

**ANTILE**  
ce Company  
27,000,000

**McLELLAN**  
Canterbury Street

**!!! FIRE!!!**  
E WITH  
& Ritchie  
William Street  
After, the FIRE

**ance Only**  
Company  
orporation  
rcantile Insurance Co.  
Tariff rates because paying rates  
General  
entative **ST. JOHN, N. B.**

**Property**  
yed by Fire  
have enough  
cover your  
entory of your  
ou will find  
fully covered  
hone

**141**  
**. ROBINSON**  
to the rest  
HAT INSURES

**TECTION**  
**PPARATUS**  
Combination Hose Chemical  
apparatus. Chemical Hose.  
uses and Public Buildings,  
complete with Fire Appliances,  
Escapes, Ladders of all kinds,

**nd APPLIANCES**  
ready to attach  
**9 DOCK STREET,**  
**ST. JOHN, N. B.**

**weather & Son**  
AGENTS—  
mpany

**re Fire Insurance Co., Ltd.**  
**ance Company**

**ce William Street**

## The Silver Black Fox Industry!

The Industry That Has Set the  
Whole World Thinking  
Are You Getting Your Share of the Profits?

### "The John Agnew Fur Farms Limited"

Offers You a Splendid Opportunity to  
Become Interested

#### DIRECTORS:

Men. John Agnew, ..... Alberton, P. E. Island.  
John G. Hyndman, ..... Charlottetown, P. E. Island.  
Henry G. Sauls, ..... Charlottetown, P. E. I.  
George D. DeBlois, ..... Chamber of Commerce, Boston, Mass.  
Albert K. Tapper, ..... San Diego, California.  
E. Hubert Beer, ..... Fredericton, N. B.  
Fletcher Peacock, B. A., ..... Charlottetown, P. E. I.  
Albert Nowell, ..... Charlottetown, P. E. I.  
Wm. E. Agnew, ..... Charlottetown, P. E. I.  
Solicitor: C. Gavan Duffy, Barrister-at-law, Charlottetown, P. E. I.  
Bankers: Royal Bank of Canada, Bank of Nova Scotia, Charlotte-  
town, P. E. I.

If you wish to secure a prospectus or any other free information  
relating to the Silver Black Fox Industry for yourself or a friend at  
home or abroad, we will gladly answer any questions or supply any ne-  
cessary information without charge or obligation. We have just is-  
sued a pamphlet entitled "Plain Truths Regarding Silver Black  
Foxes" which gives accurate and authentic information pertaining to  
the industry in concise form.

### The Royal Investment Exchange

Selling Agents

Royal Bank Building, Charlottetown, P. E. I.  
Address all correspondence to the Royal Investment Exchange  
Charlottetown, P. E. I.

## ATLANTIC BLACK FOXES, Ltd.

Head Office, Moncton, N. B. Ranch, Westmorland Co., N. B.

#### PROVINCIAL DIRECTORS

Mon. C. W. Robinson, K. C., Moncton, N. B., Ex-Speaker Legislative As-  
sembly of New Brunswick; Ex-Premier of New Brunswick; President  
Robinson, Wright Lumber Co.; President of Record Foundry and Ma-  
chine Co.  
Frank D. Burkholder, Ottawa, President of Business Men's Association,  
Ottawa; President and Managing Director F. D. Burkholder, Limited,  
Manufacturing Furs.  
O. M. Melanson, M. L. A., Shediac, N. B., Deputy Speaker and Member of  
Legislative Assembly of New Brunswick; Formerly Member of Public  
Utilities Commission of New Brunswick; Wholesale Merchant.  
F. A. McCully, K. C., Moncton, N. B., Barrister-Solicitor.  
George J. Oulton, M. A., Moncton, N. B., Principal High School, Moncton;  
Director of Murray Black Fox Company.  
Richard F. Kinsler, Moncton, N. B., Contractor.  
Robert C. McCully, Ottawa, Dominion Observatory.  
Auditor—R. Carter, C. A., Halifax, N. S.

