

TIMELY NOTES ON TOPICS CONNECTED WITH Silver Fox And Mink Farming

John Van Der Feyst reporting to Women's Wear Daily from the annual meeting of the Canadian National Silver Fox Breeders' Association held in Montreal June 8th and 9th, has the following: "A regimourized Royal Canadian silver fox will stage its comeback into the fashion world of the United States, Canada and the countries of western Europe this fall. A consumer promotion, covering these territories will be spear-headed by press shows and fashion presentations at which garments made of Onyx, Opaline and Palladium pelts, the new names under which ranched foxes have now been trademarked, are to be shown.

Three leading New York firms Saks Fifth Avenue, Rittler Bros. and Maximilian Furs, Inc., will co-ordinate their promotions with five well-known Canadian firms: Reid Furs, Inc.; Henry Morgan & Co.; Ltd.; Holt Renfrew & Co. Ltd.; T. Eaton Co. Ltd., all of Montreal, and Hudson's Bay Co., Winnipeg. The presentations will be supported by editorials in established fashion media on the American continent as well as in Europe. These general plans were outlined at the 34th annual general meeting of the Canadian National Silver Fox Breeders' Association, Summerside, P.E.I., held here from the 23 European firms participating in this event, which is the result of almost a year of preparatory organization, to date 35 new muslins from 20 designers have been received. They will be available to American and Canadian participants, who hope that this campaign will enhance the already rising interest in silvers.

"At the meeting it was disclosed that starting January, 1955, selected silver fox pelts will be sold at auctions, bearing the new overall trademark of Royal Canadian fox. The stamp will bear an imprint of the crown and the terms Onyx, Opaline and Palladium will represent silver, pearl platinum and platinum fox respectively. Paul L. Reinhardt, American Fox Breeders' Association, Burlington, Wis., speaking at the meeting, expressed his satisfaction over the considerable excitement shown anew for silver foxes. He emphasized the importance of the silvers for petite furs, a market which he thought had great possibilities for the trade.

"Neil H. Henderson, American Fur Auctions, Inc., New York, likewise declared his belief in a good future for this particular type of fur, which lately has shown signs of revival. Albert Woodley, advertising agency head, New York, said that the feeling for silver foxes in Europe is quite good among couture houses, while in the United States the fur industry as a whole had undergone a rejuvenation by the recent tax relief measures. He hoped that all these signs would augur better times ahead.

"Officers of the association, re-elected are: past president, H. G. Zimmerman, Louisville, Ont.; president, Ernest T. Mill, Kensington, P.E.I.; vice-president, Alan Hooker, Ormatown, Que.; George A.

Callbeck, Summerside, P.E.I., general manager, and Vernon Matthews, secretary-treasurer. Other directors are: Dr. W. E. Russell, Kitchener, Ont.; Morris Johnson, Cochrane, Alta.; Alan Hooker, Ormatown, Que.; G. MacLeod, Black River, N.B.; Lt. Col. D. A. MacKinnon, Charlottetown, P.E.I.; R. S. Humphrey, Kensington, P.E.I.; E. S. Burchleigh, Ellerslie, P.E.I.; Gordon MacMillan, Cornwall, P.E.I.; I. and L. W. Hancock, Summerside, P.E.I.; C. B. Sherwood, Fredericton, N.B.

Mink ranchers have nothing to complain of this season as regards demand and price. Both have been excellent and all fur auctions have reported a large percentage of sales with practically all types of mink as strong, if not stronger, than at any time throughout the season. Now we have a well-known authority, Louis P. Wells, stating his confidence in the new season. "Beneficial effects of the lower Federal excise tax will begin to be felt in the fall; this is one of the reasons the veteran wholesaler believes moderate and not unrestrained optimism should be the keyword for the coming season.

"All beneficial results of this relief will increase as we get into the fall season, Mr. Wells states. The savings to the consumer in dollars and cents will increase as the tax reduction is computed on the sales prices of fall and winter garments as compared with cheaper spring items. Mr. Wells also observes that concentration on the production of one item or a very few items causes unhealthy competition at the skin level, with resultant increases in the cost of the finished product.

He adds: "The women of America are still fur-minded. They always will be fur-minded. Too often the strong desire to own a fur garment is overcome by the reluctance of inability to pay. This which may be reasonable when based on the cost of the product, but which, nevertheless, are beyond the reach of the average woman. It is encouraging to learn that many are beginning to realize the wisdom of industry diversification—the wisdom of returning to the production of items which are less competitive and are susceptible to a wider range in selling prices." Consumer interest, he concludes, can be revived by offering furs to the public at "reasonable prices."

