



Above is three-year-old Marlene Rhynes with chinchillas at Hubley's Chinchilla ranch on Hawthorn Ave.—(Barter's Film Lab.)

Considerable interest has been aroused in the recent development of the chinchilla fur industry by a number of enthusiasts who see great possibilities in its future in this province.

The chinchilla fur industry really had its commencement back in the 16th century and was introduced first into Spain by early explorers from the Andes Mountain region. It proved to be extremely popular amongst royalty in Europe and the demand for it became great. The result was a widespread slaughter of wild herds in South America which reduced their numbers to practically nil by the early 20th century.

At this time Mr. M. F. Chappan, an American mining engineer, became interested in the animal and dreamt of the possibility of capturing a few and raising them in captivity. He organized an expedition and over a period of several months succeeded in capturing seven of these precious fur bearing animals. With this small herd he made his way to California where he set up his ranch. The same ranch is still there though vastly expanded and is now carried on by his son. This however was the start of breeding chinchillas in captivity. This was a change in surroundings for the princely chinchilla, a change from bygone days around 1542 when the Spaniards conquered the Incas of South America and carried away as part of their war loot to be pelted and

ing system. This system is operated by the Association Inspectors who, when examining a chinchilla for registration, grades it at the time. This has greatly assisted breeders and has been responsible for an increased knowledge of quality with a consequent improvement in herds.

In the earlier days it was felt that there was a lack of knowledge in feeding and care and the Dept. of Agriculture was approached to consent to a subsidy to promote research work at Macdonald College. This has been done and much useful information still comes from this source to aid the breeder. Extensive operations are also being conducted under the auspices of Dr. Jones of Ontario's Guelph Agriculture College and a separate wing has been instituted under the guidance of Dr. Kennedy who now has a large research programme well under way. The chinchilla breeder of today has no fear of suffering from lack of knowledge as information on feeding, housing, mating and many other aspects is distributed to members of the Association through the monthly magazine which is now incorporated in the Fur Trade Journal. Additionally there are Branch meetings and in the winter time very many shows of a well organized nature throughout the length and breadth of the country.

The part about chinchilla keeping that people like is the cleanliness of the animal. There is no odour from them. They are given a daily dust bath in which they roll and this keeps their fur in beautiful clean condition. The chinchilla carries no fleas or lice, their fur being too thick to permit this. Many of our ranches are located in the heart of cities and due to their cleanliness are permitted by Health Authorities. He can be kept happily in garage or basement. Whatever the weather the animals care presents no physical discomfort to the breeder. After

To assist the chinchilla breeder in the proper evaluation of the quality of their animals, the Association has inaugurated a grad-

## City Planned To Replace Eight Centres To Be Flooded By Seaway Project

IROQUOIS, Ont. (CP)—A new eastern Ontario city for 40,000 people, planned from the ground up, will rise on the shore line of the St. Lawrence river after flooding for the Ontario Hydro's St.

the herd has outgrown the garage or basement sledge a simple building well ventilated will suffice. The pens can be double or treble decked so that a great many can be housed economically.

The vegetarian eating habits of the chinchilla present no difficulty and make expensive equipment unnecessary. Their diet consists mainly of commercially prepared pellets and alfalfa or timothy hay. The average cost of feeding a chinchilla per year is in the neighbourhood of \$4 though to the many farmers who have now gone in for "growing fur" this figure is relatively less. Herein lies one of the important advantages in raising chinchilla fur in that they have a much lower feed cost than any other top quality fur and every dollar saved in production costs is a dollar added to profit.

The fur is the finest textured in the world—it is even difficult to tell without watching when your hand first touches the fur. A pelt is exceptionally light having a very thin leather yet after tanning, it has proven to have tremendous toughness and durability. This factor is now without question. The shade of the fur also creates a demand in its bluish colour ranging from icy blue through all the blue grey shades to the deepest slate blue. This factor gives the chinchilla a strong consumer appeal and assures a future demand for the fur. Lawrence power project is completed.

Th new city of Iroquois, now just a town of 1,100, will replace eight communities to be wiped out by the flooding and will be moved 1½ miles east of its present location between Brockville and Cornwall.

The flooding will result from a big Ontario Hydro control dam to be located at Iroquois, which will widen the river waters over the present-day communities.

Communities affected will be Iroquois, Aultsville, East Williamsburg, Farran's Point, Wales, Dickinson's Landing, Loulinette and Miles Roches. Another community Morrisburg, will be partially submerged. All are within a 30-mile stretch on the Ontario shore of the river. No communities on the U. S. side will be affected.

### FIVE-YEAR PROJECT

The major project, which will take five years, is expected to be completed this year, is expected to be completed this year.

Dr. Wells Coates, a British town planning consultant, has been retained to plan the new community. The master plan calls for two new cities to be centred on two new harbours. A shallow one, for pleasure craft, will be the centre of the commercial district. Nearby will be a deep sea basin alongside the industrial area.

The plan provides for 5,000 acres to be incorporated within the limits of the new city.