This company has bought 6 pairs of Foxes GUARANTEED PEDIGREED  
BRED FOR GENERATIONS FROM PURE SILVER BLACK STOCK—by  
Holt, Renfry & Co., Quebec, the biggest furriers in America.  
Their ranch averaged 4.25 to litter last year and has 10 litters from  
11 breeders this year.

#### SUPERINTENDENT AND KEEPER OF RANCH

**JOHN M. OULTON, Expert Fox Breeder**  
Son of R. T. Oulton, pioneer fox breeder, having benefit of 25 years  
experience.  
Foxes Capitalized at \$13,000.00 per pair. Stock issue, \$90,000.  
Limited Number of Shares for Sale at \$100.00 each.  
ADDRESS—P. O. BOX 411, MONCTON, N. B.

## The Keirstead & Mersereau FOX AND FUR CO., Limited

Owners of the celebrated Robert T. Oulton Silver Black Foxes,  
and successors to Robert T. Oulton, Pioneer Silver Fox Rancher of  
the world.

#### DIVIDENDS PAYABLE IN 1915

CAPITALIZATION ..... \$1,000,000.00  
PRESENT STOCK ISSUE ..... 700,000.00  
TREASURY STOCK ..... 300,000.00  
to be sold only for the purchase of additional animals.

Secretary-Treasurer—J. W. Keirstead, B. A., St. John, N. B.  
Ranch Manager—Thomas A. Oulton, Little Shemogue, N. B.  
THIS COMPANY HAS A GOOD PROSPECT OF PAYING A GOOD  
DIVIDEND IN 1915

Write at once for prospectus and full information, using this coupon.

### THE KEIRSTEAD & MERSEUREAU

FOX AND FUR COMPANY, LIMITED  
73 DOCK STREET, ST. JOHN, N. B.

GENTLEMEN—Please send me Prospectus and Application  
Form of your KEIRSTEAD & MERSEUREAU FOX AND FUR CO.

NAME .....  
OCCUPATION .....  
ADDRESS .....

DATE .....

ADDRESS .....

DATE .....

ADDRESS .....

DATE .....

ADDRESS .....

DATE .....

ADDRESS .....

DATE .....

ADDRESS .....

DATE .....

ADDRESS .....

DATE .....

ADDRESS .....

DATE .....

ADDRESS .....

DATE .....

ADDRESS .....

DATE .....

ADDRESS .....

DATE .....

ADDRESS .....

DATE .....

ADDRESS .....

DATE .....

ADDRESS .....

DATE .....

ADDRESS .....

DATE .....

ADDRESS .....

DATE .....

ADDRESS .....

DATE .....

ADDRESS .....

DATE .....

ADDRESS .....

## THE WAR AND ITS EFFECT ON ALL FURS

The Charlottetown Guard-  
ian reviews the present  
situation—Money still  
comes into Fox Companies

The shock that the financial world  
has experienced by the outbreak of  
the present great European war, par-  
ticularly in the participation of  
Great Britain, has to some extent de-  
moralized business of all kinds in this  
province as almost in the entire uni-  
verse, for the past ten days, says the  
Charlottetown Guardian. Now, how-  
ever, the first effects of the shock have  
worn, and people are settling down  
to the ordinary routine of life as be-  
fore, confident in the belief that the  
Triple Entente can overcome the hos-  
tile Teutonic forces that are arrayed  
against it, and the fact that Great  
Britain has still the command of the  
seas assures the security of Canadian  
commerce, and on this account busi-  
ness of all kinds on the North Ameri-  
can continent should be stimulated by  
the war rather than set back by it.  
There has really been no hardship  
felt here, nor will there be, unless  
something very unexpected occurs.  
This being so, investors in fox stock  
should have no apprehension as to the  
soundness of their securities. Money  
will flow quite as freely as before, and  
moreover money which has been taken  
from stock speculation will find its  
way, doubtless, into the secure and  
more permanent investments which  
the fox industry affords. As evidence  
of the fact of this being so, it may be  
stated that one of the leading city fox  
exchanges had four large orders for  
shares during the past week. One  
commission was from New Brunswick  
and was to the extent of \$1500. An-  
other order came from the Western  
United States, another from Bristol,  
Ky., and the other from Montreal.  
Enquiries are coming in quite as fre-  
quently as before, and the prediction may  
safely be ventured that in a few  
weeks' time, conditions of investment  
regarding silver foxes will be per-  
fectly normal.

