

Admiring Glances-And No Wonder-This platinum fox fur coat which Bett, Kiddell, Montreal model, gazes on so admiringly was exhibited at the recent International Trade Fair at Toronto by the Canadian Farm Fur Advertising Commission. The latter is a Marketing Service conducted by the Dominion Government for the Farm Fur Association, and is designed to assist our fur producers in securing the most profitable markets for their furs.

The Chinchilla Business in Canada \$2,500,000 Invested in 5000 Animals

What are the prospects for the Chinchilla business? Will there be reading.

Promises Not Kept creatures-or are those who sunk their money into them due for a terrific loss? This is one of the questions that is of importance to hundreds of Canadians, who have invested something over two and a half millions in some five thousand animals - and also to the many others who are thinking of putting money into the business.

In a recent issue The Financial Post attempts to answer this question and to forecast in what direction the Chinchilla business is likely to travel in future. One thing is certain-the article

states - those pencil calculations that so many Canadians indulged in a year or two ago, where they came up with breath-taking profits of five thousand per cent in 10 years, look pretty cockeyed now.

Dollars-Or Sense The mathematical problem went

If a pair of chinchillas produced another pair every year for four years, what will a person realize starting with one pair and selling them all at the end of 10 years at \$50 a pelt. The answer - around \$65,000 - is a problem in combinations and permutations. But now most owners know that chinchillas don't operate with such mathematical precision. There are the allimportant variables of birth-rate and death-rate to contend with. Besides, the price of pelts is likely to be closer to \$25 than \$50, many fur manufacturers claim.

Yet hundreds of Canadians are still toying with the idea of buying a pair of chinchillas. Even if we were only 20% right, they say that wouldn't be bad on an original investment of \$1,650 (current price for top-quality animals). Many people laughed at the possibilities of leveloping a mink market in Canada a few years ago, they point out.

National Body Formed Some 500 ranchers who are confident about the future of the industry have recently organized under a nion charter as the National Chinchilla Breeders of Canada. Unscrupulous selling tactics of certain chinchilla salesmen and the growing belief among the public that all was not simon pure in the business have been important factors in the formation of this organization on a

national scale. Recent investigations into the operations of at least one of the arge ranching companies pointed to the urgent necessity of estabishing a firm set of rules and regulations for the industry and the prime importance of placing the whole business under the strict supervision of the Livestock Pedi-

Better Business Bureau offices in several Canadian cities have files of letters on the chinchilla business.

What are the prospects for the | These letters don't make pleasant

per coat is tentatively suggested by some furriers. At these prices an annual North American market of over 50,000 coats might reasonably Many of them have to do with the verbal "buy back" promise given by some ranchers with a purbe anticipated, they think. The price could not be allowed to drift much chase of chinchillas. When this lower though, or the exclusiveness promise has not been lived up to, small owners who, for one reason or another, have been forced to sell points, would disappear, the same furriers claim. back, have had to seek the open market. Since in some cases the animals for which they paid the top price of \$1,650 a pair, have proven to be "culls" and no use for breeding purposes the unlucky owners have had to accept next to nothing. "They are in the same

some intermediate level where thou

-can afford to bid for them. A

price range from \$7,500 to \$15,000

light coat. A square yard of chin-

chilla fur weighs approximately the

same as a square yard of silk. 'A

three-quarter length, size 40 coat

Just For Fun

The other day a man fran-

tic to locate a place to live, asked a naturalist if he knew

where he could find a house.

The naturalist replied: "House?

Boy, you're getting soft. Why

don't you live out in the open

air, let old Mother Nature cov-

er you with a blanket of stars,

and have the blue firmament

"Frankly," said the man, "I

had in mind something a bit

above as a roof?"

smaller."

weighs two lb. two oz.

position as a man with a counter-feit bill," E. W. White, president of the National Chinchilla Breeders of Active Market? Canada says. "They've either got to pass it on to the next man dishonestly or take the loss themdespite its soft and fluffy texture. The extreme fineness of the fur-up Willing to Gamble to 80 hairs form one single hair follicle-makes for an extremely

Proof that Canadians are willing to take a gamble on the ultimate pelting market—chinchillas are still too valuable to kill for pelts-shows in the sales figures of the two largest companies for the year ended June 31, 1946.

