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These successful men are keen—leaders in their line of business—and who readily recognize all our lines as LEADERS in Fox Supplies. That is why, FOR YEARS, they have made a practice of buying EVERYTHING from us—simply because they can DEPEND on this merchandise as being always the BEST.

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Notice to Fox Ranchers

I wish to announce that I have opened a modern up-to-date Fox Pelting and Fur Cleaning Plant and have secured capable and experienced workmen assuring you of satisfaction. All pelts insured while in our care and a watchman on at all times.

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"IMPERIALS"

Acknowledged leaders in Fox and Fur Raising.

Imperial Biscuit Company, Ltd.

Charlottetown, P. E. I.

December Markets For Fox Furs

Mr. E. H. Rayner Optimistic European Market Ready For Output—Fur Sales For Maritimes Arranged

Mr. E. H. Rayner, Manager of Rayner Fur Sales, Registered, has just returned to Summerside after a five months' sojourn in Europe studying fur marketing conditions, and enlarging and extending the facilities offered by the Rayner Fur Sales organization for the distribution of Silver Fox pelts throughout Europe. Mr. Rayner is in high spirits over the fact that the battle he has waged for the past six years for early marketing and continual selling of Silver Fox pelts has been won, the big London fur auction houses having all inaugurated December sales this year for the first time in history. The only fly in the ointment, Mr. Rayner states, is the fact that, with one exception, London fur sales have put their first auction sale date December 12th which is a week too early for Canadian shippers, but gives the Norwegian and other European ranchers the first chance at the London market.

The Rayner Fur Sales organization, however, have not only arranged for a Special Canadian Silver Fox Sale in London on December 20th, but also for Special Silver Fox Sales in Leipzig, Germany, and Paris, France, on the 19th and 20th of December, both of which auction sales are conducted by the largest and financially strongest auction houses in Germany and France.

Regarding the conditions of the fur market, Mr. Rayner states that there are very few pelts in the hands of dealers and that the season closed with a very strong demand for all sorts of Silver Foxes as compared with the slaughter-prices at which they were sold in London last January and February when the enormous quantity of 119,000 skins were offered for sale within a period of five weeks. Mr. Rayner states that there is not a fox-man on earth that can properly examine and value 119,000 skins in three months, and that Canadian shippers cannot expect to get decent prices for their fox pelts when they permit such enormous quantities to be piled on the market at one time. The highest average price obtained in London in January and February were 17s 6d by one big auction company, and the lowest average by one of the biggest auction companies was only 13s. When asked regarding the particular advantages of having auction sales in Germany and France, Mr. Rayner replied that in Paris there are a large number of small and exclusive retail houses, the proprietors of which attend the fur auction sales to buy their requirements directly from the shipper through the auction house. The competition created by about 1300 fur houses in Paris is such that the highest possible prices are realized, because, only representatives of the large wholesale houses go out of the country to attend other auction sales. Moreover, the Paris sales are attended largely by buyers from Spain and Italy, most of whom speak the French language, and who are more at home in Paris than in any other European fur centre.

The same facts apply to auction sale held in Leipzig, Germany, where there are fur houses and buying agents representing 1690 firms distributed throughout every fur-centre in Germany, Austria, Czechoslovakia, and Poland. At the London sales this past season sixty to ninety percent of the offering went to buyers from Paris and Leipzig.

It is only possible for Canadian ranchers to reach this widely-distributed buying power by placing a considerable proportion of their fox pelts on the German and French as well as on the English auction sales.

Breeders will be greatly interested to learn that Mr. Rayner has also arranged to open Special Silver Fox Auction Sales in Summerside, Prince Edward Island, and in Moncton, New Brunswick. These fur auction sales in the Maritime Provinces will enable the fox ranchers who do not know the market, and who want quick cash returns, to get the benefit of competitive bidding on their skins, and, if they wish, to see their own pelts sold. Particulars of the dates for these sales will appear later in these columns.

Remittances are made directly to shippers from all auction sales, and the Rayner Fur Sales organization are able to make cash advances to

all shippers through their European connections.

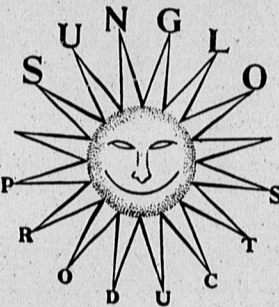
Mr. Rayner states that there is a gradual improvement in economic conditions throughout Europe, and that local Political conditions in the various countries loom larger as front-page news in the newspapers than any where else. Workers everywhere are looking for a chance to work, and as business improves political unrest will gradually disappear.

