

In Prince Vote for ARNETT, in King's for MacDONALD



ANNOUNCING The World's Greatest FOX SHOW

Nov. 4th to 8th Nov. 4th to 8th
CHARLOTTETOWN

20 Cups and Trophies valued at \$1,500.
Cash Prizes for 43 Sections totalling upwards of \$2,000.

Last year's Show was a tremendous success. This year's will be even bigger. Our Prize List and magnificent collection of Silver Trophies will bring together the very best foxes in the Province.

The new classification places less emphasis on the blacks and recognizes the greater importance of the money pelt classes. Blacks, extra darks and dark silvers all included in Section 1.

Other color phases are dark, mediums, medium silvers, light medium silvers, pale silvers, extra pale silvers.

Classes for pups, yearlings and adults, males and females, registered in the Canadian National Silver Fox Breeders' Association and subject to conditions of Prize List.

Grand Banquet Canadian National Hotel

The big foxmen's banquet will be held on Tuesday, evening, November 5th, at the above Hotel and will be one of the highlights of the season. Only 140 tickets will be sold as accommodation is limited. An excellent dinner, an evening of fun and enjoyment. Short snappy speeches.

Write for Prize List with full particulars.

THE SILVER FOX EXHIBITORS' ASSOCIATION OF P.E.I.

CLIFFORD ROGERS, President,
Summerside, P. E. I.

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



"FACTORY WHERE SILVER TIP BISCUITS ARE MADE, MONCTON, N. B.

TIMELY NOTES ON TOPICS CONNECTED WITH Silver Fox Farming



"At Company's Sale Silver Fox, 67 per cent sold, average advance 2 1-2 per cent. Silver slightly easier. Quarter silver and half silver advanced 10 per cent."

The above telegram was received from the Hudson's Bay Company, London, on Thursday and conveys the results of the sale held on the previous day.

It will be noticed that there was a substantial improvement in price, which considering that previous sales had showed advances, is mighty encouraging when we consider that there must be more or less apprehension due to the war situation in Ethiopia. Of course it takes a lot to jar the Europeans, particularly the British. They have become immunized through themselves or their forbears having lived through centuries of more or less remote conflict.

You will notice that silvery skins—which refers to the pale silvers—were easier. That is because the Italians have withdrawn from the market, not being able to bring in any luxuries to their country such as silver fox fur. Italy was a splendid customer for that class of skin and their non-participation in the auctions will be felt considerably.

For two or three sales there has been an improvement in what we call dark silvers and medium silvers, referred to in the above cable as quarters and halves. This is good news to us here because we are heavy producers of that class of skin. Our neighbors to the south have gone in for the more silvery kinds and Norway has also specialized in that direction.

After all, the most beautiful skin one can buy is a half silver. They seem to make up better as capes too. The writer had the opportunity of seeing quite a number of displays of silver fox made up in single skins, double, trip, cape effects and as trimmings for coats, suits and fur. The quality of the skins was only medium, yet they had been so well cut and assembled that they looked much better than one would expect. I noticed some ladies wearing the capes and those made of dark medium and medium skins were by far the most beautiful.

The prize list for the big Provincial Fox Show which will be held at Charlottetown, November 4-5-6-7-8, will be ready for distribution next week and will be eagerly looked for by the large number of prospective exhibitors. The date of the banquet has been changed from Wednesday to Tuesday evening in order not to conflict with the Bruins-Canadians hockey match which will be held at the Charlottetown Forum on Wednesday evening.

George A. Callbeck, Summer-Ida, will be the judge at the Fox Show and he will pick another to assist him. It is a tremendous job for one man and no doubt the new provision will make it easier on George, who was a very tired man last year at the conclusion of the Show.

The Silver Fox Exhibition in connection with the Amherst Winter Fair will open on Monday, November 11th. Foxes must be in the building on Saturday afternoon or evening for classification purposes. Quite a number of Islanders will take part, among them several who are exhibiting at the Provincial show, Charlottetown. They can leave by motor car, catching the early morning trip of the boat, and be in Amherst at twelve o'clock noon.

Fur Trade of Canada is the name of a new magazine published at Winnipeg, devoted to fur ranching, fur marketing, manufacturing and related fur industries. It will be the organ of the Western fur farmer. The leading article is "Silver Fox Pelt Outlook Situation," the meat of which we are extracting and giving to you in a few paragraphs.

"Canada is now producing more than 100,000 silver fox pelts annually. The United States produces a crop estimated at 140,000. When these totals are added the production of the Scandinavian countries it will be seen that the world is now consuming between three and four hundred thousand silver fox pelts each year.

The rate at which production is increasing is hard to determine. It will likely continue to the point where the feed factor will set bounds to it. In districts like western Canada where food resources are almost unlimited and comparatively cheap the greatest expansion of the future will undoubtedly take place.

The question of how many silver fox pelts the markets of the world can absorb is a very vital one. If a saturation point were reached it would be little short of a calamity for the people whose investments are in fox ranching property, since the price factor would certainly bring pelts down below the point at which a profit or even cost of production could be realized.

