

ANNOUNCEMENT! FOX AUCTION SALE

Six prominent Island breeders have rented the FOX SHOW ROOM at the Exhibition Building at Charlottetown On Saturday, November 6th.

where an Auction of Registered Silver Foxes will be held beginning at 1:30 p.m.
The animals will be on exhibition in the show crates from 10 a.m.

This will be an opportunity for the smaller breeder to secure well bred animals at reasonable prices, as animals offered for sale have been approved as suitable breeding stock by the Department of Agriculture Fieldman.



Canadian Fur Breeders and Trappers

NOTE THESE SALE DATES

Silver Fox Sales

13th DECEMBER, 1937
Last receiving date in London, 3rd December

10th JANUARY, 1938
Last receiving date in London, 31st December

28th MARCH, 1938
Last receiving date in London, 18th March

23rd MAY, 1938
Last receiving date in London, 15th May

19th DECEMBER, 1938
Last receiving date in London, 9th September

General Fur Sales

WINTER — 1st FEB., 1938
Last receiving date in London, 11th January

SPRING — 2nd MAY, 1938
Last receiving date in London, 11th April

SUMMER — 26th JULY, 1938
Last receiving date in London, 5th July

(Beaver, Fox, Blue, Musquash, Mink, and Persian Lamb)

AUTUMN — 24th OCT., 1938
Last receiving date in London, 3rd October

Bring or ship your Pelts to the nearest H B C Fur Agency where you will be sure of receiving the fairest possible price for the products of your Ranch or Traps.

Hudson's Bay Company

INCORPORATED 27th MAY 1870

Fox Breeders and Fur Buyers

Visiting the Silver Fox Show are invited to call at our offices, when it will be a pleasure to us to be of assistance in dealing with Insurance problems of any kind, or to be of any possible service while visiting our City and Province.

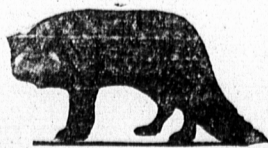
All information cheerfully furnished without obligation.

HYNDMAN and CO., LIMITED

The Oldest and Largest Insurance Agency in Prince Edward Island

Offices: Charlottetown, Summerside, Montague

FOX



FEEDS

- "SPRATT'S" WEETMEET
- SUNGLO PRODUCTS
- ROYAL CUBES and CHOW
- PURINA CUBES and CHOW
- SHREDDED WHEAT
- IMPERIAL BISCUITS (Whole, Medium, and Fine.)
- HEXITE RATION and CUBES

COFFIN & CO.

CORNER GRAFTON & HILLSBORO STREETS

Assured Demand For Good Skins

'Silvery Pelts Still Selling At Premium Prices, Reports Mr. George Callbeck.

The following statement by Mr. George Callbeck on his fur prices will be read with general interest and appreciation.

"Though a decline has been taken place in the price of Silver Fox skins since 1934, Silver Fox is now in good demand and prices have been generally maintained since the London March Sales. Of the unprecedented numbers placed on the sales last year fewer than 17,000 skins remained to be offered on the London October Sales, in comparison with 25,000 skins a year ago; and of those only a few skins remain unsold.

"Silvery skins are still selling for higher average prices than those of other color classes. Full Silvers on the October sales registered a slight price decline, while the half

silver skin was in good demand at prices fully equal to those of the June sales.

The demand for Silver Fox is being maintained, and barring further serious European complications firm prices are anticipated.

"Silver Fox has enjoyed and is enjoying a popularity that goes on increasing year by year. Fashion will occasionally call for changes in the color phasing but the inimitable beauty of Silver Fox will always have an especial appeal to dressy women. I believe there will continue to be a profitable market for high class Silver Fox skins, and hence a permanent field for the keenly observant rancher who will properly apply himself to produce the kind of article required."

Whither Goest Thou?

(By W. P. Shaw)

The Fox Show, which will be held within the next few days, stands in the very forefront of features of this kind throughout the world. Familiarity with an industry that has meant within recent years economic salvation to a large number of our people, and close proximity to this great Show has caused to some extent an under estimation of this great Exhibition of a modern industry.

Distance and unfamiliarity might possibly have developed a more absorbing interest in the Show, and a more intense desire to visit it and enjoy its fascination, beauty, and thought-provoking demonstrations.

