

TIMELY NOTES ON TOPICS CONNECTED WITH Silver Fox And Mink Farming

Ed Gold has an article in Women's Wear Daily reporting on the United States retail fur volume during July and August. He states that it has declined an estimated 10 to 15 per cent below the comparable period of a year ago, and he gives various reasons for that decline. Mentioning mink he says: "It presents a definite problem in the view of several buyers. While most furs have held to opening season's prices at the wholesale level certain types of mink have continued to rise in price. These are apparently the favored shades at the retail level. As mink prices go up mink retailers are dissuaded from making purchases on the grounds that makers are taking advantage of a shortage. Another buyer feels the explanation can be found at the auction level. The mink that is moving up in price is generally confined to three types—platinum, pastel and standard ranch in the commercial or medium bracket price grades. The maker cannot be blamed for raising prices, the fact of the matter is that he cannot get his needed pelts at the old prices. As long as dealers hold on to these goods the maker must charge more than his opening prices to meet orders."

A despatch from Norway dated Sept. 2nd states that Norway will produce about 200,000 mink pelts this year, the bulk of which will be exported. Fox production is still being continued on a small scale. Because of low prices realized there has been a loss up to \$4 (about \$11) on each pelt produced. The number of foxes on Norwegian farms has declined from 500,000 in 1939 to about 100,000. In contrast to these

appropriations the American Fox 000 at present. Foxes are not being eliminated entirely because of some fashionable again. In the meantime losses in foxes are being met by profits on mink. There are now about 4,000 fur farms in Norway as compared with 21,000 in 1939. Individual farms, however, are bigger on the average. The United States traps 47 species of fur-bearing animals of which the largest quantities are muskrat, raccoon, opossum, mink and skunk in that order. This is disclosed through an analysis compiled by an executive director of the American Fur Merchants Association. Available figures for a seven-year period show a total of almost 44,000,000 muskrat trapped. The catch has declined from over 11,000,000 in 1947 to 6,500,000 in 1951. The total catch of mink for the seven-year period was 3,125,000. The total catch of beaver was over 560,000 with 1951 the peak year when 127,000 were trapped.

The Canadian Fur Auction Sales Company (Quebec) Ltd., will offer a general collection of furs in a two-day sale in Montreal commencing Sept. 16th. On Thursday, Sept. 17th at 10.00 a.m., 4,500 wild mink, 7,000 standard ranch mink, 1,500 mutations including platynums and pastels, will be offered. There will also be large quantities of other furs.

A despatch from Tokyo, Japan, to Women's Wear Daily dated Sept. 3rd states that Japan exported 37,388 mink skins to the United States last June. This brought the total of mink skins

-NEWSY NOTES-

By J. A. Clark, D.Sc.

JERSEY

Jersey is the largest of the Channel Islands, which lie just west of the 2nd meridian, 14 miles from the French coast, and north of the 49th parallel of latitude. It is about 5 1/2 miles wide from north to south, and 11 miles from east to west, with a total area of 45 square miles. The chief town and only seaport is St. Heliers on the south coast, which is 133 miles from Southampton.

The Gulf Stream flows round about these islands, giving them a mild climate that is free from frost throughout the entire year. The island of Jersey is essentially agricultural, and has about two-thirds of its area under cultivation; it has many ancient, granite farmhouses, at least they seemed to predominate when we visited Jersey early in the spring of 1919, with a group of agricultural stu-

dents from the Canadian Khaki University at Rippon, England. The island has rolling meadows which gradually rise to the steeper hills and rugged cliffs along the north, as at Grosnez. Many of the fields were surrounded by well-kept hedges, others had the remains of stone dykes, and there were traces of many fences which evidently had once been used to divide the farms into small fields. Their system of tethering their animals had done away with the general need of fences, except that the hay yards of various sizes fenced about their farms.

We learned that Jerseys were the only cattle on the island when cattle of any other breed were landed, they had to be slaughtered on the pier at St. Heliers. We were told that this also applied to Jersey cattle that had been exported; if brought back, they were not allowed ashore alive.

Because of the absence of frost and the very uniform climatic conditions, many farmers and gardeners practised a yearly rotation of four crops. The famous Jersey Island early potatoes reach the London market in February. The same land is then used for lettuce, radishes and other crops that have a short growth period. These are followed by peas, beans, tomatoes and other farm and garden crops in succession, to start again the following spring with potatoes. There are also extensive vineyards and other fruits.

