

vital part of the mink diet. Not many years ago, the rancher paid as little as \$5 for a horse that had outlived its usefulness and sold the hide for the same amount, so that his only expense was in the processing. Today, the average cost of a horse is \$70 and the rancher gets about \$6 for the hide. By the pound, horsemeat costs about 14 cents. Other food costs—cereal, liver, etc.—have about quadrupled in four years. Prices of other materials such as wire for pens, and refrigerator units are estimated to have quadrupled in the past ten to fifteen years. Labour costs are much higher than they were. The total cost of producing a mink in 1932 was about \$5, by 1942 it had risen to about \$8 and today it is estimated to be \$15 to \$16. When it cost \$5 to raise a mink, the average selling price was not much above that figure. At today's estimated production cost, many ranchers lose money on their standard mink and must make up the loss on sales of male animals and mutations.

In the early postwar years, the industry and the Government alike recognized the need for initiating some promotional activities to bolster the sale of Canadian furs abroad. At a meeting of fox and mink breeders and government officials in Ottawa in 1947, the Federal Government agreed to sponsor a fur exhibit at the Fur and Leather Fair to be held in Basle, Switzerland, in the spring of 1948—Switzerland being the only country in Europe at the time that had dollars to spend. This exhibit was a co-operative effort. The Department of Agriculture was in charge of the display but all arrangements were made by the Department of Trade and Commerce and the fur collection was lent by the fur organizations and members of the industry. In the years since then, displays of furs have been prepared for international trade fairs at Paris, London, Milan, Brussels, Basle and Lausanne. In June 1960, a successful two-day Canadian fur and fashion show was held in Brussels, the first enterprise of this kind to be attempted. Moreover, the Canadian exhibits at the Paris and Brussels International Trade Fairs that year were devoted almost exclusively to furs.

Other Federal Government departments have given valuable assistance in the fur displays abroad for various reasons. The Department of Northern Affairs and National Resources, which is responsible for the welfare of Canadian Eskimos, is most anxious to secure a wider market for Canadian Arctic fox and thereby bring more revenue to this small but important segment of the population. Accordingly, the Department provided a number of choice pelts which were fashioned by craftsmen into an extraordinarily beautiful evening cloak. The cloak was a feature presentation in the 1960 fur displays and received much attention in European fashion magazines. The Department also provided pelts for the manufacture of a handsome marten cape, also featured in the European displays. The Indian Affairs Branch of the Department of Citizenship and Immigration is interested in helping Indian trappers to increase their income and, in conjunction with the Department of Trade and Commerce, has arranged for advertisements of Canadian beaver, in full colour, to be placed in leading fashion magazines of Germany, France and Italy. In most of these promotional efforts, it has been the function of the Department of Agriculture to plan and co-ordinate the arrangements. Recently the fur business itself has taken an increasing interest in advertising in other countries. The Canadian Mink Breeders in 1960 carried out an attractive promotional effort in Peru and Mexico with a view to stimulating interest in Canadian furs in those countries. By arrangement with Canadian Pacific Air Lines, Limited and a Montreal department store, a valuable collection of furs was shown in Lima and Mexico City. Efforts of this nature are an indication of maturity and a healthy, forward-looking condition within the industry.

The concentrated attention on promotional advertising in other countries has two closely connected objectives—to establish Canada's reputation as a major source of high quality furs and, by so doing, to attract increasing numbers of foreign buyers to Canadian fur auctions. It is particularly encouraging, therefore, to note that 118 European buyers from nine countries came to the first large sales in 1960, roughly double the number attending the previous year. While the Government has concentrated on building up the