## PRICES OF FURS SHOW INCREASE

The war has had its effect  
on furs as well as on  
other articles.

While the war in Europe has al-  
ready raised the prices of many ar-  
ticles which are imported from the  
Continent, women in America will  
feel the effects of the increased prices  
in many ways. This is the case when  
the wholesale furriers are busy with  
projects for the winter trade, and  
they are already experiencing the ef-  
fects of the increased prices. Large  
quantities of native furs are sent  
over to Germany to be dyed, principal-  
ly in the great market of Leipzig. The  
furs will have to be worn in natural  
colors or dyed by other methods. The  
Germans have been doing this so well,  
and so cheaply that they have prac-  
tically controlled the trade. American  
chemists will now be given an oppor-  
tunity to test their ingenuity, and  
whatever is done must be done at  
once.

One of the largest items of export  
from France is perfume. In recent  
years, however, Americans have be-  
come powerful rivals of the Gallic mak-  
ers. This is also true of toilet soaps.  
The importations of dyes for dress  
goods will also be cut off and mill  
manufacturers are already feeling the  
stress of this.  
Bleaching powder is now five cents  
a pound, more than double what it  
cost early last week, and it will con-  
tinue to rise until the American sup-  
ply is exhausted. All the textile trades  
are looking for dye stuffs, which the Ger-  
man and French manufacturers make  
in a great variety of colors. Certain  
colors are not made in this country  
at all. If the supply of dyes falls en-  
tirely the chemists will have to find  
a substitute for them.

One chemist said that at this rate  
Americans would have to go back to  
the use of the old fashioned dyes,  
such as logwood, fustic and others of  
vegetable origin. The textile interests  
have within the last two or three days  
shows that many of the mills are un-  
willing to take any chances if a supply  
is found, and they are storing away  
for future use all the dyes stuffs that  
they can obtain.  
Meanwhile the great American chemi-  
cal companies are preparing to man-  
ufacture on a large scale, and it is like-  
ly that if the war is of long duration  
there will be a considerable enlarge-  
ment of all the important plants in  
the country—Sunday Evening Tele-  
gram, Aug. 9.

Silver Black and Patched Foxes  
supplied for companies and private  
ranches at reasonable prices.  
For sure and prolific breeders and  
high quality of fur it is doubtful if  
Ontario foxes have any superiors and  
few equals.

**JOHN DOWNHAM, STRATHROY,**  
ONTARIO.  
Breeder of and dealer in Ontario sil-  
ver black and patched foxes; Fisher,  
Marten and Mink.

## A Money Maker



Another animal noted for its fine fur, which has a good market value.

## LONDON NEWS SPEAKS WELL OF THE FOXES

This review should inter-  
est all persons connected  
with Fox business.

The following clipping from the Lon-  
don News gives an idea of the value  
of the fox industry:

"Not long ago a silver fox skin  
(black sprinkled with silvery hairs)  
sold in London for £540, and within  
a few weeks it had been sold again  
for £500; while others recently aver-  
aged £500 apiece abroad. The skins  
vary greatly in quality, and it has  
been estimated that only one fox in  
every 500,000 killed in the wild is  
the pure 'silver' black demanded by  
fashion and wealth. From the far  
north of Canada comes an average  
of but five perfect skins a year. Such  
facts as these lend great importance  
to the breeding of silver foxes as an  
industry of Prince Edward Island.  
The foxes are enclosed in pens of  
wire netting, about forty feet square  
and from ten to twelve feet high.  
The young are born in April or early  
in May. The usual litter consists of  
four. To avoid damage to the skins,  
the animals are killed with chloro-  
form. It is claimed for the 'silver'  
foxes of Prince Edward Island that  
their skins are of exceptionally high  
quality for several reasons; and the  
animals are most carefully bred and  
fed, and are kept in such a way that  
the chances of the fur getting damaged  
are reduced to a minimum; while the  
red earth of the place contains no  
line to burn or bleach the pelts when  
the foxes burrow. It need not be said  
that the taking of ordinary black  
skin to make them look like the sil-  
ver is not unknown in European and  
other countries, but such skins never  
deceive the expert."