Clovers and grasses thrive well, and many semi-permanent pastures were seen, with lines of Jersey cows on tether. These lines were moved forward a few yards each day, until the cows completed the grazing of the field, when they were taken back to start over again on the new fresh grass. This system seemed to work out excellently, as there did not seem to be any labour shortage. The cattle did not require much in the way of housing throughout the year.

We went to the annual Jersey Agricultural Show, and were fortunate in meeting a prominent Canadian importer of Jersey cattle, who had assembled, near St. Heliers, a large shipment of Jersey cattle for Canada. We saw them tested for bovine tuberculosis, and noted that those that passed the test and were selected for shipment, then had the official Jersey Island chain placed around their horns and fastened there with a padlock. One key to this padlock was retained by the Jersey Island Association, and the other key was forwarded to the Jersey Association in Canada.

We were greatly interested in the Jersey Island potatoes and vegetables that were being shipped to England. The variety of potatoes most in demand were very long and slender, with shallow eyes; they were not mealy, like some early varieties grown on Prince Edward Island. The cabbage were so different from those grown in Canada that they seemed like freaks to us. We secured a photograph of a group of Jersey calves among these cabbage stalks, where the cabbage stalks were away above the backs of the calves. Large, heart-shaped leaves grew at intervals around the stalks, that were more than an inch in diameter at the ground, and about one-half inch three feet up the stalk. The individual leaves were used for cooking. By some means they were able to have many of these stalks form a nice half-circle near the ground. The cabbage stalks were cut, trimmed and bundled in lengths suitable for walking sticks, and were shipped and sold in large quantities at Covent Gardens and other English markets. They were at that time a very fashionable and sturdy walking stick.

There was a great profusion of roses and blue hydrangeas, and many beds of perennial and annual flowers about the homes in St. Heliers, the villages and the farm homes on the island. Many of these flowers were shipped to England.

Quite a number of boats were to be seen in the coves and beaches on the south and east of the island. The northern coast has precipitous cliffs that reach right down to the water's edge, without beaches, except where the heavy seas have worn out caves, and left standing some columns of fantastical shapes.

The copper coinage of Jersey is very unique. It consists of: Doubles two doubles, four doubles, eight doubles, etc., each coin being

In Fur of Canada we note that George MacNeill of Fort Qu'Appelle was married recently to Miss Joan Koehen of Jasper, Alberta. George is a very well known young man in the mink industry and the youngest son of Mr. and Mrs. A. K. "Ollie" MacNeill of Fort Qu'Appelle, Sask.

At the meeting of the American Fox Breeders' Association, Secretary Paul Reinhardt spoke on the drive to put fox back in circulation and stated that the Canadian National Silver Fox Breeders' Association had set aside a fund of \$75,000 for advertising and promoting silver fox garments. Efforts will be centered on the Pearl, which the Canadians call Sapphire fox, and Norwegians are spending \$25,000 in the United States to promote their Breeders' Association has only \$2,000 in its advertising budget. Tireless and inspired efforts have been dedicated the past year by them, however, to bring back fox and their efforts have received tremendous publicity. The spread in Life and Business Week, the front cover of Chicago Tribune's spring fur servicing section, photos and stories in Harper's Bazaar, American Furrier, Vogue and other publications are suggestive of a flood of more than 2000 clippings which have appeared in newspapers and magazines telling the fox story.

A vital part of the picture is the choice of Mamie Eisenhower, wife of President Eisenhower, for fox, the preference for fox shown by Queen Elizabeth and the prominence of fox during the coronation social functions, the coronation cape of Canadian Sapphire fox, created by Morgans of Montreal, the wearing of fox by Queen Mother Wilhelmina of Holland and the present Queen of Holland. No advertising however powerful, could so effectively denote fur as a high fashion fur, said Mary Margaret McBride, noted writer of fiction and radio personality, who was in London for the Coronation. Her statement is, "American women will soon be breaking out in a rash of fox furs."

As part of the publicity program the American Fox Association recently bought 46 pelts which are being given to high fashion writers who will have them made into garments in the fashion authorities own favorite style. This will put fox on the backs of the country's leading fashion personalities. This was also featured in the fashion show at the Master Furriers' Guild annual convention. The article went on to give names of famous designers and furriers who are displaying silver fox.


twice the value of the one mentioned before it in the list. They all bear on one side a British sovereign's head, and on the other the number of doubles.

