

Ernest R. Conrad and Associates, Inc.

"Selected King" Chinchillas, White New Zealands, Silver Marten and Rex Fur Rabbits
"Selected King" Muskrats, Mink and Silver Fox

CONRAD'S FUR RANCH, DENVER, COLORADO, U. S. A.

Mailing Address
Littleton, and Denver, Colorado

Shipping Address
Littleton & Derby, Colorado

Dear Mr. Santander:

4/17/31

Business all over the country is beginning to pick up--and we are going to need hundreds of Rabbit Raisers to help us in raising "Selected Kings" under the National Marketing Plan.

Copy of this Plan is enclosed--read it over--for it means good money for you and it means good money for us. It's practically a partnership proposition, you raise the Kings, and we sell them for you, and share in the prices.

Based on last years average price on Class CA (and last year was a slump year on almost everything) your returns would have averaged from \$1.80 to \$6.78 each--and as it only costs about 8¢ to 12¢ to raise a pound of live Rabbit you can readily see why the National Plan of Marketing helps you so much in making good profits.

We want hundreds of Fur Rabbits being shipped to us--and we are going to make it easy for you to start right now, at the beginning of the spring season, so you can be shipping to us in a few short weeks, as you can ship when 7 to 10 weeks old if you wish, and you can ship at any time, any age, any number of Bucks or Does.

THESE PRICES ON "SELECTED KING" CHINCHILLAS, WHITE NEW ZEALANDS OR SILVER MARTENS

Class "CA" (the best) age 6 to 9 months, unrelated, pedigreed and eligible for Registration, each Doe mated to unrelated Registered Buck, each.....\$9.00

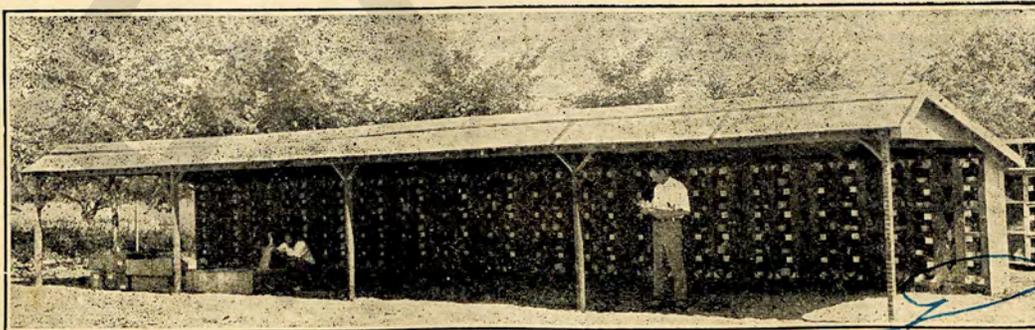
Class "CA" (the best) age 2 to 4 months, unrelated, pedigreed, and eligible for Registration, each.....\$4.50

Class "CB" (second best) age 6 to 9 months, unrelated, pedigreed, each Doe mated to unrelated Registered Buck, due to litter soon after arrival, each.....\$6.00

Class "CB" (second best) age 2 to 4 months, unrelated, pedigreed, each.....\$3.00

Send your order at once--these prices are only good for a short time--you can send 1/4 or 1/5 of the total amount, and we will ship balance COD whenever you are ready to have them shipped--and we send you complete Plans for Hutches, Bulletins, and Signed Market Agreement, promptly upon receipt of your order.

We'll take other Rabbits, Chickens, Baby Chicks, Furs, etc. in trade to apply on the "Kings" if money is scarce with you right now--we want you to get started--so write us at once and get in on these low Wholesale prices.



Part of our large equipment of Fur Rabbit Hutches for housing incoming live Fur Animals from Customers

Ernest R. Conrad
President.

Prices—"Selected King" Chinchillas

Ernest R. Conrad & Associates, Inc.



