SILVER FOX FUR FARMING AND ITS OPPORTUNITIES

CENTRAL NEW YORK FUR CO., Inc.

Breeders of

Registered Silver Black Foxes

Main Office: 405 Arcade, Utica, N. Y.

EDWIN H. GOAD, M.B.E.
ALFRED G. LAMPSON
CIPRIUS W. LAMPSON, C.B.E.
M. TEICHMAN-DEVERVILLE, O.B.E.
W. FRIDMANN
A.V. FRASER, I.O.B.A.
R.W. FRASER, I.O.B.A.

C. M. LAMPSON & CO

67, Queen Street

London, E.C. 10th March 1922

Accounts of Furs received on consignment
for account of The Central New York Fur Co. Utica

PROMPT 8th March 1922

Post 1 1811 1 Fox Silver
145

— Charges —

Disbursements in N York	58	
Marine Insurance	95	
Cleaning	57	
Commission 6%	814	9148

£ 135 5 4

C. M. L.

C. M. Lampson

Topped C. M. Lampson & Co. Great Winter Sales at London, England

Central New York Fur Company pelt from their Boonville ranch brought the highest price out of 2375 pelts from all parts of the fox world. See above statement.

We have said, "There are breeders of Silver Black Foxes in America, who by virtue of the care, thought and competency of selected breeding and sanitation have come to be recognized as the producers of the superior Silver Black Fox. The Central New York Fur Company is proud to be the one."

The above statement proves that we are the one.

You want your foundation stock from a company that proves that their stock wears the pelt of value.

You read the ads. Every one has them. Do they know? Did they ever pelt and sell in open market? Not hear so or say so, but facts.

Facts are like bullets, you can't dodge them. The above facts are aimed at bigger profits for you.

Follow the reliable and responsible company, the one that proves that their stock wears the pelt of value.

We are as proud of our prices as we are of the quality of the foxes. Send for prices.

Central New York Fur Co., Inc., 405 Arcade Building, Utica, N. Y.

© A674041

APR 26 1922

No. 1.

Silver Fox Fur Farming and Its Opportunities

WE KNOW you are interested in Silver Foxes. We Believe you want to go into the business of raising Silver Foxes. We are handing you this circular containing facts about the ranching of these fur-bearers, and reasons why you should take up this most profitable and successful live stock work, either as a side line to farming or as a business in itself. Information concerning the various phases of this industry given upon request.

The Demand for Furs Will Steadily Grow

"The natural production of first class furs seems to be approaching a sure end and the growing and world wide demand for them requires that the present supply be supplemented with stock obtained through domestication."

"There will never come a time when an extra fine Silver Fox pelt will not command a good price, or when the breed producing such pelts will not be in demand."—*The Domesticated Silver Fox Farmers Bulletin, No. 301, U. S. Department of Agriculture.*

It Is a Fact, recognized, that in order to supply the demand for furs, fur-bearing animals must be domesticated. The production of all the more valuable furs has fallen off over fifty per cent. during the past twenty years with a general advance in values. The constantly increasing demands and the decreasing supply from the wilds can only be met by breeding fur-bearing animals in captivity.

A Word About the Early Days in Raising Silver Foxes

Some Thirty Years ago two men both having had considerable experience in the handling, buying and selling of wild furs and both farmers of middle age, who about the same time, though independent of each other, conceived the idea of raising Silver Foxes in captivity. Later they combined their efforts and perfected their methods with the result that they gave to the world one of the greatest of live stock industries. During these years these men had many things to discourage them but they stuck to their job and as a result were successful. After they had solved the question of breeding they allowed some four or five other men of similar stamp, friends, to become associated with them. Each had a few pairs, and yearly disposed of pelts, about equal to the number of foxes they had kept over the year before, making little attempt to increase their production. These men made among themselves a gentlemen's agreement, providing they were not to sell live foxes, which was adhered to up to about 1908 when one of them sold to a nephew a pair of foxes and when the nephew began to have a surplus he sold them alive as breeders, so the combine was broken and the wild days of high prices paid for breeding stock began.

