

RITCHIE'S

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DAILY SELECTIONS FOR GUARDIAN READERS

Furnished by W. S. Louson.

WHY DID I FAIL?

No man likes to fail, yet all men do fail. There is a great difference, however, in the use men make of failure. One man denies point blank that he did fail. He is a hopeless case. Another man admits the failure, but pleads that he was not to blame. He too, will learn little or nothing from his blunders. But another man admits the failure, and without seeking to screen himself proceeds to enquire diligently the reason why he failed. He wants to know the whole truth no matter how it hurts, and he is willing, to do all that is humanly possible to redeem his mistake. This

man always succeeds in the end. Success never happens and it is never a gift. It always comes as the crown of intelligent toil. Why have we failed? Possibly we took too much for granted; we thought we knew; we did not pay the price. And if a candid consideration of our failure shall lead us to see how to avoid a repetition of it, that failure may prove the greatest success of our lives. The failure that prepares the way for greater achievement is worth far more than a success which means contentment with lesser things. The sting of failure may be used to spur us on to our noblest effort.

FRENCH ESTIMATE OF 'LITTLE EDWARD' VERY FLATTERING.

LONDON, July 4—"Frenchman," a member of the party which attended President Poincare on his recent visit, gives the following impressions of the Prince of Wales:—"The Prince has made his debut in Parisian high society which was immediately conquered by the charm and simplicity of his manner, and the graciousness and courtesy of his slightest actions. This youth, who is still almost a child, is a born Prince. Fate has been admirably inspired in so arranging things to allow the young Prince to make his first appearance in public life in welcoming the President of France at Portsmouth. The Prince is thus doubly dear to all Frenchmen. We feel that he is a little of ours as France has twice been his sponsor, and let us hope, his good fairy. "For the rest, the Prince has been completely successful in the mission

confided to him by his father. Despite his timidity, which is natural and which becomes him wonderfully well, he was neither gauche nor embarrassed when he bade the President welcome to England. He was modest such as became a youth in the presence of a statesman but he was very charming and full of those little acts of thoughtfulness and delicate attention which denote the well-brought up boy and appeals strongly to those to whom they are preferred. President Poincare took a great liking to the Prince at once and in the President's entourage, the Prince is always spoken as "Prince Charming."

AUSTRALIA SENDS MESSAGE TO KING.

SYDNEY, N. S. W., July 4.—A message was sent to King George Tuesday on the occasion of His Majesty's visit to the battle cruiser Australia, expressing Australia's gratitude for the evidence of the King's interest in the development of Australia's Navy, and adding that Australia regards the battleship as an earnest of her determination to contribute to the maintenance of the sea power of the Empire and the peace of the world.

RITCHIE BEATS RIVERS.

SAN FRANCISCO, July 4.—Willie Ritchie won from Joe Rivers here today in the eleventh round. The fight was for the lightweight championship of the world.

ROYAL WEDDING ANNIVERSARY.

LONDON, July 5.—The King and Queen, who have gone to Lancashire for a visit as the guests of Lord Derby, will celebrate the anniversary of their twentieth wedding anniversary music halls in London and the Province tomorrow. Their marriage took place on July 6, 1893.

For the entertainment of his royal guests Lord Derby has arranged a novelty in the shape of a genuine music hall performance. The programme has been prepared by Frank Allen, the manager of the Empire, at Knowsley Hall, will celebrate the Hippodrome and other noted theatres.

S. A. McDonald The Island's Leading Store

Remarkable Suit Reductions

\$12.00 for \$7.78



\$13.00 for \$8.35

These suits at \$7.78 are part of a lot of 300 Scotch Tweed and Worsted Suits bought from a leading Manufacturer in Montreal at a ridiculously low price, considering the quality of material, linings and the splendid finish and styles of the garments. They are a regular \$12.00 suit.

Made in the fashionable three and four button sack style—hand tailored shoulders—lapels and collars nicely moulded—silk sewn throughout—canvas thoroughly shrunk with good quality satin body lining. We can fully recommend them to our customers. There is a chance to save some dollars.

