

TIMELY NOTES ON FUR FARMING

Sam Gottesfeld has an article in Women's Wear Daily, N. Y., entitled "Increased Retail Mink Markon Seen Way To Prime The Pump." By elevating mink markons to a "normal" level, fur retailers could, in effect, prime the pump of business in all furs. This is the opinion of some trade sources who believe that the present overwhelming popularity of mink can be converted into (1) a source of healthy profit for retailers, and (2) leverage for increased activity in merchandising and promoting non-mink items.

The facts are: Mink markons at retail are generally the lowest of any fur item carried in the nation's stores. The average gross margin is said to be little more than 25 per cent on mink these days while the gross margin on all furs was 34 per cent in all stores in 1954. This compares with a gross margin of 38.2 per cent of 1954, storewide.

When it is figured that 60 per cent of the retail fur business is currently in mink, it is plain what a drag the low markon on mink exerts on the profit picture of the average department and specialty store fur department. The theory is if fur departments were to take advantage of the nation's swing to mink by merely extracting a normal markon on this product, the profitability of the fur department would climb, top management would take a new look at fur operations and the way would be paved for revival of interest in all fur products. In actual practice, most stores maintain a below-par markon on mink, and try to bring the department's average gross margin up by higher markons on non-mink items. Because of the dominance of mink in most areas today, fur buyers generally are fighting a losing battle to keep their department gross margin in line with the store's goal.

While there are probably many reasons for the development of the low markon on mink, the overriding reason for maintaining the low margin appears to be competition. Few retailers would risk any but a slight increase in mink markons because they fear losing sales to lower price competitive stores.

MINK HONOUR

Congratulations to L. W. Hancock and George A. Calbeck for honors taken at the mink show in connection with the Amherst Winter Fair. Lowell was tops with George next in aggregate, while George was top showman in the division. Lowell possesses wonderful energy and in his career with foxes and mink has had several setbacks but has come through with flying colors. Years ago it was rumored that on at least two occasions he had him a bad scare, but with his well known resiliency and optimism he came back stronger than ever. Mink and fox raising is only a part of his activities but probably the most important part.

George A. Calbeck in addition to being manager of the fur marketing department of the Canadian National Silver Fox Breeders Association, is also heavily engaged in mink ranching and as a sideline is one of the top breeders of harness horses. George has had an especially good season as a trainer-driver this year and we believe that his race percentage if made up would be one of the best for the number of starts to be found anywhere. Another Island rancher who did well at Amherst was Ernest Mill, who took top honors with certain types of platinums and also had placings in many other classes. Ernie and his son deserve great credit for having carried on in the face of so many discouragements the past few years.

MUTATION MINK PRODUCTION

Scandinavia is expected to increase its mutation mink production this season to the point where color phases will comprise about 36 per cent of the crop. This is indicated in a forecast of world mink production prepared by Max Weiss and Son, London. The four Scandinavian nations—Sweden, Denmark, Norway and Finland—will produce about 490,000 mutations this season as compared with 360,000 last season, according to the British firm. Standard ranch mink production is expected to total about 880,000 this season as compared with 742,000 last. The total crop, according to the Weiss estimate, will be 1,370,000 as compared with 1,102,000 last season.

Pastels will be by far the most numerous of the Scandinavian mutations, with silverblues second, and only small quantities of other color phases. The following is a nation-by-nation estimate of the new season's production. Last season's production figures are in parentheses:

Denmark—Standard ranch mink, 240,000 (254,000); pastels, 75,000 (42,000); silverblues, 33,000 (25,000); sapphires and carriers, 10,000 (2,000); white, 6,000 (2,000); others, 3,000 (3,000); Total, 469,000 (322,000).

Finland—Standards, 110,000 (98,000); pastels, 16,000 (9,000); silverblues, 16,000 (9,000); others, 1,000 (3,000); Total, 150,000 (118,000).

Norway—Standards, 180,000 (130,000); pastels, 100,000 (75,000); silverblues, 40,000 (40,000); sapphires and carriers, 14,000 (15,000); whites, 1,000 (1,000); others, 6,000 (5,000); Total, 341,000 (256,000).

Sweden—Standards, 250,000 (260,000); pastels, 100,000 (6,000); silverblues, 30,000 (40,000); sapphires and carriers, 16,000 (8,000); others, 14,000 (16,000); Total, 410,000 (400,000).

Chrysler Corp. Expansion Plans

WASHINGTON (AP)—The Chrysler Corp., gearing for "tremendous" future markets, announced Thursday a \$1,000,000, five-year expansion program and plans to broaden research on new automobile engines.

L. L. Colbert, Chrysler's president, outlined what he termed "our forward plan" in a speech prepared for a National Press Club luncheon. The automobile manufacturer said much of the new machinery to be installed will be automatic. In this connection, he said he saw certain "tremendous advantages to the economy in the rapid development of automation."

