

## TIMELY NOTES ON FUR FARMING

Ed Gold, writing in "Women's Wear Daily", states that one of the problems of the fur industry has always been the subject of money. Loose credit and under-capitalization are regarded as dual evils along Seventh Avenue, New York.

The furriers are beginning to find out that it is more difficult to get money, also the dyers, dressers, and others connected with the industry. This is the natural effect of the tremendous boom in furs, that has occurred in the last three years. To meet the demand, the firms that have insufficient capital to buy, themselves, must go into the money market. And when they do, a report must be given on character, the amount of business done annually over a period of five years, expense costs over the same period, and the net earnings.

If one has been a bit unfortunate in those five years, particularly in the last two years, the money-lenders are inclined to keep shy of him.

A public relations program for the fur industry was issued early this year by Ruder and Finn for the Fur Information and Fashion Council of the United States. This publication will give advertising leads and suggestions, and newspaper fur supplement promotion.

A fur fashion column under the title "Fashions—U.S.A.", for distribution in that form has been promised, and a campaign against unethical fur advertising will very likely be carried out.

A film project, in conjunction with the National Association of Fur Manufacturers, is planned. The object is to give the public a greater knowledge of the fur industry, and to show the ladies what care and attention is given to every detail, not only by the fur producer, or what we call the rancher, but also by all the handlers the furs go through until placed in the customers' hands.

The National Board of Fur Farm Organizations held a meeting in Washington, D.C., last week and told the Tariff Commission that it has been clearly shown how imports of undressed mink skins are seriously injuring the domestic industry. The Board urged imposition of such quotas, tariffs, or quota-tariffs, as will afford protection.

The primary purpose of its application, in addition to the above, was to obtain an order which would maintain the present ratio between imports of raw mink skins and domestic consumption. The Board said the "privatization"

factor in its case was the profit trend. It said the 1954 crop brought an average unit price of \$24.57. In 1955 it was \$28.06. In 1956, it dropped more than 25 percent to \$19.54, and in 1957 the Board said the price was \$19.38. The cost of production, meanwhile, remained fairly constant at between \$19 and \$20, the Board said. Imports rose 56 percent in the 1955-58 period.

The Board said the competitive disadvantage of domestic producers is pointed up sharply in comparing the average unit value of imports—\$13.06 in 1957 and \$15.97 in the year 1958, as against the high domestic cost of production.

From the above it will be seen that the United States mink producers are taking great pains to have the government place an import duty on mink, which it is loath to do. But the probability is that they may place a tariff on European importations, and interfere with Canadian skins.

The Fur Information Council of the U.S.A. will show a wide variety of fur garments as part of the Fashion Industry's presentation at the National Exhibition in Moscow, which is now in progress.

Garments selected will include several styles to illustrate that in America, young women can afford to wear the economy-priced furs in the latest fashions.

The event, held under the auspices of the United States Department, is aimed at promoting increased understanding in the Soviet Union of the American way of life. The exhibition depicts how Americans live, how they dress, and a variety of good and services available to American consumers, including their labor affiliations and union benefits.

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## O'LEARY

The annual picnic of the O'Leary Baptist Baby Band was held on Thursday afternoon, July 23rd at the home of Mrs. Milton Smallman, O'Leary. Babies were made life members as follows, Norman Buchanan, by Peardon and Randy Smallman, Nellie Vaunda Morrell, by Corinda Harris, Pam-lla Lynn Dewar, by Cathy Smallman, Melita Glen Harris by Mrs. Avard Harris, Cathy Ruth Smallman by Corinda Smallman, Brian Norman Harris by Corinda Smallman, Dale Adams by Wendy Harris, Natalie Eva Smallman, by Marilyn Gamble. Games were played by the little ones while the ladies of the Baptist W.M.S. served Ice Cream and Cake.

A surprise party was held at the home of Mr. and Mrs. Ralph MacLennan, on Tuesday evening July 21st, when a number of relatives and friends gathered in honor of their son and his wife, Mr. and Mrs. Clayton MacLennan of Calgary, Alberta, who are visiting their parents, and are leaving for their home after visiting part of the week. A very fitting address for the occasion was read by Mrs. Keith MacDougall and a well filled purse presented by Mrs. Milford Ellis. Clayton and Jean, although taken by surprise thanked all for their kindness. The remainder of the evening was spent in social chat and hymn-singing, with Mrs. Edward MacDougall presiding at the piano. A delicious lunch was served by the hostess.

The regular meeting of the L.

