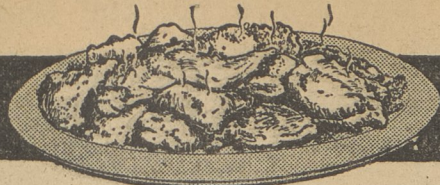


# THIS IS NATIONAL RABBIT WEEK

ENJOY A DELICIOUS



RABBIT DINNER TODAY

## 17 - FEB. - 23

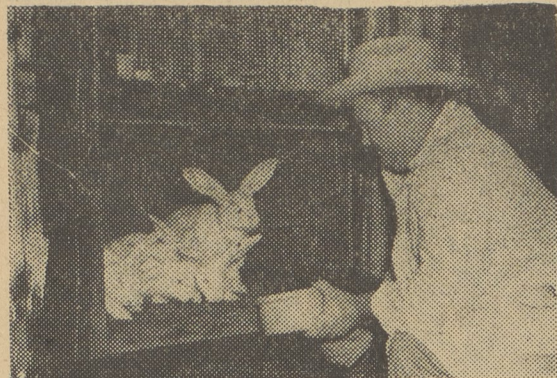
### Many Ways To Make Money Raising Rabbits

Operation of a rabbitry can be a highly profitable venture since there are eight distinct phases of the business. The initial investment

is not too great and the extent of the activity can be adapted to a hobby for a teen-age boy or girl as well as to a full scale commercial operation.

Markets for rabbits and their products include the sale of rabbit meat, breeding stock, animals for

### Raw Material To Finished Product



laboratory use, pets, fur, wool and fertilizer.

The individual can determine how successful and profitable raising rabbits can be through his own initiative, ability and aggressiveness.

During the meat rationing period in World War II, the demand for domestic rabbit meat automatically increased far beyond any previous record and many new outlets were established for rabbit meat as well as for breeding stock. Most of these markets were retained and others can be opened by a continuous program of promotion and meeting the demand of the market for a regular or steady supply of rabbits.

The number of breeder rabbits and their young one person can handle depends upon the climatic conditions of the area in which the rabbitry is located, the kind of equipment used and its arrangement, whether the rabbits are marketed as live animals, dressed carcasses or carcasses cut into pieces and packaged.

Before making a decision upon the breed of rabbits to raise, the beginner will find it advantageous to make a thorough investigation of the markets for rabbit meat, skins, wool and animals for laboratory use and breeding purposes.

Here Tommy Andrew is shown with some of his prize rabbits and to the right we see some of the finished products of the rabbit industry.

### Rabbit Industry Is Assuming Increased Importance Here

The rabbit industry is becoming of increasing importance in the Back Mountain area and in northeastern Pennsylvania, and none has done more to promote it than Tommy Andrew of Shavertown who is now the largest packer of rabbit meat in northeastern Pennsylvania.

But Tommy isn't the only fancier to make more than a hobby out of breeding and growing rabbits, there are now ninety-nine members of the Northeastern Pennsylvania Rabbit and Cavy Growers Association in these parts.

All of them, in addition to growing rabbits, buy lumber, hardware, medicines, feed, advertising, gas and oil and other items to help them grow rabbits. Thus the business started by the humble little rabbit is not so humble after all, and spreads its prosperity to other businesses in the area.

The Northeastern Pennsylvania Rabbit and Cavy Breeders Association is chartered by and is only one part of the American Rabbit and Cavy Breeders Association which comprises more than 30,000 members, a sizeable number in any industry.

In some states the domestic rabbit meat industry, ranks close to beef and pork in importance. In California for example, domestic rabbit is the third largest meat industry, while in Virginia it ranks fourth.

According to the U. S. Department of Agriculture, domestic rabbit meat has the highest nutritive value of any meat on the market, and many physicians recommend the whole white meat for patients with digestive disorders or who require an easily digestible food.

Among the outstanding rabbit men in the Back Mountain area is Ernest Caryl of Shavertown. Mr. Caryl has been a breeder for many years and is now serving his second term as a director of the American Standard Chinchilla Association, a specialty club which promotes this breed throughout the United States. Mr. Andrew is secretary and treasurer of the same organization. He is also president of the Eastern Rabbit and Cavy Fanciers Association which extends from Maine to Florida.

Among some of the other Back Mountain breeders are: William Long, Stanley Moore, Joseph Stager, and Henry Blank of Trucksville; George Roberts, William Burnaford, Ernest Daily, Earl Lamoreaux, Gar Smith, Paul Maheler, Woody Allen and many others.

Raising rabbits is not only a hobby, it is an industry providing meat and pelts. Lovely products in many colors are made from pelts.

### State College To Hold June Rabbit School

The work of these men is now beginning to bear fruit, for rabbit meat is now a familiar commodity in most Back Mountain stores including Hislop's Market, Dixon's Market, Kozy Corner, Hontz Store, Trucksville Poultry Market and Lares Store in Luzerne.

