

TIMELY NOTES ON TOPICS CONNECTED WITH Silver Fox and Mink Farming

Sam Gottsfeld, writing in Women's Wear Daily, states that retailers are missing the boat in their fur advertising programs by failing to play up the romance, glamour and history of the aged fur industry and the high degree of creative skill required in one of the few remaining handicraft trades. Too often retailers in their advertising focus the entire emphasis on price, price, price. The average retailer has educated the consumer to choose her furs like she would a bargain basement item. Few of us in the trade and virtually no consumer, pauses to realize that a fur or fur garment is the end-product of years of technical development and skill of the highest degree. Retailers should use a copy to remind the consumer of the traditions of the industry, the history of the development of the trade, new processes in furs, etc.

This is the industry in which John Jacob Astor was a pioneer. Think of the romance of furs in their voyage from the far, flung areas in the world—from Hudson's Bay and Africa, Scandinavia and Asia—often by outmoded means of transportation, by air and by sea to the markets of the world. The story of the production of a fur garment itself provides a wealth of material with which to acquaint the consumer with the whys and wherefores of her fur coat or other fur garment, its style and its cost.

Mr. Gottsfeld is on the right line. The romance of furs is what first caught the public fancy and stories to no end can be told of the daring deeds and tremendous hardships involved in gathering the wild peltries of the North. Robert Service's poem, "Ballad of a Black Fox Skin," did more to advertise fur than anything that was ever written. When silver fox became domesticated in Prince Edward Island and the story re-

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Islanders Purchase Champion Shorthorn Sire



Deep Cove Champion Monarch, was the grand champion sire shown at the Maritime Winter Fair in Amherst, and has been purchased from his owner, Mr. Cyrus S. Eaton of Upper Blandford, N. S., by Mary and John DuPasquier to head their fine Shorthorn herd at Long Valley Farm at St. Peter's, P. E. I. This animal sired by Hayward Monarch, one of the best Scotch Shorthorn sires ever brought to the Maritimes.

The H. B. C. from which school he received a diploma. He afterwards supervised the construction of the Bird's Hill Fur Farm near Winnipeg for the H. B. C., making a great success of it, growing some magnificent fox, mink, marten and fisher. He was particularly pleased recently to learn in a letter from the H. B. C. that his farm fisher which he bred, topped the London sale.

Mr. Douglas, we regret to state, has been ill for some time but his friends here will be glad to learn that he is feeling better and hopes by spring to be back on the job. While Mr. John Maloney was here he spoke very highly of Mr. Douglas and said that he hoped he would be back in Montreal in the near future. The Bird's Hill ranch has, since Mr. Douglas' departure, been sold to Nels Anderson of Winnipeg, well known to ranchers here as purveyor of fox feeds and also as a rancher. He has certainly taken over a wonderful property and we trust will have continued success with it.

According to Women's Wear Daily, United States production of ranch mink in 1952 is estimated at 2,300,000 pelts and it is expected that they will average \$19.50. The average for this year is slightly higher than 1951. Mink prices hit their peak in 1948, dropped sharply the following year and hit the low point of the post war period in 1949. Between 1930 and 1939 the yearly production of mink pelts was only slightly over 100,000 with an average of \$11. In 1941 the production increased to almost 350,000. In 1943 to about 435,000. The year 1944 saw a sharp rise in the average price which hit about \$21.50 as production went over the 600,000 mark. The peak was reached in 1946 when 1,196,000 pelts averaged over \$28. In 1948 the crop was about 1,950,000 skins, the average price about \$17.50. In 1949 this number of pelts dropped to 1,870,000 and the price to \$13.50, but in 1950 the average went up to about \$19.50. World production of ranch mink is estimated at slightly more than 3,550,000 pelts consisting of about 2,110,000 standards, 1,420,000 mutations and there are also about 650,000 wild mink trapped each year.

False Face

By E. C. Buley

"They say that you are the best plastic surgeon in the world," His visitor said. "That is what they tell me."

"Certainly there is Velanoff, in Vienna," Pinaud said modestly. "And some man in your own Philadelphia, whose name I cannot pronounce. So you see, there are three of us, at least."

"Could you...?" College Boy hesitated. "If it were made worth your while, with the biggest fee you have ever been offered..."

"Halt there; I have been offered some large ones, my friend. And have earned them."

"A hundred grand?" College Boy said, with a glance at the leather bag.

"It seems that I do not understand you? A hundred...?" College Boy translated.

"Two - and - a - half - million francs!" Pinaud said softly. "Yes? For what service would you pay two million francs and a half, then?"

"Could you make a man over again?" College Boy asked. "I mean, turn him out so that nobody would know him, even if they'd been used to seeing him every day of their lives?"

Doctor Pinaud rose to his feet, and levelled an accusing finger at his consultant.

"Then what have you done," he thundered, "that you wish to change such a beautiful face as you wear, and to pay two million and a half francs to be rid of it?"

The Boy moistened his lips, seeking for a form of words to explain.

"It is to protect your life," Pinaud said positively, "and the enemy is here, in Paris; He is waiting, perhaps, out there to make an end of you?"

The Boy shook his head vigorously.

"I lost him," he said. "But what chance have I got of losing him for long. I can't even speak the frog language. I've got to do something."

"Observe, my friend," Pinaud said impressively. "I am concerned not a little in this danger of yours. People who are dangerous enough to make you run away from good looks such as yours, would be dangerous to me, also, if they knew I had tried to stand between them and you. Still, for two-and-a-half million francs..."

"But I demand the truth. Observe, not part of the truth, but the whole of the truth. Expound, and be concise."

The Boy was glad, when once the ice was broken, to tell Pinaud the greater part of his story. The doctor was a good and tolerant listener, he made confession as easy as the most experienced Jesuit father.

