

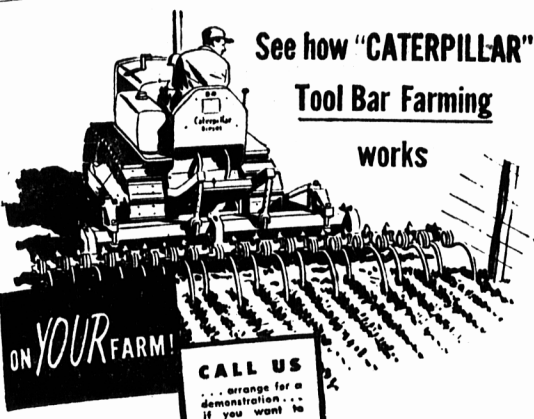
Attention Farmers

Northern Ontario Seed in stock at low prices. Here are a few prices: No. 1 Red Clover at 20c lb. Mixed Seed, Timothy 70c lb. Red Clover 15c. Alsike 15c at 20c lb. All other seed low prices. We have a few ton not booked. No order too large or too small.

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"Na-Churs" Liquid Fertilizer boosts yield POTATO GROWER GETS 33 bbl. INCREASE

GROWERS REPORT INCREASED YIELD AND BETTER GROWTH FROM LEAF FEEDING with "Na-Churs" Liquid Fertilizer

Albert Cote of Grand Falls, N. B., sprayed his potatoes with "Na-Churs" at 1 1/2 gallons per acre, three times and he writes: "I increased 163 barrels on the sprayed part as compared to 130 on the unsprayed. I could see a difference in 10 days after spraying. The potatoes matured earlier and had greater resistance to drought and wind damage."

Other Leading Growers Write: "I used 'Na-Churs' on ten acres of potatoes and obtained an increase of 40 bushels an acre." G. H. Brookins, Kennington, P. E. I. "The quality, the size and maturity are far superior to the unsprayed portion. The yield was 16 barrels to the acre more. I will be using 'Na-Churs' fertilizer on all my crop the coming year." Donald Hallett, Hartland, N. B. "I noticed faster growth and increased yield of 57 bushels an acre." E. D. Reid, Charlottetown, P. E. I. "When I dug the potatoes this fall, I had 28 barrels (76 bushels) to the acre more on the 'Na-Churs' sprayed compared to the unsprayed part of my crop. You can see it pays to use 'Na-Churs'." Cecil Hansen, Victoria County, N. B.

"Na-Churs" is also used on Grain, Hay, Pasture, Orchards, etc. Get Complete Details On This Proven, Profitable Supplementary Spray From— Simmons & McFarlane, Summerside, P. E. I.; Geo. Brookins & Son, Kennington, P. E. I.; E. B. Reid Produce, Charlottetown, P. E. I.; H. B. Willis, Inc., Charlottetown, P. E. I.; Ernest Gillis, P. E. I.; Tignish, P. E. I.

TIMELY NOTES ON TOPICS CONNECTED WITH Silver Fox And Mink Farming

Women's Wear Daily, New York, in its issue of April 29th had a very intriguing article entitled "Trade Ponders Vital Question: How Long will Mink Lead? (For how long will mink continue to dominate the fur industry? Will the "Era of Mink" pass just as other fur eras have passed? These are probably the most vital questions of the day for the fur industry. Below is the first series of articles discussing these questions.)... When black dyed muskrat (then Hudson seal) and silver fox dominate the fur scene, it probably seemed to most fur men at the time that these furs would forever retain their dominance. "It may be equally fallacious now to believe that mink will forever hold its dominant position and continue to throw into the discard practically all other furs." This is the view of Reuben Papert, of the firm of Papert-Strasburg, fur brokers.

Mr. Papert, in an interview, set forth the historical background of the fur industry with a view to learning from past events how to throw light upon or forecast the future. Prior to World War 1, he pointed out, Europe was the greatest consumer of furs, while the United States was important mainly as an exporter of furs. After the first great war, the United States became more important as a fur consumer and by the 1920's was outdistancing Europe in this regard. Since then, the United States has remained the world's foremost consumer of furs, with Europe a poor second.

