

ATTEND THE WORLD'S GREATEST FOX SHOW

Interesting Resume On Island's Great Industry

"The Fox Industry Is To This Province What The Breeding Of Jersey Cattle Means To The Island Of Jersey," Says Premier.

By HON. WALTER M. LEA, PREMIER AND MINISTER OF AGRICULTURE.

That Prince Edward Island has received the greatest world-wide advertising through being the province that has given domesticated silver black fox breeding its birth, all who are fully acquainted with the growth and development of this industry will admit.

The Fox Industry is to Prince Edward Island what the breeding of Jersey cattle means to the Island of Jersey. Many outstanding Jersey cows are now owned in Canada and the United States, nevertheless animals bearing the chain and locket emblematic of their Jersey Island breeding, carry with them a marked distinction accompanied by an admitted value, which places them in a class entirely by themselves, and a championship win on the Island of Jersey, carries with it an added value, a distinction which breeders all over the world pay fabulous sums of money to obtain.

Breeders of all classes of pure-bred livestock desire, if possible to obtain their animals from the country of their origin, the fountain head. And for this reason, Prince Edward Island should continually feature the Silver Black Fox. In no way can this be so effectively advanced as through the medium of the Annual Live Fox Show. This Exhibition is the medium through which the amateur fox raiser matriculates into the circle of a successful breeder. This is the great annual examination, when the breeder, through comparison with his fellow showmen and under the direction of competent Judges is able to accurately measure the result of his breeding activities. Through the means of such an exhibition, the class of stock necessary to raise the very highest quality of pelts obtainable, is recognized and their breed promoted. Those who participate in the exhibition, and exhibit their animals, get the greatest amount of good from

the Show. Those outside the ring may receive many valuable lessons and even if not exhibiting their own foxes, secure great benefit through instruction from the methods of successful breeders. The establishment of the very successful Show at Charlottetown last year, was instrumental in calling particular attention to the outstanding qualities of Prince Edward Island foxes, as many formerly small and unknown breeders were enabled to compete, who were not in a position to show at the Canadian Royal. In many instances such men found their foxes superior to those of breeders of established reputation, while a number of others had the weaknesses of their breeding practices clearly defined. As a result of this Exhibition, the value of many heretofore unknown foxes was greatly enhanced and many sales, at very gratifying prices, were negotiated by our smaller breeders.

The Prince Edward Island Fox Show. Continued on page 14

Booster Of The Big Show



HIS HONOR LIEUT. GOVERNOR F. R. HEARTZ.

THE EXHIBITION WILL BE OPEN TO THE PUBLIC ON OCTOBER 27th, at 9 a. m. and will continue open each day until 10 p. m. and will continue open until Saturday, November 1st. The buildings will be open to Exhibitors and their assistants from Saturday, October 25th from 9 a. m. till 10 p. m. to make preparations and place their exhibits. Every facility will be afforded and every courtesy extended to exhibitors, but no responsibility for transportation, damages, accident or loss of any kind will be assumed by the Exhibition Association. Formal opening by His Honor Lt. Governor Heartz, Monday at 8 p. m.

An Optimistic Opinion Of A Great Industry

Outlook For Selling Live Foxes Most Favourable—Demand For Pelts Is Far In Excess Of The Supply.

BY HON. FRANK R. HEARTZ, LT.-GOVERNOR OF THE PROVINCE OF PRINCE EDWARD ISLAND

I think the Guardian Publishing Company is to be congratulated upon its foresight and acumen in bringing out a special production in the interests of the fox industry at this particular time, just on the eve of the second Annual Show of the Silver Fox Exhibitors' Association of Prince Edward Island. This edition will be of great benefit, not only to the business, but to every individual who may be interested in the industry, and I feel that this Publishing Company is entitled to praise and commendation for having conceived and carried out the idea of advertising and bringing before the public one of our most lucrative businesses at the time when it will do the most good.

Many of the readers of this production, especially those who are identified with the Fox Industry, have, no doubt, noticed the fact that no business in this Province, or elsewhere, has ever had as many pessimistic prognosticators as the fox business. Each year for the past ten or twelve years, the blue ruin croaker has been abroad in the land, sometimes individually and sometimes en masse, making a tremendous row—the solo or chorus being "The fox business is finished or doomed." Nevertheless each year the business holds its own and a little more, and keeps well up amongst our leading products, such as the seed potato industry and the fishing industry upon which we depend for our revenue.

This year in the minds of some of the smaller breeders, there appears to be a feeling that the outlook for selling live foxes is not as hopeful as they would wish, but if these persons look back they will recall that they had the same tremours last year and the year before, and they will doubtless have them next year. From what I can learn the breeders who handle large quantities of foxes have no such fears. They realize that few foxes will be sold or enquiries made until the end of this month when our Fox Show takes place. Intending purchasers of live foxes, either beginners or those who have been breeders in the past, do not depend on the telegraph or the mail services, they now come in person and make their own selections. I am strongly of the opinion that for a considerable time yet to come, the market for live foxes will be strongly maintained. Many purchasers in some of the foreign countries are beginning to realize that in purchasing cheap foxes, as some of them did in direct contravention to the advice of the sellers, they made a grievous error. These persons, who have had the opportunity of realizing the immense possibilities of the business, are now pelting their mistakes, and are, or will soon be, again in the

Continued on page 15

A SILVER BEAUTY



DO NOT FAIL TO ATTEND

—THE—

WORLD'S GREATEST FOX SHOW

—AT—

CHARLOTTETOWN

Prince Edward Island

OCTOBER 27th, 28th, 29th, 30th, 31st and NOVEMBER 1st. 1930

Admission 25c

Season Tickets \$2.00 Each

"WONDERCREST"



SILVER FOXES

—See My—

Fancy Exhibit at the Show and judge for yourself the quality of Wondercrest Foxes

which have carried off magnificent prizes at many Fox Shows.

and which represent today the best quality strains in Prince Edward Island.

Intending purchasers should see owner at Show.

Satisfaction Guaranteed

M. W. WOOD

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BURNSTOCK RANCH

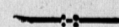


Visit this ranch and inspect our prize winning stock.

Several Proven Breeders

for sale as well as a number of pups. Nearly all our foxes are about

Three-quarters Silver



Ranch is situated about five miles from Charlottetown, between the Protestant Orphanage and Mt. Herbert Station.



J. R. MUTCH

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