There is comfort in the thought that the decline in wild caught furs appears to compensate for the increased production of ranch furs. In the past four years Canadian fur production has been comparatively stationary, while the value of the ranch fox crop has risen to 31 per cent of the total Canadian production. There have been notable declines in beaver and white fox production, competitive articles of silver fox.

The popularity of silver fox as compared with beaver as a trimming article worked greatly to the injury of beaver in the last few years. It is possible, however, that silver fox will have to contend with beaver and other articles for fashion favors in the future. One of the strong points of silver fox is the quantity available for the trade. Every year sufficient quantities are placed on the market to sustain and justify the present silver fox fashion. It is up to the silver fox industry to see that this fashion continues and the breeders should be the ones most interested in seeing that this is done."

The American Fur Trade Review which is the leading organ of the United States fur industry has the following to say about silver foxes and the points we are discussing: "The breeders of silver foxes in the United States have marked off another year to their credit and although it will be November before fresh skins come from the ranches it is a matter of record that only a comparative handful of silver fox skins remain to be sold and they represent but a very small percentage of the 1934-35 crop.

The year has developed new uses

for silver fox fur. The trade learned to work this peltry with a freedom and flair for style originality that has never been equalled in the past history of silver fox. From the small yet highly desirable silver fox scarf the fur has progressed by leaps and bounds until today we find it worked into short capes, enormous collars (utilizing two, three and four skins), in capes (utilizing as many as twelve skins), short coats (made entirely of this fur), wide trimmings and bands on velvets, satins, clothes, and in fact wherever fur can be used."

How many silver foxes are too many? So far the world has not produced more silver fox pelts than it could consume, and providing the coming years bring a gradual return to more normal conditions with gradual increasing employment in the United States and Europe, the annual production of silver fox skins will enter wider markets and greater consumer ability to absorb the supply. Who can tell whether 750,000 silver fox pelts will prove to be too much for the world markets five years from now.

While we have no fears about the future so long as the breeders produce good, sound marketable pelts, we are, however, of the opinion that greater efforts should be made by the silver fox breeders to put up the money to promote and expand the sales of their product.

Professor W. A. Reddin, B. A. of Prince of Wales College, lectured to the Fox Club in the Agricultural Hall, Charlottetown, Thursday evening and had a large and most attentive audience who listened with great pleasure to his remarks on vitamins as applicable to the nutritional problems of the silver fox farmer. He explained in detail the relative importance of vitamins A, B, C, D, E, F, G, stressing the importance of vitamins A, B, and C, which are the ones the silver fox rancher is particularly interested in. At a later date we hope to have an article from Professor Reddin giving more detail in connection with the above lecture.

We had a friendly visit from Dr. Leo Frank yesterday afternoon and it confirmed what he had already heard about his silver fox adults and pups, namely, that they were the best he has had for many years. If ever, and those who saw his crosses say that the combination of A'ska and standard bred is a real hit and it will be remembered that Dr. Frank had a wonderful average price for his crosses at the Hudson's Bay Company auction last March.

This year he hopes to have some 100 to dispose of and of course a large number of silver skins. The Doctor this summer completed the building of an up-to-date residence at his ranch. In addition to being a beautiful one, attractively finished throughout, it has aerial connection that gives him the world's stations at any hour of the day or night, coming through the ether clear and distinct where others often cannot pick up connections.

Airman Off On Mercy Flight

(C. P. By Guardian's Special Wire) MCMURRAY, Alta., Oct. 11. — Pilot Archie McMullen of Canadian Airways Limited took off from here today on a perilous 850-mile mercy flight to Fort Good Hope, N.W.T. to bring out a fur trader critically ill.

If weather conditions remain good the flyer has three days to make the round trip from Edmonton of 2,300 miles and win his race against the silent grip of winter which is tightening hourly on the sub-Arctic.

The stricken man is George Ray, Manager of the Northern Traders, Ltd., fur post at Fort Good Hope. Nearest doctors are at Aklavik, 300 miles to the north of Fort Good Hope and at Fort Simpson, 456 miles south.

Pilot McMullen, if he is successful in reaching the sick man ahead of the freeze-up will stop at Fort Simpson to permit a medical examination first. Then, on instructions from the doctor he will fly south to the hospital at Fort Smith, or if Ray's condition permits, he will continue to Edmonton.

Business Vote On New Deal Legislation

(A. P. By Guardian's Special Wire) WASHINGTON, Oct. 1.—Seeking a general "yes" or "no" stand by business on new deal legislation, the Chamber of Commerce of the United States today mailed ballots to its 1,500 member organizations. It carefully prepared a questionnaire posing four questions to the membership, based on a sharply critical report by a committee which recently surveyed federal legislative trends.

In an effort toward impartiality the questionnaire not only contains the full committee report, but prints it on alternate pages with what are called "arguments in the negative" prepared by the Chamber's legal staff.

