

U.S. Fur Rancher

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FRONT PAGE

An idea that — if followed throughout the nation — would bring a tremendous amount of good publicity to the fur farming industry and give many thousands of persons some idea of the subject was carried out during the last week in January when standard and mutation mink were exhibited through the courtesy of Fromm Bros. in the lobby of the Citizens American Bank, Merrill, Wis. For the entire week, two different mink were brought in each day from Fromm's famous ranch at Hamburg, Wis., just a few miles away. Placards identified the types of mink on exhibit and told what ration they were fed. Other cards depicted some examples of Fromm advertising. Two of the bank's bookkeepers Sally Angus, right, and Carlyn Zander posed for the front cover picture of the exhibit taken by Jim Freiberg, Merrill.



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