

BLACK FOXES IN THE RANCHES OF NEW BRUNSWICK

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 1914

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 1914.

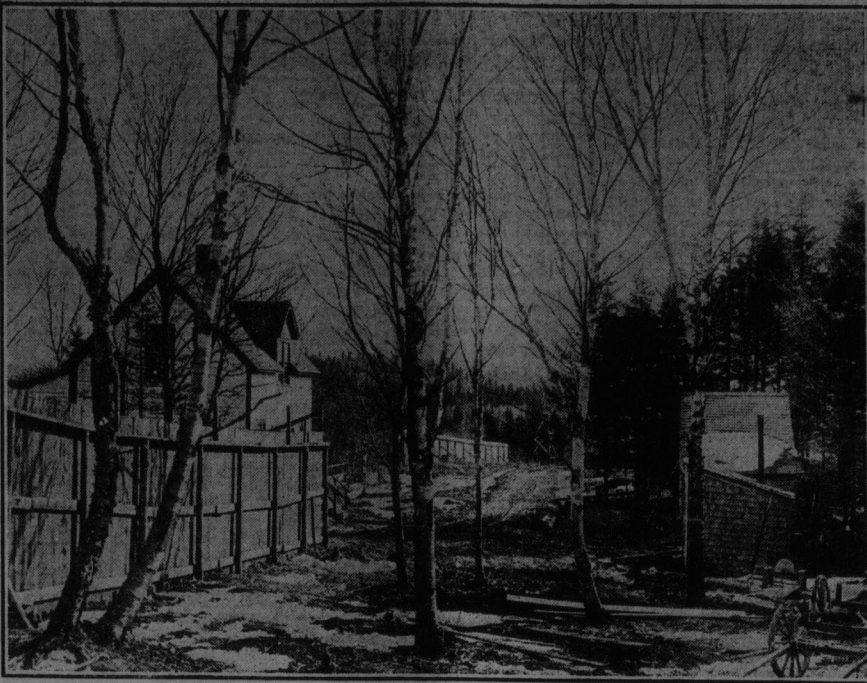
Write at once for prospectus and full information, using this coupon.

THE KEIRSTEAD & MERSEREAU FOX AND FUR COMPANY, LIMITED 73 Dock Street - St. John, N. B.

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

NAME
OCCUPATION
ADDRESS

The Fur Farming Industry at Renforth



The above picture shows the lane between the different ranches and the situation of the caretaker's dwelling from which the different ranches may be viewed. From this point too the electric lights and other protective devices are controlled.

PERMANENCY OF BLACK FOX INDUSTRY IS NOT IN DOUBT

The demand for Breeders good for years while the price of furs has not materially decreased—Many experts figure on the business being as solid as diamond mining—Ranchers may eventually make garments and deliver them to the consumer—Supply of wild furs has greatly lessened in last few years.

ENORMOUS PROFITS STILL IN SIGHT.

For and general fur farming has come to stay and to grow steadily in importance is the general feeling among those closely identified with the new industry.

At the present time the business has taken a firm hold in the Maritime Provinces of Canada, but it is gradually extending to the different sections where the climatic conditions are all favorable. People in the states of Maine, Vermont, New Hampshire and northern New York have taken up the matter of fur ranching and several ranches have already been started in these states. A wide extension of the business is expected during the next year.

Men who have studied the industry have agreed that the business is permanent and that large profits will be made continuously.

"Rod and Gun" in a recent issue said: "The raising of silver black foxes is just in its infancy. Only now are the people awakening to the fact that a fortune is awaiting them in the rearing of foxes." This journal also quoted experts as saying that if the production of silver black foxes was more than doubled there would still be very little change in the present prices.

During the three years in which the business has been prominently before the public the profits have been enormous and the indications are for a strong and lucid future.

The Canadian Bank of Commerce in its annual report refers to the business as follows: "to the prosperous industries has been added silver black fox ranching, which has reached important proportions and outgrown the experimental stage."

The silver black fox industry has been compared to that of diamond mining and even with a greatly increased production there is little chance of very much lowering of prices on account of the increased demand that will be sure.

Furs are much more in demand now

than formerly. The introduction of the automobile has largely been responsible for this but people appreciate the best articles of this nature. On account of the lack of an imitation, anything like the real silver black fur, the demand has largely increased and people feel sure that the fur is what they pay for and not something inferior in quality.

