

"People's Theatre" The Theatre of no after Regrets

Majestic Stars in "The Portrait of Anita" A story of old Mexico in Two Parts "Mutual Movies Make Time Fly"

"Their Hubbys" Another Keystone comedy—sure to set your laughometer working

The Golden Cloud How a Stolen stock market tip caused anxiety then happiness

Abduction of Pinkie A Canine Comedy

A Venetian Romance A Kay Bee—One Reel Feature

2 Shows Nightly Admission Five Cents Shows at 7.45 and 9 P. M.

Come to The People's when you want "reel" Quality

THE CENTRAL GUARDIAN

IT PAYS to buy in this province.

ST. JAMES S. S. PICNIC takes place at beautiful Westville on Wednesday next. Visitors' table and refreshment booth. 3336.

TEA.—The parishioners of St. Ann's Church, Hope River, will hold a Tea party on the church grounds, on Saturday, July 18th. 3251.

SUNDAY CONCERT.—The Band of the Abnwick Light Infantry will give a program of music in Victoria Park on Sunday afternoon from 3 till 4.

NOTICE.—Unanimously carried by a vote of the ratepayers of Junction Road School that the district be hereafter called Glenvalley. Malcolm Gillis, Secretary. 3342-4M61.

HALF HOLIDAY.—Owing to Monday being a half holiday, advertisers are reminded that all ads. must be in this office before 10 a. m. Monday to insure insertion on following day. 2816.

CARD OF THANKS.—Mr. Duncan McLean, North River, wishes to express his sincere thanks to the many friends who helped him accumulate such a large number of votes in the recent Guardian Contest as to entitle him to a beautiful Graciosa.

WEDDING BELLS.—One of those interesting events, the recurrence of which helps to relieve the tedium and monotony of farm life, occurred at Lakeville on the evening of the 24th inst. On that evening the beauty and the chivalry of Lakeville and vicinity were gathered at the home of Chas. and Mrs. Rose. The occasion was the marriage of their second daughter, Ruby Christina to Mr. William Robert Currie of Bonwell. Queen's. Rev. Mr. Piper performed the ceremony which was witnessed in perfect silence by the large company that could scarcely find standing room. The wedding march was played by Miss Ethel McDonald. After the ceremony, good wishes and congratulations, were respectfully "showered" on the bride and groom. Ruby will be much missed especially in her father's house, where she fulfilled the duties for a time of both daughter and mistress. A supper that could not but satisfy the most epicurean palate was provided by the hostess, the groom's sister. The wedding presents were beautiful and valuable and were fittingly accompanied by a considerable amount of cash. The evening was passed pleasantly in conversation and in listening to the graphophone. The Misses MacDonald gave vocal and instrumental selections which were much appreciated. Shortly after midnight the guests departed, bidding good bye to the happy couple and thanking the respected host and hostess.

E. S. PICNIC.—St. Peter's Sunday School Picnic will be held at Westville on Monday week July 13th. Particulars later. 3346.

MOTOR CYCLE RACE.—The first motor cycle race ever held in this city will be seen at the L. O. L. Sports on July 13th, between Mr. E. E. Parkman and Mr. W. E. Scantlebury. Some exciting sport is anticipated as speed records are to be made, and this novel race should be one of the most exciting events of the day. A good prize will be offered. 3340.

L. O. L.—The following amateur sports, sanctioned by the C. A. A. U. C., will be held at the Orange Tea on July 13th:—100-yard dash, 220-yard dash, 1-mile run, 1/2-mile run, one-mile run, high jump. The quarter-mile bicycle, half-mile bicycle, mile bicycle and three-mile bicycle; one-mile bicycle for boys 10 years and under. These sports are open to any amateur. Entries will be handed to W. E. Scantlebury, Chairman L. O. L. Sports Committee. 3341.

P. E. I. FOXES.—In its regular commercial report the Halifax Herald of July 2nd, says: There is great interest among many thousands of shareholders in the Prince Edward Island fox companies to learn what dividends they may expect in October next, and a number of the companies have a circular notified their shareholders what they hope to pay. Further information has been collected and published by the Charlottetown Guardian, the list embracing 46 companies. Of these 8 companies expect to pay 100 per cent. to 300 per cent.; 22 companies from 50 per cent. to 100 per cent.; 9 companies from 25 per cent. to 50 per cent.; and 6 companies from 15 per cent. to 25 per cent. Over the whole industry the average dividends will be somewhat less than those of last year, as there has not been so great an advance during the year in the selling prices is quite up to that of last year and is firmly maintained. The result fully maintains the reputation of the silver-breeding enterprise as the most lucrative live stock industry in the world.

THE EVANGELINE.—The Steamer "Evangeline" arrived in Charlottetown Thursday evening at 6.30 o'clock, after a fairly quick passage from Halifax which place she left at 7 p.m. She called at Hawkesbury en route, leaving for this port at about noon yesterday. Throughout the entire voyage from Boston to Charlottetown she sailed in thick fog. The following is the passenger list: D. W. McKenzie, Mrs. D. W. McKenzie, Miss E. McKenzie, J. Thompson, F. E. Lockhart, Mrs. Lockhart, Miss E. Emery, Miss R. McDonald, Miss T. McDonald, Miss R. A. Bennett, C. Denson, Mrs. Denson Dr.