Any further remarks you want about the efforts we have put forth in this industry as pioneer breeders, organizers of Provincial and National Associations, and leaders in same selling service of Silver Fox pelts throughout the world, will be supplied.

A snob was seated alone, save for her child, in a railway compartment, when a man got on. The lady didn't like the idea of travelling alone with him. So, after some thought, she leaned forward and said:

"Excuse me, but I don't think you will find it safe in this car. My little girl has just had a violent attack of measles."

"That's all right with me," was the reply, "I'm cutting my throat at the first tunnel."



Products For Foxes

See us at the Sunglo Booth—Charlottetown Fox Show. Headquarters for Seasonal Fox Feeds and Supplies.

SEE OUR CHAMPION HEN The 1931-32 P. E. I. Egg Laying Contest Winner. Investigate the possibilities of Poultry Farming in conjunction with Fox Farming. Information at our Booth. INTERNATIONAL FOX & ANIMAL FOODS LTD. Summerside, P. E. I.

J. M. Lampson & Co. Ltd.

64 Queen St.

London, E.C. 4, England

Public Auction Sales of RAW FURS

Dates of Silver Fox Sales to be held in London

- 12 December 1932
- 28 January 1933
- 6 March 1933
- 22 May 1933
- 27 September 1933

Shipping bags may be obtained free of charge upon application to R. T. Holman, Ltd., Summerside.

For full particulars in regard to packing, shipping, insurance and conditions of sale, apply to

Alfred Fraser, Inc.
212 Fifth Avenue,
New York, N. Y.

Expert Praises Fine Quality Of Island Fox Furs

Interesting Review Of Condition Of Fox Industry In Europe By Head Of French Auction Company, Of Paris.

Mr. Leon Chapal, head of the Magasins Generaux du Marche Francais, or the French Auction Co., of Paris, paid his first visit to Prince Edward Island this week. He arrived in Summerside on Wednesday evening and left today for Montreal. He regretted very much that he was not able to stay for the Fox Show. Had he known such an interesting event were to take place he would have arranged his plans differently so that he could have taken in not only the fox show, but possibly, if invited, the Canadian National Fox Breeders' Meeting as well.

Mr. Chapal wished to say that his firm had no connection with Revillon Freres, of Montreal, as erroneously stated in the press. The two firms are friendly, and often do business together, but have no other connection.

Mr. Chapal advises breeders to send their skins to the sales in small quantities and not all to one sale. The demand just now is good for good quality skins as the fashion is to wear two silver fox skins fastened together as a neckpiece. It is the ordinary persons with moderate means who are wearing these furs and are the chief purchasers. Therefore fox breeders must not look for high prices.

At the same time the fur merchants are looking for better grade

(Continued on Page 9)



We Will Want Your Furs

Since 1926 the undersigned have been representing the Hudson's Bay Company of London, England, the oldest and greatest fur company in the world, established in 1670 and in 1932 greater and stronger in every way than ever before.

During our connection with them we have purchased over a million dollars worth of Silver Fox furs from the farmers of Prince Edward Island and have given them satisfactory prices. This year we will be buying again and will be in a position, we believe, to do better for them than any other firm operating in a similar capacity.

For those who do not wish to take advantage of our cash prices we will be prepared to accept their furs on a consignment basis, sending them direct to Hudson's Bay Company to be sold at their auction sales, the first one of which is January 25th, 1933.

We advise every fox rancher in Prince Edward Island who is alive to his own best interests to get in touch with us.

McLURE and MacKINNON
SILVER FOXES and FURS

Charlottetown, Prince Edward Island

Slightly Damaged OATMEAL

Regular price \$3.00 per bag 98 lbs. We offer this lot for \$1.50 Bag. A great bargain. The best feed for FATTENING HENS and CHICKENS. GREAT HOG FEED makes them grow. This price while it lasts.

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IMPERIAL FOX BISCUITS.
P. E. ISLAND FOX BISCUITS.
FOX CUBES. SHREDDED WHEAT MEAL and other fox feeds.

WHOLESALE & RETAIL LOWEST PRICES.

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THE WORLD'S GREAT FOX CLASSIC

CHARLOTTETOWN, PRINCE EDWARD ISLAND

on

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Open to all Canadian National Registered Foxes.

Prepare at once for this great competition.

This Big Show provides a valuable medium through which to establish trade connections.

A Prize won at Charlottetown enhances the value of your foxes. Large entry list assured.

The third Show to be held on P. E. Island

HOME of the FOX INDUSTRY

The place to Find

1. Where you fit as a breeder.
2. Where your foxes are deficient.
3. Valuable information on fox husbandry.
4. The World's Greatest Beauty Show in Foxes.

Catalogues issued shortly.

For information apply

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