Here is another noted authority predicting a slow, steady comeback for fox furs: Sam Gottsfeld, a feature writer on furs for Women's Wear Daily, in a recent article in that publication, presented some facts which point toward fox making steady progress on the comeback trail. Manufacturers reported sharp gains in spring orders compared to the winter, and most are greatly encouraged by signs of increasing interest in the item among the nation's retailers. Major activity to date is in two and three skin capes and stoles in Norwegian Blue fox and White fox, though there has been improvement in the performance of Pearl Platinum fox and Black fox in some instances.

Business, of course, is by no means comparable with the heyday of the silver fox some years ago. The item has a long way to go even to approach its one-time nationwide popularity and to overcome virtual abandonment of the fur by retailers and consumers in recent years. But a start—a good start—has been made. At least that is the opinion of many fox makers in New York. The "trickle down" theory of fur fashion acceptance seems to be working in the case of fox. The item is winning more and more high fashion acceptance, and manufacturers are hoping that it won't be long before it catches on with the average woman. This is how market sources size up the retailers' current attitude toward fox: Most of the retail fox business is being done by high fashion stores. But retailers in general are uncertain about the item and are reluctant to take any strong inventory position.

NEWSY NOTES

By J. A. Clark, D.Sc. THE PENIEL HALL FARM

The Peniel Hall Farm in Bolivia, South America, has an extraordinary and interesting history; and only a very brief summary can be given in these notes. The farm consists of about 1,000 acres of land, this is not one block, but consists of many small holdings, and included, when taken over in 1921, 800 acres of mountain land. It is located along the shore of Lake Titicaca, at an elevation of 12,585 feet above sea level. Some of the narrow sections of land run back from the lake to a mountain top about two miles distant from it, and 500 feet above the lake. Many fences between the smaller farm sections are made of small, round stones, and separate these from lands held for pasture or cultivation by Indians, designated as "communal" Indians, from the feudal-like tenure of the simple organization under which they live, or as "free" Indians, who won their own land.

The legacy of \$30,000 used to purchase and finance this farm was given in 1911 by Antonio Chiriotto, an Italian who, with his brother John had migrated from Turin, Italy, to the Argentine, whence, after a stay of only six months, they sailed around Cape Horn and up the west coast of South America to Peru, where they lived four years. From there, they went to Los Angeles, California, and became American citizens. Antonio started blacksmithing, but later adopted the profession of a miller. Some ten years later a colporteur tried to sell him a Bible, unsuccessfully at first; the colporteur, however, persisted until Antonio bought a Bible, and later attended the Peniel Mission in Los Angeles, where he came to know Jesus Christ as his personal Saviour. A few years later he felt led to establish a mission in South America. He left his property in the care of the Director of the Peniel Mission, and set out in 1906 to establish, at his own expense, a mission work in Buenos Aires, Argentine, naming it the Peniel Mission, in grateful memory of his experience in Los Angeles. He found his health failing in 1911, when he was 80 years of age, and learning that he was unable, under the laws of Argentina, to perpetuate his mission there, he journeyed to Bolivia. He had heard from a Los Angeles friend, Dr. Foster, an independent Methodist medical missionary of Las Pas, Bolivia, about the condition and needs of the Aymara Indians of that land, and that his money could be left for their benefit, as Bolivia had no law against eternal investments.

He travelled by train to Atocha in the Argentine, and from there went 130 miles on a donkey's back to the Bolivian border, where he continued by train to La Pas. His determination to do something for the evangelization of the Bolivians was so strong that he, at his advanced age, endured a journey and an altitude hard enough for a much younger man. He visited and learned of the wretched plight of the Aymara Indians. He was moved by their poverty and ignorance, and, knowing of their spiritual bondage, he made a will in July, 1911, bequeathing his \$30,000 for the "education and evangelization of the Indians of Bolivia."

He named three Christian men, resident in La Pas: Mr. Thompson, Dr. Foster and Mr. McBride, directors of the Peniel Hall Society, which was formed to administer the trust. It was stipulated in the will that: "The directors should buy certain tracts of land with part of the funds of the estate, that they might thus have a larger control over the Indians whom they sought to evangelize." Mr. Antonio Chiriotto died in November, 1911, and was buried in the La Pas cemetery. The directors fulfilled his desire shortly after his death, by purchasing, along the shores of Lake Titicaca, 60 miles north of La Pas, 1,000 acres of land and 250 peons.

