

FARMERS

See the new Cockshutt 20 Tractor 22 and 27 H.P. \$1495 - \$498 down payment in cash or livestock, balance 3 year terms. Ask the many farmers who own them about their performance, in some districts we have sold 10 since April.

WEEKS FARM EQUIPMENT



TIMELY NOTES ON TOPICS CONNECTED WITH Silver Fox and Mink Farming

Trappers in Illinois, U. S. A., made quite a good income even though that State is not supposed to be one of the desirable places for their occupation. During the past year 14,250 foxes, red and grey, 31,000 mink, 460,000 muskrat, 47,000 opossum, 71,000 raccoon, 6,000 skunk and 1,000 weasel were

trapped. The season for mink, muskrat, opossum, skunk and weasel opens November 15th and runs to January 15th.

Mink was the only item arousing very slight American interest at Hudson's Bay Company's, London, sale. Their report states: Standard ranch mink advanced 10 per cent, sold well. Wild mink unchanged. Raccoon, skunk, blue and silver fox withdrawn. According to fur retailers in the United States when asked what fur is selling best, they state, mink, mink and more mink. At lower prices the hottest thing going is sheared raccoon. Some buyers say this fur has cut into beaver and muskrat business. High regard and demand for mink is not confined to any one color. One buyer says ranch mink is the best in coats and mutations, especially Silverblu and Royal Pastel, are best in small pieces. In New York and the mink stole is featured and it rates as one of the top favorites. New York stores and specialty shops feature it in a variety of designs. Most popular is the classic cape stole worked with straight or rounded ends. Stoles that pull through slits and the front caplet stoles are other fashions in the limelight. Price is an important highlight of these ads with most stores averaging from \$500 to \$600 in ranch mink for stoles.

George I. Fox Corporation, a 47-year-old raw fur house in New York has been purchased by four associates in the concern from the widow of Mr. Fox. They will continue the business as collectors and receivers of raw furs as heretofore at the same address and under the same name. Those taking over include a nephew of Mr. Fox and the others were in his employ for long periods of time. W. Chester S. McLure and the writer were friends of the late George I. Fox and esteemed him very highly. He paid a visit here in 1936 accompanied by a young English buyer of silver fox. They put through a deal in which 1,000 medium to dark pelts were purchased and 250 silvers. The dark fox pelts were for London account and the silvers were for the American market. Mr. Fox was a great admirer of silver fox and had considerable to do with publicizing it on the American market.

Dressed EMBA Silverblu, Platinum mink sold well at New York Auction Company venue last week and the act of competition resulted in an increase of 10 per cent over June levels for comparable merchandise. Top levels for regular Silverblu were \$35 for males, \$22.50 for females. In Stewarts, males reached \$47 and females \$26.50. Breath of Spring went to \$59 for males and \$29.50 for females. Ranch mink sold fairly well with males mostly firm compared to July auction levels, while females were slightly higher.

A cablegram from Los Angeles, California, to Women's Wear Daily, states that Sears Roebuck & Co. plugged into the fur trade there with three-quarters of a page in the Times billed as "What we believe to be the lowest prices in town." The company's initial offerings included a mink cape and stole ranch or wild, \$249, and other comparable bargains. Sears Roebuck and Simpson's, Ltd., of Canada have completed a deal in which Sears have acquired a proportion of the stock of Simpson's, Ltd. and it has been announced that 27 new stores will be opened in Canada.

An editorial in the National Fur News, Denver, Colorado, is headed "No more Hudson Seal", August 9th, 1952, marked the beginning of a new era in the fur industry. On this day the Fur Products Labelling Act went into effect and on this day was born a renewal of public confidence in furs at the retail level. There is no more Hudson seal; henceforth

this fur will be called black dyed muskrat. Marmink is now properly labelled marmot and lapin, sealine, French seal, electric seal and sable dyed coney are just rabbit. It was only natural that most fur processors, manufacturers and retailing groups should fight the passage of the Fur Products Labelling Act. Women, they argued, were familiar with the trade names under which fur garments were sold. There was no attempt at deception....

In addition to the true name of the animal the sales tag must now disclose the following information: whether the fur is dyed, bleached or otherwise changed from its natural state; if the fur contains pieces or less valuable parts of the animal; if the skins are imported, the country of origin must be named; if used pieces are included, this fact must be noted and the full name of the store selling the garment must be stated. The overall aim of the Fur Products Labelling Act is to inform the purchaser of the fur or furs contained in the garment offered for sale. The Act will remove the confusion caused by the many trade names. It will eliminate practices that in some instances have cast the stigma of "skin game" on the industry. It prevents the camouflaging of furs from enemy countries. All branches of the industry—fur manufacturer and retailer will certainly benefit from this legislation.

