

NEWSY NOTES

By J. A. Clark, D.Sc.

DEVIL'S RIVER REGION (Part Two)

The climate is more arid, and the change in vegetation more marked. Sage brush and other desert plants are smaller and more widely spaced. There are many dry washes and one wonders where the sheep and goats get their food. The railroad had climbed over 400 feet in the 50 miles just beyond Del Rio to the point where we crossed the Pecos River, on a 1390 foot bridge that crosses a deep canyon at a height of 321 feet above the water; this gave us a fine view of that wild rough country. The rivers are in deep gorges, and near the Sanderson Canyon the Rio Grande returns from its Big Bend to the South. This region abounds in many remarkable plants.

From Paisano to McNary the Sunset Limited again followed along the valley of the Rio Grande, the scenery is largely mountainous with mountain ranges to the north, south, east and west. There

was grazing territory in the valleys, and many large ranches with thousands of cattle feeding on them. From Fort Hancock to El Paso the use of irrigation has made possible great areas of alfalfa and cotton; there are orchards, gardens and many other crops, wherever water is used. These form a great contrast to the desert areas alongside which are barren or blown into sand dunes.

El Paso is the largest frontier town on the Mexican border; it is the main gateway to Mexico, with an international bridge between it and the town of Juarez. A bus line runs from El Paso to the famous Carlsbad Caverns. When our train left El Paso it crossed the Rio Grande into New Mexico, where both English and Spanish languages are used in official business in courts and for documents. A short distance to the north there stands a monument on the top of Sierra de Cristo Rey, "the Christ of the Rockies," which is larger than "the Christ of the Andes" in South America. We crossed the continental divide at the Pyramid Mountains and passed through a cattle raising country near Columbus. About two miles beyond Rodeo the Sunsets Limited entered Arizona. Douglas was the next town. It is on the Mexican border in a mining district and has a large copper smelter. We followed the San Pedro Valley from Hereford to Fairbank. There were both small and large cattle ranches, former famed silver mining camps of the Old West and a number of ghost towns where there are only a few "old timers" left.

Tucson, Arizona, (alt. 2,386 ft.) is about surrounded by mountains, it is on the banks of the Santa Cruz River, which like many others in Arizona, is a subterranean stream, with water in its bed only in the rainy season. From Red Rock butte we passed through many miles of cactus desert. When the cactus, including the "Giant" or "Candy" cactus is in bloom it is said that the desert presents a wonderful sight. Near Chandler there are irrigated areas in the fertile Salt River Valley which extends through Mesa, founded by a colony of 77 Mormons in 1878, and on through Tempe to Phoenix. Large areas of this former desert are level and easily irrigated. Phoenix has a splendid winter climate and is a mecca for pleasure seekers looking for sunshine. It has wide palm lined streets, a busy large downtown area filled with great hotels and business blocks. This whole desert resort area uses great quantities of water for irrigation.

We followed the Gila River to where it joins the Colorado at Yu-

TIMELY NOTES ON TOPICS CONNECTED WITH Silver Fox And Mink Farming

At the Hudson's Bay Company's auction in London last week ranch mink advanced 20 per cent over February levels and was fully 10 per cent above recent Scandinavian levels. Mutations mink was equally strong. Americans could offer little competition to European buyers at these prices. The official Hudson's Bay comment on the sale states - Ranch mink and mutation mink met with excellent competition and advanced about 20 per cent in average compared with February with males in strongest demand. American oppossum red fox, cross fox, lynx and wolf were withdrawn. Skunk and raccoon, where sold, slightly easier.

Some of the prices quoted are as follows:- Males, xdark and xdark 150 shillings (\$21.00); XDK 156 shillings (\$22); dark, 114 shillings; Mutation mink - pastel males 242 shillings (\$33.60); females 160 shillings (\$22.40); Breach of Spring males, 292 shillings (\$40.50); females, 140 shillings (\$20); Platinum males, 226 shillings (\$31.50); white males \$42; Sapphire males, £26 sterling (\$70). The following day Hudson's Bay Company completed its selling of fox during the first hour of the sale. Auction house comment on the results was silver fox, blue fox and platinum withdrawn. Pearl platinum sold well. Anning & Cobb's sale followed Hudson's Bay the next day.