For Twenty Years previous to 1910 the breeding and raising of Silver Foxes was Strictly Based Upon the Value of Fox Furs as quoted on the market of the world. We want to impress upon you that the pelt value is what the industry is based upon and always has been though for

CENTRAL ALFRED — Registration No. 3821

This fox we raised in 1920. Look at him then, turn to the pictures of Central Bobs and Central Tom on other pages and let these three pictures give you an idea of the Superior type of fox that we are producing. Then let us show you (if interested in fox fur farming) all of the foxes that we have on our ranch that we have raised and kept for breeders and you will find that they are all as good as these we picture.

the past few years the sale of live foxes has domineered the industry and this will likely continue for a considerable number of years to come. All of the original ranchers and in fact most of the ranchers at the present time have made and are making a financial success and have built up the industry on the basic principle upon which the industry is founded and that is pelts.

"We have shown the World," said the quartet—Dalton, Oulton, Tuplin and Gordon—"that it is possible to breed the Silver Fox in captivity and we have also shown that the fur of the domesticated fox is the finest in the world as proved by the prices paid by high class furriers."

Can You Make A Success of Fox Breeding?

To cite the many cases of success met with by men who started to raise Silver Foxes in a small way—with a pair or two as a beginning—would take a long time. E. H. Raynor, one of the most successful breeders, handler and buyer of Silver Fox Pelts since 1912, says that he knows of no man with ordinary ability, perseverance, and sound common sense who has started in the fox business and has not succeeded. He also says to read the reports of the auction sales of fox

CENTRAL PAT — Registration No. 2978

This is one of the grandest full furred foxes in the world. We feel completely satisfied that he is one of the best and are certainly proud when we have the opportunity of showing him as he is at home, to interested parties and particularly to experts on foxes.

pelts in London when Silver Fox pelts recently netted their owners as high as \$1,000 each; Montreal, where they brought as high as \$2,450 for a pair; New York, where numbers of skins have sold from \$800 to \$1,000 each; St. Louis, where they sold up to \$960. These are the kind of pelts worn by the foxes owned by the Central New York Fur Company, Inc. Silver Fox skins sell from \$25.00 up. The highest prices go to the man that buys foundation stock such as we offer you. To get the high prices for live stock and pelts you must get foxes such as we are breeding and have for sale.

All classes of men have succeeded in raising Silver Foxes. Instances that are known in particular detail to the writer, such as an Insurance Agent conducting one of the largest agencies in his section of the country who began a few years ago by becoming interested in the fox industry and became identified with several of the most successful companies to-day in the ranching of Silver Foxes; also as an individual breeder. This man is now the Largest Breeder of Silver Foxes in the World. Wealthy, a leading man in his community, a leader in all public enterprises, charities, and business ventures, respected and esteemed. One of the type of men whose word is their bond.

Another case is that of a contractor and builder who started in a company and in a small way as a breeder himself and to-day is giving his time exclusively to the ranching of foxes. This man received the highest prices paid a few years ago for pelts that season and made all the old

CENTRAL BOBS

A 1921 fox raised by the Central New York Fur Company, Inc., showing the type of fox we are producing. We consider this fox a wonderful animal yet he is only one of the many that we can show you.

timers sit up and take notice. In other words he "topped the market." This man paid \$13,000 for one breeding female and has proved himself one of the keenest of breeders of Silver Foxes. He to-day has a collection of foxes that would be hard to place a financial value upon—the amount would scare you—and is a successful, wealthy and practical fox man.