In a center where thousands are engaged in Fox ranching, the congregation at one point, in intensive competition of from 400-600 of the industry's best foxes, should exert an irresistible attraction for the great majority of those who are daily caring for foxes in their own ranches.

Not For The Few

The criticism is sometimes heard that Exhibitions of this kind are only for the few who have superior animals. This is true in so far as actual Exhibitors are concerned, but the inspiration and value of the Show extends to every individual who is engaged in the industry. In any well balanced and prepared scheme of livestock extension, the Exhibition must occupy a prominent place. It brings into the public gaze the best productions of the breeder's skill, his methods of breeding, feeding, and care, and through the impact of observation and contact, as well as through its promotional and sense appeal, directs the efforts of the breeder at large to greater effort in the way of improvement.

The first Fox Shows do not reveal the names of many who today are prominent Exhibitors and prize winners. The Fox Show of this year will not reveal the names of many who will be winners five years hence. Why? Because a constant appeal and influence is being exerted, with the result that new

effort, new resolves, new enthusiasm is gradually bringing into the forefront of the industry, breeders who have raised the level of their herds to the best standards of the species.

The Educational Factor

The educational machinery now under process of construction in this province in relation to the Fox industry is being perfected, through organization, education, demonstration and exhibition, so that all our breeders will ultimately feel its direct influence. The interest of the average has been aroused and intensified. This interest should reach its climax at the Great Show during the first week in November, at Charlottetown, and at the Fox Shows at Alberton, Borden and Montague at later dates. Every interested breeder of foxes should use the fine advantages so provided, and attend these Exhibitions.

YOUR WARDROBE

Long coats this autumn are divided into three categories: Redingotes fitting to the waist, with draping fullness below. Sometimes belted at back, sometimes plain. Collars and revers faced with such flat fur as seal, astrakhan, Persian lamb, and beaver. Shoulders squared. Waists, as last season, well defined. Plain sleeves. Sometimes touches of fur at wrists. Long "smock" coats, very loose, with an enormous box-pleat beginning below shoulder-blades to give fullness at back. Flat, turn-over round collars, often faced with fur. Afternoon coats, sometimes draped in folds from neck to waist, from waist to hem. Long-haired fur trimming used at neck as flatly as possible, or occasionally curled round neck and armhole.

STYLE WHIMISIES

An effective combination for evening wear is coral and gold metal more. Gold lames for evening—the last word in elegance.



THE SILVER FOX WORLD'S GREATEST EVENT!

At Charlottetown, P. E. I. NOVEMBER 1st. to 5th.

This Classic of the Fox World Offers 24 Challenge Cups and Trophies

Many of them magnificent specimens of the silversmith's art, and VALUED AT \$1500.

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, pale silvers and extra pale silvers, subdivided into adults, yearlings and pups, males and females. Classes for herds, senior yearling, junior sire and three of his get, dam and two of her progeny, best matched pair male and 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 \$4 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 2nd, 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.

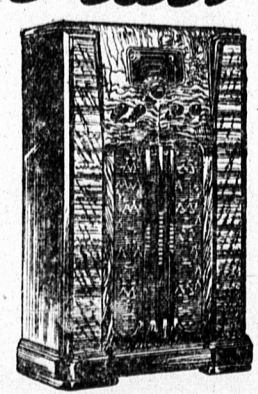
The time is short, the days will slip by quickly and it will be no time until the big Fox Show is on. Monday, November 1st will be receiving and classifying day. Tuesday morning sharp at nine o'clock judging will commence and will be continued until Friday afternoon when it should be completed, and the trophies awarded. Tuesday, Wednesday, Thursday and Friday of the first week in November will be days crowded with interest and enthusiasm. People from all over the Province, yes, in fact all over the fox world, will be watching and waiting for the results of this Fox Show. Breeders who desire to make a name for themselves in the fox world should send in entries. Accommodation has been set up for 600 foxes but many more can be looked after. Write to the Secretary for Prize List.

SAMUEL JOHNSTON, President **WALTER R. SHAW, Secretary**
Fortune Bridge, P. E. I. Charlottetown, P. E. I.

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