

other name



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our daily bread.
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VAUDEVILLE ACT
G 4-ACT FILM-PLAY

MARTIN
AND
PERKINS
Instrumentalists
"MUSIC IS THEIR
MIDDLE NAME."

RUTH BLAISDELL
Concert Soprano
"SPRING"—By Stern.
FESTIVAL ORCHESTRA

TANGO RASERS FREE
300 Checks Get You One.
Wed. 29th

HOUSE
WEEK
REVUE
VILLE
PROGRAM

ANY SURPRISES.
9 15

Orchestra, 15c.
Balcony, 15c.—Gallery, 10c.

ANAMAKER'S
Restaurant with
Cabaret

AY, AFTERNOON AND EVENING
IONIAN LADIES' ORCHESTRA
With Kubelli.

R MISS EDITH WOOD, sing
in the "Candlelight" and "My
They'd Only Move Old Ireland
Over Here."

DIAL DINNER EVERY DAY
1.30 a. m. to 2 p. m.
PANESSE ROOM FOR LADIES.
JOHN'S MOST POPULAR DIN-
ING HALL.

ING SQUARE

Dominion Trust
Company

The Perpetual Trustee,
Up Capital and Reserve over
\$3,000,000.

AD OFFICE, VANCOUVER, B.C.
The trust company has become
popular institution, because it
the greatest boon to the needs of
tern business.

to be able to transfer for man-
agement all your financial affairs,
a corporation whose organiza-
is perfect, permits of a free-
and relief not heard of in for-
tunes.

es, it will cost you something—
annual fee of course—but then
is almost certain that the Do-
mion Trust Company will en-
the value of your estate, so
the cost to you, regarded in
light of an investment, would
be a wonderful interest return.

Brunswick Advisory Committee
W. S. Fisher,
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Bank of British North America Bld.
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PAUL LONGLEY, Manager.

Violin Tuition

MR. SILAS CASSON
(Solo Violinist)
receive beginners and advanced
at his studio, McLaughlin's
ing, Union street, St. John, N. B.
terms, apply 46 St. James street.

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 Date

OCCUPATION

ADDRESS

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FOX INDUSTRY NEVER A HEALTHIER CONDITION

Great Activity Noticeable in all Departments of Fur
Farming—Influence of Outside Foxes—Many
Visitors to Prince Edward Island.

Charlottetown, P. E. I., July 25—One
of our most prominent fur men in
speaking of the industry says:

The closing days of July show great
activity in all departments of fur
farming. There is a marked increase
of interest in evidence in comparison
with the corresponding period of 1913.

At this time considerable agitation and
apprehension was felt over the impor-
tation of foxes into the island, but that
the importation has not proved sen-
sitive is evident from the fact that the
industry has never been in a healthier
condition than it is at present.

The influx of outside foxes has tended to
keep the industry within bounds and
prevent the excessive capitalization of
companies owning local foxes.

Investors are eager to become share-
holders in companies and many to
whom the higher priced and higher
capitalized companies did not appeal
bought shares in companies ranching
patches, crosses and the lower priced
silver blacks.

These investors, in a great many
cases, are receiving excellent returns.
Had these foreign foxes been prevent-
ed from coming in as some of the fur
men wished, they would have been
ranching elsewhere, and the capital
would have followed them.

In order that Prince Edward Island
should maintain its supremacy as the
fox centre of the world, it is neces-
sary that the industry should not be
one-sided, but broadened out to em-
brace every kind of fur farming. Foxes
—black, blue and white, cross or pat-
ched cap all be farmed profitably, and
this is the world's best farming

ground. The sinner fox men here have
recognized this fact and the result is
we have a number of ranches contain-
ing a variety of fur-bearing animals.
In addition to foxes, mink, marten, re-
coons, skunks, and fisher are being
reared in captivity, with more or less
success.

Mink Farming

Mink farming has been brought to a
high state of perfection by Mr. Wal-
dron of Tyne Valley. He has devoted
most of his time and attention to it
and the return this year from his
ranch will be \$3,000.

Several large ranches are adding
mink and martens to their stock. The
mink is a tender animal to rear, the
wild mink especially when in captivity,
owing to its seditious tendencies. On
the other hand the ranch-bred mink
can be reared successfully with com-
paratively little effort.

A Healthier Tone

Reverting again to the fox industry,
our informant said: There seems to be
a healthier tone to this industry
than at any previous period. Options
are moving freely at good prices. There
is a good demand for single foxes,
male and female, from parties who
wish to mate up. The 1914 pups are
practically beyond the danger point,
and those alive at this date can be
counted on to pay dividends this fall.