Sailor-Banker Dies At Toronto

TORONTO, (CP)—Evelyn Holmes, 63, manager of a Toronto branch of the Canadian Bank of Commerce, died Thursday after a short illness.

Mr. Holmes, who twice circled the world in sailing ships before entering the banking business, started his career at Windsor, N. S., in 1911. He was appointed manager in Toronto in 1944.

Four Navy League Trophies Awarded

TORONTO, (CP)—The Navy League has awarded four trophies to Royal Canadian Sea Cadet corps. It was announced Thursday. The trophies and winners include the attendance trophy for corps of fewer than 100, to the Nelson corps of Halifax.

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Grass Silage For Pregnant Beef Cows

OTTAWA—Grass silage as the only feed has proved to be satisfactory for wintering pregnant beef cows, provided it is of good quality and the moisture content is not higher than 80 per cent. But better results will be obtained when hay is added to the grass silage ration.

These are the conclusions drawn from a two-year feeding trial conducted at the Central Experimental Farm, Ottawa. Three groups of cows were fed: 1. grass silage, 2. grass silage and hay, corn silage and hay. Both hay and corn silage were a mixture of legumes and grasses, and the rations were adjusted so that each group received the same amount of dry matter daily. The grass silage contained 80.4 per cent moisture and the corn silage 82.7 per cent moisture.

The cows that were fed grass silage alone lost 44 pounds per head from December up to after calving; those on grass silage and hay lost 32 pounds per head, and those on corn silage and hay maintained their weight.

There were no differences between the average birth weight and vigor of the calves from the three rations. The daily feed consumption was 82 pounds for the cows on grass silage alone, 42 and 10 pounds respectively on grass silage and hay, and 44 and 10 pounds on corn silage and hay. As strong and heavy calves were obtained equally well on the three rations, no major significance was attached to the loss in weight of the cows. Furthermore, the records indicate that, with ample pasture during the summer and fall, the cows recovered their losses and came back to their winter quarters in equally good condition.

Cows on grass silage alone should be fed all they will eat twice a day. When hay is fed in addition to silage, the proportion of the two roughages may vary with the amounts available. When both are in ample supply, three and one-half to four pounds of grass silage per pound of hay is a good proportion.

4-H Members Go To Toronto For Winter Fair

Moncton, N.B. Nov. 10—Members of 4-H Clubs from the Atlantic Provinces left here Friday via the Canadian National Railways and Saint John, N.B., en route to Toronto where they will enter competitions at the Royal Agricultural Winter Fair. There is a total of 39 in the party, comprising eight from Newfoundland; nineteen from Nova Scotia, including eight from Antigonish and seven from Truro; two from Saint John, N.B.; and ten from the party in charge of William Jenkins of the Nova Scotia Provincial Department of Agriculture, Halifax.

He called upon Baptists to be faithful to the best of our tradition and meet the challenge of the future; to be orthodox in theology and how to the authority of the Scripture, conscious of the atoning work of Christ on the Cross, and to adhere to simplicity in church life and preaching; he exhorted them to practice evangelism and urged that we be willing "to pay the price of our faith." He stated his conviction: "never in the history of the church had the hearts and minds of men been so prepared by world events for the reception of the Gospel as at this momentous hour."

He had heard Billy Graham

Roads Still For Model T Use

CALGARY, (CP)—Most of Canada's highways still are being built for "Model T" use, says H. R. Chauncey of Calgary, president of the Canadian Automobile Association.

"When 200-plus horsepower cars are hurtling toward each other at a combined speed of 120 to 150 miles an hour, even juvenile reasoning would admit there should be more than a four-inch painted strip to keep them apart," he said.

Mr. Chauncey said that in the whole of Canada there were only about 60 miles of boulevard-divided highways in Quebec and "a few hundred" in Ontario.

NEWSY NOTES

By J. A. Clark, D.Sc.

IMPRESSIONS OF BILLY GRAHAM'S CURSADES

In 1945 Billy Graham and his song leader, Cliff Barrows, met and worked together in "Youth for Christ" rallies. They decided to launch out on their own evangelistic work in 1948. Their Los Angeles campaign in 1949 placed them in the National limelight, and they have met with success from year to year. They have had opposition; one of the most recent occurred in Capetown; the General Assembly of the Presbyterian Church of South Africa rejected a proposal to have the evangelist, Dr. Billy Graham, invited to campaign in that country. Rev. Emlyn Jones, who said of Graham in reply to his South African colleagues: "Here is a man who can do something that none of us is able to do."

