

"Doc Bird Says"

That touch of refinement born in the thoroughbred shows in every detail of every article we carry.



Are you all set for hot weather?

Get plenty of toilet articles—refreshing and cool?

If you haven't Egyptian Lotus Talcum Powder—Get it—Put up in flesh and white—It is the purest and best powder made—25c.

E. A. Foster

Central Drugstore Sunnyside

Stiehl's Cold Cream is good for the skin.



It is Never too Late

to mend. So no matter what happens to your watch. Send it around to me

F. S. Mitchell

The Practical Watch and Clock Repairer 168 Queen St. Charlottetown

"Ladies' white Ratine hats at Stanley Bros. 3402-7-11M3i.

TIP TOP TEA --- the most economical and best

RACES AT RIVERSIDE PARK VERNON JULY 18 1914

3 MINUTE CLASS TROT AND PACE. PURSE \$50. HALF MILE HEATS

- I. Dry Cleaner entered by E. F. Achorn, Charlottetown. II. Ruby D entered by H. C. Hooper, Charlottetown. III. Moth Miller, entered by Hammond Kelly, Southport. IV. Ruby M, entered by J. Duffy, Lunenburg, P. E. I. V. Ferndale, entered by Neil Nicholson, Cardigan, P. E. I.

2.23 CLASS MILE HEATS, TROT AND PACE. PURSE \$175.00

- I. The Premier, entered by Daniel Steele, Summerside. II. Orwell Belle, 2.23, entered by The McKinnon Drug Co., Charlottetown. III. Derby, 2.29, entered by J. Stanley Wedlock, Charlottetown. IV. Aquiri, 2.27, entered by M. V. Nicholson, Charlottetown. V. Zealott, 2.29, entered by Michael McKenna, Vernon, P. E. I.

2.19 CLASS TROT AND PACE PURSE \$250.00

- I. Dr. Sharper, 2.19, entered by the McKinnon Drug Co., Charlottetown. II. Helen R., 2.19, entered by The McKinnon Drug Co. III. Cherry Ripe, 2.21, entered by T. C. Edgett, Charlottetown. IV. Hilda S., 2.18, entered by A. Stewart, Southport. A special train will leave Summerside about 8.30 and arriving at Vernon 11.30. From Souris and Murray Harbor special rates will be given on regular trains. This ought to be the best races ever held on this track. 339.

"Members of The L. O. A. are hereby notified that this store has a splendid range of Prince Albert Coats, which will be sold separately if desired. They are finely made—fine fitters, silk faced and equal to high class custom tailoring. The price is only \$15.00. Moore & McLeod. 3400-7-11M2;

"CONFEDERATION STAMPS.—Twenty-five (25) Stamps for 10 cents for sale at Carters Bookstore. 3374-7-11M1.

ENTRIES FOR RIVERSIDE RACES

Following are the entries for the horse races to be held at the Riverside Driving Park, Vernon, on Saturday next week: Half-mile heats; purse, \$50. Dry Cleaner, entered by E. F. Achorn, Charlottetown; Ruby D, H. C. Hooper, Charlottetown; Moth Miller, Hammond Kelly, Southport; Ruby M, J. Duffy, Lunenburg; Ferndale, Neil Nicholson, Cardigan.

2.24 TROT AND PACE

Mile heats; purse, \$175. The Premier, entered by Daniel Steele, Summerside; Orwell Belle, 2.23, McKinnon Drug Co., Charlottetown; Derby, 2.29, J. S. Wedlock, Charlottetown; Aquiri, 2.27, J. M. Nicholson, Charlottetown; Zealott, 2.29, M. McKenna, Vernon River.

2.19 CLASS

Mile heats; purse \$250. Dr. Sharper, entered by McKinnon Drug Co.; Helen R., McKinnon Drug Co., Charlottetown; Cherry Ripe, T. C. Edgett, Charlottetown; Hilda S., A. Stewart, Southport.

STOCK MARKET

STOCK QUOTATIONS.

Quotations furnished by F. B. McCurdy & Co., Stock and Bond Brokers, Members Montreal Stock Exchange, 164 Richmond St., Charlottetown, P. E. I.

July 10.

NEW YORK STOCKS.