The United Mink Breeders' Association sale at Lampton, Fraser & Huth's sale late last week was a great success, 95 per cent of the offering was disposed of. Standard ranch mink advanced 15 per cent over the levels of January 19th. Buying appeared to be widespread with some of the purchases made for export purposes. Some in the sales room

ma. The desert and sand dunes extends through the dry lake area to the Salton Sea, whose surface is 253 feet below sea level. Water from the Colorado River irrigates the great areas and the towns that we passed through: Mecca, Palm Springs, Beaumont, Redlands, Pomona, San Gabriel and many others on the way to Alhambra. Here we left the Sunset Limited to visit Attadena, Los Angeles and the surrounding towns and country with there many thousands of acres of citrus fruits, grapes, etc., irrigation water from the Colorado has made possible the great metropolises of the south, with a fringe of bloom and flowers that creates many ideal homes and areas that are like fairyland at certain seasons.

ies is by Jacques Haran, Executive Vice President and General Manager of Revillon Freres. Revillon Freres were acquired by the Hudson's Bay Company years ago and are noted for merchandising the very finest quality in furs. Their stores are international, being established in London, New York, Paris and other great cities. Here is Mr. Haran... "Mink will never disappear from the fashion picture. It is an article in a class by itself and there is no replacement in sight for the mink coat in terms of fashionableness, beauty and durability. However, I believe the fur industry is heading for a crisis because of its extreme emphasis on mink and the virtual exclusion of other furs."

"Practically a financial consideration alone should influence the trade to supplement mink production and promotion with the unified effort to sell the public on a variety of other furs. While the position of the mink coat is secure the future is somewhat less certain for mink in small pieces though even this trend may continue for many years. Leading couturiers will eventually promote something else. We are seriously considering pushing sable, marten and broadtail as items for the high fashion woman who is tiring of mink. Though these furs are limited in quantity they are sufficiently available to supply the relatively small number of ultra high fashion patrons. I believe mink is no longer a high fashion article but a useful item, though still a very desirable one. Our firm has already experienced some expansion of consumer interest in small pieces in sable, broadtail and marten and there has been a pick up in blue and black fox, but the interest is tiny in comparison with demand for mink."

Mr. Haran concludes by calling for an industry wide effort to focus attention on furs other than mink. Such a unified campaign he feels, will supplement mink sales and insure the continued fashion dominance of mink. Among the suggestions he makes is that the trade should place models wearing furs at leading social and sports functions just to show women how well non-mink furs really look. In France for example, 50 or 60 models appear at Longchamps race track wearing a variety of fur garments offered collectively by the retail trade. One of the themes of such a promotional effort should be the desirability of wearing different furs for different occasions.

Commenting further Mr. Haran says: "Mink is worn indiscriminately by many women and it actually looks bad when a woman wears mink to sleep or in the rain. Why don't the furriers convince women that they should wear muskrat or persian lamb for day wear, or leopard for casual wear or sheared raccoon. Mink is decidedly a dressy fur and should be worn only for dressy occasions." In the above no mention is made of the former great favorite, Silver Fox.

The Hudson's Bay Company, Montreal has shifted its next auction to June 10th, 11th and 12th. The previously announced dates were May 25th and 26th. To be offered in June will be a desirable collection of wild and ranchbred furs. The articles on the Mink Era continue to be published in Women's Wear Daily and we understand are attracting a great deal of attention. The 7th in the ser-



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In the latest issue of Readers Digest is a condensation of the book Bright With Silver, the story of the struggle of the Fromm boys to breed silver foxes in captivity, also their efforts in the cultivation of ginseng, which is a luxury with the Chinese. It is a great story of indomitable men who reached their objective and became the largest breeders of silver fox in the world. It also tells the story of their mink breeding efforts which have reached colossal proportions, last year's production running to 30,000 pelts. LONDON, (CP)—Excavations uncovered a "pretentious" Roman dwelling on the west side of London's Walling Street. Among the stone and tile ruins were fourth century coins and chunks of domestic pottery.

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