### State College To Hold June Rabbit School

Pennsylvania State College will hold a three-day Rabbit School June 26-27-28th in connection with its Short Course Program. The school will be sponsored by Keystone State Rabbit and Cavy Breeder's Association, Irwin L. Good, Secretary, R. D. 2, Bethlehem.

Committees have been formed to promote the school with James Blyth, Secretary of the American Rabbit and Cavy Breeder's Association, as Program Director, and Tommy Andrew, of Shavertown, as Publicity Director.

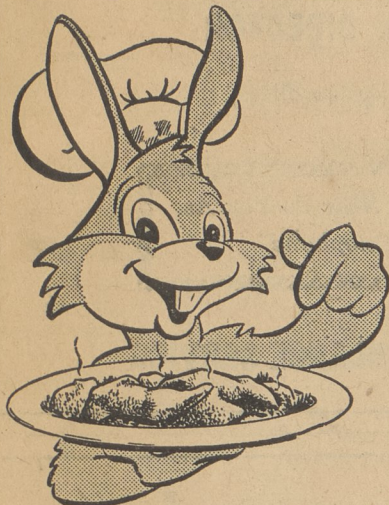
Judge John Fehr of Indiana, top-most authority on rabbits and cavy in this country since the turn

of the century, will be principal speaker.

Buddy Jayne will also be a lecturer. Mr. Jayne conducts a lucrative fur business in Connecticut and has much to offer the industry on the handling of furs.

Courses will also be given in

meat handling, packaging, freezing, breeding, housing, exhibition and all other phases of the rabbit business. A tour of grounds and buildings is included in the school's itinerary. A Rabbit Barbecue will take place on the last day of the school. Registration is open to the public.



### EAT and ENJOY DOMESTIC RABBIT

All during National Rabbit Week, we are going to feature rabbit menus... come in and enjoy rabbit at its best... you'll be pleasantly surprised what a tasty dish domestic rabbit makes!

**BOWMANS Early American RESTAURANT**  
31 LAKE ST. DALLAS

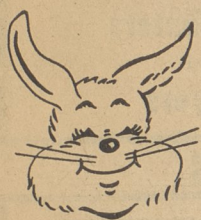
### Need Building Supplies? —We Got 'em!

Building a new rabbit hutch... making repairs around the rabbitry... planning to raise your own rabbits? Then come in to see us—we have just about everything in the material line—roofing... screen... lumber... nails... Before you build or rebuild—check with us for materials!



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Phone 58 STAN MOORE, Owner



"We're mighty pleased with ourselves!"

You know friends, us rabbits lead such good lives that it makes us feel mighty fine when we come to a good end. And what better place to end up than at the Trucksville Mill Poultry Shop where we know this fellow Moore will see that we get taken care of right so that you folks will say, "My that was a real good rabbit," when you have eaten our deliciously tender white meat for your Sunday dinner.

There's Such A Difference In Domestic Rabbit—Try It! You'll Enjoy It!

**CUT-UP RABBIT**

Ready for the pan

**79c** lb

ENJOY A DELICIOUS



RABBIT DINNER TODAY

THIS WEEK'S POULTRY PRICES:

FRYERS	ROASTERS	STEWERS
NEW YORK DRESSED 45c lb	READY FOR THE OVEN 60c lb	BREASTS ..... 89c lb. Backs & Necks—2 lbs. 25c

**SPECIAL ON EGGS**

3 doz. medium \$1.37

**TRUCKSVILLE MILL POULTRY SHOP**

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to the

**T-BAR-A Rabbitry**

for a fine job of making all of N. E. Penna. a thriving center for the rabbit industry.

**EVANS DRUG STORE**

Main Highway - Shavertown

Look for our live bunnies at Easter

NATIONAL RABBIT WEEK NATIONAL RABBIT WEEK

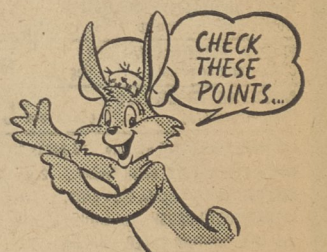


Announcing a Special Treat

**DOMESTIC RABBIT MEAT**

Extra tender, juicy, and delicious because it's scientifically raised by your local rabbit club member. You can't afford to miss this dinner table delicacy.

- ✓ Wholesome and nutritious
- ✓ Economical to serve
- ✓ So little bone and waste
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SEE HOW EASY IT IS TO COOK!

Domestic Rabbit meat comes to you cut-up ready for the frying pan and attractively packaged in modern sanitary boxes. Just put it in the frying pan and fry to a golden brown.

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QUICK — FROZEN

Packaged 2 to 6 lbs.

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