

Collectors of Aquarium Literature

Number 12

February 1986

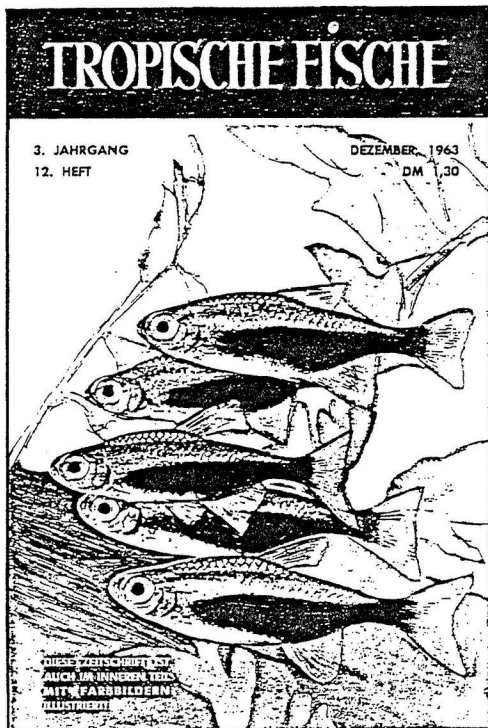
TROPISCHE FISCH - An Unusual American Aquarium Magazine

by John Brown

Despite its foreign title, the magazine illustrated on the right was published at Jersey City, New Jersey which many of us will recognize as the home (until the early 1970's) of Tropical Fish Hobbyist magazine. Indeed, Tropische Fische was an attempt by T.F.H. Publications, in the early 1960's, to expand into the German-language aquarium magazine market. Tropische Fische was a monthly, digest size magazine, illustrated partly in color. Not surprisingly it was much like its English-language counterpart, Tropical Fish Hobbyist, except that it was much slimmer and of course printed in German.

In the early 1960's, the German aquarium magazine market was almost entirely dominated by the West German publication, DATZ (Die Aquarien und Terrarien Zeitschrift). DATZ was a large format, well illustrated (mainly in black & white at that time) monthly magazine. Its roots went back (under a different name) to the early part of this century. It had a large readership and equally as important, a healthy group of supporting advertisers. Both of these combined to put DATZ on a sound financial footing.

The directors of Tropische Fische undoubtedly realized from the beginning that if their new publication was to succeed, they would not only have to compete with DATZ for readers



About 1/2 natural size

but they would also have to capture a portion of DATZ's large advertising revenue. It may come as a surprise to many to learn that the selling price of most of our commercial aquarium magazines does not cover the cost of producing them. Many good publications in the past have gone under because of the lack of sufficient advertising revenue.

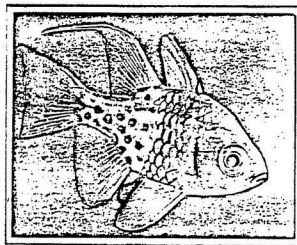
Tropische Fische started off quite well, choosing as its editor, the renowned German aquarist, Dr. E. Roloff. Herbert Axlerod was publisher and the magazine was printed at the T.F.H. plant in New Jersey. North American readers could obtain a subscription from there. The magazine also had a European distribution office located at Muenchen, West Germany, to which European subscribers could write. The European office also handled the advertising and solicited articles from German authors. Several T.F.H. books were translated into German and were also available from the Muenchen office.

Tropische Fische was not merely a carbon copy of Tropical Fish Hobbyist translated into another language. It is true that about 2/3 of the articles in Tropische Fische were translations of articles taken from Tropical Fish Hobbyist, but the remaining 1/3 were original compositions. Quite often, even in those articles translated from Tropical Fish Hobbyist, different illustrations were used than those in the original articles. Its editorials were written by its German editors and for a time it also had a question and answer page as well as a beginners page for its German readers.