Table with columns: High, Low, Close. Rows include Atchison, Am. Smelters, Anaconda, Brooklyn R. T., Canadian Pacific, Erie, Mex. Petroleum, Miss. Pacific, Northern Pacific, Pennsylvania, Reading, Southern Pacific, Union Pacific, U. S. Steel.

UTAH COPPER COTTON

Table with columns: High, Low, Close. Rows include July, August, October, December, January.

Quotations furnished by F. B. McCurdy & Co., Stock and Bond Brokers, Members Montreal Stock Exchange, 164 Richmond St., Charlottetown, P. E. I.

Table with columns: Bid, Ask. Rows include Brazilian Traction, Can Car, Canada Cement, Canada Cement Pfd., MacDonald, Dom. Steel, Ottawa Light, Quebec Rly., Scotia Com., Ogilvie, R. & O., Laurentide, Shawinigan, Sherwin Williams, Spanish River, Toronto Rly., Twin City.

No matter how good a cook you may be, you cannot get real good results unless your flavoring extracts are all the right quality. Here you will find vanilla, lemon, pineapple, almond and all the proper flavoring essences, as well as pure cream of tartar and baking soda. By actual test our flavoring extracts are the purest of any now being sold. McKinnon Drug Co., Corner Great George, and Kent Streets, MEI.

IN MEMORIAM

MR. FRANK GILLIS.

The fact that "In the midst of life we are in death" was never more clearly brought home to the people of St. Peters than when word arrived here of the death of one of its most popular young men, Frank Gillis, whose death took place in Boston on the 26th ult after a very short illness. Among his other business dearest was Secy. to the St. Peters Silver Black Fox Co., and left for Boston a few weeks ago in the interest of that corporation. Words of his illness was not taken seriously until a telegram for his brother Ronald to hasten to Boston was received

on Friday morning, then in the evening of the same day the sad news came announcing his death. His two brothers and sisters who had done all in their power to save their loved one, were with him when he died. Tue remains were taken at the home of his sister Mrs. Edward Kesterton and were forwarded from North station on Sunday evening where a large crowd of his old friends were present to bid a last "good bye". His two brothers, sisters and cousins accompanied his remains home which arrived at St. Peters on Tuesday morning where about fifty carriages were waiting to accompany him on his last return to the old home. The funeral on Wednesday morning evidenced the high esteem in which he was held for despite the unpleasant weather there were upwards to one hundred and thirty carriages in attendance. High Mass of Requiem was sung by the pastor, Rev. A. McAulay, the gallery being nicely draped for the occasion. Rev. B. J. Gillis of East Point led the choir while Mr. Michael McIntyre of Selkirk acted organist. After the funeral services in the church the remains were conveyed solemnly to the adjoining cemetery, where after the last benediction the mortal remains were consigned to their last resting place, there to await a happy resurrection. Besides a sorrowing mother and father the following brothers and sisters are left to mourn the loss of a devoted son and a kind and loving brother: Mrs. Edward Kesterton of Dorchester, Mass., Tenn in Brookline, John in the employ of the Boston Railway Co., James in Dorchester, Mass., Annie, Joseph, Ronald and Paul at home. The pall-bearers were Joseph and Peter Gillis, Ronald J. McInnis, Norbert McInnis, Joseph McInnis and R. J. McInnis.—R.I.P.

Green lay the sod above him Friend of my boyhood days To see him was to love him To know him was to praise. (Other Island and Boston papers please copy.)

The death of Mrs. George A. Matthews, 260 Kent St., Charlottetown, which occurred at her home yesterday was a sad shock to those who had seen her on the previous day in the full enjoyment of health and strength. Retiring on Thursday night in her usual health, she was stricken with paralysis about 10.30 but retained consciousness during the night. All that medical aid could do was done but yesterday morning a second stroke followed, she became unconscious and passed away about noon. Her husband and children, with the exception of

one son, Mr. Vernon Matthews, of Sinclair & Stewart, Limited, Summerside, were with her during the last hours; the latter was telephoned for and he reached her bedside only a few minutes before the end came, but without the melancholy satisfaction of being recognized. Her sudden death in the prime of life, at the age of 56, is a severe blow to the husband and children who are left to mourn a loving and beloved wife and mother.