A Bank Clerk having awakened to the fact that some form of out-of-door employment was necessary for the benefit of his health, took up fur buying about the country in which he lives, having made a study of furs, markets, etc., and became very expert in the grading and judging of all kinds of raw furs and very successful. Trading in a section where Silver Foxes were ranched extensively and buying the pelts of these animals gave him the idea of going into the business of raising Silver Foxes along with his fur buying and to-day—about ten years since his start with foxes—finds him one of the leading fox breeders and dealers in the business. He is considered one of the leading business men of his city. Has constantly increased his ranch holdings until now, I believe, he has over one hundred pens on his ranch, stocked. Remember this was done Without Large Capital, simply the few dollars he had accumulated as a buyer and seller of raw furs and with a start of a pair or two of breeding foxes.

A Fur Dresser engaged in cleaning Silver Fox pelts and other furs for market started with a pair of foxes and now is devoting nearly all of his time to the raising of Silver Foxes. He has become very comfortably off in this world's goods, has one of the finest of ranches stocked with

CENTRAL ADRIAN — Registration No. 3057

This is without question one of the finest if not the best black fox in the United States. Black that is black and with underfur and guard hair that is hard to find in foxdom.

the very best of live stock, is an enthusiastic fox breeder and one of the best judges of live foxes and pelt values in the world.

With Farmers the hundreds of cases of men actively engaged in every day farming that have taken up fox raising along with other kinds of live stock husbandry and the many, many cases where the other lines of live stock have been dropped and their entire attention given to fox raising would take a book of considerable size to describe cases in detail.

A great many ranchers or caretakers where part of their wages have been put into breeding foxes and eventually became successful owners of ranches are also as the auction bills say, too numerous to mention.

A woman started in the fox farming business with four pairs of foxes and in four years time sold foxes and pelts amounting to \$165,000 dollars and thirty-seven breeders left, which with her ranch and live stock she valued at \$170,000. This record has been verified by investigators and reported as correct.

One man started with sixteen and one-half pairs of Silver Foxes and in seven years sold pelts and animals for more than \$200,000, had \$20,000 on hand in the bank and in unsold pelts and 280 foxes on his ranch.

We can cite you cases of Doctors, Lawyers, Dentists, Veterinarians, and in fact all classes of people who have started into fox raising and have met with success but space will not permit of citing more cases, though one could go on indefinitely along this line.

*Keeper's House, Refrigerating
Office, Qu*

*Section of Ranch
Showing Cover,
Dens and
Alley-way
Between Pens*

*View of Section of Pens
on Ranch Showing
Wide Roadway*

*at, Cook House, Laboratory,
ne Pens*

*Partial View of
Rows of Fox Pens
Showing Size
and Construction*

*Another Row of Pens,
Perfectly Located for Raising
Finest Stock and Pelts*

The young man of to-day on the farm is not much of a stickler for ordinary farming. You must give the young folks a glimpse of a successful future, something to work for. They are all vitally interested in hunting, trapping, and wild life in general, in fact in all "out of doors" if you give them a chance to look around and see it.

Start the boy or girl in Life. Keep them on the farm with a pair or two of Silver Foxes. Let them make a study and start with this latest and, from a financial and nature study standpoint, the most successful of any branch of agriculture, *Fur Farming*.

The raising of Silver Foxes is and always has been since the days of the pioneers a financially sound live stock business, having gone through trying stages such as the great inflation in the price of breeding stock before the war, when foxes for breeding purposes sold up to \$25,000 per pair. Companies organized with animals at this high capitalization. Then the great world war when all lines of business were hard hit. This industry withstood the shock and you must take into consideration that all of its markets were closed against it as furs such as Silver Fox were considered a luxury; also the market for live stock seriously impaired, notwithstanding all this we are yet to hear of a single failure.

