

IN EVERY HOME



ROYAL YEAST CAKES

ARE USED, AND ALWAYS GIVE PERFECT SATISFACTION

"1,000 Tons Choice Hard Coal will reach us in the course of ten days. Get your supply from this cargo. It will be the last for this port. R. T. Holman, Ltd. 3641-7-23M3i

Hot Weather is here. Hammocks

We have a few dozen choice HAMMOCKS. NEW STOCK, FAST COLORS strong and durable, which we are clearing out at low prices

95 cents each up to \$6.00 each.

New Books, New Books

See our splendid line of REPRINTS, BEST AUTHORS, attractively bound just received. Regular price \$1.25 each, we sell them at 50 cents and 60 cents each. SOUVENIRS, SOUVENIRS of P. E. ISLAND in great variety.

Carter & Company Ltd.

DAILY SELECTIONS FOR GUARDIAN READERS
Furnished by W.S. Louson.

FORM A RESOLUTION.
When you rise in the morning form a resolution to make the day a happy one to a fellow-creature. It is easily done; a left-off garment to the man who needs it, a kind word to the sorrowful, an encouraging expression to the striving—trifles in themselves light as air—will do it at least for the twenty-four hours; by the most simple arithmetical sum look at the results. If you send one person, only one, happily through each day, that is 367 days in the year. And if you live forty years only after you commence that course of medicine, you have made 14,680 beings happy—at all events, for a time.
—SIDNEY SMITH.

If you have a kind word—say it: Throbbing hearts soon sink to rest; If you owe a kindness—pay it, Life's sun hurries to the west.


LT.-COL. C. OREW READ.
Sussex.
I was cured of Acute Rheumatism by MINARD'S LINIMENT. Markham, Ont. C. S. BILLING.

I was cured of Rheumatic Gout by MINARD'S LINIMENT. Halifax. ANDREW KING.

I was cured of Acute Bronchitis by MINARD'S LINIMENT. Lakefield, Que., Oct. 9, 1907.

FILMS—Developed and printed—Maritime Stationers.

See Our Lockets



Here is an excellent display here now of lockets, in plain, gem set and fancy chased designs, shown in square, oval, round and heart shaped, with chain at \$1.75 up.

W. N. Tanton
Sunnyside

THE CENTRAL GUARDIAN

IT PAYS to buy in this province.
WATCH for "Our Mutual Girl." She is on her way to the Peoples Theatre.

STRAWBERRIES. cake and ice creams in abundance at St. James' Church festival, Thursday, July 23rd. 3660.

HARD COAL.—The schooner "W.N. Zwicker" with a cargo of 900 tons Hard Coal for A. Fickard & Co., sailed from New York yesterday. 3651.

HARTNEY HALL.—The usual services will be held on Friday evening, July 24th at 8 p. m. The speaker Rev. W. P. McVie, Subject "Essays Poor Bargain."

PICNIC.—The Cherry Valley Methodist Sunday School hold their annual picnic at China Point, on Wednesday afternoon. A very pleasant outing for the young people is anticipated.

VERNON RIVER.—The Sunday School of the Vernon River Methodist Church will go to Pisquid Lake for their picnic on Thursday afternoon next. 11.10

PAINTING STORE.—Mr. H. F. Feehan, Mount Stewart, is having the exterior of his store painted and when finished it will present an up-to-date appearance. Mr. Edward Egan of that place, is the man behind the brush.—S.

FUNERAL YESTERDAY.—The funeral of the late Mr. Thomas Butler took place yesterday morning to the Pro-Cathedral, where a Requiem Mass was sung by Rev. Father Duffy, and interment took place at the Catholic cemetery, where the service was conducted by Rev. Father McQuaid. The pall-bearers were: M. P. Hogan, John A. Griffith, William Corish, Patrick Clarkin, Joseph Warren and Peter McQuaid.