It soon became apparent, however, that all was not to be smooth sailing for the new publication. After only 3 issues its first editor, Dr. Roloff was gone. The new editor, in the person of Dr. Klausewitz, did a bit better and lasted until the end of the first year. Beginning its second year, the new magazine again had a world renowned aquarist as its editor, in the person of Hans Frey. Unfortunately, he too was gone after only 5



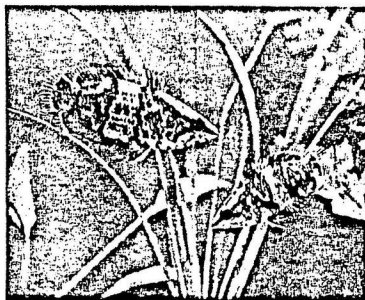
Die Aquarien-und Terrarien Zeitschrift



1. JAHRGANG
1971
5. HEFT

ALFRED KERNEN VERLAG-STUTTGART

The competition, DATZ



Der Kongo-Buschfisch, *Ctenopoma concavum*, ist eine schöne und seltene Art, die bereits nachgezüchtet wurde. Sämtliche Fotos: Dr. H. R. Axelrod

AFRIKANISCHE LABYRINTHFISCHE DER GATTUNG CTENOPOMA

Von R. Soccoloff, USA

Die Fische der Gattung *Ctenopoma* und ihre asiatischen Verwandten (die *Curamus*, die Gattung *Anabas*, *Betta*, *Helostoma*, *Macropodus* usw.) gehören allesamt zur Familie Anabantidae. Sie sind Labyrinthfische, d. h., sie besitzen oberhalb der Kiemenhöhle einen zusätzlichen Hilfsatmungsapparat (Labyrinthorgan) in einer kleinen Kammer. Die meisten dieser Fische, insbesondere

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A translation from T.F.H. The author of this article sounds familiar! Ross has had many articles printed in English but I wonder if he ever realized that he also had one printed in German.

issues. In June of 1962, in an attempt to bring more stability to the magazine, Peter Jenkner took over as combined editor, publisher and business manager. He soon found the 3 positions to be too demanding and delegated the editorship to yet another new editor. Editors continued to come and go. In its less than 4 year life-span, Tropische Fische had 6 different editors ! Perhaps this is some sort of a record.

Even more serious, however, than its inability to keep an editor was Tropische Fische's inability to attract sufficient advertisers and readers. At the end of its third year the magazine had only 4 or 5 pages of advertising. Its parent magazine, Tropical Fish Hobbyist, had over 30 pages. DATZ also had about 30 pages of advertising at that time. Circulation figures were also not too impressive. Tropische Fische had a circulation of about 9 thousand copies per month. Both Tropical Fish Hobbyist and DATZ had circulations approaching 100 thousand copies per month at that time. It became apparent that the likelihood of Tropische Fische carving a permanent niche for itself in the German aquarium magazine market was not very hopeful. After the March 1964 issue Tropische Fische ceased publication.

Tropische Fische was an interesting publishing venture. Only once before, to my knowledge, was a major aquarium magazine ever published in a foreign language in the United States. Away back in the 1890's, Hugo Mulertt published, in German, a quarterly aquarium-terrarium magazine called Naide for the benefit of the many German-speaking immigrants in the U.S. Tropische Fische was a good aquarium magazine. If the competition, DATZ, had not already been such a successful and popular publication, I am sure Tropische Fische would of had a much better chance of becoming a permanent publication.

TROPISCHE FISCHER

Year	1 Jan	2 Feb	3 Mar	4 Apr	5 Mai	6 Jun	7 Jul	8 Aug	9 Sep	10 Okt	11 Nov	12 Dec
1961												
1962												
1963												
1964												

38 issues were published. Mar/Apr 1961 was a combined issue.