The questions, based on the report:

- 1.—Should there be extension of federal jurisdiction into matters of state and local concern?
 - 2.—Should the federal government at the present time exercise federal spending power without relation to revenue?
 - 3.—Should there be government competition with private enterprise for regulatory or other purposes?
 - 4.—Should all grants of authority by Congress to the executive department of the federal government be within clearly defined limits?
- The balloting will close Nov. 25.

By-Elections Named For Nov. 14

(C. P. By Guardian's Special Wire) EDMONTON, Oct. 11.—By-elections will be held in Athabasca and Okotoks-High River constituencies Nov. 14 to provide seats in the Alberta Legislature for Premier Aberhart and Hon. C. C. Ross, Minister of Lands and Mines, it was announced.

THERE IS ONLY one possible Premier—Bennett.

for PIMPLES
Add an equal amount of cream, or sweet oil, to Minard's, and apply the mixture three times daily. Clear up your skin!



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Contain Ground Meat and Bone along with other necessary ingredients. A compact, complete and appetizing food at a low price. Send us a trial shipment and let your foxes decide if they want more.

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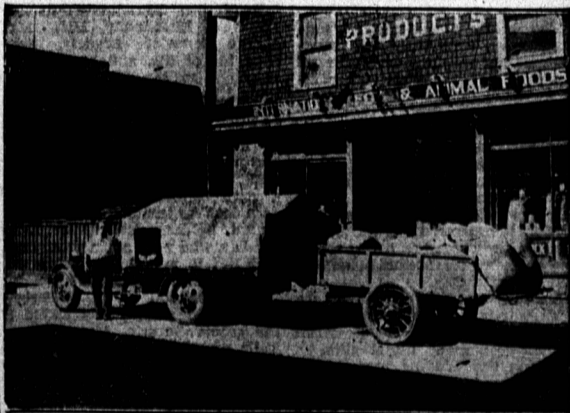
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is Especially Manufactured for Finishing Your Foxes After Growth is Practically Completed.

August 15th to September 30th are the date limits that pelts should be started on SUNGLO FALL FURRING RATION. The exact date to start this Ration depends on the size of your pups. Adult foxes should be started on this Ration August 15th for best results.

REMEMBER THIS: Sunglo Fall Furring Ration is manufactured to be fed Adults and Pups, Breeders and Pelting Foxes after the above dates. The Original Furring Ration. Don't Be Fooled Into Believing You Can Produce Better Pelts Than on the "SUNGLO" System.

SUNGLO Fall-Furring Ration Has Produced: More Prize Winning Foxes at the Live Fox Shows the past three years than any other one fox feed. Auction Sale Tops Ranch Pup Pelt averages of over \$60 on many ranches the past three seasons.



So Far Our 1935 Sales Have Doubled 1934 Why? There is only one Answer—Results—Satisfied Customers—and Fair Treatment. We sell our feeds with service. Under our 1935 Coupon Plan you buy as you need your feed and get the reduced prices just the same. WE MANUFACTURE THE FIRST SEASONAL FOX FEEDS. We invite you to come and see our Ranch at any time. Visitors are always welcome.

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"We have never had better Foxes nor in better condition, and we feel the credit is largely due to your Imperial Fox Biscuits."

The above is an unsolicited testimony from one of our Island's leading Fox Ranches, which has an International reputation for highest class foxes, and which feeds Imperial Fox Biscuits liberally, using at least two and one half tons monthly.

Feed "IMPERIALS" regularly and liberally in your ranch and secure the same gratifying results.

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Cans In Canada

The canning industry of Canada affords an example of the valuable relationship that may exist between one industry and another. While the canning industry which uses fruit, vegetables, milk, meats and fish as its principal commodities is an important entity in itself, it also forms an adjunct to other industries, notably the tin can industry, the wooden box industry, and the paper and printing industries. In the census of canned food production in Canada, issued by the Dominion Bureau of Statistics and the Department of Trade and Commerce, it is also pointed out that the development of the canned foods trade has effected great changes in the relation of foods to seasons. Fruits and vegetables of many kinds are to be obtained at all times of the year. The canning season begins in June and continues through the summer and autumn until October, being at its height in July, August and September. The principal fruit and vegetable canning provinces are Quebec, Ontario, and British Columbia, the chief fruits used being apples, pears, plums, peaches, cherries, currants, gooseberries, blueberries, raspberries and strawberries, with the apricot and the loganberry additional in British Columbia. Vegetables canned include tomatoes, peas, corn, beans, beets, carrots, pumpkin, squash, spinach, and asparagus. In addition to a supply of cheap and wholesome food, the Canadian consumer also enjoys protection through the officers of the Dominion Department of Agriculture in carrying out their duties in accordance with the Acts of Parliament and other regulations relating to the manufacture and sale of pure food in Canada.



Because its mineral and vitamin content is largely derived from a source entirely different to other fox feeds, B-B Brand meets nutritional requirements of adults and pups at all seasons. Can be safely and profitably fed to the extent of 75%-85% of total ration. See your dealer or write us for details.