



Edward Fromm, president of Fromm Bros., with several pelts of the fabulous new "Golden Glory" mutation fox.

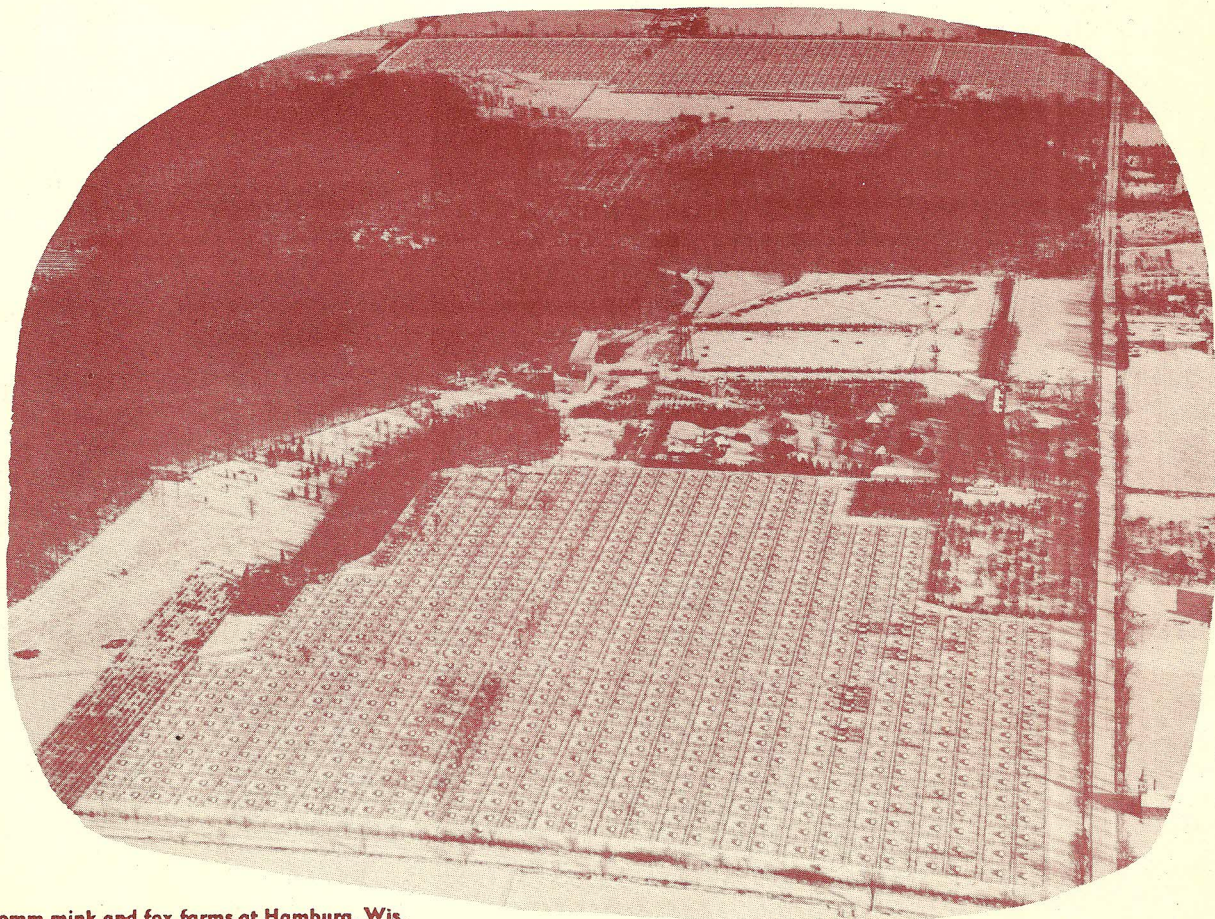
Fromm Bros., at Hamburg, Wis., just a few miles from Merrill, have gained international fame, first as the world's largest producers of silver foxes; now as the world's largest mink breeders. The mink crop this year was approximately 37,000 pelts. At one time the crop of silver fox pelts reached 35,000.

In her book, "Bright With Silver," Kathrene Pinkerton wrote, in 1947:

"The 160-acre homestead, mortgaged to buy three silver foxes, had grown to 17,000 acres. Those three silvers and their progeny produced a yearly crop of over 30,000 pelts. The first small ginseng garden, five by sixteen feet, had culminated in the planting of 469 acres which produced 8,183,000 pounds of root. The few mink trios were the forerunners of a herd which annually yielded 24,000 pelts. Each year ninety thousand fur-bearing animals were housed and fed. The rows of their pens marched over the rolling landscape, and five hundred miles of roads had been built to serve them."

Progress has continued since 1947 with larger numbers of standard and mutation mink, though the great herd of foxes has been reduced to a few thousand animals, most of these of a new mutation and crosses with this mutation.

This beautiful new mutation, "Golden Glory," constitutes a new chapter in the history of glamorous fox fur and represents the crowning achievement of a lifetime of fur farming. It comes as a climax to 15 years of breeding—years of many trials and errors before success was achieved. Its tawny and golden beauty bids fair to restore fox to its former glory.



An aerial view of the famous Fromm mink and fox farms at Hamburg, Wis.