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HEAD OFFICE MONTREAL

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Charlottetown, P. E. I.



TIMELY NOTES ON TOPICS CONNECTED WITH Silver Fox and Mink Farming

According to Women's Wear Daily, New York, mink is stealing the early September promotional show as is evidenced by retail advertising in many states.

In Boston, R. H. White's mink sale ad. states: "You don't have to have money to burn to own a fabulous mink coat. A comparative price listing including such coats as wild mink usually \$1,500, now \$895; Silverblu mink, usually \$4,500, now \$3,250. Jordan Marsh offered mink stoles at \$595. These usually sold for \$895. Livingstone Bros. of San Francisco listed a Silverblu mink cape stole at \$895 and a ranch mink cape stole at \$795. I. Magnin of Los Angeles, featured mink capelets at \$495 for natural ranch mink and \$695 for Silverblu. Similar tempting ads appeared in various other large cities of the United States.

At a fashion Exposition in Dallas, Texas, by Nieman-Marcus, Palomino mink was featured as "the real Blonde in furs" and the most prophetic fur fashion in the world. This blonde mink tone is featured in a curving cape to be worn for daytime or evening. The limited first edition of the Palomino minks are said to have met with enthusiastic response.

The 5th Annual Fur Trade Convention and Fashion Award Show will take place in Montreal, April 21st to 23rd, 1952, at the Mount Royal Hotel. Awards will again be made for different categories of fur garments shown in this presentation of high-lighted numbers from manufacturers' new lines.

Standard ranch mink sold at a fairly good clip last week at New York Auction Company with prices showing a 10% decline from the June sale levels, but with firmness compared to recent open market quotations. The sale of about 38,000 skins from Great Lakes Mink Association, Associated Fur Farms, Inc., United Mink Breeders Association and others, brought forth a great deal of selective buying. Best interest was for the best type skins of which there were not too many, and for the cheapest style pelts. Least amount of interest was for the in-between or medium pelts. New York reported that 70% of the Great Lakes offering was sold with a top price of \$35.50; 95% of the 7,500 skins offered by Associated Fur Farms were sold. Commenting on the above, Women's Wear Daily states: "Since there have been very few sales during the summer months many merchants and manufacturers too, are not too sure what their goods are worth or what the current market is. Last week's sales went a measure toward helping them evaluate the current situation."

Production of standard ranch mink will reach about 175,000 this season in Denmark. If this estimated number is correct the figure will exceed by about 25,000 the production of standard mink by Denmark's fur farmers in 1950. Only a small part of the production is used for the home market, almost all of it being exported. Eighty per cent of the mink exports go to the United States. Danish fur farmers also produce silver fox, blue fox and nutria with most of these furs being exported to Great Britain. There has been a decline in the breeding of foxes and nutria but with price advances there will be renewed interest in their production. The best Danish mink now command the same prices as the best furs from American farms. In the last few years experiments have been made with various mutations of mink and particularly the breeding of Silverblu and Pastel with good results.

Women's Wear Daily has the following despatch dated Montreal: Royal Sapphire fox, so named to do honor to Princess Elizabeth on the occasion of her visit to Canada this fall, is characterized as a pearl platinum fox with a sapphire glint at Henry Morgan & Co., Ltd., which store was asked by the Prince Edward Island Government to promote the skin in conjunction with the Canadian Farm Furs Advertising Committee, of Summerside, P. E. I. The seven skins chosen to make a cape stole and a four-tier cape, shown for the first time at the recent Canadian National Exhibition in Toron-

to, were select pelts of very blue underground, it is pointed out by D. O. Stewart, executive secretary of the committee. "Very few of these skins of good quality will be available till the 1951 crop reaches the market, and it will be a limited crop," Mr. Stewart says of this P. E. I.-raised fur.

Abs Permak, Manager New York Auction Co., Minnesota, has an article in the latest National Fur News of Denver, calling attention to silver fox. These are extracts: "Because I am an admirer of the fox farmer as such, I have never doubted that, in time, the fox industry will again be important. Certainly, at this time, when a smaller number of people are engaged in the fox industry, it enables you to organize an association such as would not be possible several years hence if the fox industry expands, as we all hope it will..."

"I don't want to talk much about fox market conditions. We had a small flurry in fox during December and January. We had hoped it was the start of the revival of the popularity of foxes for general acceptance. But the European interests did this. In the minimum, fully 40 per cent were sold to European countries.

