



The O. K. Fox Company
LIMITED
Authorized Capital, \$40,000
Divided into
400 Shares of \$100 each

DIRECTORS—LEWIS CONNORS, President and Secretary-Treasurer.
C. W. WOODLAND, CHARLES A. ELLIOTT, Ranch Manager.
Reference—Bank of Nova Scotia.

This Ranch is located at Sturgeon Cove, Black's Harbor, N. B., on seventy-five acres of wire-enclosed land, dry, and containing sufficient mineral matter so necessary in the production of strong, healthy foxes.

The O. K. Fox Co., Ltd., owns three pairs of silver black pedigree foxes from the ranches of Chas. Dalton, Oulton, McArthur, Champlin and Tuplin; two pairs of crosses, 90 p. c. black silver; one pair blue and one female blue, and ten pairs reds. It will be seen that with the above stock the capitalization of the company is lower than any on the market today, and even on the pelt basis will be a large dividend earner.

Applications for stock should be made to THE O. K. FOX CO., LTD., Black's Harbor, N. B., or to W. J. CAMPBELL, 6 Ward St., St. John, N. B.

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 Company, 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 proposition. If that is Your opinion, as well, we want your business. Silver Black Fox Investment is good investment. Write today for prospectus, illustrated Booklet and Fox Literature.

G. N. MATTHEWS - Secretary-Treasurer
NEWSON BLOCK, CHARLOTTETOWN, P. E. I.

The Silver Black Fox

OUT Sept. 1st. Subscription \$1.00 for 12 numbers. Single copies 10c.

If you want to know all about the Silver Black Fox Industry, which has paid from 20 p. c. to 100 p. c. yearly, get the Journal.

IT IS THE TRADE JOURNAL OF THE FOX INDUSTRY. Articles by Dr. C. H. Higgins, D. A. MacKinnon, D. K. Currie, A. S. Saunders and others. Altogether a splendid number. In regard to it Mr. M. G. Belyea of Charlottetown writes as follows:

"The good your publication will do the Fox Industry will never be fully appreciated by those interested. More than any other means obtainable, it is spreading the history of the business abroad doing missionary work that would ordinarily take years and cost thousands. If the Fox men of the land were fully alive to their opportunities they would support 'THE SILVER BLACK FOX' by generous contributions."

Send for Copy. It will prove good reading.

The Black Fox Publishing Co. Ltd.
Canada Life Building, St. John, N. B.

What Whyte & Mackay Did

By strictly adhering to the good old fashioned quality so much desired in whisky, they lifted the brand of Scotch bearing their name, out from the numerous common brands and placed it absolutely in a class by itself, and today WHYTE & MACKAY'S Scotch is the most conspicuous brand on the Canadian market.

There is no better value to be had in whisky today.

CONSERVATION OF THE FURS

John O. Hyndman, director of the John Agnu Fur Farms Ltd., writes good article.

(From the Silver Black Fox)

A few years ago when silver was first called to the necessity of steps being taken to conserve the natural resources of Canada, the movement did not seem to concern the people of Prince Edward Island seriously, as this province did not seem to have any special resources, except perhaps our fisheries, and these were already under protection of the fisheries department of Canada. In recent years, however, a new industry known as fur-farming has suddenly loomed on the horizon; first to be looked upon by most people with suspicion, and a mere fad of promoters "to get rich quick." Not until quite lately has it dawned on the general public the importance to the world of the conservation of fur-bearing animals which has been so successfully demonstrated on P. E. Island by rearing in captivity after many years experience, the valuable animals, such as the silver fox, mink, muskrat, karakul, sheep, etc.

That the industry is considered of great importance is evidenced by the attention that has been given it by the Conservation Commission at Ottawa, and by the governments of the United States, Russia and other foreign countries.