A. A. Deacon, L. L. Little, Mrs. Little, G. W. Reid, Mrs. Reid, Mrs. E. C. Abern, Mrs. Q. S. Murphy, Mrs. S. Shears, Mrs. G. Trainor, L. Thral, L. M. Kiley, Miss G. Marshall, W. O. Cane, Mrs. Cane, F. S. Campbell, Miss M. DeCorra, Miss M. Joyce, Miss H. Bell, J. F. McHone, Mrs. McHone, Mrs. M. O. Connor, Miss St. Connor, Mrs. F. Donovan, Miss C. McDonald, H. B. Allen, Mrs. Allen, L. Bray, Miss C. Mathieson, Miss Miss M. McBeth, Mrs. O. Lynch, Mrs. C. Rowers, Mrs. D. Gordon, Edna Gordon, Miss N. Dalton, Mrs. E. Dalton, Miss G. McGrath, Mrs. W. Boyce, W. Perrier, A. Perrier, Miss N. McLeod, From Halifax: F. C. Mortimer, Mrs. M. Keefe, C. C. Keefe, Miss L. Heaton, Clyde Curry, From Hawkesbury: W. Archibald.

KINDLY REMEMBERED.—A special meeting of the executive of the Temperance Alliance was held in the Y.M.C.A. on Tuesday evening. There was a good representation of members. The meeting was called to appoint a successor to the president, Rev. Mr. Marshall, who was being transferred from Grace Church, Charlottetown to Fredericton, N.B. Mr. Marshall tendered his resignation and in doing so expressed his regret and sorrow at giving up the work of the Alliance here, stating that he didn't remember the time when he was associated with such a loyal band of men in the interests of the good cause, Rev. G. C. Taylor in a complimentary address moved that the resignation be accepted. The motion was seconded by Colonel Moore and supported in short addresses by R. C. Goff, John Lawson, A. W. Sterns, D. Schurman, Rev. W. D. Wilson and W. E. Bentley. The motion was carried and Rev. Z. L. Fash was appointed to succeed Rev. Mr. Marshall, during the remaining nine months of his term of office. The next event on the programme was the reading of an address to the retiring president and presenting him with a gold headed cane. The address was read by Mr. Schurman. Mr. Marshall in acknowledging the presentation remarked that the cane would help to steady his faltering footsteps. On the invitation of Mr. J. A. Lawson the members of the executive proceeded to White's restaurant where they were treated to ice cream.

OLD-TIME REMEDY MAKES PURE BLOOD

Purify your blood by taking Hood's Sarsaparilla. This medicine has been and still is the people's medicine because of its reliable character and its wonderful success in the treatment of the common diseases and ailments—scrofula, eczema, rheumatism, dyspepsia, loss of appetite, that tired feeling, general debility. Hood's Sarsaparilla has been tested forty years. Get it today.

Prince Edward TO-NIGHT King The Detective and the Marine Mystery Featuring King Baggot in a Startling Detective Story that Keeps You Guessing From Start to Finish Birds of Passage A Quaint Comedy of Bohemian Life His Last Gamble A Strong Drama Featuring Pearl White UNIVERSAL IKE Has His Ups and Downs with the Prince of Comedians GEORGE CARNEY. Watch For "Lucille Love" "The Girl of Mystery" 2 Shows 2 MATINEE SATURDAY 7.30 & 9 p. m. 3 p. m.

FARMS FOR PROFIT You should INVEST now You should INVESTIGATE now The John R. Dinnis Pedigreed Foxes Limited Because 1. It is a GOING CONCERN personally cared for by John R. Dinnis, the "Wizard Rancher." II. It is a GROWING CONCERN with eleven pairs of old breeders, and your investment is secure. III. It has a capitalization of \$750,000 and a large Company secures a good average dividend. The Silver Fox Breeders Association, Ch'town The Bank of Nova Scotia, Charlottetown The Royal Bank of Canada, Ch'town Write for Herd Book, Prospectus, and Free Booklet on the Silver Fox Industry to the Sec'y W. E. Cameron Charlottetown, P.E.I. Box 147.

DO YOU WANT MORE MONEY? Of course everybody is looking for money and the art of making it fast is the one great essential. Have you invested in foxes yet? If not, it is time for you to get in and increase your income. Hundreds have been made wealthy. Why not you? St. Lawrence Silver Black Fox Co., Ltd. Will earn more money for you. The Silver Black Foxes owned by this Company are the best procurable, and are capitalized at \$17,000 per pair, which includes all expenses up to September 1st, 1915. Remember this is a genuine proposition backed up by reliable business men. Call or write for prospectus. Wm. Moran, Sec'y-Treas Charlottetown P. E. I.

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. Urling, 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 Rearing, 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 Rearing, 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, Sec'y-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.....

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