We had read of the final Sunday night of the Billy Graham London Crusade in 1954; when 120,000 people overflowed Wembley Stadium to hear his final sermon of that great crusade. In following his song leader, Cliff Barrows, who had the throng singing the great favorite hymns of the church and finally directed a 5000 voice choir as they sang "The Lord's Prayer"; Dr. Graham in the lush organ: "The Bible says" and in simple earnest words told the people of sin, the judgment and God's unfailing love; there were 3000 decisions.

We had heard and read of the Evangelistic Crusade carried on by Billy Graham and his assistants earlier this year in Scotland. In preparation, great numbers had met for months in small and large groups for prayer and earnest intercession, for a great revival and a deepening of the spiritual life of many within the church.

EVERYBODY SANG

This section had curtains across near the middle with three large television screens 8 feet by 10 feet at intervals on either side. The Dupont people of New York and others had made it possible for 3000 extra people besides those in the Coliseum to hear all that took place on the rostrum, and to see the people taking part in full life size, on the screens. From time to time we were shown sections of the choir of 1200 voices and also the people in the Coliseum. The song leader, Mr. Cliff Barrows was able to lead the thousands in the television sections in the singing of the great church hymns just as well as those in the Coliseum. Everybody, everywhere, did sing with and without the assistance of the choir.

As it was the last evening meeting of the Crusade, there was an hour or more of reports and business. We learned that the estimated cost of the Crusade had been \$120,000 and that \$195,000 had been raised, this surplus would be used in further evangelistic work. The chairman of the Crusade told us briefly of the organization and of the hundreds of prayer groups throughout the city of Toronto who had worked before and during the month of the Crusade. He thanked the chairman and members of committees, the press, the radio and television for their wonderful cooperation and television screens 8 feet by 10 feet services. He had some of the leaders in the work come to the rostrum where all could see them. An offering was received.

FORGIVENESS MESSAGE

Following another rousing hymn led by the Crusade song-leader, the chairman called on Billy Graham who has said that he is neither an orator nor a theologian, he however, in forceful simple language presented the Gospel in such a way that the people heard him gladly. Every word and gesture could be heard and seen by about 18,000 people in the Coliseum and in the television sections. After the hundreds who had gone forward in response to Dr. Graham's invitation, to those who wished to accept Christ as their personal Saviour, from the tele-

No Federal Gov't Aid For Deepsea Shipping Fleet

OTTAWA (CP)—The federal government has decided against financial aid at this time to bolster Canada's deepsea shipping fleet, it was learned Wednesday.

Informants said the cabinet, beset for more than a year by appeals to strengthen the shrunken merchant navy, has reached a decision to leave it under its own steam indefinitely.

Changed circumstances would be needed to alter the cabinet's attitude in the future, it was stated. One of these could be a deterioration in the position of Canadian shippers.

UNABLE TO SELL

The cabinet decision—reached last week but disclosed only Wednesday—means that Canadian ship-owners will continue with a deep-sea fleet of about 20 vessels under the Canadian flag and with 90-odd ships under United Kingdom registry for economy purposes.

The vessels placed under the U. K. flag were transferred during the last six years to enable operators to take advantage of cheaper British shipping costs. Ownership remains in Canada, and any profits come to the Canadian owners.

The owners have not been free to sell these ships, since they were bought from the government after the war under a "covenant" declaring they may not be disposed of without government permission. Several have been sold with this permission, but proceeds must go into an escrow fund for new ships.

SUBSIDY REJECTED

The cabinet, it was understood, gave some consideration to subsidizing about 35 vessels in addition to those on Canadian registry of its own. The operators—represented by the Canadian Shipowners' Association—have been urging either such financial aid or freedom to sell the vessels to take advantage of a good current market in ocean bottoms. Under the latest cabinet decision, they have lost out on both scores.

WINNIPEG (CP)—The Bracken liquor inquiry commission has already ready more than paid for itself,

God's power. Whatever has been accomplished is God's doing, not Dr. Graham's or mine. We are just the human instruments that He uses to help the people to know Him better." The television and screens again gave clear pictures of what was taking place on the rostrum of the Coliseum and occasionally showed the choir and sections of the great audience. The Crusade chairman told Dr. Billy Graham's proposed evangelistic tour to India and the Far East, including Japan, early next year, and made an appeal to help finance this great undertaking, which could not be expected to finance itself. Envelopes were distributed, and over \$30,000 were contributed for this campaign.

Dr. Billy Graham's message was simple, forceful, enthusiastic and inspirational. At the close, 861 went forward indicating their wish to accept Christ as their personal Saviour. At least 28,000 people heard Dr. Graham that Sunday afternoon, making a grand total of about 250,000 people who had heard him at the Toronto Coliseum. The records showed that about 10,000 decisions had been recorded. We came away "Praising the Lord" for what we had seen and heard.

Attention All Potato Growers and Dealers

Please note that the 2 1/4" minimum size on Canada No. 1 Table Stock Potatoes goes into effect Monday, November 14 as announced from Ottawa last week.

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