Since the breaking of the gentlemen's or breeder's agreement not to sell live stock for breeding purposes the production has, with many breeders, been based upon numbers and numbers only. Breeders advertise high averages of pups from a numerical standpoint but little is said about quality average, no word as to fur value, nothing as to pelt market value and without this market value your foxes are worthless. What earthly value is a fox without marketable fur? The old saying goes that "no foot, no horse" and with the field dog "no nose, no dog" and so it is with the fox "no fur, no fox." Shows of live animals have a value, it is true, to help the industry. In our opinion a fox show that would help from all angles would be a Pelt Show, strip them and exhibit the intrinsic value of a fox. A fox may score 100 per cent. on points and not bring on pelt sale as much as one scoring a less number of points. A fox winning a cup or any token of individual merit would not necessarily be a producer of high class stock from a fur standpoint.

We speak of Quality, what is quality? It is a general term used to designate that undefineable something that makes a harmonious whole of a collection of parts that make up a living animal. Quality is also spoken of as that which refers to texture and finish as determined by the character of the individual units of structure. Quality is indicated by the color, length, texture, depth, and the distribution of these points in making up fur value. It also takes into consideration size, bone, and the general refinement of the animal.

We are raising and selling foxes that wear the pelts of value.

All of our foxes have been selected for fur value only.

We are not conducting a menagerie, a zoo, or a museum, but we are scientifically conducting a fur farm for the production of fur producing animals.

Fox breeders in Canada ask why not come to the Island, the home of the Silver Fox, and buy your animals. The Central New York Fur Company, Inc., did just this and not only bought them there but sent their ranch superintendent, a veterinarian and a fox expert, to select and examine what they bought and not alone buying we selected quality animals from many different ranches so as to get the best from an individual standpoint and a variety of blood lines.

CENTRAL DON — Registration No. 2893
and
CENTRAL RETTA — Registration No. 3488

This pair of foxes are in our opinion the grandest in the fox world. Perfectly matched as to color, quality of fur, and size. We have a standing offer of \$3,000 for the pelts of these animals taken in prime condition. We value this pair at \$25,000 as breeders. The pedigree of Central Don, No. 2893, is classical in fox breeding. By Rob Roy, No. 876 out of Shiela, No. 839. Rob Roy by Cedric, No. 874, out of Cornelia, No. 838. Cedric by Don, No. 911, out of a Silver Black Fox bred by B. I. Raynor. Cornelia by a Silver Black Fox bred by J. C. Tuplin, Black Banks, P. E. I., out of a female also bred by J. C. Tuplin, Black Banks, P. E. I. Sheila by Sir Wilfred out of Pussy. Sir Wilfred (recognized as the best Black Fox that ever lived and the sire of foxes that have produced the highest priced pelts ever sold) by Dick, No. 144, dam, Angeline, No. 145. Sir Wilfred was bred by W. R. Oulton. Pussy, No. 80, by Americo, No. 142, dam Senora, No. 143. Americo's sire and dam were Silver Black Foxes bred by Gordon and Tuplin. Senora's parents were also Silver Black Foxes bred by Gordon and Tuplin.

We Took From Prince Edward Island the Very Best of Foxes

All of our foxes are registered in the Silver Black Fox Breeder's Association of Prince Edward Island, the Home of the Silver Fox. This is the only authentic registration of Silver Foxes in the world at the present time. Every fox we own or sell is backed by a certificate of pure breeding from this association.

We are concentrating our knowledge, skill, and our equipment on the one and only worth while achievement: that of producing the best fur-bearing foxes that a thorough knowledge of live stock selection, the best obtainable foundation stock, the best care, sanitation, feeding, and yarding ever attempted in the history of fox ranching.

We are producing the best fur-bearing foxes that breeding ingenuity can devise.

We started with a large number of breeding pairs from a large number of ranches, giving us the benefit of the largest number of blood lines of any one ranch in the world. The best selection as to color and general points of quality. This large number of breeding pairs, the great variety of color and the wide field of blood line selection has enabled us to produce a Superior fur-bearing Silver Fox, foxes produced to top the market in pelt values.

The fox with hardiness, health, individuality, quality and fur that gives us the right to speak of them as the Superior Silver Fox. The fox with the market value.

