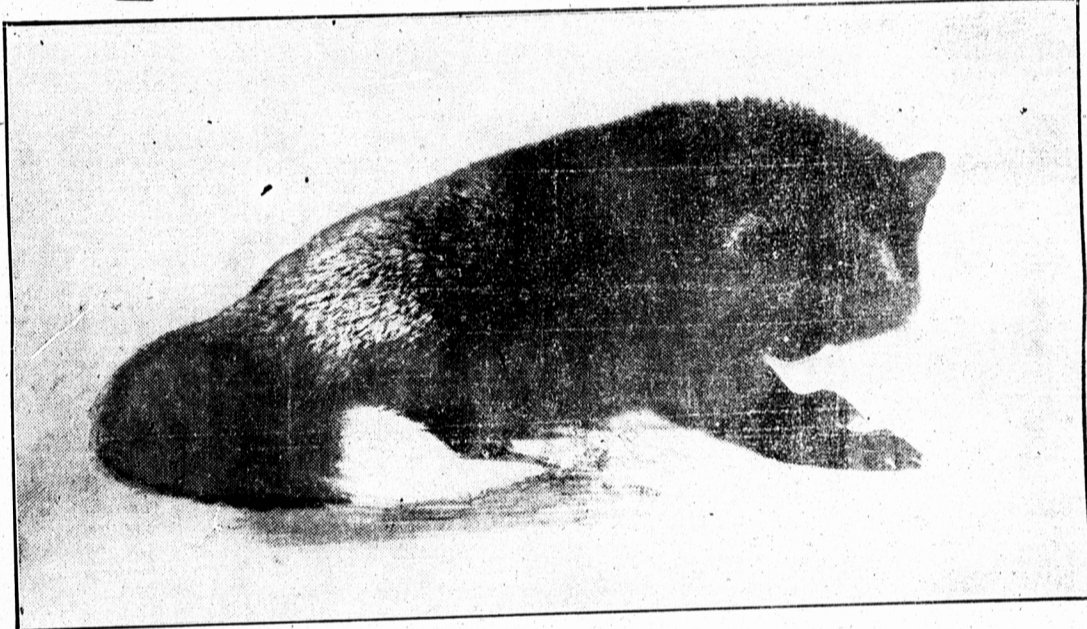
At Charlottetown, P. E. I.

**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.

**AROUND THE JUDGING TABLE**