A network of planned greenbelts will provide screening between commercial, residential, and industrial areas, and will run along the waterfront. Three islands, formed by the flooding, will be connected by bridges and will serve as residential areas and parks.

At least 12 industries are likely to be located at the new Iroquois.

## Work Begins Soon On New Cathedral At Coventry

COVENTRY, England (Reuters) The government announced Friday that work will begin soon on a new Coventry Cathedral to replace the one destroyed in the Nazi blitz 14 years ago.

Sir David Eccles, minister of works, granted the building licence as an "act of faith" despite arguments by Coventry city council that schools, homes and hospitals are needed more urgently than the new cathedral. Eccles replied that he felt materials and labor are adequate now to meet all needs. As to whether they would be better used on other buildings, he asked: "Can we be sure that a cathedral would be so useless? Is it always right to prefer things seen to things unseen?"

Contributions from persons in Commonwealth countries and the United States have been received toward the general cost—although most of it eventually will be borne by the British war damage commission. Canadians are paying for the organ.

### ANGLO RUSTICO SCHOOL (March report)

Grade X: 1, Lorne Stevenson.  
Grade IX: 1, Marjorie Hooper; 2, Billie Nunn; 3, Norma Parkman.  
Grade VII: 1, Sandra Buntain; 2, Charles Stevenson.  
Grade VI: 1, Hazel Parkman.  
Grade IV: 1, Clayton Nunn.  
Grade III: 1, Marilyn Stevenson; 2, Rennie Bakker.  
Grade II: 1, Allie Craswell; 2, Roule Bakker.  
Grade I: 1, Wanda Rollings; 2, Lloyd Stevenson.  
Teacher, Jean Chandler.



Gar Wood provides automatically selected & controlled temperature with healthful, filtered & humidified warm air; efficiently & economically

IT PAYS TO INVEST IN THE BEST

Phone, write or call us for full information and estimate

DOUGLAS BROS. & JONES LTD.

155 Kent Street

CHARLOTTETOWN

R. T. MORRISON CO.

SUMMERSIDE

P. O. Box 485

For Gar Wood Dealers in Districts not listed above . . . write to —

ENGINEERING INDUSTRIES

CO. LIMITED

Atlantic Provinces Representative:

GEORGE HUGHSON

24 Harvey St.

Halifax, N.S.

It's NEW! and you'll know it right from the start!

NEW!

Sky Chief Super-Charged with PETROX

delivers MAXIMUM POWER . . . yet actually CUTS ENGINE WEAR!

THIS revolutionary gasoline advancement, proved by more than a million miles of testing, provides . . .

1. MAXIMUM POWER . . . yet actually CUTS ENGINE WEAR. Full power delivered to your wheels where it belongs, instead of out your exhaust pipe. Ring wear on test cars reduced up to 45% . . . spark plug life and efficiency prolonged over 300%!

2. A CLEANER, SMOOTHER ENGINE. Intake system deposits cut down as much as 38%. This kind of engine cleanliness assures you smoother, knock-free performance—from your very first tankful of new Sky Chief.

3. MEASURED ECONOMY. Your engine stays younger. It keeps on delivering maximum power with less wear. Result — fewer repair bills . . . and real extra gasoline mileage you can check yourself.

4. CLIMATE CONTROL. New Sky Chief is 100% Climate-Controlled, especially blended for top performance.

Enjoy a new smoothness, a new responsiveness in all your driving — quicker starts, warm-ups and get-aways, knock-free power to spare for highway and hill. Fill up today with new Sky Chief — at your Texaco Dealer\*, the best friend your car can ever have.

SEE YOUR

TEXACO DEALER\*

McColl-Frontenac Oil Company Limited

Manufacturers & Distributors in Canada of Texaco Petroleum Products



\*In Canada, a dealer of McColl-Frontenac Oil Company Limited



WHAT IS PETROX? Petrox is a new element, or additive, wholly derived from petroleum. Developed by Texaco engineers, Petrox is an exclusive Texaco product. It is a petrochemical completely different in composition from any other additive. It is the only such additive being used in any gasoline. The fact that it is made entirely from petroleum is important because it does not contain anything that can leave harmful engine deposits.

Furthermore, Petrox adds a brand new function: the ability to reduce engine wear. As a result, the consistent users of new Sky Chief gasoline are assured maximum power and longer engine life.

## NO MORE FILMS TO BUY

WHEN YOU SEND YOUR FILMS TO

MAIL FILM SERVICE

P. O. BOX 11

CHARLOTTETOWN, P. E. I.

A NEW ROLL OF FILM FREE

WITH EVERY FILM SENT TO US TO BE DEVELOPED and PRINTED (Any Size) ALL PRINTS MADE

SUPER SIZE (Double The Size)

IN SMART POCKET ALBUM

Films Developed—8 Prints . . . . . \$0  
12 Exposure Roll—12 Prints . . . . . \$0  
16 Exposure Roll—16 Prints . . . . . \$1.00  
Extra Prints—(Super Size)—each . . . . . \$0.05

SEND MONEY WITH ORDER

NO FREE FILM WITH C.O.D. ORDERS

Responsibility Not Accepted Over Original Cost of Film