

PROVINCE-WIDE INTEREST IN SILVER FOX SHOW

Ranchers! Here are FACTS why PRINCE EDWARD Fox Netting



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Durability Locked in—Moisture Shut Out
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Easier to Put Up
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It Will Outlast Others
Because—25 years' use Proves it good for another 25.

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— at —

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RESTAURANT

151 Kent Street,

Charlottetown

Hello Exhibitors



Once again you are showing your faith in our great industry by exhibiting in the 1935 Show, thereby keeping to the front the high quality of Prince Edward Island foxes. We confess that it is a week of rare pleasure for us, looking over our neighbors' foxes and meeting many friends.

Vimy Ranch, established in 1919, has been making steady progress. It's over 2,400 foxes are of good average quality with quite a number of outstanding animals, the result of selective mating from World's Champions, International Champions and upwards of 200 prize winners

FUR PURCHASING AGENCY. Since 1926 we have represented the Hudson's Bay Company of London, England, the oldest and greatest Fur Company in the world, established in 1670, bigger and stronger today than ever before. We are making an active campaign to secure consignments, and are also prepared to purchase Silver Fox pelts in any quantity, paying highest prices.

McLure & MacKinnon
Silver Foxes and Furs
Charlottetown, P. E. I.

Birthplace Of Industry Sees Steady Development In Exhibition Methods

Increased Number Of Exhibitors And Patrons An Encouraging Index Of Progress In Fox Show Association Activities.

BY WALTER R. SHAW,

Deputy Minister of Agriculture, Secretary of the Prince Edward Island Silver Fox Exhibitors' Association.

Time has rolled around and again we are approaching the big event, The Annual Fox Show. This year the Show will be held in the usual place from the 4th to 8th of November. The Fox Show has undergone a remarkable development, and has increased in influence and value from year to year. More breeders have been attracted as Exhibitors, and a greater measure of public support has developed. Breeders generally are anxious for information on type, quality, standards, feeding, handling, management and many other problems, peculiar to the industry.

After all we are still dealing with a comparatively new phase of production. There are many things to be learned about it. What better place could one select to receive information than the Fox Show? Here may be found the experts, the practical and experienced breeder, the big fellow and the little fellow, the breeder who has followed well recognized scientific principles in his production practices.

Here is the finest setting for information, for conference and education. Every moment may be spent with advantage. Ordinary conversation with your next neighbor may give one an idea which will be worth a tremendous value in the handling of your ranch. In addition there is the rare opportunity afforded of watching an expert placing the best foxes in the world, an experience of great value in that it clearly indicates those factors in type, quality and body conformation which makes one fox supreme in his class.

Value of Exhibitions
Exhibitions constitute one of the most important institutions through which livestock improvement may be effected. Through no other medium may comparative values be so clearly gauged and standards so definitely established. Livestock breeders who have followed the Show Circuit recognize the great assistance these Exhibitions are in pointing the way to a high state of livestock excellence, and in maintaining improved standards in flocks and herds. The attitude of livestock men all over Canada this year toward the proposal to cancel and curtail Exhibitions was a fine demonstration of the views which these men entertain in regard to the importance of these Shows. It is only by gathering animals of the same kind and specie together and

comparing them in minute detail that defects may be detected. Commencing with the animals which conform most closely to a well recognized standard of perfection, the expert judge may then proceed in logical order and sequence until all animals are placed in the proper places according to their individual merit. What educational feature could be of greater instructive value to the exhibitor and spectator. Any person with reasonable livestock knowledge and a discerning eye may follow the work in the ring, detect the reasons prompting certain placings, and take away a fine measure of information in regard to individual excellence, quality and type.

The Show Ring

Very often stock producers claim to have animals on their farms equal or even superior to the best of those being shown at our Fairs by foremost exhibitors. Very occasionally an isolated case of individual excellence is discerned, but in the great majority of cases judgments so made at home without the advantage of group comparisons are proven to be extremely fallacious when such claimants compete in the regular classes of our main Shows. There is no finer

(Continued on Page 12)



"We Thank You!"

- Many thanks for the enthusiastic way in which you fox breeders of Prince Edward Island have accepted our B.B. Brand Fox Ration.
- This large volume of business has resulted in lowered manufacturing costs—which saving we are passing on to you in a new low price.
- Note that every bag contains a FREE bottle of Medicinal Quality Cod Liver Oil.
- Your aim is to increase production of large, well-formed foxes with luxuriant pelts and clear glossy fur.

B. B. Brand Fox Ration will do that for you!

Maritime-National Fish Limited

Fox Feed Department
Halifax, N. S.

President Rogers' Message To Exhibitors

It has been the ambition of the Prince Edward Island Exhibitors' Association to have its Fox Show each year improving over the last. The hearty co-operation of foxmen has, thus far, carried it to the point where no other Show is considered its equal; but let us not simply rest on our laurels.

The keener the competition, the more valuable to the winner is his ribbon, and we are all proud of the wide recognition this Show has attained throughout the Fox World.

One of the most gratifying things of all is the interest being awakened in those who, a few years ago, did not attend the Show, or who, if they did attend, were only lukewarm in their interest. It is a healthy sign to see new exhibitors crowding up into the money. The "old boys" are holding on tightly, but each year the going is getting harder. This is one tangible example of the good that has been accomplished. Show Foxes are, necessarily, best foxes, and there are now a great many more real Show Foxes than there were at the time of the inception of this organization. Ranchers have had the opportunity to compare their own stock with others that are recognized as of the highest quality, and they have been able to see wherein they are lacking.

During the Show numerous opportunities are afforded for the discussion of problems that confront us all. Everyone's mind is solely and wholly taken up with the Fox business, and many a tip is passed from one breeder to another that has resulted most beneficially. During the judging, one may note the points of excellence considered most desirable by the Judges, and this in itself is an education.

A friendly rivalry lends a tang to this real get-together of foxmen. The Show is becoming an event to which we look forward as an enjoyable and profitable occasion. Fox is in the air, and, like any other sporting event, a certain suspense and excitement has everyone keyed up.

The Banquet on Tuesday evening is something that should not be missed. No Foxman, whether he is actually showing or not, should fail to attend the Show.

C. B. ROGERS,

President, P.E.I. Fox Exhibitors' Ass'n.

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Every Man to His Own Trade.

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- Cash Advances, when required.
- Market Information.
- High Class

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- Thorough Cleaning—
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- Price Protection—
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Summerside, P. E. I.

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Since organized in 1930, an ever increasing list of satisfied patrons has increased our volume from 2000 pelts to 25000 pelts annually. Each year our average price return per pelt has been higher than that received through any other channel.

To maintain this high standard we have a permanent management and staff who fully appreciate their responsibility to each patron. We believe there is no substitute for experience.

Our Motto: We Believe the Best Way to Get Business is to Deserve it.

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