## WAR HAS NOT SCARED US SAYS P.E.I. FOX MAN

Roy Holman points to pro-  
gress in connection with  
the ranches—A new Com-  
pany.

"The war," said B. Roy Holman, of  
the Maritime Fox Exchange yester-  
day, "has not scared us nor has it  
scared investors in the fox business.  
We have money coming in in every  
mail, placing commissions for fox  
stock, and today alone we received  
several thousand dollars worth of or-  
ders for fox investments from various  
places outside of the island."

Besides, Mr. Holman went on to ex-  
plain, activities in regard to the big  
fox companies now being organized in  
which he is concerned are going ahead  
without any interruption. The build-  
ing of the ranch of the Inkerman and  
Kingsbury Companies is being pro-  
ceeded with with every despatch.  
These companies' foxes will be ranch-  
ed together at the big ranch that is  
now being built at Inkerman. Work  
is now being carried on with regard to  
the fencing of the ranch; the trenches  
have been made, the posts erected and  
the wiring is now in hand. This ranch  
will have 25 pens, twenty of them be-  
ing for the Inkerman Company's foxes,  
the remainder for the foxes of the  
Kingsbury Company.

The hot weather of the past fort-  
night or so has had a trying effect on  
some of the fox ranches, but it is grati-  
fying to state upon reliable informa-  
tion that there has been practically  
no loss among the expensive silver  
blacks—in fact, the continuance of  
good health in the various  
ranches is a very satisfactory feature.

## The Consolidated Fur Farms Ltd.

offers to the investing public a great opportunity to invest in a com-  
pany that is going to be a sure dividend payer.

#### THE CONSOLIDATED FUR FARMS LIMITED.

Authorized Capital ..... \$150,000  
Present Issue ..... 95,000  
Shares ..... \$50.00 each

payable fifteen per cent. with application, twenty-five per cent. on the  
15th day of September, 1914, twenty-five per cent. on the 15th  
day of October, 1914, thirty-five per cent. on the 15th day of Novem-  
ber, 1914.

The company guarantees a twenty-five per cent. cash dividend  
on money invested for the first year.

With the low capitalization of the thirty pair of foxes, the com-  
pany are putting in, and the up-to-date ranching methods that the  
foxes will be reared under, will be a great factor for the company  
to pay a larger dividend on the money invested than the twenty-  
five per cent. guaranteed.

Write for a prospectus to the offices of the Consolidated Fur  
Farms Limited, next to Brunswick Hotel, Moncton, N. B.

## NORTHERN FOXES, LTD.

#### HEAD OFFICE:

**BLACK'S HARBOR, N. B.**

President and Manager - Lewis Connor

Finest Pedigreed Stock In  
New Brunswick.

This Company have reared 21 pups, (blacks,  
crosses and reds) all are in good healthy con-  
dition.

Send Applications for Stock or Options  
To Manager.

## A Sterling Investment

Few fox companies organized in recent years offer to the investor  
such substantial securities with prospects of high returns as does

## Silver Foxes and Furs Limited

CAPITAL—\$210,000 Preferred, \$90,000 Common

Preferred stock has preference claim of twenty-five per cent. on  
each year's earnings for the next five years. Excess earnings over  
what is required to pay fifty per cent. on the common stock will be  
used to increase the breeding stock of the company and create a re-  
serve.

Fifteen pairs of the finest silver foxes on the island, capitalized at  
\$14,000 per pair preferred, or less than their present market value.

#### SUBSCRIPTIONS AND TERMS:

Par value of shares, \$10.00. Terms: Twenty per cent. with ap-  
plication; balance in full on or before Aug. 20th, 1914. Applications  
for less than ten shares must be accompanied by remittance of not  
less than fifty per cent. of their value.