The following is a feed formula which has been highly recommended to mink ranchers, in the National Fur News:—Horse meat, 33 lbs.; fresh liver, 2 lbs.; liver meal, 1 lb.; tripe, 8 lbs.; fish, 9 lbs.; powdered skim milk or buttermilk, 2 lbs.; tomato puree, 2 lbs.; commercial mink cereal, 8 lbs.; mineral or vitamin supplement, 2 lbs.; water, 35 lbs. Add one ounce of salt per every 600 mink. Preceding the above formula was the following regarding the care of mink: Diet is very important in the proper growth of fur. Our general plan during this season is to give the mink an increase in

Among The Farmers Federation Of Agriculture News

Mr. Hannam's Visit

It is rarely that even the President of the Canadian Federation of Agriculture has the opportunity of talking to so many people in a single meeting.

We know that to many, the

National Organization has taken on a new meaning and the knowledge that Canadian farmers have a stout champion at Ottawa was clearly proven.

Dr. Hannam privately described the meeting as one of the best he had ever attended and as one which increased his confidence in the ability of farm people to work together in solving their own problems.

Dr. Hannam was much impressed with the manner in which the meeting was conducted and with the keen interest and good order displayed by the audience. The Air Is Clearer There is no doubt that Tuesday night's big meeting did a great deal to clarify, in the minds of everyone present, the two important issues of the potato fund and the proposed license.

the red meat ration when the new guard hairs extend the entire length of the tail and start up about the third week of September. Continue this heavy meat feeding until the guard hairs have completed their growth and the underfur is a little over half way in its development. Usually this occurs about the middle of October. One can easily detect this as the mink usually cut down on their daily requirements. At this time we increase the fish, tripe and cereal and also the red meat portion. Fish tend to hold color while the bulk in the diet such as tripe is a good filler, but does not possess the protein as is required during the first part of furring. The increase in cereal in our opinion aids in the development of the underfur.

Paul Reinhardt at a meeting of the American Fox Breeders' Association, which was attended by Dwight D. Eisenhower, Republican candidate for President of the U. S. A., stated: "If we don't keep talking about fox no one else will. The time to promote fox is NOW." How to interest women in fox when so many furriers tell them it is not stylish was the problem discussed, examined and haggled over. It still takes money to publicize fox. In every style show or fashion parade "the eyes follow" the fox fur piece. Fox has "that turn of the head glamour." Gerry Archibald, newly elected president of the Association, stated.

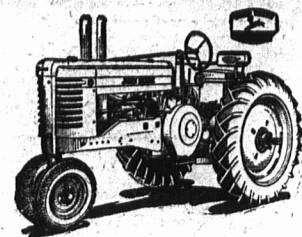
It was not difficult to see that the growers readily recognized the necessity of having a protection fund and having accepted the idea, were prepared to accept licenses as the only method available at the moment.

Those who attended the meeting have the information and are now in a position to explain to their neighbors the facts which will dispel the misunderstanding and suspicion which had been developing.

Levy Or License Since 1946 a levy of one cent a hundredweight has been collected from the industry to maintain a

fund for its protection, and it was not until the Supreme Court of Canada declared such levies to be illegal that the Potato Board was forced to consider the license system. Unfortunately, many growers apparently decided that the pro-

posed license was a new charge on the business, actually the only thing new about it was that the old levy was to be called a license and the method of collection changed. It should be emphasized that the money raised in this way. Continued on page 16



JOHN DEERE, a famous name since 1835, continues to bring you modern, quality equipment of advanced design.

TWO CYLINDER tractors for simplicity, ruggedness and economy of operation and maintenance.

MATCHED WORKING EQUIPMENT for outstanding ease of attaching and detaching, plus complete adaptability to all crop and field conditions.

YOU ARE INVITED TO VISIT our showroom and get acquainted with the equipment that fits your farm requirements.

PUT THE FACTS TOGETHER and you'll soon see that for doing every job easier, faster and better, there's no equal to the new John Deere Tractor — John Deere Equipment Team.

A. PICKARD FARM TRACTORS LTD.

Malpeque Road

IT'S "BRECKNOR" for CHINCHILLAS (Not Rabbits)



"FOUR-FOOTED FORTUNE"

Are you Groping in the Dark for an Independence that your PRESENT BUSINESS or EMPLOYMENT may NEVER ACHIEVE?

Would you like to be in a Business where your expended effort will Not Interfere with your Present Activities and may, ultimately, in a Short Period, Far Surpass Your Present Earnings? "RAISING CHINCHILLAS" Could be the Answer to Your Problem.

Thirty minutes, each day, will care for several pair of "CHINCHILLAS". They are: very hardy with a low mortality rate. Are Odorless and vermin-free and as affectionate and easily handled as a "Puppy Dog".

We furnish, with each pair, complete Pen Equipment, plus a supply of Food, Instruction Book, etc. Required breeding quarters: Basement, Spare Room or Out-building.

All animals Registered with "Canadian National Live Stock Records at Ottawa.

Quotes:

Time Magazine, March, 1952: "Mr. Donovan netted \$97,000 last year after starting with Two Pair in 1948."

"A Tobacco Farmer quit growing tobacco when he netted \$20,000 in a year after starting with One Pair." (There are many such cases).