**Conrad's Fur Ranch
Denver, Colorado, U. S. A.**

We shipped nearly one-fourth of all the Chinchillas sold in the United States the last three years. This large volume has come to us mostly through the recommendations of satisfied customers. It means that every "Selected King" Chinchilla is really "selected" from the thousands on our Ranch so that customers are assured of Super Quality Breeding Stock. Every "Selected King" Chinchilla we ship is Registered or Pedigreed. All are

guaranteed to be the correct standard weights, or more, of the American Rabbit and Cavy Breeders Association or the Rocky Mountain Fur Growers Association. We ship unrelated "Selected Kings" so that Bucks shipped can be used on future matings. We guarantee safe and live delivery to you, or we will replace without a cent of charge. Simply send us Express Receipts showing poor condition on arrival and we replace at once.

Prices on Class "CA" "Selected King" Super Quality Chinchillas---Pedigreed and Registered Under the Standards of The American Rabbit and Cavy Breeders Association

Class "CA" have Brown Eyes, Dark Toenails, extra good Chinchilla color, good definition (Ring Color), bluish undercolor of Fur, straight legs and feet, erect ears, and meet the Standard requirements of the American Rabbit and Cavy Breeders Association, Pedigrees and Registration Papers made out in your name are sent without additional charge, except on Juniors on which only Pedigrees are mailed you.

Age	Class "CA"		Single Doe or Buck	Pair—1 Buck & 1 Doe	Trio—2 Does & 1 Buck	Weights Pounds - Each
2 to 3 Months,	Juniors,	Unrelated	\$ 9.00	\$17.50	\$26.00	2 3/4 to 3 1/4
3 1/4 to 4 Months,	Juniors,	Unrelated	10.00	19.50	29.00	3 1/2 to 4 1/2
4 1/4 to 5 Months,	Juniors,	Unrelated	11.00	21.50	32.00	4 3/4 to 5 1/4
6 to 7 Months,	{ Young Seniors } { Not Mated }	{ Unrelated	16.00	31.00	46.00	5 1/2 to 6
8 to 9 Months,	{ Extra Large Breeders—Mated } { to Unrelated Class "CA" Reg- } { istered Breeding Bucks—Due } { to Litter Shortly After Arrival }	{ Unrelated	22.00	43.50	65.00	6 to 6 3/4
8 to 12 Months,	{ Extra Large Breeders—Mated } { to Unrelated Class "CA" Reg- } { istered Breeding Bucks—Due } { to Litter Shortly After Arrival }	{ Unrelated	24.00	47.00	70.00	7 1/4 to 8

Special Offer on Breeders "CA"

3 Does and 1 Buck, 8 to 9 months, Mated Breeders	\$ 82.00
4 Does and 1 Buck, 8 to 9 months, Mated Breeders	100.00
5 Does and 1 Buck, 8 to 9 months, Mated Breeders	120.00
6 Does and 1 Buck, 8 to 9 months, Mated Breeders	140.00
10 Does and 1 Buck, 8 to 9 months, Mated Breeders	220.00
20 Does and 1 Buck, 8 to 9 months, Mated Breeders	400.00
40 Does and 1 Buck, 8 to 9 months, Mated Breeders	750.00

Prices on Class "CB" "Selected King" Super Quality Chinchillas---Pedigreed and Registered In the Rocky Mountain Fur Growers Association

Class "CB" are not quite up to Standards of American Rabbit and Cavy Breeders Association on account of Blue, Spotted or Hazel Eyes, or White Toenails, otherwise the same as Class "CA." Each has erect ears, erect tail, straight legs and feet, good Chinchilla color, good definition (Ring Color) and bluish undercolor of Fur. Pedigrees and Registration Papers made out in your name sent without additional charge, except on Juniors on which only Pedigrees are mailed you.