One of the fur's most unusual at-One company sold \$410,000 worth of chinchillas that year, another tractions is the rich varying color effect given off by the three-color \$202,000 worth. Many of the purcharacteristics of the individual hair chasers, of course, were planning to gray on top, then white and fincut down their risk somewhat by ally blue, close to the skin. sales to the high priced breeding In the final analysis, the soundmarket along the way. ness of chinchilla raising, whether A survey of several represen as a business or as an investment ranchers in Ontario where 60 breedwill depend upon the market for chinchilla pelts in the fur industry.

ers alone are offering chinchillas to the public indicates that an average increase from a pair of mated chinchillas is 150% a year-for all animals 100% a year. Active exchange of animals among ranchers for mating purposes helps to take much of the risk out of the business, maintains the birth rate and improves the quality. Individually females sell higher than males. Some ranchers will pay \$850 for a pair of mated chinchillas. This is half of an ori ginal outlay of \$1,650 for top quality tured animals, and they can keep on having litters for seven years,

ranchers claim. Will Prices Keep Dropping? The price trend for chinchillas will be downward, of course-already has dropped from \$3,200-as the animals become more plentiful and the ultimate fur market comes closer to realization A drop of \$200 a pair a year might be the story from here on.

It is estimated that there are only around 40,000 chinchillas in the world today. About enough to make 400 full length coats. On the basis of a 100% animal increase, small-scale pelting might start in five years time.

The long-range planning of the big ranchers is to ensure such quantity of even better quality furs that chinchilla coats and wraps can

Of Special Interest To Rural Readers

Maybe the mothers who used to | floors and inside walls with an oil try and slip Junior a dose of castor oil disguised with a thin film of noney had the right idea, only didn't go far enough with it. Anyway over in Russia they're producing not only vitamized honey, but also medicated honey containing quinne, streptocide, sulfidin and other medical preparations. Russia's agricultural Research (tre does it y feeding the bees on fruit solutions containing the necessary drugs.

Now there's an Australian veter inary surgeon who claims that a new method of treating milkknown as hoferisation-is superior to pasteurization. Under this treatment the milk is placed under oxygen pressure, kept heated at 131 degrees for an hour, then cooled It is claimed that the milk has then been kept from three to six months, under pressure,

In 1947 Canadian per capita con sumption of beef was 67.7 pounds; of Pork, 52.7 pounds. But when it came to Mutton and Lamb the figure had dropped to a mere 4.

Lamb, according to The Industrial and Development Council of Canadian Meat Packers, may be ascribed to several causes. The available quantity is limited; it is not on the market every day; and prices are so much above beef levels, as a rule, that most folks look on lamb as a luxury dish.

But undoubtedly one of the greatest limiting factors in the demand for lamb has been the generally low average quality of our domestic product as compared to the New Zealand or Australian variety. Almost continuously the market offers a premium for blocky, well-tinished ewe or wether lambs weighing 80 to 90 pounds aliveshortage of same.

Canadian hog men have gone a long way in eliminating unsuitable breeds and producing a near-ideal market type. Perhaps something similar might be done as one of the first steps in revitalizing the Canadian lamb trade. With prospects of especially

sands of women-rather than tens heavy crops in the strawberry and tario Farm Service Camps, pickers are urgently needed. Unless at least 500 more girls are willing to undertake picking and other essential tasks there are liable to be great losses of both fruit and vegetables. There will be steady work, at good rates of pay, for the entire of the coat, one of the big selling | season for all girls sixteen or over who wish to spend a happy and pleasant summer working on fruit and vegetable farms and living at coat this would mean an annual one of the comfortable and wellslaughter of some five million appointed Farm Service Camps, chinchillas for their furs. At cur- which are operated under the Y.W. rent rates of reproduction it would C.A. supervision, and which make take another eight to 10 years before there were enough chinchillas
available to maintain this rate.

C.A. Supervision, and winch make
adequate provision for recreational
and social activities during off-duty
hours. Camps are already open at hours. Camps are already open at Thedford, Cottam, Ruthven, Wat-

Furriers are pretty generally erford, Huttonville, Oakville, Clarkagreed that there will be an active son and various points in the Niagmarket for the chinchilla coat when are Peninsula, and all are far short it is available. It has been proven that shinghills is a good wearing fur For the last two or three years there's been quite a lot of talk about holding back on grain for fattening cattle-that is, giving them only

half or two-thirds of a normal feed. A test along this line was made at an Experimental Station in Kansas. Twenty head of steers were divided into two lots. One lot was given full feed of grain, the other only two thirds as much. The steers that went short on grain got

about twice as much corn silage as the others. Both lots received citation for outstanding herothe same amount of protein and ism and includes, as a tangible expression of appreciation, a \$100 Canada Savings Bond. What was the difference in their grades after the 180-day testing period? None at all. Eight steers Winners are selected by the Dow Award Committee, a

in each lot graded choice, and two group of editors of leading ent good. The steers that were Canadian newspapers. full fed gained 59 pounds more, but ney ate 17.6 more bushels of grain. The silage total was three tons for the limited-grain steers-about half that for the others. It isn't only when they're out in the fields that insect pests help you to harvest your grain crops. They do a lot of that after the grain is in

the barn; and here are some of the things you can do to foil them. 1. Clean your empty bins thoroughly before refilling. Spray the Silver fox is the most important iur grown in Canada. Mink ranks

Some Notes From The Farm Front By John Russell

solution of water suspension containing 5% or less of DDT. 2. Clean up outside the bins too. Don't keep milled feed or empty feed bags near stored grains as often they contain insects brought

3. Have your grain as dry and as free as possible from broken kernels when you store. 4. Inspect stored grain at least black on white

once a month. If bugs are working, fumigate. Use a ready-mixed ethy-

e dichloride-carbon tetrachloride

solution. It won't hurt the grain,

but watch out for fumes.

