

Announcement of Extension OF THE John R. Dinnis Pedigreed Foxes Ltd.

An Opportunity To Get Into a Large Going Concern With a Low Capitalization
Head Office, Charlottetown, Prince Edward Island

Authorized Capital - - - - - \$750,000
Paid up Capital - - - - - 218,000
Present Issue of Capital Stock up to - - - - - 275,000
Par Value of Shares - - - - - 100

Balance of Authorized Capital to be Used Only for Further Extension in Purchasing Live Stock.

Board of Directors

- President**—John R. Dinnis, Esq., Charlottetown, Stockman and Fox Rancher.
Vice-President—Dr. B. C. Borden, Sackville, N. B. President Mt. Allison University.
Secretary-Treasurer—W. E. Cameron, B. A. (Oxon) Charlottetown Professor of Economics and Commerce, St. Dunstan's College, Member of the Executive of Silver Fox Breeders' Association of P. E. I.
Major A. A. Bartlett, Charlottetown, P. E. I. President of The Guardian Publishing Co., Ltd. Secy-Treas of the Oystermens Co-operative Association of P. E. I.; Secy-Treas of the P. E. I. Provincial Rifle Association.
Charles Lyons, Esq., Ex-Mayor of Charlottetown, of the Firm C. Lyons & Co., Coal Merchants Charlottetown.

Solicitors

Haszard & Gaudet

Bankers

Bank of Nova Scotia, Charlottetown

- REFERENCES:** Bank of Nova Scotia, Charlottetown
Royal Bank of Canada, Charlottetown
Silver Fox Breeders Association of P. E. I., Charlottetown



JOHN R. DINNIS, "The Wizard Rancher," and President of the Company. With one of his Litters of Six.

The following Fox Companies have declared dividends to date

| Ranch | Authorized Capital | Dividend and Stock Bonus Per cent. | Total Cash Dividend | Cash Dividend Per cent. |
|--|--------------------|------------------------------------|---------------------|-------------------------|
| Bunbury | \$ 30,000 | 320 | \$ 96,000 | 320 |
| Spring Park | 30,000 | 45 | 40,500 | 45 |
| Peerless | 20,000 | 300 | 60,000 | 300 |
| Prospect | 60,000 | 369 | 60,000 | 100 |
| Smith | 150,000 | 40 | 60,000 | 40 |
| Dalton | 625,000 | 40 | 250,000 | 40 |
| Silver Tip | 25,000 | 95 | 23,750 | 95 |
| Murray Harbor | 50,000 | 200 | 100,000 | 200 |
| Magie | 100,000 | 172 | 172,000 | 172 |
| Eureka | 30,000 | 175 | 52,500 | 175 |
| Union | 190,000 | 60 | 114,000 | 60 |
| Riverside | 50,000 | 225 | 112,500 | 225 |
| Maritime | 40,000 | 332 | 13,333 | 332 |
| (Paid in cash with one fox still for sale) | | | | |
| Royalty | 90,000 | 286 | 216,000 | 240 |
| Magnet | 50,000 | 340 | 170,000 | 340 |
| O'Leary | 40,000 | 20 | 8,000 | 20 |
| Pioneer | 100,000 | 225 | 225,000 | 225 |
| North Shore | 100,000 | 25 | 25,000 | 25 |
| Rosemont | 10,000 | 1000 | 50,000 | 500 |
| Tyne Valley | 75,000 | 50 | 37,500 | 50 |
| Malpeque | 40,000 | | | |
| Mt. Edward | 60,000 | 220 | | 20 |

Two of the above Companies Royalty and Mt. Edward, were ranched by J. R. Dinnis. In the season of 1913 Mr. Dinnis also ranched foxes for three private partnership Co's. One of them paid 64 per cent dividend, the second 124 per cent and the last 152. (References may be had by writing the Secretary, W. E. Cameron.)

History of the John R. Dinnis Pedigreed Foxes Limited

The JOHN R. DINNIS PEDIGREED FOXES LTD, was incorporated under the laws of Prince Edward Island, Canada, July 22, 1913, with an authorized capital of \$300,000. The Company at that time owned six pairs of PEDIGREED FOXES. One pair of these two years old, and mated for two years had reared to maturity eight pups, which were sold for the small fortune of \$50,000. This pair was valued at \$28,000. The other pairs were young of 1913, valued at \$19,000, per pair. This first issue of \$123,000 was subscribed by October 15th, and the Directors made a second issue of \$77,000, to purchase four more pairs of high grade foxes. Six weeks later the second issue was practically subscribed and as prospects looked bright for the coming year \$18,000, more stock was issued to purchase another pair of the famous B I. Rayner Stock, Alberton, Prince Edward Island. The total issue of stock \$218,000, was subscribed and fully paid up on December 22nd, when the Organization Meeting was held in the Board of Trade Rooms, Charlottetown.

22 Registered Class A. Silver Black Foxes

The JOHN R. DINNIS PEDIGREED FOXES LIMITED was the first Company to register its foxes in the Prince Edward Island Silver Fox Breeders Association. The Certificates of Registration Number One to Twenty-two. The Pedigrees which may be inspected in the books of the Fox Breeders' Association, Charlottetown, trace the breeding of the animals back for three generations to genuine ranch-bred Prince Edward Island Black Foxes. (Class A.) The foundation stock of the DINNIS PEDIGREED FOXES was selected from the pens of the pioneer ranchmen—Charles Dalton and R.T. Oulton, Alberton and from the famous Rayner Ranch, Alberton, Prince Edward Island. The crossing of these two noted strains has produced a beautiful vigorous large animal that combines the fine rich lustrous fur of the one breed with the high quality blood and phenomenal productiveness of the other. The ancestors of some of these foxes sold for the highest prices on the London Market. (See Account Sales of Charles Dalton and Gordon, Fur Farming in Canada, p. 112.) Moreover the foxes of the Company have all been individually selected for fur quality, fecundity and ancestral records by John R. Dinnis himself and Mr. J. Walter Jones, the Canadian Fur Farming expert lately associated with the Commission of Conservation, Ottawa. Ten of these animals are out of litters of 6. Four from litters of 5. Three out of litters of 4, and the remaining five from Charles Dalton's "best breeding strain."