CENTRAL ARTHUR

Registration No. 3058

This medium silver fox is one that will hold his own in any company, considered from all points that go to make up a perfect fox. Color, fur texture, length of guard hair, fullness and depth of under-fur, correct amount of silver, properly distributed to have the highest pelt value at the present day market demand. A fox breeder, dealer and one of the world's experts in judging both live foxes and pelts stated while visiting our ranch that this fox was the best fox (he caught him and gave him a thorough examination) in the United States and he is familiar with all of the United States ranches and the live stock on them.

Each and Every Breeder on our ranch has been and will continue to be selected for individuality, as to size, color, quality of fur, family records for prolificness, mothering instinct, milk supply, disposition, general health and out-standing quality, making on the whole the Superior Silver Fox produced by the Central New York Fur Company, Inc.

The Central New York Fur Company, Inc., possesses undisputably the largest number of really high class, fur-bearing, carefully selected foxes on any one ranch in the United States.

It has been noted and expressed by fox experts and by others interested that the Central New York Fur Company, Inc., produced in 1921 the best average lot of pups, considered from every angle, than any ranch in the United States.

We are privileged to have our unusually fine collection of foxes on exhibition by request or invitation at any time after the breeding season.

If you have not set the world on fire in the breeding of foxes for fur or if you have been unable to raise or to buy the right kind of animals to produce quality fur, you can improve what you have by strengthening your line with our rugged foxes that have both fur and stamina and the power to transmit all of their good qualities to their offspring.

It is only the strong that hand down to their offspring the characters that make them the winners. This is a message of nature that man has made use of in developing improved breeds of horses, cattle, and other domestic animals. Not based upon numbers—as many fox men

CENTRAL TOM

Still another one of our Superior Foxes. This fox was born on our ranch April 3rd, 1921—was given a mate in November (Central Ethel). They mated February 14th, 1922 and are due to have pups April 6th, 1922, Central Tom being at the time of mating ten months and eleven days old and his mate ten months and four days old. They are due to have young April 6, 1922, making him the sire of a litter at one year and three days old and Central Ethel the mother four days less than one year old. While this is usual with foxes it is to answer the often put question as when do foxes begin to breed.

seem to think—but upon stamina and points that go to make up a superior animal, upon proper mating of quality animals along with the ability and animal husbandry knowledge coupled with a keen desire to produce a superior animal. Man's control over living animals from a breeding standpoint to improve type is tremendous and it must be borne in mind that this control cannot be used to a betterment of type if the breeding operations are based upon numbers only. It is this number breeding, injudicious selection, inbreeding, and generally bad management on the part of the breeder that has produced the condition in the fur of foxes known as wool. It is caused by inbreeding (which in our opinion is the chief reason for it), by parasites, and by nutritional causes. We want to impress upon you, Mr. Prospective Buyer of Foxes, that you must avoid this defect in foxes.

Leave the production of wool to the sheep rancher, do not grow or buy it on foxes.

If you want to find out what kind of foxes you have, pelt them and let the fur buyer or furrier tell you.

So it is necessary to buy foundation stock that is not inbred, that is healthy, strong, well furred, and that has lots of stamina. And then it is necessary to learn how to feed and care for them. This information we give our customers. We agree to constantly give them the benefit of our knowledge of breeding for fur.

Mr. Breen, General Manager, and Dr. Young, our Ranch Superintendent, will be glad to have any owner of Central New York Fur Company's Foxes write or phone them at any time if in need of assistance of any kind on their ranch.

CENTRAL CECILLE

Registration No. 3065

A beautiful dark silver female, a producer of grand offspring. A wonderful mother and cannot be beat as an individual. Her ranch name is "The Fighter."