The supply of wild furs has greatly decreased and people must look to the ranch bred furs for their supply. Even with many people going into the ranching business there is little likelihood of the supply being more than the demand. If such an event were possible there is no doubt that some arrangement among the ranch owners would result in the establishment of a large garment manufacturing plant where the owners of ranches would control the output as in the case with diamonds today. It would be quite an easy matter to make such an arrangement so that the consumer would be supplied direct from the rancher. Such an arrangement has been worked out successfully in the case of other articles such as wearing apparel and necessities of life.

At the present time the prices asked and secured for breeders is much in excess of the prices of pelts, but it has been figured out that on the pelt basis alone there are enormous profits available.

The men behind the different companies have been working out better methods of handling skins and when the time arrives when it becomes necessary to sell the pelts, details of a great co-operative selling scheme will no doubt be completed and arrangements made for the controlling of the sales by a great central exchange. This concern would watch the markets at different parts of the world and arrange to supply the demand as it appeared and also help to popularize the wearing of furs to a greater extent than at present.

It is expected that the fur farmers of the Maritime Provinces will soon arrange for an organization for the registration and classification of foxes and other fur bearing animals. This arrangement will have some effect on the prices of breeders but there will be no chance for unscrupulous dealers to sell low grade stock for the highest.

That there is no danger of the business being overdone is perfectly clear from the fact that only sixty-three pelts were sold on the London market in 1912, while in 1913 the number was about the same. The number of silver black foxes held in captivity today is exceedingly small. Those who wish to secure the silver black fox in its wild state need to scour the north country and even then a very small number of animals whose fur is of the desired quality and color can be found.

Those who have been engaged in the business in the Maritime Provinces have made large profits each year. Experience has shown that it is not at all difficult under proper conditions to breed the silver black fox in captivity and yet it must be many years before the supply of this fur can catch up to the demand. There is a great demand for first class furs in France, Russia and the United States. As in the case of diamonds the supply appears to have slight connection with the price. In 1907 when 1909 silver black fox skins were offered for sale at the C. M. Lampson & Co. public sale rooms in London the prices ranged higher than in 1905 when only 1,079 pelts were offered. In 1911 an aggregate of but 60 skins were presented and the prices ranged about as in 1905.

LAMPSON'S REPORT SHOWS FUR PRICES

C. M. Lampson & Co. of London, England, the greatest fur auction firm in the world, in a statement April 3, 1914, reports as follows: "In regard to cross foxes, the heavy decline in value, which took place in January, has been further accentuated; nevertheless, values are still twenty per cent. above those of last March. In sympathy with the strong demand for silver fox the silvery kinds of cross fox realize excellent prices, but the reddish, pale and off color skins barely brought March prices."

"There was an excellent request for silver blacks and although not as high as in January, are distinctly higher than last March. The fresh blue, slight silvery skins were keenly competed for at considerably enhanced prices and there was a brisk demand even for the poorer sorts."

The New York Evening Post of January 13, 1912, says: "In the London market ordinary pelts bring from \$500 to \$1,000 and from that up to \$4,000. This latter figure is the highest legitimate price ever brought by a silver black fox, though it is known that an English lady of title purchased a skin at auction for \$2,500 and turned it over to an Austrian nobleman's wife for \$7,000."

With population and wealth increasing and the wild fur bearing animals decreasing; with the demand for breeders growing far faster than the supply and with silver black fox furs as well as breeding animals bringing the prices they do the industry has every appearance of growing and expanding to an almost unlimited extent.

Canadian Traders, Ltd. of St. John, are starting A PATCH PROPOSITION

Better learn the facts as to "Patches." They are popular and profitable.

By underwriting a block of shares in this new company you will start with a good crowd, on a ground floor basis.

There will be ten or more pairs of *Patch Foxes*—chiefly ranch-bred and known to have a parent pure *Silver Black*.

Cut out this coupon and mail it now.

CANADIAN TRADERS, LTD.

Royal Bank Building, P. O. Box 73, St. John, N. B.

Please mail me promptly your proposition on Patch Foxes. I may be interested to underwrite some of your Treasury Stock at a special price.

Name

Address

Dominion Black Foxes, Ltd.

Breeders of Highest-Grade

Silver Black and Alaska Blue Foxes
and Other Fur Bearing Animals

SACKVILLE, N. B.