That the price of furs has increased tremendously during the past twenty years or more while the supply from the wild continued to decrease can not be disputed, as statistics secured from the Conservation Commission of Canada fully prove. P. E. Island has in the course of the few years discovered that while in the past the "conservation" meant little or nothing to her, it means today, comparatively speaking more than to any other province in the Dominion. For the conservation of the fur-bearing animals has attracted world-wide attention, and the shares of the silver fox companies of P. E. Island are held in practically every country of the world. Many people who are not familiar with the facts and figures of the fur markets of the world, look upon the industry still as a sort of gamble, and it is hard to make some think otherwise even when they are told the facts. High capitalization, go doubt, appears against the industry as an investment and when pure bred foxes (breeders) are quoted at \$25,000 to \$30,000 a pair and young foxes at \$15,000 a pair, strangers stand aghast. While this article is not written to do the industry justice, it is written to show that the industry of foxes, it may be well to ascertain the cause of it, if possible. With millions of horses in the world today, we still hear of a special fine breed of horse bringing \$5,000, \$10,000 and as high as \$50,000. With the millions, perhaps billions of hens in the world, one hen in recent years has brought as high as \$10,000. The same may be said of cattle and other animals. Take the karakul sheep. Ordinary sheep may be worth five dollars or ten dollars, a karakul ram or ewe will bring one thousand to fifteen hundred dollars. There is always a demand for a high grade animal that will produce something superior. In the case of the silver foxes of P. E. Island we had, the 31st of December 1913, according to the government report, only 1,500 in captivity in our Island ranches. The best of these animals are descended from animals whose pelts have brought the highest price in the London market, as much as £250 sterling being paid for one pelt. In some years the world's markets absorb over a million fox pelts, reds, patches and silvers. If the world can absorb that many pelts now, what will it be in ten and twenty years time when the supply from the wild is fast diminishing.

For the reason of climate and soil conditions P. E. Island produces the highest quality silver fox known in the commercial world. The many companies forming at home and abroad will make demand on P. E. Island for many years to come for high quality foxes to cross with those of other countries in order to improve their breeds. As the cross of the karakul sheep with the ordinary Lincoln sheep gives you an improved type over the Lincoln, so the P. E. Island Silver Fox crossed with certain species of fox from other parts will produce an improvement on the species. Our supply of P. E. Island Silvers is very limited and as the demand which is so great is continually increasing, the prices have soared to high figures, the same as in the case with all high quality breeding stock.

It is not many years ago when there was only one millionaire known to be in New York, today that city is credited with over five thousand millionaires.

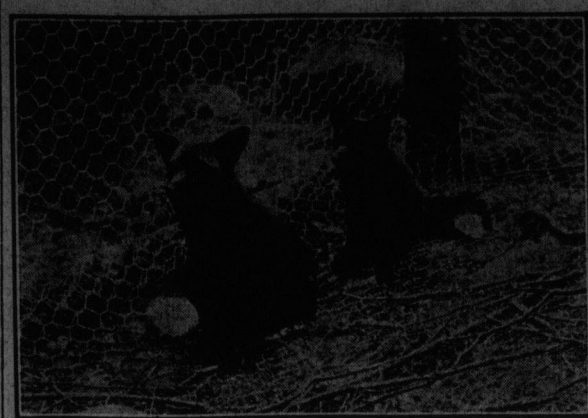
Who would have thought ten years ago that the automobile would have become so popular the world over? And who would have thought with the general introduction of the auto that the horse would be in greater demand today and at higher prices? Increased wealth causes these changed conditions. So it will be as years go by with increased population and wealth the world over, and diminishing fur-bearing animals from the wild, as civilization advances, the demand for furs from domesticated animals is bound to increase, and in time fur farms will furnish the markets in place of the wild to a very large extent.

The fur farming companies, like in every other business, the wild-cat schemer and promoter has become active and investors need to thoroughly investigate companies before investing in shares.

That a law is required as regards the promotion of companies as a protection to the investor, goes without saying.

There are companies formed and are being formed that do not define their assets. They capitalize inferior grade of imported foxes at the high figures of the best P. E. Island silvers, which is not honest and is nothing less than selling stock under false pretences. The Fox Breeders' Association of P. E. Island is taking steps to endeavor to protect the investor from unreliable

Silver Blacks at Attention



Two fine specimens of silver black foxes in their homes in Prince Edward Island.

FOX INDUSTRY IS PERMANENT

An editorial from "The Silver Black Fox" that is timely.

Without the fear of contradiction we make the statement that the fox industry has come to stay, and it has been for some time past so recognized by all who have taken the trouble to thoroughly investigate it. Only a few years ago a limited number of people alone were engaged in it, who knew anything about it; the rest of the country looked upon it with a certain amount of scepticism, and the breeding of the silver black fox and other fur-bearing animals is recognized the world over as one of Canada's greatest growing industries. There are still people who are sceptical and believe that it will be overdone, or cannot last, but the insiders keep right on breeding foxes, and those who are in it are yearly getting rich. We hear on all sides people who state what they could have made if they had gone into it some time ago when certain opportunities were presented to them, but to these people we say, go in now, because we feel convinced that this industry while firmly established is still only in its infancy, and that in ten or twenty years from now, when it is solely on a pelt basis, the returns will still be phenomenal and those who are in it will be growing still richer, and richer. It is an industry that has developed steadily, and as each year has gone by, the men in it have become more experienced, and know better just how to make it pay. Good furs are like diamonds, which always have been, and always will be in demand, and if the price in time does cheapen there will be more who can afford the luxury of having them.

companies and suchlike. The secretary at Charlottetown will be glad to give reports to anyone interested free of cost.