Stories of exceptional good luck are
being told. One company in Dundas
composed of five individuals purchased
a pair of silver blacks from the Can-
ada Fox Exchange in the latter part of

November, 1913. They placed them in
a ranch in Souris, and this year were
rewarded with an increase of six pups.
For every dollar placed in the com-
pany, they will receive three dollars
in dividends and their old foxes have
increased in value to nearly 500 per
cent.

Sixty companies canvassed as to
probable dividends have reported, and
the average is about fifty per cent.
This is really phenomenal.

Last week we had a large number of
visitors from abroad, they drifted here
on the strength of the wonderful tales
told regarding this great money-mak-
ing enterprise. They are daily visiting
the different exchanges seeking infor-
mation and literature. They are also
investing money and taking away with
them splendid impressions of our mag-
nificent country.

Fox wire is becoming extremely
scarce owing to the demands made up-
on our local hardware merchants for a
supply in building the numerous ranch-
es under construction. One ranch
alone, that of the Canada Atlantic
Company, containing eighty pens, will
require \$4,000 worth of wire.

Stock in 1915 companies is moving
very satisfactorily. It must be remem-
bered that this is not the best season of
the year when investments are made most
freely, and promoters who can have
sixty-five to seventy-five per cent. of
stock in companies subscribed by Sep-
tember 1st would be doing remarkably
well. It was found, last year, that
stock sold best in September, Octo-
ber and November. People are then
through holidaying, have settled down
to business routine and are really in
an investing mood.

Mount Edward Road near Charlot-
teton promises to be one long series
of fox ranches. Several are under con-
struction and a few more are talked of.

investigate companies before investing
in shares.

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

There are companies formed and are
being formed that do not define their
pays. 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
companies and such like. The secre-
tary at Charlottetown will be glad to
furnish reports to anyone interested free
of cost.

The conservation of fur-bearing ani-
mals having its headquarters centered
in P. E. Island means much to the
province. Agriculture and other indus-
tries have been given a new impetus
notwithstanding that we have been
ranked as the richest agricultural com-
munity 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 famine. The money market
has never known a more prosper-
ous time in its history. With the con-
federation 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.

FOXES FOR SALE

Quebec and Western Silver
Back and Cross Foxes.
Quality the Best. Price the
Lowest.

N. C. CHRISTIE,
Amherst, N. S.

NORTHERN FOXES, LTD.

HEAD OFFICE:
BLACK'S HARBOR, N. B.

President and Manager - Lewis Connor

Finest Pedigreed Stock It
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.

St. Lawrence Silver Black Fox Co., Ltd.

Head Office - Charlottetown, P. E. I.

It will pay you before placing
your money in the Silver Black
Fox business to investigate the
St. Lawrence proposition. The
8 pairs of Silver Black Foxes
owned by this company are all
pedigreed stock of the famous
Dalton, Oulton, Gordon, Tuplin
and Champion strains. Low capi-
talization—Foxes capitalized at
\$17,000 per pair which includes
all expenses up to September
1st, 1915. The directors are

men in whom you can put the fullest confidence.

Write for prospectus and other information.

Pres.—HON. JOHN MORRISSEY, Newcaste, N. B.
Vice-Pres.—JAMES LANDRIGAN, Charlottetown, P. E. I.
Sec'y—WM. MORAN, Charlottetown, P. E. I., P. O. Box 506,
J. P. BARRETT, 13 Waterloo St., St. John, N. B.

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. Is-
land 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 private owner of high figures
is 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 credit-
ed with over five thousand million-
aires.

Who would have thought ten years
ago that the automobile would have
become so popular the world over?
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,
muskkrat, 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 coun-
tries.

That the price of fur has increased
tremendously during the past year and
years or more while the supply from
the wilds continued to decrease can-
not be disputed, as statistics secured
from the leading markets of the world
by the Conservation Commission of
Canada fully prove. P. E. Island has
in the course of the past few years
covered that while in the first place,
"Conservation" meant little or nothing
to her, it means today, comparatively
speaking more than to any other prov-
ince of the dominion. For the conser-
vation of the fur-bearing animals has
attracted world-wide attention and
the shares of the Silver Fox Com-
panies of P. E. Island are held in prac-
tically 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, no 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 the
article is not written to defend the capi-
talization 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 mil-
lions, 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 ani-
mals. Take the karakul sheep. Ord-
inary sheep may be worth five dollars
or ten dollars, a karakul ram or ewe
will bring one thousand to fifteen hun-
dred dollars. There is always a de-
mand 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, ac-
cording to the government report, only
1,600 in captivity in our island ranch-
es. The best of these animals are
descended from animals whose pelts
have brought the highest price on the
London market, as much as £500 some-
times 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, and remember
the supply from the wilds is fast dim-
inishing.

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conditions P. E. Island produces the
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to come for high quality foxes to cross
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