The deceased, formerly Miss Emily Elizabeth Godkin, was a daughter of the late John L. Godkin, Charlottetown, and was well and favorably known by a large circle of relatives and friends. She leaves to mourn besides her husband, one son, Vernon, above referred to, and four daughters, Mrs. R. E. Spillet, Mrs. Arthur Nelson, Charlottetown, and the Misses Nettie and Amy, at home; also four sisters, Mrs. Jasper Pickard, Charlottetown, Mrs. George Wilson, Omaha, Neb., Mrs. Palmer and Mrs. Silver, Massachusetts, and five brothers, Mr. John L. Godkin, Charlottetown, Mr. Lemuel Godkin, North River, and Messrs. George, William and Benjamin Godkin, Summerside. The funeral will take place on Sunday afternoon at 3.45 to the People's Cemetery.

To the bereaved relatives The Guardian extends deepest sympathy.

RELIEF FUND FOR N'I'L'D. SUFFERERS

- Subscriptions will be received by His Worship Mayor Stens, and Dr. T. Jenkins. Prince Edward Theatre \$54.05 H. H. Stens 5.00 W. A. Wells 20.00 G. E. Wright 5.00 Colonel P. S. Moore 10.00 The Faithful Circle of King's Daughters (per Mrs. Edward Chandler) 12.00 A friend 1.00 B. R. Holman 5.00 Roger Farquharson 2.00 Anna Farquharson 2.00 T. W. Woodman 10.00 Dr. S. R. Jenkin 5.00 W. S. Louson 5.00 J. H. Hill 5.00 Hyndman & Co. 10.00 Dr. J. T. Jenkin 12.00 W. A. Morson 20.00 Robert Bell 2.00 F. J. Holman & Co., Ltd. 5.00 Thomas Easton, Hampshire 5.00 William Clark, North Wiltshire 7 bags potatoes 5.00 A. A. Alley 1.00 L. K. M. 1.00 A friend (Georgetown) 1.00 Miss McLean's S.S. Class of St. James Church 2.25

"Gloves for the parade—lisle or kid—all sizes cheap—medium and high grade, ready for you here Moore & McLeod. 3400-7-11M2i

This Coupon is Good FOR ONE COPY OF THE BIG FLEXIBLE LEATHER \$4.00 FUNK & WAGNALLS Comprehensive Standard Dictionary With Atlas and Latest Census When presented at the Premium Department of this paper with Five other consecutively numbered Coupons and 98 Cents to cover cost of handling, carriage, etc. This is Coupon No. 1

Canada Atlantic Fox & Fur Co., Ltd.

Canada Atlantic Fox and Fur Company Limited Forty Pairs Pedigreed Foxes at \$18,000.00 a pair. FREE KEEP FOR FIRST YEAR. (This ranch will be one of the largest in the world and is now under construction on the Union Road)

Canada Atlantic Fox and Fur Company, Limited. CANADIAN OFFICE: Charlottetown, Prince Edward Island, Canada RANCH: Near Charlottetown, Prince Edward Island Authorized Capital, \$1,000,000.00 Present Issue 750,000.00 Common Stock, no Bonds or Preferred Stock to be issued. PAR VALUE SHARES \$50.00 EACH PROPOSED ISSUE—on 40 Pairs Foxes, Ranch Farm and Equipment. PAYMENTS—20 p. c. on application, balance August 15th, 1914. CHEQUES PAYABLE TO CANADA ATLANTIC FOX AND FUR CO., LTD. Applications may be sent to any of the Directors, who will be pleased to meet applicants at their several offices and give full information. The Treasury Stock (not issued) \$250,000.00 to be used only for further purchase of Fur Bearing Live Stock if deemed advisable. OFFICERS: President—Sir Frederick L. Borden, K. C. M. G., etc., Ottawa 1st Vice-President—D. C. McKay, Halifax, N. S. 2nd Vice-President—Fred J. Taber, Boston, Mass Sec'y-Treasurer—J. Stanley Wedlock, Charlottetown, P. E. I. Thomas Nagle, St. John, N. B. William Craze, Liverpool, England. Geo. F. Uring, Brookline, Mass. F. H. Manning, Windsor, N. S. B. N. Blackadar, Yarmouth, N. S. Solicitors—Johnston & Inman, Charlottetown, P. E. I. Bankers—Bank of Nova Scotia, Charlottetown, P. E. I.