The conservation of fur-bearing animals having its headquarters centered in P. E. Island has meant much to the Province. Agriculture and other industries have been given a new impetus notwithstanding that we have been rated as the richest agricultural community in Canada even previous to the introduction of fur farming.

P. E. Island is probably the only spot in North America that has not during the past year felt the pinch of the money stringency, nor known black times. In fact the Island Province has never known a more prosperous time in its history. With the Confederation celebration taking place in August of this year in Charlottetown, the Province of P. E. Island no doubt will be assured of a prominent position on the map of Canada in future.

ARE HARD TIMES COMING?

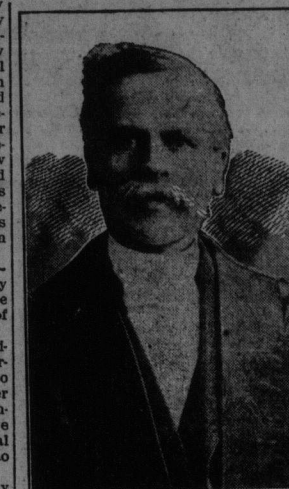
Yes, for the man that wears tight boots, but his corns are relieved quickly by Putnam's Corn Extractor. No pain, and certain cure. That's Putnam's. Use no other, 25c. at all dealers.

THE PATCH FOX AND ITS VALUE

A Comprehensive review of the situation as it is at present.

By M. H. Boiger, in The Silver Black.

The scarcity of silver black fox pelts placed an enhanced value, intrinsically and otherwise, on same in the eyes of the world, but the way and whence of this animal has received very little attention, even amongst the men who were making millions from raising them in captivity, that is up to recently. However, publicity is education, and as the new source of riches became known men asked questions and the answers caused surprise, which brings us to whether the black or red fox came first. This, a much mooted question, bids fair to remain unanswered, although the vitality of the black strain favors the dusky hue as being the first evolved. That the red is today more numerous than its relative, the silver black, can be accounted for through the fact that dark fur has always been sought after as against red, consequently the silver black fox has been hunted almost to the point of extinction. That black and red foxes are one family is an un-



HON. JOHN AGNEW
Head of another successful fox ranch in Prince Edward Island.

disputed fact, and it is also a fact that when red and black are mated and their progeny in-bred, the black strain will predominate and the red be entirely eliminated, and to date there is no convincing evidence to show that black foxes, that are the progeny of cross or patch, ever reverted to the red strain, and this startling fact brings us to the patch or cross fox and its value as a breeder of silver blacks.

To invest fifteen thousand dollars in one pair of silver black foxes and

The Consolidated Fur Farms Ltd.

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

THE CONSOLIDATED FUR FARMS LIMITED.
Authorized Capital \$150,000
Present Issue \$5,000
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 November, 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 company 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.

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 opportunity" 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.

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. Morrison, Amherst, N. S.; Alfred U. Brander, Amherst, N. S.; Stanley Bird, West Leicester; George M. Matthews, O'Leary, P. E. I.

BANKERS—Royal Bank of Canada. Send for prospectus.
Office—19 Church street, Amherst, N. S.

and secure a return of 100 per cent. is like finding money, but to invest \$15,000 in, say eight pairs of patch foxes and secure a return of 100 per cent. is using brains, not only in safe-guarding the investment by greater numbers, but establishing a basis upon which to build, a basis that increases in value in proportion to numbers. Patch or cross foxes afford then the following advantages over silver black foxes:

- 1st. By affording not only the ownership of a larger number of foxes for money invested, but the greater number acts as an insurance against possible accidents.
- 2nd. By increasing rapidly through excess of numbers.
- 3rd. By obtaining silver black foxes without paying high prices for breeders.
- 4th. By the certainty of obtaining a good profit from the sale of patches, either breeders or pelts.
- 5th. And by the certainty of large profits from the sale of silver blacks obtained from the patch litter.

A patch or cross fox is the product of the mating of a silver black and the red, but between the two the patch or



Get some RED BALL PORTER—drink a glass or two through the day and follow it up a while. You'll be surprised how soon you begin to long for meal-time and relish every bite you eat.

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