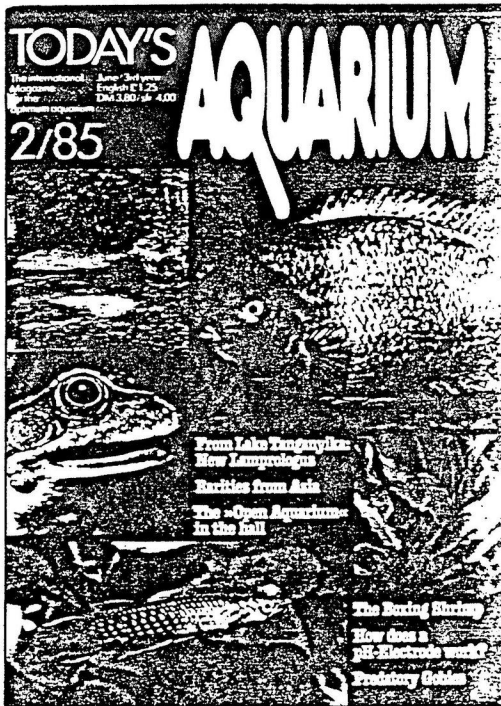


by John Brown

Following in the footsteps of Aquarium Digest, another German aquarium magazine is now being printed in English. Today's Aquarium is the English language translation of the German publication, Aquarium Heute. The English language edition comes out only 4 months later than the German language edition. This is in marked contrast to Aquarium Digest of which we receive our English language edition approximately 2 years after the German language edition !

The first edition of Today's Aquarium, printed in English, came out in Mar. of this year (1985) but Aquarium Heute, printed in German, has been around since May of 1983. Today's Aquarium is published 4 times yearly. It is a full color digest size magazine of 47 pages. Except for the odd allusion to Dupla products (Dupla is the parent company) there is no advertising within the magazine. It is therefore 47 pages of solid information.

Those of us who have been reading the German aquarium magazines have known for some time that in many aspects of the aquarium hobby, the Germans are far ahead of us here in North America. Today's Aquarium



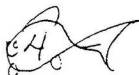
About 1/2 Natural Size

Anyone wishing the first 6 issues of Aquarium Heute (in German language only) may obtain them from myself (John Brown) in exchange for any good spares.

Where to obtain a subscription to TODAY'S AQUARIUM .

North America

Lewis Books
10014 Zig Zag Rd.
Cincinnati, OH 45242 cost \$12.95/year



NOTES ON BOOKS - 1 by Stu Wheeler, CAL

Nearly every collector of aquarium books has several shelves full of TFH books; a tribute to the dominance of the distribution channels this publisher enjoys. Some collectors may not be aware of the fact that many TFH books were originated by other publishers. An interesting sidelight of the hobby can be to seek out these earlier editions to stand along side of their Mylar covered, Hong Kong bound, TFH brethren. This partial list includes only earlier English-language editions, published or distributed in the U.S. Many foreign-language previous editions (mostly German) of TFH books also exist.

Breder & Rosen, Modes of Reproduction in Fishes (TFH PS-674) originally published under the same title by the Natural History Press, NYC, 1966.

Emmens, C.W., How to Keep and Breed Tropical Fish (TFH H-910) at least two TFH editions. Originally issued as Keeping and Breeding Aquarium Fishes by Academic Press, NYC, 1953.

Thomas, G.L. jr., Goldfish Pools, Water-Lilies and Tropical Fishes (TFH H-919) originally issued as Garden Pools, Water-Lilies, and Goldfish by D. Van Nostrand, Princeton, 1958.

Schneider, E., All About Breeding Tropical Fishes (TFH PS-602) originally issued under the same title by Practical Science Publishing, Orange, CT, 1956.

Schultz & Stern, The Ways of Fishes (TFH PS-675) originally issued under the same title by D. Van Nostrand, Princeton, 1948.

Kyle, H.M., The Biology of Fishes (TFH PS-679) originally issued under the same title by Macmillan, NYC, 1926.

Whitney & Hahnel, All About Guppies (TFH PS-603) was published earlier under the same title by Practical Science Publishing, Orange, CT, 1955. A yet earlier version, with Whitney as sole author, but under the same title (and dedicated to Hahnel!) was issued by Practical Science in 1952.

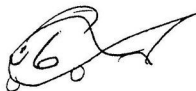
Jacobs, K., Livebearing Aquarium Fishes (TFH PS-705) issued earlier under the same title by Macmillan, NYC, 1971.