Proposed Extension

It is proposed to add up to eleven pairs of young foxes whelped in the Company's pens during the present season. They will be carefully selected from the cream of the stock. The Company will then have the 44 pedigreed foxes all Class A, and BETTER in so far as the pedigrees of the present animals go back for three generations.

Grounds for Extension

In the opinion of the Directors the best policy is to gradually enlarge the Company by the addition of a certain number of select pairs each year till the Industry settles down to a pelt basis. It is a policy which looks to the future interests of the shareholders, and if judiciously and persistently carried out will place the Company in a position to carry on a permanent business for years to come. A large ranch can afford to have more conveniences and better equipment than smaller ones, and at the same time because the business can be better organized, many economies may be carried out in the management and running expenses, including food, salaries, wages and advertising. Moreover the JOHN R. DINNIS PEDIGREED FOXES LIMITED with twenty-two pairs of foxes will offer a better insurance to the investor than a Company with five or ten pairs. Where one's investment is spread over a large number of animals the law of averages assures a steadier and more certain return than where it is all placed in a few pairs.

In the third and last place the DINNIS PEDIGREED FOXES have all been selected, according to a very high standard. They are all from the most prolific strains and are descended from animals whose ancestors sold for the highest prices on the London market. The management is therefore very desirous of retaining the cream of the progeny of these valuable foxes in the Company's pens.

Capitalization

The 22 pairs of foxes will be capitalized at \$493,000 or \$22,400 per pair. The eleven pairs of old breeders will be worth at least \$28,000, per pair at the end of this breeding season. It is thus evident that when account is taken of the enhanced value of the present breeding stock of the Company the additional eleven pairs will be virtually capitalized at \$185,000 or \$16,800 per pair. There is absolutely no organization expenses to be added to the capitalization of the foxes in the Company.

The Ranch

Situated as it is, on a hill top it is ideally located for a fox home. The natural drainage of the ground is good so that there is no danger of spring freshets so fatal to young foxes. The air is always pure and fresh, for the winds which sweep the hill-top carry away all harmful and disagreeable odors and tumble the chilling fogs into the valleys below. The fact that Mr. Dinnis has never had a single case of sickness among his animals since he bought the present ranch (three years ago) is sufficient evidence of the healthfulness of the ranch and surroundings.

There is a staff of expert and trustworthy men on the premises who assist in the work of maintaining and guarding the ranch. Standing out prominently is the night watchman's house which overlooks the ranch and the public road. Supplementing the eye of this officer is the vigilance of another watchman whose special business it is to patrol the ranch. There are twelve brilliant electric lights surrounding the ranch which are turned on every night and in their brilliance any intruder would be rather a conspicuous object.

The equipment is the most elaborate and up-to-date in the Province. The pens of the PEDIGREED FOXES number One to Eleven and occupy the premier position in the ranch. Every possible convenience that ingenuity can suggest and money purchase has been attached to their houses or artificial dens. The pens where they take exercise are exceptionally large and every pains has been taken to assure absolute comfort to the valuable occupants of these de luxe dwellings.

Payments

Payments, 10 p. c. on application,

10 p. c. on August First.

80 p. c. on October First.

Any further information may be obtained at the Head Office

Charlottetown, P. E. I.

or by writing the Sec'y Treasurer

W. E. Cameron

The Rancher's Record

Mr. J. R. Dinnis the owner and rancher began breeding foxes some seven years ago in Alberton, P. E. Island. Being unable to purchase his first pair with his then accumulated means he did not hesitate to mortgage his property to make a start. He secured the assistance of Charles Dalton and R. T. Oulton, the Pioneer breeders of Alberton, and later the help of B. I. Rayner, now one of the most successful ranchers in the Province. After four years training he felt that he could make a success of handling a large ranch. He moved therefore to Charlottetown in 1911 and purchased the valuable property mentioned above.

Lacking sufficient capital to purchase a large number of Silver Black Foxes he solicited fox companies to board foxes with him. Several Companies were induced to put their stock in his charge and the results of the past three years have surpassed all records. In 1913 (notably a poor year for increase) the assets of the several companies in the DINNIS RANCH increased on an average about 160 per cent, over 1912. So great a reputation has Mr. Dinnis made that many fox owners have placed their stock under his care at a cost of 33 1-3 p. c. of the increase. So much more successful than other breeders has he been that a large Company chose to allow him in 1913 25 per cent of the increase when other ranches offered competing rate as low as 10 per cent.

It is Mr. Dinnis' proud boast that he never lost a young fox from sickness. The mortality of young foxes is about 30 per cent yet Mr. Dinnis in 1911 reared everyone of his Twenty-three young foxes to maturity and in 1913 with Forty-eight young foxes in his ranch he did not lose a single one.

"One of the most successful ranchers is J. R. Dinnis of Charlottetown. This year he raised and paid taxes on Forty-eight pups, 7 per cent of the world's supply and the largest number in any ranch in the world. He raised sixteen pups from three young pairs and had four litters of six each."

"The Golden Pelt," Dec. 1913, By J. R. Barr.