"American retailers and manufacturers were not too much interested in fox in the market last year. For this country, for the month of May, fox did not meet consumer acceptance to sustain price levels reached in December and January. Furriers made remarks about the low levels of the quality of the fox production. In the six years I have handled furs in Denver and Minneapolis I have never handled the lovely quality of fox I handled last year. The excuse of poor quality of foxes has never been based on fact. Foxes produced now are on the average better than 150 per cent of the silvers of several years ago.

"We need new styles and designs, they say. Stoles and scarfs and jackets are made in every way, including upside down! Still fox hasn't met with a broad demand. What is the future? I don't know. Some think they know, and they don't either. There is definitely a cyclic change in the whims and caprices of fashion; this may help in putting over fox for general acceptance, rather than all the promotional efforts. Maybe next year will bring this swing of fashion and the promotion you are building to put the name of fox in front of the public and accelerate the tempo will add both to the new trend and consequent sale of foxes. It may be that fox will clomb at a greater rate than it has declined. I hope this is the beginning of a new era in the fox business and that next time we will meet under much more favorable conditions."

RICH TIMBER

The Anadmans and Nicobar Islands in the Bay of Bengal are covered with dense forests of valuable hard and soft timber.

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- NEWSY NOTES -

By J. A. Clark, D.Sc.

ORIGIN OF STRAWBERRIES RASPBERRIES AND BLACKBERRIES

Strawberries are easily grown and are found in home gardens everywhere. They are considered by most people as their favorite cultivated berries. Served fresh with cream, made into delicious strawberry shortcake or frozen in strawberry ice cream, they are our most popular dessert in season, and when quick frozen and stored that season is extended throughout the year. They can be grown on almost any soil, anywhere from the tropics to the Arctic.

Native species of strawberries have been found in almost every country with a temperate climate. Wild strawberries were mentioned by the early European writers; Virgil, who lived from 70 to 19 B. C. and Pliny, the Elder, who lived from 23 to 79 A. D. Strawberries do not seem to have been cultivated, however, until the period known as the Dark Ages had passed. The European species which bore small fruit sparingly were taken into the fifteenth century gardens. They were of good quality with a pleasant aroma, but cultivation made very little improvement in either size or yield.

The wild species, *Fragaria virginiana*, was very abundant when the English colonists arrived in America. A gardener to Louis XIII of France, Jean Rodin, took these American strawberry plants to France in 1624. Their cultivation spread from France to other European countries including England. They were more productive than the European species but remained small in size.

Taken to Europe

The South American Indians cultivated a species of strawberries native to Chile, *Fragaria chilensis*, that produced berries larger and of better quality than either the wild European or the North American species. Captain Prezier, a Frenchman, observed some of these berries that were as large as walnuts and took the plants to France in 1712. While there is no recorded proof, it seems quite evident that the American and Chile species were both grown in many European gardens. Seedling plants that were chance crosses of the two kinds produced larger fruit. These were vigorous and much more productive than their ancestors.

These improved varieties were named by nurserymen about 1800. One of these varieties that was brought back from Europe was named Pine, it showed its Chilean ancestry and became the parent of many varieties that have been produced in America. From these, commercial strawberry growing developed near the larger cities.

Mr. Charles Hovey produced by cross pollination in 1838, a new strawberry variety from seed, which he named Hovey. It represented a great improvement in strawberry culture, and it is believed to have been the first fruit variety of any kind resulting from definite horticultural breeding work in America.

Origin of Raspberries

Raspberries are native to North America, Europe and Asia. They are a common wild fruit from the equator to the Arctic. Pliny, the Roman naturalist, mentioned them in his agricultural writings in the first century A. D. and because Pliny referred to them as growing wild on Mount Ida in Greece, the botanist Linnaeus, centuries later, named the common red raspberry of Europe *Rubus idaeus*. Raspberries are members of the rose family.

An English horticultural writer in 1629 described the wild red and white raspberries and recommended them for both table use and for the sick. They grew in such abundance in northern temperate countries that it was not

until the nineteenth century that any considerable improvement work was undertaken. Two common American kinds, the red raspberry, *Rubus idaeus strigosus*, and the blackcap raspberry, *Rubus occidentalis*, were improved by selection, and several varieties were named in a Gardener's Calendar in 1808. Private breeders and Experimental Stations and Agricultural Colleges have developed improved varieties by crossing and selecting American and European species. Today many excellent varieties are widely grown in gardens everywhere. This excellent fruit always commands a good price when placed fresh on the market.

Blackberries

Blackberries are also native to almost every north temperate country, and while they do not thrive under extreme cold or heat they grow abundantly under temperate conditions in Europe, Asia and America. There are hundreds of species, but only two main divisions: Those that grow upright, and those that trail along the ground, known generally as dewberries.