An Agricultural Mission

We do not know what influenced Antonio Chiriotto to take this visionary step for furthering the Gospel work in Bolivia by launching this agricultural mission. The question has been asked: "What has farming to do with missions?" The late Rev. Norman Dabbs wrote: "He (Chiriotto) wanted to put the potatoes to work for God," and later events have proven that agriculture has had much to do with this mission. Mr. Thompson, a director, had married Miss Bertha Gile, one of five Baptist missionaries who went

to Bolivia in 1900. The other directors were both of the Methodist Institute of La Pas. The will stated: "Each director was personally responsible for transferring his trusteeship to another, if and when he found it necessary." Dr. Foster was the first missionary at the Peniel Hall Farm, he and those that immediately followed him remained for short terms of about two years each. In 1915, while Senor Ramon Ruiz was farm manager, a proposal was sent to the Canadian Baptist Foreign Mission Board, asking them to assume the direction of the agricultural mission. At that time there was a law-suit pending before the Supreme Court re. the Society's title. This, however, was settled in favour of the man who had sold the property to the Peniel Hall Society in 1911, which left the Society's title unimpaired.

Miss Lavinia E. Wilson and Rev. A. Haddow had been named directors, giving a majority of Baptist missionaries on the directorate. Miss Wilson agreed to take over the work at the Farm provided the Canadian Baptists would back the mission. On October 1st, 1920, the terms of acceptance were drawn up always at the Society and the Baptist Mission; the important points were:

"(1) The Canadian Baptist Mission undertakes to re-open the school and begin work in it at the beginning of the school year, 1921, and to maintain the same.

"(2) To maintain a force of, at least, two evangelical workers, one of which shall give the major portion of his time to the oversight of the school or of the evangelical work among the Indians.

"(3) To put, as soon as possible, an agricultural specialist on the Farm to introduce more scientific methods of agriculture among the Indians.

"(4) To carry forward such evangelical work among the Indians as may be possible, having in the end to be achieved the bringing of the Indian into full knowledge of the Gospel of the Grace of God."

The deed to the farm dates back to 1647, and was granted by an Emperor of Spain. Under the old order, when the Farm was taken over by the Mission in 1921, there were 42 Aymara Indian families, with a total of 242 persons on the Farm. The families consisted of one or more generations, sometimes there were several, but were counted as such because they rendered service as one family. The whole farm was handed over to the Mission, and each family group had a piece of land that they were allowed to cultivate; and they received the entire yields in return for sharing, without further pay, with other family groups in working the land and caring for the crops of the section of the Farm whose crops belonged entirely to the Mission. That year the Farm produced 24,533 pounds of potatoes and potato products; 9,230 lbs. of barley, 800 lbs. of wheat, 19,960 lbs. of beans; 60 lbs. of peas and 21,233 of peas, an Indian staple. There were the following live stock and poultry: Four cows, one bull, one ox, 3 calves, one horse, one mule, 84 native sheep, 5 Romney Marsh ewes, 2 rams, 18 pigs, 18 guinea pigs and 12 chickens.

To reopen the school at Huatajata, which is the Indian name for the Farm, in 1921, Miss Wilson was joined by Miss Alice Booker. They started a Sunday School and made an effort to carry out the terms of the Chiriotto will, which previously had been spasmodically done. They had 40 pupils in the day school and 25 in the Sunday School. They took an active interest in the farm Indians' problem, caring for their sick and injured. The missionaries found the evil of drunkenness to be a great vice among the Indians, and after seeing a pack of drunken Indians teaching their children to drink at the festivities of carnival season, they decided to curb the plague, and decreed that Prohibition rules would be enforced on the Farm of which they were in charge.

(To Be Continued)

W.C.T.U. Notes

SAFE AND SENSIBLE By Dr. Ross C. Eaton, Sackville, N. B., Secretary Maritime Temperance Federation

We recently were amazed at the authoritative statement that since the automobile was invented, over one million people have been killed on the highways of U.S. and Canada in automobile accidents. This is almost double the number of all of the casualties in all the wars in all the history of these countries. It is very difficult to determine the exact proportion of these accidents that have been due to drinking but the figure stands somewhere between 20 and 50 per cent. Here is a terrible indictment against a habit and a traffic.

We quite realize that the majority of people who drink and drive, as well as those who drive and do not drink, are not killed nor injured in automobile accidents, but the casualty list of those who are killed and crippled is so heavy these days because of drink, that the public is awakening with a growing protest that something be done about this.