This line of suits at \$8.35 is the pick of the lot of 300 Scotch Tweed and Worsted Suits bought from a leading Manufacturer in Montreal at a ridiculously low price when the quality of the materials and the splendid style and finish of the garments are taken into considerations. Well worth \$13.00 a suit. Made in the dressy three button sack style—shoulders hand tailored—lapels nicely moulded—snug fitting collars—body linings good quality satin—trimmings the kind a first class tailor would use—a classy dressy suit in every respect. Look them over.

Genuine Double and Twisted Oxfords Tweeds 65c yd.

We have secured a quantity of double and twisted Oxford Tweeds Banockburn patterns which we will sell at 65c yd. worth 85c in any store. Highest price paid for wool in cash or trade.

Souvenir Jewelry

Nothing could be more appropriate as a memento of a pleasant vacation than a piece of souvenir jewelry. We have souvenir pins, clasps, buckles, hatpins, fobs, cigarette cases, match boxes, ash trays, pocket knives, paper cutters, spoons, etc., at prices ranging from 15c up to \$2.50.

W. N. Tanton Sunnyside

Do You Want To Increase Your Income By an Investment in The Black Fox Industry? If You Do; Read This Carefully

If you were asked by a friend to make a selection from the numerous Black Fox Propositions now on the market, that would be likely to give him the best Returns. What would you do? Would you not first find out the Figure the Foxes were Capitalized at? Then you would find out the quality of stock, Then the location of the Ranch would demand your attention. Then the personell of the Directorate and the caretaker.

From The Standpoint Of The Investor

Looking for the best place in all Canada to make profits worth while The Brighton Black Fox Co., Ltd. Stands First

Capitalized At \$13,500 a Pair

To the conservative investor capitalization is of paramount importance, because on this depends the percentage of dividends his investment will earn.

A GUARANTEE becomes no guarantee at all if you pay it yourself on over-capitalization in the purchase price of stock.

These foxes were purchased previous to the advance in price and are placed in the ranch at two to three thousand dollars a pair lower than the present market price of first class stock.

The remarkable development of the Fox Industry, makes us wonder what the future will be.

A conservative estimate of next year's returns from this ranch would be. If 4 pairs of the foxes have average litters of 4 each, 4 going to the ranch for keep, leaves 12 for the Company, which if sold at present price of \$15,000 per pair, would net the stockholders about 110 per cent. If all 6 pairs have litters the profits would be proportionately increased.

Can you imagine circumstances more favorable to you as a prospective investor?

The Stock The World's Best

The promoters of this Company decided months ago that nothing but the best stock that money could buy would ever find its way into their ranch. Therefore, when they obtained options on the six pairs of Foxes of the world Famous Dalton, Oniton, and Tuplin strains, they refrained from advertising their proposition until they were sure that the options would be filled.

The Foxes are now on foot and are six pairs of the handsomest young foxes that ever looked out of a den. Their ancestry tracing back to the Foxes whose pelts brought the highest prices on the London market, and now adorn the robes of Royalty in the Courts of Europe.

On this class of stock depends the future success of the Fox industry, and the man who invests in this proposition is laying the foundation of a permanent investment that in future years will be the means of earning thousands of dollars.

There should be no hesitation on the part of any investor who really wishes his money to earn its utmost.

The Location Of The Ranch

The ranch which is now under construction will be one of the most up-to-date in the Province, located on a beautiful grove of mixed spruce and hardwood in the centre of 38 acres of land in the properties of Lieut. Col. A. G. Peake and J. J. McKinnon, and has been pronounced by experienced Fox ranchers to be one of the best (if not the best,) in the Province.

10 per cent of amount subscribed for must be sent on application. All applications must be sent to the Secy Treas, or the Maritime Fox Exchange and Investment Co.

Application Form

I hereby make application to the Brighton Black Fox Company Limited of Charlottetown, to take the number of shares in the Capital Stock of the Company set opposite my signature below.

I enclose herewith 10 per cent of the amount with this application and the balance I promise to pay on or before August 15th, 1913, deposit to be returned if stock not allotted.

Number of shares

Amount

Signed

Occupation

Address

For Prospectus And Application Forms Apply To The Provisional Directors, Or The Maritime Fox Exchange And Investment Co. Ch'town Phone 261L

PROVISIONAL DIRECTORS

Frank R. Heartz
Edwin Aitken

Lieut. Col. A. G. Peake
H. W. Peake

Secy Treasurer
J. J. McKinnon