"Beginning in the late 1920's," said Mr. Papert, "at one time or another in the United States some fur or furs seemed to dominate all others in popularity. We had the 'Era of Hudson Seal' when black-dyed muskrats were the backbone of the American fur industry. This fur enjoyed so much popularity and was so comparatively expensive that the sealine or seal-dyed rabbit became very important and also very profitable as a cheap substitute."

Mr. Papert also recalled the "Era of Silver Fox" when a woman was completely out of fashion if she did not possess a silver fox as a trimming on a cloth coat or as a cape or scarf. The broker pointed out that silver fox was in such demand that it was dyed and pointed to imitate it. Norway, the United States, and Canada produced annually about 1,000,000 silver foxes which averaged about \$40 to \$50 a skin, he said. "This annual output was profitably traded in and consumed," he commented. "At present, annual world production is down to about 150,000 skins, and the average price is about \$10 to \$15 per skin. The period from the late 1920's to the middle 1930's Mr. Papert terms that "Era of Fur Trimmings."

"It was a long and profitable decade as all levels of the trade do well when trimmings are popular," he said. "Chinese dogskins, wolf, red fox, lynx, white fox, persian lamb—all furs—were in strong demand and sold at good prices. About 80 per cent perhaps more, of all women's fall and winter cloth coats were fur trimmed during this era. Last year, 1952, only about 15 per cent of such coats were fur trimmed. Fur coats played a secondary role in the total volume of the fur industry, which depended primarily on fur trimmings. Annual production of cloth coats and suits in the United States is about 40,000,000 units. Of this total, about 12,000,000 fall and winter cloth coats are produced for women and misses. Thus about 1,800,000 cloth coats were fur trimmed in 1952 as compared to about 9,000,000 in the "Era of Fur Trimmings."

Mr. Papert labels the 1940's the "Era of Persian Lamb," when, "together with muskrat, and often surpassing muskrat in value of sales, persian lamb became the bread and butter of our industry." World production of persian lamb rose from less than 1,000,000 before World War 1 to about 6,500,000 in the later 1940's, he stated, adding: "In the Era of Persians, the entire crop was used in the United States and Europe, and persian lamb was considered the outstanding staple of the industry, showing the least fluctuations in price, and enjoying constant world demand. In the middle 1940's the annual retail value of furs sold in the United States was about \$500,000,000. Of this total, two furs, persian lamb and muskrat, accounted for about 70 per cent, equivalent to about \$350,000,000.

Coming to the present "Era of Mink," Mr. Papert states that with the total retail value of furs sold in the United States at about \$260,000,000, about 70 per cent is mink. "No fur has heretofore so dominated the fur industry," he said. As to whether mink will continue in this position or not, Mr. Papert lists the following pro and con arguments: THE DEBATE—1. Yes: As mink production increases and prices level off, mink will be within reach of countless women who wish to en-

-NEWSY NOTES-

By J. A. Clark, D.Sc. NEW ORLEANS

We arrived in New Orleans on the morning of March 8th, 1953, at the Louisville and Nashville Railway Station on Canal and Wells Streets, which is right at the steamship docks, in New Orleans Harbour, on the Mississippi River. We went at once across the city, to Union Station and after breakfast took a Gray Line tour about the modern and ancient city of New Orleans.

We learned that the lowest area near the centre of the city and that it is five feet below the Gulf of Mexico and 20 feet below the level of the Mississippi as it flows by in its winding course. From the centre the land rises in every direction towards the outer edge like a saucer. Many of the streets were former canals and of these, Canal Street, now the main thoroughfare of the city, runs from Liberty Place, Eads Plaza and the Canal Street Docks, directly through the heart of the city.

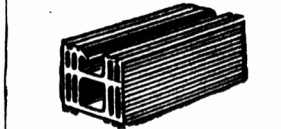
Canal Street, which separates New Orleans from the Old French Quarter, is said to be the widest business thoroughfare in America. One can well believe this as there are wide sidewalks on either side, then two wide four lane highways. These again are lined on the side toward the centre with ornamental posts that carry clusters of large shaded light globes, that illuminate the whole street area. The centre of Canal Street is reserved for four street car tracks, that run over the great covered drainage sewer, which now replaces the former open canal.