Power of Cole We keep learning

Girl Guide is Heroine Landslide Tragedy **WINS DOW AWARD**



MARY YOUNG OF PICTON, ONTARIO, shows courage and presence of mind as trench cave-in buries two

The men working on the sewer excavation were off for lunch . . . excavation were off for lunch...
leaving the 9-foot-deep trench a
perfect playground for the two
small children. However, Girl
Guides Mary Young and Nancy
Wright, hearing the children
down in the trench, decided that
it was no place for games.
Scrambling down quickly, they
were escorting the youngsters
out in single file when, suddenly,
a large section of earth on one
side gave way.

USES BARE HANDS One child escaped the landslide unharmed . . . but a little
boy and Nancy Wright were
buried under the heavy earth.
Mary Young, somehow extricated herself, pulling one foot
completely out of her shoe . . .
and then, seeing Nancy's singers
showing, she frantically clawed
at the rock and earth until she
had cleared a small space around
the imprisoned girl's head. This
done, she dashed to the nearest
house, gave the alarm, and returned to the task of freeing her
chum. One child escaped the land-

Unfortunately, the little boy died. But, due to Mary's quick thinking and courage, a double tragedy was averted. Nancy Wright suffered only minor injuries and shock. We are proud to pay tribute to Girl Guide Mary Young of Picton, Ontario, through the presentation of The Dow Award.

THE DOW AWARD is a

The Guides were trying to get th

children out of the trench when the

disaster occurred. Earth and tod

tumbled down on top of them .

Her training standing her in good

stead, Mary Young coolly extricate

in, she clawed desperately at i

earth to rescue her friend.

herself . . . and, risking a further care





training camp shortly before the fight on June 25, 1935, in which he knocked out big Carnera in the sixth round. Right, Joe is seen at the same Pompton Lakes camp preparing for his return battle with Jersey Joe Walcott on June 23, 1948.

if these homeless in as an example, he called for a campaign of non-violent resistance to the coming draft by all the men of the coming draft by all the men of Clanford Wentworth County the coming draft by all the men of his race unless race segregation in the armed forces is abolished.

He fell in love with one of his the armed forces is abolished. Randolph's argument is basically pupils, Maggie Clark. It was while walking with her beside the old mill one of the legal rights for the Negro, but goes even deeper than was inspired to write the verse. They were married in 1864. Johnson sands of Negro veterans from the switched from teaching to the newslast war who recall the humiliations paper business, took his wife first to Buffalo then to Cleveland. Less color-and who regard the whole than a year after marriage, Maggie died; was buried near Mount Hope. hood and self-respect. When Sena-Johnson returned to Canada, became principal of the Binbrooke public school, principal of Central School, Hamilton, a master at Upper Canada College, professor of languages at

that are suffered by the negroes former Ballic States the Balts number only A very large percentage of the nust have agricultural and there are other States seem to be solidly behind which would bar many Randolph and other leaders of the movement, and unless changes are ish refugees from entry. Pepper of Florida made before time for the new draft rolls around, the whole thing might restrictions bitterly very possibly flare up into a really at the limitations will handicap "the most most massacred, most people—the Jews".

handicap "the most ugly situation. What could very well happen down in the Deep South, should the Negroes there refuse to register for the draft, is not way many Americanspleasant to contemplate. And it is from the Deep South that the have been sharply critis rongest opposition to any chang alestine, it seems rather kind designed to do away with segregation-will undoubtedly come. at they do not turn some e criticism on points The whole thing is one of the most serious problems to come up in the They were willing to ain in order to force down United States in many years-and in Palestine-but do how it will all end nobody can m at all anxious to even barriers which stop DP's

such Change On The Surface-But What About Underneath?-Here are two pictures of

that a World War, thirteen years and a lot of other things have gone over the dam their taking. In the picture to the left Joe poses for the cameramen at his Pompton

In plain language Randolph told

that. There are hundreds of thou-

they had to suffer because of their

thing as a matter of outraged man-

tor Morse, a liberal Republican, re-

monstrated with Randolph or his

threat of disobedience to the draft,

has never felt the sting of Jim

Crow-I believe any of you men

would raise hell in America if you

felt the indignation and injustices

hat Goes On In The World

end of the war it was off the fireworks.