"This certainly grows interesting," he agreed at the end. "But there are details which you do not seem to have considered. For example, who will be the man who shall leave my establishment, cured of the evils which afflict

you? He will need a passport, a card of identity, a plausible past. "I know," the Boy admitted. "I will need help; but I can pay for it."

"Then again," Pinaud said judicially. "There is a Monsieur Marchant, whose belongings, you say, have no desire to return. What becomes of that gallant young Englishman?"

"I thought," the Boy hesitated. "Couldn't a body be found in the river here; dressed in these clothes, with his papers and passport in the pockets?" Pinaud admitted, with something like enthusiasm. "We progress. Two and a half million francs, you say?"

The Boy's answer was to unlock the bag, and display bundles of gaily coloured bills.

"There's a million dollars left," he said simply, "when the fee has been paid, and other expenses too."

"Twenty-five million francs," the doctor ejaculated. "I have not before seen so much money."

"I've got money, and I've got time," College Boy said. "I'd have to change other things, as well as my face. The way I talk and act, I want to learn how to speak French. I can pay."

"Decidedly, this is an idea," Pinaud agreed. "But there are other questions to answer. Tell me, then, have you not always been on good terms with the lady of your heart?"

"Perhaps, in addition to your looks and your manner? You dance well, and you sing love songs?"

"Why, yes," the Boy agreed. "I've had a good time always; and the dames seem to like my dancing and singing."

"You shall sing now," Pinaud decided. "Not to me, but to another. It is a scientific experiment. Sing, then, as though you wished to charm your hearer."

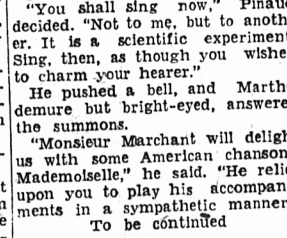
He pushed a bell, and Marthe, demure but bright-eyed, answered the summons.

"Monsieur Marchant will delight us with some American chansons, Mademoiselle," he said. "He relies upon you to play his accompaniments in a sympathetic manner."

To be continued

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-NEWSY NOTES-

The "Father of History", Herodotus, who was a great traveller, tells that the Chalbyes were famous iron-workers who lived on the south-eastern shore of the Black Sea, and had invented a way of changing iron into steel. He was born at Halicarnassus, a Greek city, situated on the Gulf of Ceramic in Asia Minor, in 490 B. C. Some historians, however, believe that the Medes and Persians made steel even earlier, and that steel was manufactured in both China and India before the beginning of the Christian era. Medical writings from between 400 and 300 B. C. also indicate that in India there were then more than 100 different steel surgical instruments in use. In Britain, steel knives, etc., have been found among the Roman ruins.

This man-made metal, steel, is by far the most valuable form of iron. The beginning of the iron age was characterized by the rise and fall of many empires. The development of transportation and commerce between countries was comparatively slow. To transport vehicles or by caravans of camels was very slow and tedious, and very few articles reached other local markets. Later, voyages by wooden ships and sail, between continents were long and arduous.

THE STEEL AGE

It was the advent of the age of steel that speeded up world commerce and made possible the great industries and transportation systems whereby the general standard of living in the western world was improved so that what were thought to be luxuries a century ago, today are considered essential every day necessities. It is true that two world wars and the threat of another have to some extent retarded a higher general standard of living. On the other hand, these wars and rumors of wars have been the driving force that has demanded steel and more steel until some of the earlier found deposits of iron ore are being exhausted.

The following were some of the first attempts to make steel in America: Samuel Higby of Smebury, Conn., about 1725, was probably the first to succeed in making steel on this continent: The first steel works in America were built in 1739, at Trenton, New Jersey.

At Lyndhurst, in 1800, the first Ontario blast furnace was built, and others were built shortly afterwards at several other points in Ontario. The Radnor Forge was built near Three Rivers, Quebec. A blast furnace at London-derry in Nova Scotia, produced 45,000 tons of pig iron of very high quality between 1850 and 1874. Attempts were made to produce steel at these points with some success, but when the modern giant blast furnaces came, all these small, early projects failed.

IMPROVED METHODS

Sir Henry Bessemer in 1855 developed and patented his fuel-less, pneumatic converter which produced mass steel cheaply from pig iron. This is spoken of as indirect steelmaking, because the ore is first changed into pig iron in a blast furnace, and the pig iron is then converted into steel in Bessemer steel furnaces. It has frequently happened that men working on similar problems in different countries, have both



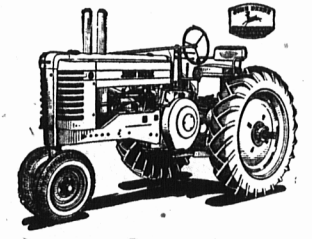
in Ontario and the one in Nova Scotia require about four million tons of iron ore annually. Canada formerly was almost completely dependent on her friendly neighbours, Newfoundland and the United States, for iron ore. Now that Newfoundland has entered the Confederation, and with the recent discoveries, and with the re-sec and Ontario, Canada will have a superabundance for her own needs, and a great surplus for export.

Canadian iron ore production is estimated at 4,900,000 tons this year, and by 1960 it is expected to reach 27,000,000 tons. Canada now ranks eighth as a world steel producer.

Sir Wilfred Laurier predicted, years ago, that the 20th century would be Canada's Century. It was said of the Fathers of Confederation: "They builded better than they knew." Now as we enter the second half of that century, there is great promise that agriculture, steel, aluminum, and the great natural resources of Canada may rapidly bring this prediction to pass by placing Canada in the very forefront of the Council of the United Nations. What greater foundation can any nation have than virile manhood, food, unlimited natural resources, water power, iron and steel and the urge to use these for the betterment of mankind and world freedom?

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