Quarter Million Alcoholics

But there is an even deeper cause for concern in our modern habit of drinking. We are now thinking of the ever increasing number of alcoholics who do not figure in the more dramatic accident statistics. These are the victims and slaves of the habit, who, with their families, are the greatest casualties. No longer regarded as just "bums" and "drunks" we have come to know them as "sick," very sick people, suffering from a self-induced disease, yet none-the-less a serious disease with the most devastating effects upon their persons, their families and their social relationships. The writer has heard scores of these people give the tragic story of this disease and has a sympathetic and vivid awareness of the utter and stark tragedy in the lives of those who are the victims of the drink habit and can't help themselves. The Canadian Mental Hygiene Society has recently stated that we have in Canada 250,000 alcoholics. Dr. David Stewart recently gave his estimate for New Brunswick as being over 15,000, and we are sure that on this basis there must be as many or more in Nova Scotia.

This is an appalling situation. Here, aside from all other aspects is health problem number four, and rapidly coming on to the third place. We wonder sometimes why the Medical Profession and Health Authorities that give up such a strong lead in the prevention and cure of cancer and tuberculosis etc., are so silent and inarticulate about this disease that has been claiming its victims. Think of it this way: One out of every sixteen persons who learn to drink becomes an active candidate for alcoholism, and according to the Yale School computation, an "alcoholic." Why this complacency, this conspiracy of silence about this disease, and especially the sure cure and prevention of it? It does not make sense to us. Sometimes I wish we could just use the commonsense that we employ along other lines to face this problem.

Too Heavy a Price

Let us grant that folk do get a great "kick" out of drink. Let us try at least to understand the ex-

To Father

Within my heart there is a little room Where every thought of you is welcome guest, Forget-me-nots of incense fill the air, And golden dreams of you come home to rest. For there is all the loveliness of Spring, The blossoming flower, and the budding tree, And all the sweetness of the days of old, When you shared every grief and joy with me. And so today beside your pictured face I've placed a bowl of pansies gold and blue, To let you know, that deep within my heart Will live forever these tender thoughts of you. —Constance I. Heckbert.

perience of the fellow who drugs himself into a mild form of anaesthesia and for a few hours at least has a "glorious time" in this romantic world of the alcoholic daze, where his critical and judgmental faculties are in abeyance and he is subnormal. Let us understand the situation of the one who uses alcohol as a way of escape temporarily from the difficult and drab experiences that may confront him. Let us frankly try to understand just why it is that so many people do use alcohol and find in it as they think some "values" that we sober heads miss. Grant it all, and we still come up with the confident statement that the price we pay for these "values," in lives killed, crippled and enslaved and otherwise socially

LIFT CENSORSHIP

BOGOTA, Colombia (AP)—Censorship of local newspapers, imposed last week during clashes between police and students of the University of Bogota, was lifted Monday night. Fifteen persons were killed in the student-led rioting which the government has charged was Communist-inspired.

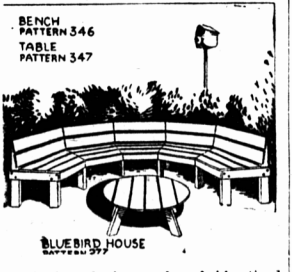
SPRAYING DONE

We are again operating a sprayer for the control of mustard and thistle. Spraying should be done when grain is approximately 6 inches high.

For further particulars apply now to—

S. D. PEACOCK, Box 9, Charlottetown

IN THE HOME WORKSHOP



This bench is made of identical units and may be extended to accommodate a large group by merely adding sections. Begin with one or two which may be bolted together later with the table within the reach of all. These pieces should be made of the cheaper cuts of lumber as they are of simple design. The table and bench units are made from standard widths cut to the right lengths with a hand saw. The table top is an exception and a compass saw costing about a dollar is used for this. All units are put together with hammer and nails. Paint the joints to avoid rot and the finish may be painted of some natural stain. Order patterns by numbers and enclose 35c for each. The Lawn and Garden Packet contains five patterns of other practical outdoor pieces. Price of packet is \$1.50 postpaid. Apply Workshop Dept., The Guardian.