SAFE AT HOME.—Mr. Joseph Kenslow, formerly of this city, who was previously reported to have been among the crew that went down with the Empress of Ireland, is now it is pleasing to learn, safe and sound at his home in Liverpool, England, with his wife and family. His mother, Mrs. De Young, Charlotte-town, has received a letter to this effect. Mr. Kenslow was a fireman on the Empress of Ireland and was in the "watch below" when the disaster occurred. He was one of those who were asleep in their bunks when the boiler rammed the liner with sickening impact. Awakened by the crash he managed to secure a life-belt and with this on jumped overboard and was floating about on the wide waters for some time before he was picked up by one of the rescuing steamers.

STRAWBERRY FESTIVAL.—The Young Ladies' Guild of St. James Church are having a strawberry festival on their beautiful Church grounds, Thursday, July 23rd, from 4 to 8 o'clock. Come and enjoy yourselves. 3660.

AN INSTITUTE OUTING.—The numerous friends and a number of happy visitors from various places by the Maple Leaf Women's Institute on July 16. The outing was in the form of a picnic which was held on the grounds of Mrs. H. P. McNeill, "Willow View Cottage." Traveller's Rest. Before beginning the picnic part of the programme in real earnest, one of the delegates who attended the first Convention of Women's Institutes at Charlottetown, read an interesting report of the proceedings which took place there. After this the group went to the shore and all drank to the full the invigorating breezes of Richmond Bay. Cameras, as is usual on excursions of this kind, were much in evidence. An ideal spot was chosen for the laying of the "festive board," amidst a grove of trees. And as this the pioneer picnic for the Women of Maple Leaf institute proved so successful they are looking forward to a mammoth one to be held in 1915. A vote of thanks was tendered the host and hostesses for the kind hospitality shown. The host suggested to the gentlemen present that they give three ringing cheers for the Maple Leaf Women's Institute. The cheer was responded to with equal zest, thereby bringing to a close an afternoon much appreciated and enjoyed by old and young. It was decided to hold a meeting and arrange an Ice Cream and Candy Social, the date to be announced later.

FRECKLE'S

DON'T HIDE THEM WITH A VEIL; REMOVE THEM WITH THE OTHINE PRESCRIPTION

This prescription for the removal of freckles was written by a prominent physician and is usually so successful in removing freckles and giving a clear, beautiful complexion that it is sold by druggists under guarantee to refund the money if it fails. Don't hide your freckles under a veil; get an ounce of othine and remove them. Even the first few applications should show a wonderful improvement, some of the lighter freckles vanishing entirely. Be sure to ask the druggist for the double strength othine; it is this that is sold on the money-back guarantee.

CHARLOTTETOWN MARKETS

Straw (per ton)	\$6.00	Carrots and Parsnips (doz.)	20c
Hay Loose (per ton)	15 to 16	Cod Fish (fresh per lb.)	4 to 5c
Eggs (per doz.)	20 to 23c	Mackerel (each)	10 to 15c
Print Butter (per lb.)	20 to 23c		
Fowl and Chicken (each)	50 to 75c		
Tub Butter (per lb.)	50 to 55c		
Potatoes (per bus.)	11c		
Turnips (per bus.)	15c		
Hides	10 to 20c		
Calfskins	8 to 10c		
Beef (lb.)	14 to 16c		
Pork (lb.)	7.00 to \$8.00		
Sauages (lb.)	6c		
Young pigs (per pair)	6c		
Beets	4c		
Oats (white)	46c		
Oats (black)	46c		
Onions (lb.)	5c		

Here is a soap that is more than a soap—a soap that is really a skin food. It cures abrasions, roughness of the skin and minor skin eruptions and cleans every pore. It is Rexall Medicated Skin Soap, containing a scientific combination of medicinal oils and other component parts. Will keep your skin in excellent condition; price 25c. MacKinnon Drug Co., Cor. Great George and Kent Streets. METI.

Canada Atlantic Fox & Fur Co., Ltd.



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 FORFIRST YEAR.
(This ranch will be one of the largest in the world and is now under construction on th 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 Perferred 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 sale 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.

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 Ranching, 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 Ranching, 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.....