Sterba, G., Freshwater Fishes of the World (2 vols) (TFH PS-704) published earlier under the same title (in a 1-vol, larger format) by Studio Vista, London, in 3 printings (1966, 1967, 1969). Distributed in the U.S. by Pet Library.

Axelrod & Schultz, Handbook of Tropical Aquarium Fishes (TFH PS-663) originally issued under the same title by McGraw-Hill, NYC, 1955 (2 printings).

Innes, W.T., Exotic Aquarium Fishes (TFH PS-642); this "New 1971 Printing" is, of course, the first edition, 1935, published originally by Innes Publishing Co., reprinted by TFH shortly after Innes' copyright expired.

In the mid-1970's TFH bought the rights to the excellent small line of aquarium paperbacks published by D. Van Nostrand. At least four of them were reissued by TFH: Aquarium Hygiene by Wachtel (reissued as Aquarium Ecology, PS-694), Aquarium Plants by Brunner (same title, PS-692), Breeding Aquarium



NOTES ON BOOKS - 1 by Stu Wheeler (Continued)

Fish (reissued as Breeding Behavior of Aquarium Fishes; PS-306), and Food for the Aquarium and Vivarium (reissued as Live Foods for the Aquarium and Terrarium; PS-309)

More recently, TFH has acquired the entire line of Pet Library titles, including the paperbound 32 page "Enjoy" series and the 64 page "Know" series, and the hardbound "Guide" series as well as others. Only the Sterba book is listed here but any of the numerous items from these series would fit our criteria.

And finally of course, one could include the seven ichthyological titles issued as part of the TFH/Smithsonian reprints series: Fishes of North and Middle America (Jordan & Evermann, 4 vols), Fishes of Siam, or Thailand (Smith), Monographic Publications from the Philippine Bureau of Science, Selected Ichthyological Papers from the Philippine Journal of Science (3 vols), The Fishes of Chesapeake Bay (Hildebrand & Schroeder), Marine Game Fishes of the Pacific Coast (Walford), and Atlas Ichthyologique (Bleeker, 4 vols - of the original 9 - so far reprinted).

Well as you can see this issue has more charts. We hope they are right, if you find one that is not right please tell me about it so I can get it right, then republish it. If you do not find a chart for something that you collect please make a chart up and we'll publish it and maybe other people can add to it.

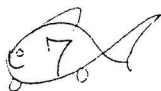
I want to thank James Forshey for making up the mailing labels and putting the membership list in order. Thanks James.

Today Aquarist by Don Johnson finally arrived after more then 6 months.

Paul Harvy will be at the ACA convention, this will be the second year CAL will try to get together and do something. If you have any ideas on what to do . Please write to Paul H. . I'm not going this year, I would love to but just can't.

NOW I would like everyone of you to sit down and write an article. A 20 liner, half a page or a page, what ever, on a book or books or club news letter or bulletin or magazines, newspaper, I have enough for the next issues and probably even enough for the following. This is your news letter let's learn from each other.

enough enjoy this issue,



AQUARIST and PONDKEEPER

YEAR	VOL	May	Jun	Jul	Aug	Sep	Win	Spr	Sum	Aut	Win
1924-25	1										

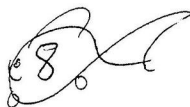
YEAR	VOL	Spr	Sum	Aut	Win	Spr	Sum	Aut	Win
1926-27	2								
1928-29	3								

YEAR	VOL	Feb	May	Jul	Sep	Nov	Jan	Mar	May	Jul	Sep	Nov	Jan
1930-32	4												

YEAR	VOL	Feb	May	Jul	Sep	Nov	Jan	Mar	May	Jul	Sep	Nov	Jan
		Mar	Jun	Aug	Oct	Dec	Feb	Apr	Jun	Aug	Oct	Dec	Feb
1932-34	5												
1934-36	6												
1936-38	7												

YEAR	VOL	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
1938-39	8												
1939-40	9												
1940-41	10												
1941	11												

YEAR	VOL	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
1946-47	11												
1947-48	12												