The upright type produce their fruit on very thorny canes. They are propagated both by suckers and from seed. The fruit has a strong flavor, and many species of the upright type have been considered a nuisance, and were cut down or ploughed under to destroy them. Improved sorts have been cultivated in Europe and America for over fifty years.

The trailing type do not sucker from the roots, but where the stem of the plant rests on the ground, it strikes roots, and thus reproduces another plant. The *Lucretia* dewberry, which we have grown, is milder in flavour than the upright blackberries. The fruit is elongated and quite large compared with the upright sorts.

Hybrids

In British Columbia we have seen the result of crosses between the raspberry and the dewberry. One outstanding cross has been named after the breeder as "Youngberry." It was bred by B. M. Young of Louisiana. Another cross between the Pacific dewberry and the raspberry is called the Loganberry. It originated in the garden of J. H. Logan in California. A third natural cross, originating in California is known as Boysenberry. These three are all tender in colder areas. The *Lucretia* is the only dewberry grown in Prince Edward Island.

Help control the cost of living by spending wisely!

You can help control the rising cost of living by buying only those things you really need

The goal of every Canadian family should be to get out of debt as soon as possible and save for future needs. Eighty-five percent of HFC loans are made to pay old bills, taxes or house payments, for repairs, medical ex-

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HFC managers are qualified to help families help themselves financially.

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CHARLOTTETOWN, P.E.I.

LOANS TO BUY CONSUMER GOODS SUBJECT TO CONSUMER CREDIT REGULATIONS

POULTRY MEN PLEASE NOTE

Our chicken killing plant at Longworth Avenue will be closed for one week starting the 24th September. Killing operations will resume on the 1st of October, when fattened chickens and capons will be required in large quantities. Prices and quality may improve in the next two weeks on live poultry. In the meantime we will be operating our canning plant on Grafton Street where arrangements may be made for future shipments.

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OUR BOARDING HOUSE

Major Hoople

CONFOUND IT! JAKE HAS ME IN A QUANDARY! IT SOUNDS AS FANTASTIC AS PERPETUAL MOTION, BUT SUPPOSE JAKE SHOULD HAVE A BATH SALT THAT IMMUNIZES HUMANS AGAINST THE ATOM BOMB?

EGAD! I AM THE SCIENTIST AND SCHOLAR IN OUR FAMILY. I'D BE THE ONE TO CREATE SUCH A FORMULA. JAKE COULD OBTAIN IT ONLY ONE WAY... BUT DRAT IT! HE COULD PILFER JOE STALIN'S MUSTACHE CUP FROM UNDER HIS VERY NOSE IN THE KREMLIN!

HE'S BEGINNING TO THINK JAKE'S GOT IT - 9-22

OUT OUR WAY

By J. R. Williams

WOW! LOOK AT THAT HORSE SMACK THOSE STIRRUPS TOGETHER WHEN HE COMES DOWN!

HE DON'T BUCK YOU OFF, HE JEST JERKS VORE FEET OUTA TH' STIRRUPS, THEN KNOCKS YOU OFF WITH EVERYTHING THAT'S LOOSE!

THE FLAIRS

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Due to small range of colors we are clearing our stock. This paint was made to Government specification and is first grade general purpose oil paint. Can be used either for finish or undercoat. Colors are: Light Grey, Bright Sage Green, Pale Green.

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USED BRICKS—Large quantity. Each 2c
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STRAPPING—3/4" x 1/2". Lineal foot 1/4c
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STRUCTURAL STEEL PLATE—2 pcs. 1/4 x 5 1/2" x 18 ft. Each \$6.75
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CAST IRON PLUMBING FITTINGS. Various sizes reasonable.

FRAME BUILDING

Size 24 ft. by 30 ft. with 12 foot walls. Heavily framed. Must be removed from site. Only \$100.00

ARMY BATTLE BLOUSES—New Condition. Large, Medium, Small. Real warm. Only \$1.75
FOLDING TABLES—Size 6 ft. x 30". For halls, schools, etc. Only \$5.50
ENAMELLED DIXIE BOILERS—With and without taps.
9 gallon capacity without tap \$2.00
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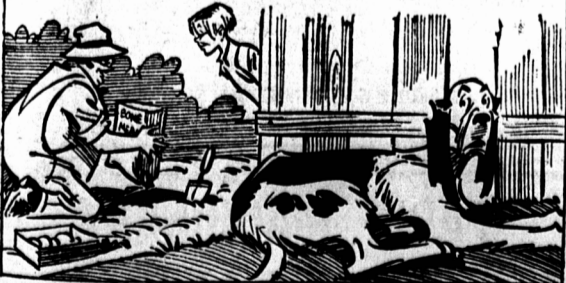
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