YOU cannot escape DETH when choosing your BRAND of:

- LIVESTOCK - GARDEN - NURSERY - POULTRY - or HOUSE HOLD INSECT SPRAYS LIVESOCK - DET - PLANT INSECT POWDERS
- BAT - MOUSE EXTERMINATOR (Warfarin - dry meal and water soluble)
- FLY TRAP DEMOTERS & DEODORANTS
- SPRAYERS - DUSTERS - ALL - DETH Products are FIELD tested and proven before marketing.
- AVAILABLE AT your store or Drugist ASK FOR illustrated - Descriptive folder
- LOCAL JOBBERS R. T. Holman Ltd. Rogers Hdw. Co. Ltd. Beblis Bros., Ltd. Coop. Services, Ltd.
- Look for DETH on the label. Maritime Made.

Building Repairing

We can supply Arrolloch shingles at \$5.50; Supertite \$8.25.

Special on 20 squares 210 lb. slab shingles .85 per square, all shingles guaranteed first quality. We can supply carpenters if you desire. Cement on hand for road repairs. We have carload brick arriving shortly. Can also supply blue builders. Phone 3022 Hunter River. Write or call—

R. L. DICKIESON, New Glasgow

This letter is addressed to the great buying public who year in and year out shop in Charlottetown, six days a week.

"COURTESY, SERVICE, WELCOME"

IS YOURS, ALWAYS, AT THE UNDERSIGNED STORE. WE GREATLY DESIRE AN EXPRESSED OPINION FROM THE WOMEN'S INSTITUTES, THE FARM GROUPS, OUR LOCAL LABOR UNIONS, CHARLOTTETOWN HOUSEWIVES.

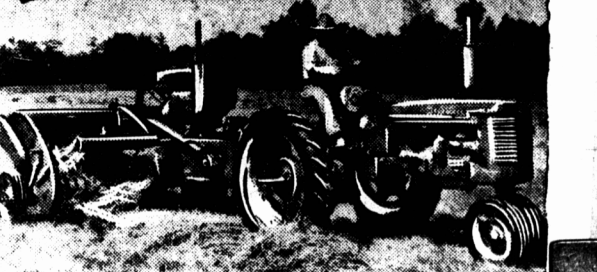
DO YOU DESIRE TO CLOSE CHARLOTTETOWN STORES ON SATURDAY'S or ANY PART OF SATURDAY?

SATURDAY IS THE FARMERS' SHOPPING DAY, THEREFORE THE STORE UNDERSIGNED OPPOSES ANY MOVEMENT TO CLOSE ITS STORE. WE WILL BE HERE TO SERVE YOU AND TO WELCOME YOU. WRIGHT SHOE CO. OUR CUSTOMERS' WELFARE IS FIRST



STEP SAVER... Some farmers construct feed trough for silage at the bottom of the silo chute, which saves many steps and much carrying when feeding dairy cows. Dark areas in drawing show the method of construction.

perience of the fellow who drugs himself into a mild form of anaesthesia and for a few hours at least has a "glorious time" in this romantic world of the alcoholic daze, where his critical and judgmental faculties are in abeyance and he is subnormal. Let us understand the situation of the one who uses alcohol as a way of escape temporarily from the difficult and drab experiences that may confront him. Let us frankly try to understand just why it is that so many people do use alcohol and find in it as they think some "values" that we sober heads miss. Grant it all, and we still come up with the confident statement that the price we pay for these "values," in lives killed, crippled and enslaved and otherwise socially



Here's the baler that out-performs them all! Farmers with large hay acreage—and custom operators, agree that the McCormick 55-T gives them everything they ever wanted in a hay baler, including increased capacity, greater power, larger bale size, improved mechanism and stronger, simplified construction. Bales up to 10 tons of hay per hour; with larger, heavier, better stacking bales. Let us demonstrate in your own hayfield the 32 improvements in the completely new and streamlined McCormick No. 55-Twelve baler.

Equipped with 22 1/2 H.P. Engine and Electric Starter. Ideal for custom work or heavy operation. Parts and Service always available. Call Today.

W. R. JENKINS Your HUDSON and INTERNATIONAL Dealer Great George Street

TIP OF THE WEEK FROM YOUR MASTER DEALERS

- Charlottetown L. J. Rossiter
- Summerside Prince Edward Island Fur Pool Ltd.
- O'Leary H. B. Willis Inc.
- French River Arthur A. Campbell
- Central Bedeque Dunk River Dairying Co.
- Albany L. D. McLeod & Sons
- Victoria L. D. McLeod & Sons
- Stanley Bridge Reid's Feed Service
- Wheatley River Preston Rackham
- Morell Dingwell & Rossiter
- Kilmuir McGowan's Ltd.
- Murray River D. M. McKinnon
- Brookfield Cruwys Bros.
- Mount Stewart Clark's Feed Service