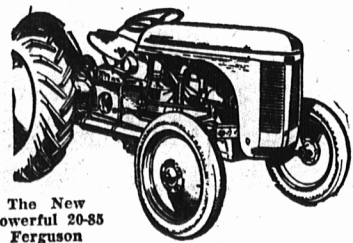
Before answering this ad let us caution you that the cost of Registered Breeding Stock is several hundred dollars per pair.

BUT Chinchilla coats are valued up to \$50,000. For full information on COSTS, etc., WRITE to:

BRECKNOR DISTRIBUTORS, Reg'd.

P.O. Box 519, Adelaide St. East TORONTO 1, ONTARIO

FERGUSON TRACTORS



The New Powerful 20-85 Ferguson

Why buy a high priced used Tractor when you can get a powerful new Ferguson for as low as \$514.00 down payment.

A Ferguson Tractor with Ferguson implements meets more of the needs of more farmers more of the time with more economy than any other Tractor. Ask the Farmer who owns one.

W. G. BARBOUR LTD.

125 Euston St.

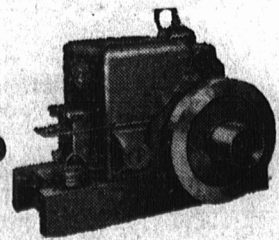
Phone 2866

FAIRBANKS - MORSE

2 H.P.

GASOLINE ENGINE

Water Cooled



149.00

149.00

Used for specified agricultural purposes such as milking machine, crop, spraying machine, etc.

PRICE 118.50

This engine comes highly recommended DOUGLAS BROS. & JONES LTD.

155 Kent St.

Phone 3001

ESSO OIL BURNERS

NOW ON EASY TERMS WITH ESSO FURNACE OIL CONTRACT ASSURED

Palmer Electric 96 Fitzroy St. - Ch'town

MacLeod & Greene Phone 85

E. R. MacNeill 73 Russell St. - Summerside

SCOOP!!!

\$100.00

TRADE-IN ALLOWANCE

For Your Old Radio

ON THE PURCHASE OF THIS SUPERB R. C. A. VICTOR RADIO-PHONOGRAPH

At 369.00

One Week Only

Saturday, Oct. 4th Thru Saturday, Oct. 11th

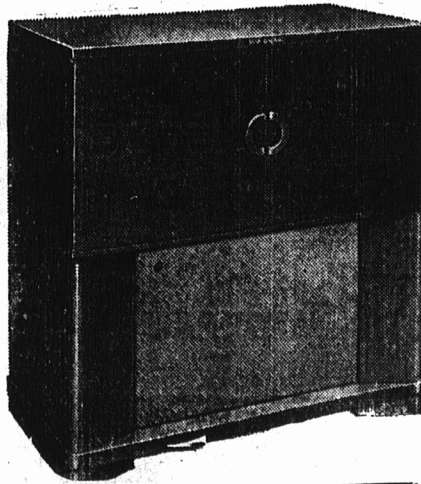
HERE it is Folks... The Radio Buy of the Year! Bring in your old radio — no matter what condition — what date or what style; Holman's will allow you a great big \$100 when you trade it in on one of these fabulous RCA Victor Combinations. Offers such as this don't grow on trees — Come today and trade your old Radio — it's worth \$100 on the purchase of this beautiful RCA Victor!

Terrific Value! Be Early

FACTORY LIST PRICE 369.00 TRADE-IN ALLOWANCE 100.00

You Pay Only 269.00

HOLMAN'S S' SIDE and CH'TOWN



Check These Outstanding RCA Victor Features:

- Powerful 8-Tube Long and Short Wave Radio.
• Large 12" True Tone Speaker
• Twin Automatic Record Players for All Speed Records.
• Magic Eye Tuning.
• Beautifully styled Cabinet in Walnut, Mahogany or Blonde Finishes.
• The Year's Best Radio Buy!

ONLY 10% DOWN

Delivers This Sensational New Victor Radio

Balance Monthly

AT HOLMAN'S BOTH STORES

AT HOLMAN'S BOTH STORES

AT HOLMAN'S BOTH STORES

AT HOLMAN'S BOTH STORES

AT HOLMAN'S BOTH STORES

AT HOLMAN'S BOTH STORES

AT HOLMAN'S BOTH STORES

AT HOLMAN'S BOTH STORES

AT HOLMAN'S BOTH STORES

AT HOLMAN'S BOTH STORES

AT HOLMAN'S BOTH STORES

AT HOLMAN'S BOTH STORES

AT HOLMAN'S BOTH STORES

AT HOLMAN'S BOTH STORES

AT HOLMAN'S BOTH STORES

AT HOLMAN'S BOTH STORES

AT HOLMAN'S BOTH STORES

AT HOLMAN'S BOTH STORES

AT HOLMAN'S BOTH STORES

AT HOLMAN'S BOTH STORES

AT HOLMAN'S BOTH STORES

AT HOLMAN'S BOTH STORES

AT HOLMAN'S BOTH STORES

AT HOLMAN'S BOTH STORES

AT HOLMAN'S BOTH STORES

AT HOLMAN'S BOTH STORES

AT HOLMAN'S BOTH STORES