By Norman Blair

at there were some 11,-

aced persons scrttered

Europe. Now, three

cie are still something

of the DP's are Uk-

or religious reasons it

to send any of them

ited States President

eneatedly asked Con-

islation that would en-

ntial number of these

Senate measure was called for the admis-

0 of these homeless.

limitations at ached

easures. For instance,

e is a catch to it, for

origin from finding re-

that may have far-

in the United States.

The United States

Israel's Delegate - Aubrey S.

an is the new representative

the infant state of Israel to

tle in that country-but

y real success. A week

Yugoslavs, Poles,

is showing so little real difference in the Brown Bomber's appearance that it is hard to

Great Britain It seems as if there's justice in this wicked old world after all, and that Governments-some of them anyway-have memories for things

other than unpaid income taxes. possibly even violent Back around 1935 Frank Whittle, e threat that Negroes a Royal Air Force officer, had an ed States may refuse to idea that jet propulsion engines could be made to work. But the the draft as long as presregulations remain un-Philip Randolph, head authorities were chilly to his notions and turned them down flat; and in erhood of Sleeping Car 1936 Whittle and some friends got and one of the most influtogether sufficient capital to form respected Negroes in a private company to exploit his His first jet-propulsion engine ran

successfully in 1937. Two years later the Air Ministry ordered its first jet-propelled plane. Deliveries to the RAF started in May 1944 and a few months later the famous Gloster F9/40 went into action, chasing flying bombs. The Gov-ernment bought out Whittle's com-

ing \$400,000 tax free. nited Nations. Eban, a r-old war veteran, is an on Arab-Jew rela- Whittle works at present), the Ar

"Maggie" Was Real

Few songs have been so beloved, or have retained their popularity as long, as "When You and I Were Young Maggie". Millions have sung, rope's Homeless America, was the man who touched or hummed, or listened to it. Yet comparatively few know that the the President and Congress that
Negroes would not go along with homely old ballad was written by a Canadian, and that "Maggie" was another "Jim Crow draft". Invoking the name of Mohandas Gandhi

the University of Toronto.

nickel. OPPORTUNITY To invest \$100.00 to \$5,000.00 in a new Industrial Company that can offer investors in Canada an POST OFFICE BOX 177, Adelaide Street Station, TORONTO, ONTARIO



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"Using two grains instead of one in making Post's Grape-Nuts Flakes is a pair that really pays off—in double breakfast enjoyment and rosy-cheek nourishment."

ment."

"A spadeful of carbohydrates for energy."

"And minerals for muscle and "Fellahs—I think I'll pop over to the grocer's right now and buy up enough Post's Grape-Nuts Flakes for a full house."

pany, offering him something like \$200,000 for his stock. When he refused to accept any recompense, they made him take \$40,000 anyway. When the war was over, Whittle's friends wanted him to file claim covering his jet propulsion inventions. He refused on the grounds that he had been in Government service when he did his original research on the gas-turbine engine, reasoning that he was not morally entitled to the money. But last month, when the Royal Commission on Awards to Inventors held court at Somerset House in London, it insisted on Whittle tak-

The award was made at the re Ministry and the Government

Faulty Cars Major Peril

Some timely advice is handed out to motorists by the Ontario Dept. of Highways in the admonition that, for safe and pleasant driving, it is well to keep in mind the importance of the mechanical condition of the cars they drive.

Statistics do not give a complete picture of this factor's importance in the prevention of accidents. For one thing, it is difficult to determine from a smashed car just what, if any, mechanical defect may have caused the accident. Also a car owner who has, say, faulty brakes, is often loathe to admit it after they dent. Nevertheless, 12 per cent of the convictions for violation of the Highway Traffic Act last year were for the operation of defective motor

There are other factors too that ibility for keeping his machine in good condition. They were summarized in a talk the other day by Lt.-Col. W. A. Bryce director of the University of Toronto Division of Public Safety.

He explained how a driver, with a car which does not act the way e expects it to, forces other drivers to take steps to avoid one accident, which may easily set up a chain of circumstances resulting in an accident which might not involve the defective car at all. In this way, said Col. Bryce, the driver of the defective car take unfair advantage of the man who does look after his car.

. . . . In addition, the driver with a defective car, like a football player with a bad knee, has his mind on the defect as much as on driving. He is driving with fear at his elbow, and this makes him a menace. A In 1859, George Johnson, native | driver who operates his car with uncertain brakes, wobbly steering, poor lights or any other defect mind; and safe driving demands undivided attention.

> Warriors of ancient China and Peru were the first people to use

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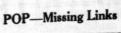
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