

General Press Release

Hudson's Bay Company's General Fur Auction. 25th February, 1946.

1. Next Monday's General Auction of furs, to be held at the Hudson's Bay Company's saleroom Beaver Hall, Garlick Hill, E.C.4., is the first General Auction to take place in London since 1940. It marks the first step in an all-out effort to re-establish London as world centre of the fur trade.

Since the first fur auction in 1672, London has been the acknowledged world fur centre, largely owing to the presence here of the headquarters of the Hudson's Bay Company. During the war, this position could not be maintained.

2. To mark the occasion, Sir Patrick Ashley Cooper, 30th Governor of the Hudson's Bay Company, will preside at the opening of the Auction. First Governor of the Company, 1670/1682 was His Highness Prince Rupert, Cousin of Charles II, Second and third Governors were H.R.H. James, Duke of York, (afterwards King James II) and John, Lord Churchill (afterwards Duke of Marlborough), ancestor of Mr. Winston Churchill.
3. Before the war, the London Fur Trade was worth £12,000,000 annually.
4. Some 800,000 skins will come under the hammer at Monday's General Auction (Details attached).
5. A high percentage of these furs are destined for overseas markets, as part of Britain's export drive.
6. Presiding at the Auction will be Mr. Francis Goad, Senior Partner of the famous auctioneering firm, Goad, Rigg and Co., oldest firm of auctioneers in the fur trade. He will be assisted by his sons, John and Robert, junior partners in the firm.
7. On Mr. Goad's left on the rostrum during the Auction will be Mr. Elwyn Ingrams, Manager of Hudson's Bay Company's London Fur Department.
8. Bidding is conducted by lot numbers only. Furs are not seen in the auction hall, but have been on view previously in the warehouse.
9. Foreign buyers from a number of countries, some well-known here before the war, are expected to arrive in London this week.

HUDSON'S BAY COMPANY

*Field Walker*

*May: 9496*

Beaver House,  
Great Trinity Lane,  
LONDON, E.C.4.

25th January, 1946.

FUR AUCTION.

Dear Sir(s),

We have the pleasure to inform you that the following approximate quantities of Furs will be offered at the Company's Auction commencing at 10 o'clock on

MONDAY, 25TH FEBRUARY, 1946.

About

3,000	Badger
5,000	Beaver
55,000	Ermine
400	Fisher
4,000	Fox, Blue
7,000	" Cross
10,000	" Red
10,000	" White
2,500	Lynx

*fermille = Paris*

About

1,000	Marten
12,000	Mink, Wild
2,000	" Ranchd
150,000	Musquash
2,000	Otter
1,000	Seal, Hair, Dry
150,000	Squirrel
3,000	Wolf

About

40,000	Fox, Asiatic
4,000	" Australian
1,000	" Grey
10,000	" South American
55,000	Lamb, Indian

About

150,000	Opossum, American
7,500	Raccoon
80,000	Skunk
12,000	" South American
139	Squirrel Belly
282	Linings (Wintom)
	Squirrel Back Sacs

) Duty  
) paid

Catalogues will be issued and the goods placed on show in the Company's Fur Warehouse, Great Trinity Lane, at 9 a.m. on Monday, 18th February, 1946.

Yours truly,  
For the Governor and Committee  
of the Hudson's Bay Company,

ELWYN INGRAMS,  
Manager, Fur Department.

**777,400 furs for big  
London sale**

In preparation for the first  
London general fur auction, on  
Monday, since 1940, 777,400 furs  
are being graded at the Hudson's  
Bay Company's warehouses,  
Beaver House, Great Trinity-lane,  
to-day.

There are 32 grades of mink and  
26 of white fox. Strict grading  
enables buyers to make purchases  
without seeing the furs.

"E. STAIN"

19/2/46.

News

Central 6000

# TALK

LONDON is to get back one of the great international markets that were moved to New York during the war.

The Hudson's Bay Company tell me that they are now to resume the great fur sales that they used to hold up to 1939 at their City warehouses near Great Trinity-street. These fur sales used to bring buyers to London from all over the world.

"We handed our business over to New York on a plate when the war began," said Mr. Elwyn Ingrams, the London manager of the Hudson's Bay Company. "Now we want it back on the same plate so that London can again become the world distribution centre for furs."

## Sables are Missing

The first sale—of blue and silver fox furs only—will be on January 14. In February they will hold a bigger sale at which every known sort of fur (except Russian sable) will be marketed.

"There will be no Russian sable, which is the most luxurious fur in the world," said Mr. Ingrams, "and the reason is that just before the war Russia decided to stop trapping sables because it was feared they might be dying out."

"Even if Russia has resumed trapping sables it is unlikely that any will come to London. For Russia now conducts her own fur sales in Leningrad."

## Thousands of Furs

Great quantities of furs are now reaching London for the Hudson's Bay sales, and the fur sorters are busy getting the skins ready.

"We cannot yet estimate how many thousands of skins we shall have for auction," says Mr. Ingrams. "They are still arriving."

"There is a very big market for furs in America. We are hoping that a number of U.S. fur merchants and agents will be coming over for the sales."

## Rubbing Up

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*Braver House  
Gt Trinity Lane  
E.C.4.*

*Central 3223*