G. L. was held Wednesday evening in the Coleman Hall, with a very good attendance. Plans were made for the holding of the annual picnic to be held at a later date.

Mrs. James Muirford of Groveland, Mass., U. S. A., has spent the past two weeks with her daughter, Mrs. Boyd MacWilliams, and Mr. MacWilliams of Carleton, Lot 6, also visiting their home was Mrs. MacWilliams' sister Mrs. Stewart Mitchell a d Mr. Mitchell of Springhill, Nova Scotia.

Recent guests at the home of Mr. and Mrs. Clayton Stetson, Unionvale, were Misses Ann and Fernie Bailey, Union, New Jersey, and Mrs. Jack Baffus, New York. They also visited at the home of Mr. and Mrs. Roy Arbing, Woodstock.

Dr. and Mrs. Dean Robinson and three children of Charlottetown, spent the week-end as guests of Mr. and Mrs. Clayton Stetson, and Mr. Henry Stetson, Unionvale.

Mr. and Mrs. Clayton Stetson and children, and Mr. and Mrs. Heber Proffitt and children, returned to their home after visiting the Mainland. On their return they visited "Woodleigh," near Kensington, P. E. I.

The West Point Presbyterian Church was packed to capacity Sunday afternoon July 19th, when a number of the Bethel L. O. A. A. and Bethel L. O. B. A. A. held their regular annual parade, Mr. Gordon Ross, G. M. of the L.O.L. for Prince Edward Island

led the parade. Rev. J. Yarrett, Grand chaplain conducted the service, Mrs. Leslie MacLean, presided at the organ.

Visitors at the home of Mr. and Mrs. Clifford Collicutt, Cape Wolf recently were Mr. and Mrs. Myron Wilcox, Boston, Mass.

Miss Gertie O'Connor, Halifax, N.S., returned to her home after visiting her parents, Mr. and Mrs. Raymond O'Connor, Cape Wolfe and her brothers and sisters, Mr. and Mrs. Carl O'Halloran and Mr. and Mrs. James O'Halloran.

Mr. Boyd Dumville, Murray Harbor, is spending a couple weeks visiting his brothers Stanley Edsly, and Charles Dumville in O'Leary, and sister, Mrs. Brent MacDonald.

Mrs. Glen Campbell, and son Randy left Monday morning for their home in Toronto, Ont. after visiting relatives and friends in O'Leary and vicinity.

Mrs. Effie Osbourne of Rockland, Mass., is spending a couple of weeks visiting relatives and friends in Springfield West.

The Baptist Men's association held their annual picnic and meeting at Bell's Shore at Mill River on Monday evening, with a large number present. After a few words of welcome to the visitors present by the vice-president, Mr. Reigh Shaw, a devotional, Sunday afternoon July 19th, was led by Kentford Horne, followed with a sing-song led on the organ by Mrs. Ruth Silliker. Two duets "How Great Thou Art," and "I Love Him", was rendered by Cynthia

and Sandra MacIsaac. A delicious pot luck supper was served by the man and enjoyed by all.

Mr. and Mrs. Fred MacLeod, U.S.A., are spending their vacation visiting relatives and friends in Springfield West.

Mrs. Hazel Jelly who spent the past winter in the U.S.A., returned to her home in O'Leary Saturday night.

Mrs. Melvin Ellis, O'Leary and Mrs. Charles Rex, spent Sunday visiting the latter's sister and brother-in-law, Mr. and Mrs. James Dunbar, Alma.

Mrs. Leslie MacIsaac and two children, Toronto, spent the past week visiting at the home of Mr. and Mrs. Ralph MacIsaac, Dunblane.

D.U.

A large number from this vicinity attended the 105th anniversary services in Mount Stewart United Church Sunday, August 2.

Mr. and Mrs. Earle MacDonald, Lorne Valley, were Sunday guests at the home of Mrs. MacDonald's parents, Mr. and Mrs. George Jay.

a few days over the weekend in Bedford, the guests of their daughter, Mrs. Arthur Hughes and Mr. Hughes.

Mrs. Edward Jay was a visitor in Hazelbrook Wednesday. She was the guest of her son-in-law and daughter, Mr. and Mrs. John MacDonaid.

Mr. and Mrs. Reg MacNevin, Charlottetown, were guests at the home of Mrs. MacNevin's parents, Mr. and Mrs. Levi Jay during the weekend.

## PISQUID

Mr. and Mrs. Floyd Jay with sons Merlin and Irwin, Mrs. Harold Jay and Miss Georgie Dover, motored to Charlottetown Thursday.

Mr. and Mrs. Owen Kelly spent

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