Age	Class "CB"		Single Doe or Buck	Pair—1 Buck & 1 Doe	Trio—2 Does & 1 Buck	Weights Pounds - Each
2 to 3 Months,	Juniors,	Unrelated	\$ 7.00	\$13.50	\$20.00	2 3/4 to 3 1/4
3 1/4 to 4 Months,	Juniors,	Unrelated	8.00	15.50	23.00	3 1/2 to 4 1/2
4 1/4 to 5 Months,	Juniors,	Unrelated	9.00	17.00	25.00	4 3/4 to 5 1/4
6 to 7 Months,	{ Young Seniors } { Not Mated }	{ Unrelated	13.00	25.00	34.00	5 1/2 to 6
8 to 9 Months,	{ Extra Large Breeders—Mated } { to Unrelated Class "CA" Reg- } { istered Breeding Bucks—Due } { to Litter Shortly After Arrival }	{ Unrelated	15.00	28.00	38.00	6 to 6 3/4
8 to 12 Months,	{ Extra Large Breeders—Mated } { to Unrelated Class "CA" Reg- } { istered Breeding Bucks—Due } { to Litter Shortly After Arrival }	{ Unrelated	17.00	33.00	43.00	7 1/4 to 8

Special Offer on Breeders "CB"

3 Does and 1 Buck, 8 to 9 months, Mated Breeders	\$ 48.00
4 Does and 1 Buck, 8 to 9 months, Mated Breeders	59.00
5 Does and 1 Buck, 8 to 9 months, Mated Breeders	70.00
6 Does and 1 Buck, 8 to 9 months, Mated Breeders	80.00
10 Does and 1 Buck, 8 to 9 months, Mated Breeders	130.00
20 Does and 1 Buck, 8 to 9 months, Mated Breeders	240.00
40 Does and 1 Buck, 8 to 9 months, Mated Breeders	450.00

TERMS Send One-fourth or One-fifth cash with your order—You can pay balance to Express Agent on delivery. Send your personal check, money order, bank draft or cash.

• Read Our Guarantees On Other Side •

—Price List of Chinchillas Shown on Opposite Side—

WE GUARANTEE—

Every "Selected King" shipped is the kind of Quality for that Class that should make you extra fine Breeding Stock, and if not satisfactory may be returned for replacement or refund, but complaint should be mailed us within 48 hours after arrival.

Mated Does—Each mated Doe is retested before shipment and usually litters on time, but if one fails to litter we will replace for 1/4 of the price for a single Doe, and Customer can remate the Doe that did not litter and keep her, or we will replace FREE if Doe fails to litter on second mating.

Safe and Live Delivery is guaranteed to you—if any Rabbits arrive sick or in poor condition just send us express receipt and replacement will be made at once, without charge.

Breeding Bucks—Any Bucks of Breeding Age that fail to produce young will be replaced free.

Junior Does—Any Juniors of stock shipped to you that fail to produce young when of breeding age will be replaced for 1/4 the price of single Doe of original age purchased.

Stock that does not produce a high percentage of Class "CA" young will be replaced for 1/2 the price of single Doe
You can mix Class "CA" and Class "CB" for we pay you the same prices on those that grade in as Class "CA" under our Contract, whether raised from Class "CA" or Class "CB."

We do not show addresses of testimonial letters for the reason that Customers cannot take the time necessary to answer the hundreds of letters they would receive—we guarantee, however, that these Testimonials are genuine and are on file at the Ranch Headquarters, together with hundreds more from all over America.

SAYS "THE ONE THING IN WHICH A WOMAN CAN ADD MATERIALLY TO THE FAMILY INCOME AND STILL REMAIN AT HOME."

"I have found the raising of "Selected Kings" a fascinating occupation, and, incidentally, the one thing in which a woman can add materially to the family income and still remain at home. As you know I bought my stock from you under your Contract Plan, but have had to use the Plan very little as I created most of my own market. The buy-back Plan is a very valuable asset at that. Conrad's have been so fair and square with me, and have always kept their Contract in every respect. I have made money, and I believe you have too on the Rabbits I shipped you. Anytime I can be of service or say a good word it will be my happiness to do so."

MRS. OLIVE B. BRAGONIER, (Colorado)

WRITES "I SURE DO APPRECIATE THE BULLETINS AS THEY KEEP ONE UP-TO-DATE ON THE HAPPENINGS IN THE RABBIT INDUSTRY."

"Just received another one of your many Bulletins, and was very much pleased with it. I sure do appreciate the Bulletins as they keep one up-to-date on the happenings in the Rabbit Industry and I want to take this opportunity to thank you for them and for everything else you have done for us."