In crossing at a brisk walk, we had to wait at the second highway for the traffic lights to change a second time to green. Canal Street seemed to be more than 200 feet wide. It is the centre every spring of the great Mardi Gras celebration, marked by fantastic parades and masked balls.

The Mississippi River flows past New Orleans from east to west. The beauty and prestige of wearing mink. No: Women of means and high fashion will not buy mink once the masses of women wear it. 2. Yes: Ranchers continue to produce mutations to intrigue high fashion women. Furthermore, it is very suitable for small pieces, is flat, lustrous, long-wearing, and appropriate for women of all ages and for all occasions. No: We are at the crest of the mink cycle, and that cycle will turn downward just as it has for other furs, and other articles of fashion. Women can take of mink look and texture. Also, other furs like persian lamb and muskrat are within the price bracket of the masses of women and are also suitable for small pieces.

Mr. Papert admits that historical parallels are sometimes misleading, and implies that various factors may place mink in the position of being less vulnerable to fashion cycles than other furs. However, he concludes: "Even the pro-mink advocates agree that the high fashion of mink would be more easily maintained and prolonged if some other furs could enjoy fashion popularity, thus creating the diversification which the industry now lacks."

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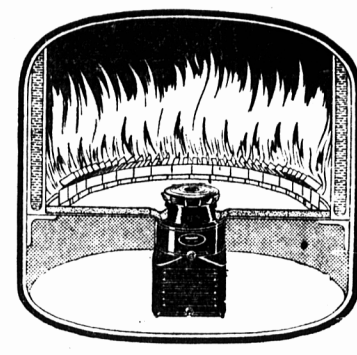
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Bayou St. John, many historical monuments in the Parks and Squares; two great universities, city libraries, the Tulane Stadium and the two and one-half million dollar municipal auditorium that will seat 12,000 persons. The famous Lake Shore Drive leads out ten miles to the west there is the gigantic Huey P. Long rail and highway bridge that cost thirteen million dollars some years ago. It is 4.4 miles long including the approaches and extends for 3524 feet across the Mississippi. Our Southern Pacific train took us over this bridge at 12.30 a. m. March 6th, as we continued west over the "Sunset Route" and we missed seeing this magnificent structure.

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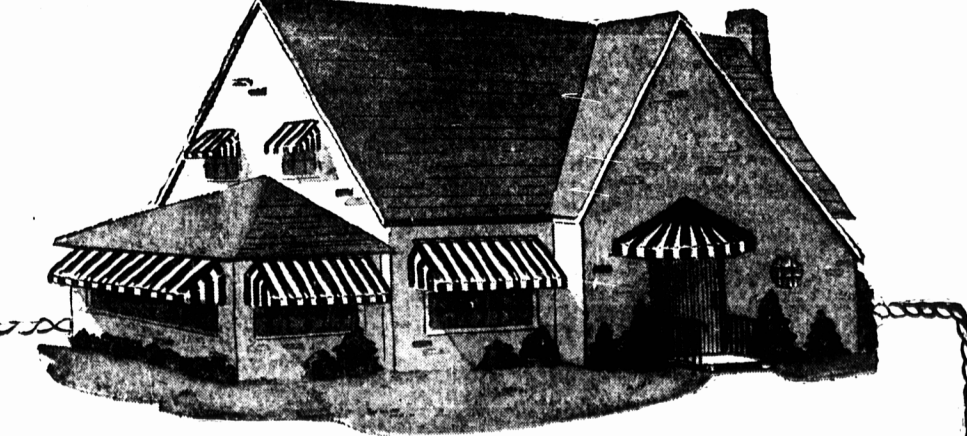
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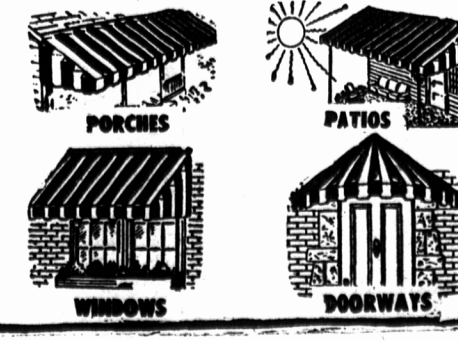
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