Ranch The ranch will be located on the Union Road, about six miles from Charlottetown, on a farm of 165 acres. A portion of this property is covered with a beautiful grove of spruce and hardwood making an ideal spot to prosecute the Fox-farming business. The service of one of the most experienced ranch-builders in the province have been secured, and with his skill coupled with the advice of our Veterinary Specialist, we will be able to give our shareholders the most up-to-date ranch yet built. It will be absolutely safe, sanitary and comfortable. Equipment A comfortable house for the keepers, barns, ice house, watch-tower and everything necessary for the conducting of a first class ranching proposition will be provided. Ranching Expenses There will be absolutely no charge for the ranching of the foxes for the first year. All charges for keep, food and everything connected with the maintenance of the foxes—salaries of the keeper, watchman, veterinary inspector—will be paid by the promoters up to Sept. 1st, 1915. This one item alone means a saving to the shareholders of from fifteen to twenty-five per cent, as the charges for keep in the greater number of companies is from fifteen to twenty-five per cent. The shareholders of the Canada Atlantic Fox and Fur Company, Limited, are, therefore, in a position to secure the fullest returns from their investment.

Large vs Small Companies The tendency in this as in all other important industries at the present time is to centralize the business, with the idea that the more foxes that can be ranched under one management the smaller the percentage of expense and the better the returns in dividends to the shareholders. With forty pairs of foxes breeding, if two or three pairs should prove to be barren it would have no material effect on the annual dividends, but if only five pairs were in the ranch and the same thing occurred it would make the dividends comparatively small. Future Policy While the company expects to earn large profits from the sales of live foxes for breeding purposes, it proposes to retain annually a considerable percentage of each year's production, placing itself in a position where it can pay good dividends from the sale of furs alone, thus making it from the outset a safe and permanent investment, carrying out the original idea of the promoters which is to establish a safe and permanent fur-farming industry. Management As will be seen by the names of our Provincial Directors the management is in the hands of prominent and experienced men. All of the directors have had a large business experience, and the Secretary-Treasurer and Ranch Manager are men with a successful career in the Fox Industry, all being large shareholders in the company. They will for their own, as well as other stockholders' benefit, guard the best interests of the company in every respect.

Estimated Earnings of this Company For Three Years STOCK 1915, 40 PAIRS Estimate number of pups 1915, 120 at \$6,000 each \$720,000.00 Retain five pairs to add to stock at \$6,000 each 60,000.00 Estimate dividend to stockholders 660,000.00 Equalling 88 p. c. STOCK 1916, 45 PAIRS Estimate number of pups 1916, 135 at \$5,000 each \$675,000.00 Cost of Raising, etc., estimated at 20,000.00 Retain five pairs to add to stock at \$5,000 each 50,000.00 Estimate dividend to stockholders 605,000.00 Equalling 80 p. c. STOCK 1917, 50 PAIRS Estimate number of pups 1917, 150 at \$4,000 each 600,000.00 Cost of Raising, etc., estimated at 20,000.00 Retain five pairs to add to stock at \$4,000 each 40,000.00 Estimate dividend to stockholders 540,000.00 Equalling 72 p. c. At the end of three years' operations the stockholders would therefore have 55 pairs of foxes in the ranch, and would receive, on the above estimate, \$1,805,000.00, equalling an average of 80 p. c. annually. In this estimate the price has been decreased each year to take care of any drop in values, which is altogether improbable.

Guaranteed DIVIDENDS The Company guarantees to the shareholders a dividend of not less than ten per cent per annum upon its paid-up capital during the first five years it does business, which is equal to a total dividend of fifty per cent. on paid-up capital in five years. APPLICATION FORM J. STANLEY WEDLOCK, Secy-Treas. Canada Atlantic Fox and Fur Co., Ltd., Charlottetown, Prince Edward Island, Canada. Dear Sir: I hereby make application for shares in the CANADA ATLANTIC FOX AND FUR COMPANY, LIMITED, at Fifty Dollars per Share, and agree to pay twenty per cent. on application, enclosed herewith, and the balance on August, 15th, 1914. Should the shares not be allotted the money paid to be returned in full. Dated this day of A. D. 1914. Name Occupation Address

Canada Atlantic Fox & Fur Co., Ltd.