

The extent to which these influences have diminished the number of furs marketed is well put in the *Fur News Magazine*, for November, 1912, which says:—

"We present elsewhere in this issue a record of the collection of all fur skins centring at London, and the majority are sent there, for the years 1911 and 1912, both secured under the terrific pressure of a strong demand and record-breaking prices which induced strenuous and persistent trapping to the limit—and past good business judgment.

"The figures are remarkably interesting, and definitely serious as showing the marked decrease in quantity straight down the column with rare and insignificant exceptions; in most instances the declines are very great and invite careful attention, particularly as it is perfectly true that every possible effort was made the country over to effect the opposite result, and which surely would have been noted if the fur-bearers were present in usual numbers in their customary haunts or new and unusual retreats. The few exceptions, where there is an increase instead of a decrease, include cross fox and fisher, both of which were so high in value that it paid better to catch one a week rather than waste time catching other animals twice a day every day; but the total increase for both is only thirty-two hundred for the entire year and country; wolf is the only other fur of moment showing an increase in catch over 1911, and the difference is due to a general impulse to effect extermination, and not to the fact that there were more wolves than in the preceding year. Not a few 1911 skins were held back and came forward in this year's sales.

"A study of the figures further shows the same general decrease in collections of Russian, German, Japanese and Australian skins. Every fur skin caught *anywhere* this year will have a value and not a skin should be sacrificed."

SUPPLYING THE DEMAND

Popularizing less costly and Domestic Furs

Confronted with this condition of a decreasing supply and an increasing demand, the fur trade has sought to prevent high prices by popularizing the use of furs which were formerly considered of slight value. A large part of this work now devolves on the fur-dressers and dyers who can render stiff pelts more supple and change the colour of the fur to resemble that of other more valuable animals. The use of furs pro-