MR. J. CLIFFORD LONG (Illinois)

WINS FIRST PRIZE ON HIS "SELECTED KINGS"

"My "Selected King" Chinchillas are doing fine. I put them in the Jackson County Show and won First Prize."

CLARENCE DAVIS (Mississippi)

SAYS "WOULD NOT TRADE MY ASSOCIATION WITH CONRAD'S FOR ALL THE BREEDERS IN AMERICA"

"Remember when we told you that your "Selected Kings" were the largest and healthiest of all the stock we had purchased, and that we had stock from some of the outstanding Rabbitries in this section—BUT—we have not received the square deal from any of them that we have from CONRAD'S. I have made a wager with another Raiser that I could send you off-standard stock and receive better prices for it than he could by shipping to one of the places where we both bought some other stock. I would not trade my association with Conrad's for all the other Breeders in America. Sorry to keep changing our address so often but we had to have more room."

HAROLD PHELPS (Kansas)

HAS JUDGED LOTS OF "SELECTED KINGS" AT THE FALL AND WINTER SHOWS IN MICHIGAN AND FOUND THEM TO BE FIRST CLASS STOCK

"I have seen your ads and also heard a lot about your stock, and have also judged lots of your stock at the Fall and Winter Shows and found them to be first class stock. Mr. Holder of Kalamazoo showed three Junior Does, in one class, they were sisters the same age, and he won First, Second and Third—and there were many more in the competition. Send me your catalog and plans please."

M. A. NEEDHAM (Michigan)

"THANKS FOR YOUR WONDERFUL SELECTION"

"Many pardons for not writing you sooner, but I will confess that the "Selected Kings" have been so wonderful and interesting that I practically roosted out in the Rabbitry. I certainly want to thank you for the wonderful Selection you sent me, and shortly after they arrived it looked like Old Home Week at the County Fair, there were so many people came to see them, Again thanking you I am,"

MISS CLAIRE LANE, (New York)

"YOU CERTAINLY DELIVERED SUPER QUALITY CHINS"

"No doubt you have been waiting for a letter from me telling you about the "Selected King" Chinchillas you shipped me on Fur Producers Group 12S. I have not had hardly a minute to myself since they came. People came from miles away to look at them. Newspaper reporters were here for they had heard of the large Rabbitry I was building up. They all wanted to know how I happened to send so far away, but I told them I liked your letters and your literature better than others, and I picked Ernest R. Conrad & Associates out of letters I got from all over the U. S. A. I want to say right here and now that you have more than lived up to all you claimed. You certainly delivered Super Quality and these are the best Chins I ever saw. There are none around here to equal them. Will have to close as here comes three more people to look at them. As ever.

SAM NELSON (Wisconsin)

"YOUNGSTERS AT TWO MONTHS WEIGHED THREE AND ONE-HALF POUNDS"

"I wanted to tell you that all of my "Selected Kings" arrived in good shape. Litters have been coming right along. I weighed some of them the other day and at age of two months they weighed 3 1/2 pounds apiece. I think that is unusually good for that age. I sure like the Conrad's Fur News that you send me. I get a lot of good information out of them. Best regards."

HARRY LEWIS (Ohio)

"ENTERED IN TWO SHOWS AND WON PRIZES AT BOTH"

"Just wanted to let you know that I entered some of my young "Selected Kings" in two shows and have taken prizes in both of them. Will be shipping you some mighty fine quality youngsters soon. Very truly yours."

JOHN McCLELLAN (Wyoming)

"STILL WINNING—AND SELLS BREEDERS AS FAST AS RAISED."

"Just wanted you to know that I won First and Second on Senior and Junior Bucks and Grand Champion on Senior Bucks in a class of 20. Judge Brown inspected my "Selected Kings" and said they were the evenest colored group he had ever seen. Sincerely."

BERT McDONALD (Iowa)

"THE MORE I SEE OF THE "SELECTED KINGS" THE BETTER I LIKE THEM."

"Want to thank you for your Selection, and appreciate the trouble you went to. The more I see of your "Selected King" Chinchillas the better I like them. You can rest assured I will always speak a good word for your Breeding stock. Yours sincerely."

GEORGE BROYLES (Alabama)