Discounts allowed for full cash payments. Send applications to  
any of the directors.

W. K. ROGERS, - - Charlottetown, P. E. I.  
C. J. STEWART, - - Charlottetown, P. E. I.  
F. R. HEARTZ, - - Charlottetown, P. E. I.  
A. E. SHAW & CO., 16 King Street West, Toronto

## Opportunity Knocks But Once

WE WISH TO SAY RIGHT HERE, that we are prepared TO  
SELL YOU SHARES in a number of the best fox Companies doing  
business today.

Companies with GENUINELY GOOD STOCK and MODERATELY  
CAPITALIZED, our Illustrated Booklet. "The investors golden op-  
portunity" gives you an idea of some such companies, WRITE FOR IT.  
FOX INVESTMENT IS WORTH WHILE, get informed today.

Continental Fox Exchange and Investment Co.  
Newsom Block Charlottetown, P. E. I.

## Are You Interested in Fox Investment?

It Is Worth While

## The Cambridge & Prince Edward Island Silver Black Foxes Ltd.

gives you this opportunity to invest in a moderately Capitalized Com-  
pany, with good Silver Black Stock, and where ranching expenses is  
at actual cost.

These are the three essentials:

No heavy drains on the gross earnings to cut down the amount  
available as dividend to the shareholders. Write for our prospectus,  
see the lines our Company is working on. You get the full benefit of  
Your Dollar's Earning Power. We think we have a good business pro-  
position. If that is Your opinion, as well, we want your business. Sil-  
ver Black Fox Investment is good investment. Write today for prospec-  
tus, Illustrated Booklet and Fox Literature.

G. N. MATHEWS - Secretary-Treasurer  
NEWSOM BLOCK, CHARLOTTETOWN, P. E. I.

## THE PEOPLE'S FOX AND FUR FARMS LTD.

OFFICE AND RANCH, - AMHERST, N. S.  
A. U. BRANDER, SEC'Y-TREAS.

Capitalization \$90,000 9,000 Shares \$10.00

The object of The People's Silver Fox and Fur Farms Limited,  
is to bring together a combination of valuable fur bearers, confining  
ourselves principally to those that are natives of this country and  
gradually work into one of the largest fur farms in the Maritime  
Provinces.

Two pairs Silver Black Foxes.  
Ten pairs Dark Silvers, seventy-five to ninety per cent. black.  
Fifteen pairs ranch-raised Mink.  
Five pairs Fisher. Five pairs Marten.  
One hundred Black and Short-stripe Skunk.  
Two hundred Black (or Wood) Muskrat.

DIRECTORS—Capt. Johnson Spicer, Parrsboro, N. S.; Daniel A. Morri-  
son, Amherst, N. S.; Alfred U. Brander, Amherst, N. S.; Stanley  
Bird, West Leicester; George M. Mathews, O'Leary, P. E. I.  
BANKERS—Royal Bank of Canada. Send for prospectus.  
Office—19 Church street, Amherst, N. S.

## The Empire Black Fox Company, Ltd.

(Incorporated by Letters Patent 10th Sept. 1913)  
Head Office and Ranch, Charlottetown, P. E. I.

#### Assets

5 pair pure P. E. I. ranch bred Silver Black Foxes, all  
registered with particulars of pedigree filed under oath. Every  
pair has a litter this year and the dividend will be 100%.

#### Enlargement

The Company are adding 8 additional pair of this year's  
pups. All pure "Silver Black" stock which are capitalized at  
\$17,000 a pair.

**The Best Proposition on the Market**  
Shares \$100 par value, 20% with application, balance  
1st September, 1914.

Ask for prospectus and particulars of pedigrees.

DR. GEORGE CARRUTHERS, President. WALTER J. LANTZ,  
Sec'y-Treas.  
R. R. No. 6, Charlottetown, P. E. I.

Metropolitan Fox Exchange  
Canada Life Building,  
St. John, N. B.

Scottish-American Exchange  
Room 3, Walker Building,  
St. John, N. B.