We offer a few options on Blue Foxes and Mink for September delivery

ADDRESS ALL COMMUNICATIONS TO

C. C. AVARD, Secy.-Treas, Sackville, N. B.

IMPERIAL SILVER BLACK FOX COMPANY, LIMITED

Incorporation now applied for.



PROVISIONAL DIRECTORS:

L. M. CURREN,
Princess street, St. John, N. B.

H. MONT JONES,
Furrier, St. John, N. B.

A. C. CURRIE,
N. B. Representative, D. A. Railway, St. John, N. B.

H. F. BAKER
Agent for Crosse & Blackwell,
London, Eng.

F. E. WILLIAMS
Merchant, St. John, N. B.



This company proposes starting operations October first, 1914, with five pairs of adult foxes, breeders, and five pairs of pups, born 1914.

ALL BEAUTIFUL
SILVER BLACK FOXES
HIGH-GRADE BEAUTIES

Authorized Capital - \$180,000

18,000 Shares—Par Value \$10 per Share
(All Common Stock)

Application for stock may be made to A. C. Currie, provisional secretary, St. John, N. B., or to any of the directors. Twenty-five per cent. (25 p.c.) to accompany the application, the balance payable on September first, 1914.

Prospectus, etc. ready as soon as organization of the company is completed.

Limited Liability Companies have to be incorporated and stock issued so that investors unable to purchase one or more pairs of foxes can interest themselves in buying shares in a company. The advance of civilization and the growing demand for these precious furs, have so depleted the world's supply that fox ranching or fur farming is absolutely essential to meet this demand and at the same time opens one of the best opportunities for your spare money to produce profits that were never realized before, except by the original pioneers of the great fox ranching art.

Only a limited portion of this stock will be offered for sale. Apply early to A. C. Currie, provisional secretary, St. John, N. B.

Fundy Fox Co., Ltd.

96 Princess Street, St. John

Branch Office, 45 Milk Street, Boston

Now ranching and breeding more
than 100 Foxes



In New Brunswick the Breeding of Foxes has been taken hold of in earnest. This industry is certain to spread all through Canada and the Northern United States.

TO THE INVESTOR—TO THE PROMOTER
TO THE INDIVIDUAL RANCHER and FARMER

BEGIN NOW. During the next ten years fox breeding will be highly profitable. We can give you full details regarding Ranch Building, supply you with an experienced man and sell you foxes for 1914 delivery.

SILVER BLACK FOXES

Beautiful, Vigorous, Healthy, Large Foxes

We will match our Thoroughbred Silver Black Foxes with any other foxes in the world for Rich, Fine, Beautiful Fur—for Vigorous and Healthy appearance.

SPLENDID CROSS FOXES

We have some of the best Silver Cross Foxes. Cross Foxes will be big money earners in the future. Prices from \$300 per pair up. Silver Cross Foxes sometimes have Silver Black Pups.

We intend this season building and operating modern ranches with Raccoon, Mink and Fisher.

We are open to Buy some of these animals for the fall delivery.

NORTHERN FOXES, LTD.

HEAD OFFICE:

BLACK'S HARBOR, N. B.

President and Manager - Lewis Connors

Finest pedigreed stock in
New Brunswick

Send applications for stock or options
to manager



Superintendent.
former dock super-
or the C. P. R. steamship
and, who has recently
in Montreal, has arriv-
John to take the position
superintendent of the Bay
service for the C. P. R. and

of Mrs. Robert Nowlin
Saturday morning from P.
s undertaking establish-
body was taken to the
where, require high mass
ated by Rev. William Duke,
was in the new Catholic

K THEATRE
clock; 7 and 9.15.

THIS WEEK

from the Gallery
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Stupendous British
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TY YEARS
QUEEN"

Part Pictorial Trib-
to the Memory of

RIA THE GOOD

by Spectacular
ional Value,
minating Personages,
Making Events.

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Pianist.

ed Composer and
Conductor.

of Mr. M. B. Leavitt
York and London.

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Evg. 25 and 50c.

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res).

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beginners and advanced
this studio, McLaughlin's
union street, St. John, N. B.

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to Greet You.

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FESTIVAL
ORCHESTRA

Waltzes from
"The Chocolate
Soldier."

(Strauss).
Grand Selection
from "The Count
of Lunenburg"

(Lehar).
Waltzes from
"The Girl on the
Firm."

The Latest Rag-
time Hits.
Two Soups

Marches.

Famous Players.

Picture "The Fatal Wedding."

SON

ture Hunter."