

The Customer raising "Selected King" Fur Rabbits can send all of his live Rabbits, or all of his raw Furs, to the National Marketing Company and they will handle the selling for him.

The National also keeps you informed as to prices being received for live "Selected King" Fur Rabbits, the demand for Breeding Stock, and the prices being received for Raw Furs and for Meat, so that you can sell at the time when you should receive the better prices.

HOW THE FUR RABBIT MARKETING AGREEMENT WORKS

1st: It doesn't tie you, the Raiser, up in any way--because you can sell your live Rabbits, your Raw Furs, or your Meat, in any way you wish. You can ship part, or all.

2nd: The National Marketing Agreement is economically sound, can be lived up to in every respect whether times are good or poor, and handles the selling of your entire production.

3rd: Ernest R. Conrad, who is President of Ernest R. Conrad & Associates, and General Manager of The National Live Stock, Fur and Meat Company, has a national reputation as a merchandiser, and for the last seven years has devoted himself exclusively to the raising and selling of Fur Animals--and back of that is thirteen years of experience in selling national products--so you get the benefit of this twenty years of experience in the National Marketing Agreement. Logically he should be able to get you better prices for raw Furs, for Meat, and for live Rabbits than you could get yourself in most instances.

4th: For the last four years the prices received for "Selected King" Fur Rabbits sold, including large wholesale orders where prices were low, were;

1927-Average all Chinchillas, Class CA and CB, Juniors and Breeders, \$14.62 each,

1928-Average all Class CA Chinchillas, including Juniors and Breeders, \$14.75,
and on Class CB, Juniors and Breeders, each \$10.04.

1929-Average all Class CA Chinchillas, including Juniors and Breeders, \$13.29,
and on Class CB, Juniors and Breeders, each \$6.39.

Average all Class CA and Class CB White New Zealand Breeders \$13.65 each
Average all Class CA and Class CB Silver Marten Breeders \$21.76 each

1930-Average all Class CA Chinchillas, including Juniors and Breeders, \$13.56,
and on Class CB, Juniors and Breeders, each \$8.98.

Average all Class CA and Class CB White New Zealand Breeders \$13.00 each
Average all Class CA and Class CB Silver Marten Breeders \$22.42 each

If you had been shipping under the National Marketing Agreement during the last four years, and all of your Fur Rabbits had been sold alive, you would have received 50% of above prices if you were shipping in lots of 100 or more, or 40% if in lots of less than 100, and the average prices received certainly testify to the outstanding reputation of "Selected King" Breeding Stock.

The prices on Raw Furs have been low--but are beginning to gradually move upward--and so is the price for Rabbit Meat--and National handles your Raw Furs for 6% if in lots of 100 or more, or 8% if in lots of less than 100. Or if live Fur Rabbits are killed, skinned, stretched, dried, and the Furs sold, and the meat sold, the charge is only 25% in lots of 100 or more, 30% in lesser lots. National does the work.

In figuring how the Market Agreement should work on averages on raw Meat and raw Fur it must be taken into account that the country is just beginning to emerge from a severe depression, and that Meat and Fur prices have been down to rock bottom the same as prices on chickens, eggs, hogs, cattle, and practically every line.

On the judgement of most of the leaders in industrial lines the United States should now be just ready to enter a period of seven to eight years of steadily advancing prices on all commodities--which has been the experience following every severe depression in the history of the country.

By the time you, as a Raiser, get into production, prices on Meat and prices on Fur should have materially advanced beyond their present prices, and we believe that the following prices are as near as possible to those that should be obtained during the coming few months by The National Live Stock, Fur & Meat Company.

The average price for dressed raw Rabbit Meat paid by meat markets should not be less than 20¢ a pound--and the average price for prime Chinchilla, White New Zealand and Silver Marten Fur Rabbit Skins should not be less than 50¢ a skin. (Chinchillas, for example, were formerly up to \$1.00 to \$1.50 each.)

Figuring the average litter raised to maturity as being 6 in number, the usual percentage being 1/2 Does and 1/2 Bucks on average production, and you being in the class of Raisers shipping 100 or more at a time so as to get the largest percentage for your share, and taking the Chinchilla as an example, weighing six pounds or more each. The litter of six weighing alive about 36 pounds.

If there was NO DEMAND FOR BREEDING STOCK all of the six would be killed, skinned, and marketed for raw Meat and raw Fur, paying you 75% of the amount received as per Agreement, yielding you a price of 14 and 7/10¢ a pound live weight, usually working out as a loss to you for it is generally conceded in the Rabbit Industry that a net price of not less than 16¢ a pound live weight is necessary for a profit to Raiser.

IF ONLY ONE IS SOLD FOR A BREEDER, and the average price is only as good as 1930 prices on Class CA stock, then that one would bring you \$6.78, and the remaining five killed as above, which would bring your returns up to more than 30¢ a pound live weight, or \$1.80 each.

IF TWO OUT OF THE SIX ARE SOLD FOR BREEDERS at the above prices only, it brings your returns up to more than 48¢ a pound live weight, or \$2.88 each.

IF THREE OUT OF THE SIX ARE SOLD FOR BREEDERS at the above prices only, it brings your returns up to more than 65¢ a pound live weight, or \$3.94 each.

IF FOUR OUT OF THE SIX ARE SOLD FOR BREEDERS at the above prices only, it brings your returns up to more than 86¢ a pound live weight, or \$4.79 each.

IF FIVE OUT OF THE SIX ARE SOLD FOR BREEDERS at the above prices only, it brings your returns up to more than 97¢ a pound live weight, or \$5.83 each.

IF SIX OUT OF THE SIX ARE SOLD FOR BREEDERS at the above prices only, it brings your returns up to \$1.13 a pound live weight, or \$6.78 each.

The National Marketing Agreement gives you, as the Raiser, the benefit of increasing demand for Breeding Stock--gives you the benefit of upturns in prices--and joins the selling of a real Organization onto your Rabbitry Production. A sound, sensible, and economic way to market your Production if you do not want to sell it yourself.