It is the proud boast of these Islanders that they are original Britons. It was their Duke of Normandy, Rollo, who founded the colony of Jersey in the early tenth century, and one of his successors, William, Duke of Normandy (William the Conqueror) who conquered England one hundred years later in 1066. They claim that, while they have been occupied, they are still independent, and have never been conquered, however, that is another story.

Canada's total area of 3,845,144 square miles compares with 3,608,787 for the U.S. and Alaska.

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Canada's National Art Gallery was founded in 1880 by the Marquis of Lorne, then governor-general.



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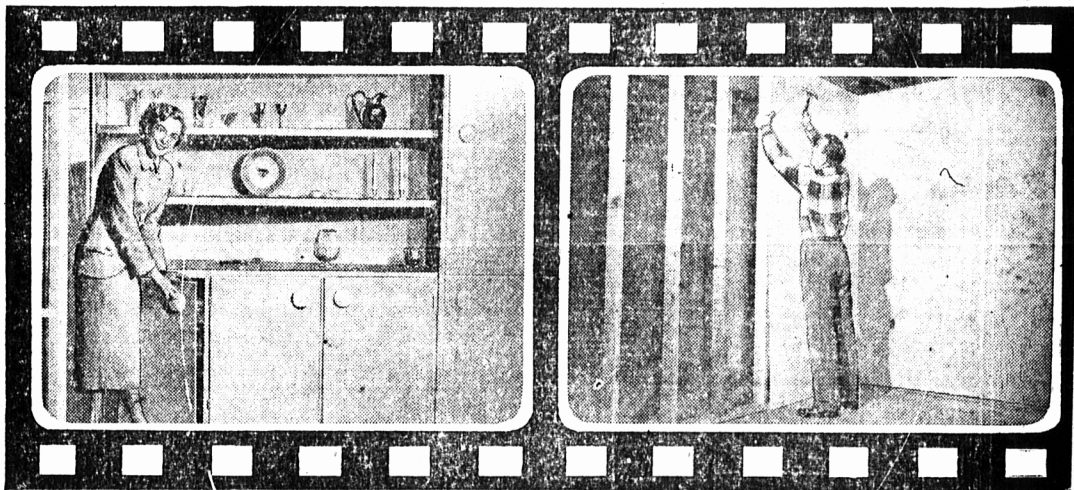
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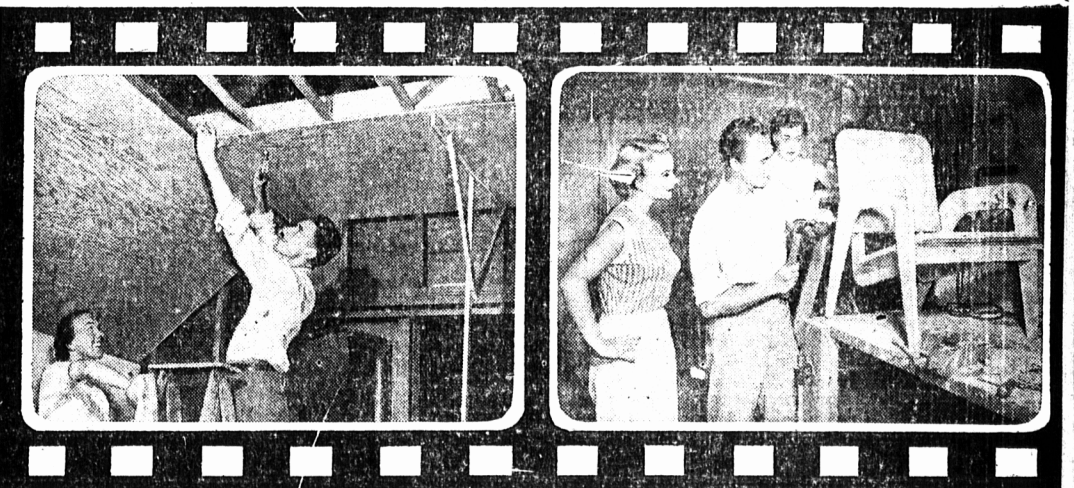
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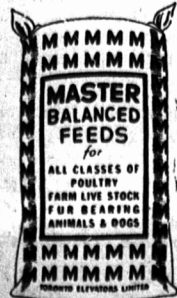
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