The Boonville Ranch of the Central New York Fur Company, Inc., located at Boonville, Oneida County, N. Y., is one of the largest and best equipped ranches in the United States. Large pens (25 x 50 ft.) giving to each pair of breeding foxes 1,250 sq. ft. of ground, built in a cover of hard wood affording ample shade to provide the best fur and still admitting the sun's rays to penetrate to each and every part of each pen at some time during the day, assuring all of the benefits of hard wood cover, shade in summer, open in winter. The ranch has perfect drainage in each pen. Running water into ranch. Refrigerating plant, consisting of refrigerating machine and cooler. Laboratory and quarantine pens. All under veterinary supervision by resident veterinarian.

ian, Dr. W. A. Young, who devotes his entire time to our live stock breeding.

We have told you about the fox live stock industry in a brief way, and we have given you an idea of Who and What we are. We have said to you that our Superior Silver Fox is the very Highest type in the world and the fox with the Fur or Pelt of Market Value. The fox you can pelt and get the big money for. The fox that you cannot go wrong on. The fox whose offspring will be in demand for sale as breeding stock. A firm that is Reliable and in position to stand back of each and every animal and statement sold and made to you. You Cannot Go Wrong if you purchase our Superior Fox for your foundation stock. We give you the right of calling upon our Superintendent, a veterinarian of recognized ability in the wide field of veterinary medicine and a life time judge and breeder of live stock and considered in the fox world an expert on these animals as to knowledge of the points that go to make up a Perfectly Furred Fox, also a practical and professionally trained rancher. Mr. Breen, our general business and sales manager will at all times be at your service with help and advice along any line pertaining to fox fur farming. *Now we want your order for foxes. Send it now. Let us put you on our order book and give you an early selection of foxes as already described and pictured to you.* Do not put this booklet aside until you send us your order for our Superior Silver Foxes, the fox with the fur of market value.

Highest Priced Silver Fox Pelt Sold at London Auction Sales held Jan. 1922, Consigned and Produced by the Central N. Y. Fur Co. Inc.

Alfred Fraser of New York, American representative of C. M. Lampson and Co., through whom this sale was made reports that pelt No. 1811 brought the highest price at the sale. This pelt was taken from a 1921 pup raised on our ranch. We are producing the fox with the pelt of market value. This statement we have made in other sections of this booklet. It is a matter of great importance to one contemplating the purchase of foxes to fully consider this pelt value for it constitutes what the fox fur farming industry is based upon and on what you will have to depend for your success in fox breeding. We make the statement that we are producing and offer for sale foxes that wear the Pelt of Value and to impress upon you this fact—and the word fact is one that we stand in awe of, it is a real word, it signifies a reality, a truth, the assertion of a thing accomplished, an act actually done, a proved statement. We actually topped the market for Silver Fox Pelts in London in the January sale. A pelt taken from a 1921 pup that the Central New York Fur Company, Inc., raised, brought the highest price of any pelt out of an offering of two thousand, three hundred and seventy-five skins. *One of Our Superior Pelts.*

Some Facts About Us

OUR RESPONSIBILITY—

Officers and Directors made up of leading business and professional men of Utica, Rochester, Boonville. References Bradstreet, Utica City National Bank, Utica, N. Y., The Black River National Bank, Lowville, N. Y.

OUR LOCATION—

Boonville, N. Y., in the foothills of the Adirondacks. Ranch built in hard wood cover. Considered by experts as the best located of any ranch in the United States. Shade, sanitation, access, seclusiveness for foxes.

OUR BUSINESS—

The raising and selling of SILVER FOXES. The producing of the SUPERIOR FOX. The FOX with FUR.

OUR LIVE STOCK—

All standard bred, registered, carefully selected, well furred, healthy FOXES.

OUR MOTTO—Service and satisfaction.

OUR WATCHWORD—Quality.

OUR AIM—

To build the Central New York Fur Company, Inc., upon a foundation of satisfied customers.

Central New York Fur Co., Inc.

Breeders of Registered Silver Black Foxes

Main Office: 405 Arcade Bldg.

Utica, New York

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