AQUARIST and PONDKEEPER

YEAR	VOL	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
1948-49	13												
1949-50	14												
1950-51	15												
1951-52	16												
1952-53	17												
1953-54	18												
1954-55	19												
1955-56	20												
1956-57	21												
1957-58	22												
1958-59	23												
1959-60	24												
1960-61	25												
1961-62	26												
1962-63	27												
1963-64	28												
1964-65	29												
1965-66	30												
1966-67	31												
1967-68	32												
1968-69	33												
1969-70	34												
1970-71	35												
1971-72	36												



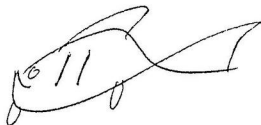
TROPICAL FISH HOBBYIST

1 2 3 4 5

VOLUME	YEAR	SEP/OCT	NOV/DEC	JAN/FEB	MAR/APR	JUN/JUL
1	1952-1953					
2	1953-1954					
3	1954-1955					
4	1955-1956					
5	1956-1957					
6	1957-1958					

1 2 3 4 5 6 7 8 9 10 11 12

VOLUME	YEAR	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG
7	1958-1959												
8	1959-1960												
9	1960-1961												
10	1961-1962												
11	1962-1963												
12	1963-1964												
13	1964-1965												
14	1965-1966												
15	1966-1967												
16	1967-1968												
17	1968-1969												
18	1969-1970												
19	1970-1971												
20	1971-1972												
21	1972-1973												
22	1973-1974												
23	1974-1975												
24	1975-1976												
25	1976-1977												
26	1977-1978												
27	1978-1979												
28	1979-1980												
29	1980-1981												
30	1981-1982												



TROPICAL FISH HOBBYIST

1 2 3 4 5 6 7 8 9 10 11 12

VOLUME	YEAR	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG
30	1981-1982	-	-										
31	1982-1983												
32	1983-1984												
33	1984-1985												
34	1985-1986												
35	1986-1987												
36	1987-1988												
37	1988-1989												
38	1989-1990												
39	1990-1991												
40	1991-1992												
41	1992-1993												
42	1993-1994												
43	1994-1995												
44	1995-1996												
45	1996-1997												
46	1997-1998												
47	1998-1999												
48	1999-2000												
49	2000-2001												
50	2001-2002												
51	2002-2003												
52	2003-2004												
53	2004-2005												
54	2005-2006												
55	2006-2007												
56	2007-2008												
57	2008-2009												
58	2009-2010												
59	2010-2011												
60	2011-2012												
61	2012-2013												
62	2013-2014												
63	2014-2015												
64	2015-2016												



VOL.#	PERIOD	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR
1	MAY 1932-APR 1933												
2	" 1933- " 1934												
3	" 1934- " 1935												
4	" 1935- " 1936												
5	" 1936- " 1937												
6	" 1937- " 1938												
7	" 1938- " 1939												
8	" 1939- " 1940												
9	" 1940- " 1941												
10	" 1941- " 1942												
11	" 1942- " 1943												
12	" 1943- " 1944												
13	" 1944- " 1945												
14	MAY 1945-DEC 1945												

VOL.#	PERIOD	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
15	JAN.-DEC. 1946												
16	" " 1947												
17	" " 1948												
18	" " 1949												
19	" " 1950												
20	" " 1951												
21	" " 1952												
22	" " 1953												
23	" " 1954												
24	" " 1955												
25	" " 1956												
26	" " 1957												
27	" " 1958												
28	" " 1959												
29	" " 1960												
30	" " 1961												
31	" " 1962												
32	" " 1963												
33	" " 1964												
34	" " 1965												
35	" " 1966												
36	" " 1967												

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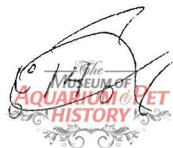
Finchat

	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
56/7	1	2	3	4	5	6	7	8	9	10	11	12
57/8	13	14	15	16	17	18	19	20	21	22	23	24
58/9	25	26	27	28	29	30	31					

	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Vol. 4	59/60													
Vol. 5	60/61													
Vol. 6	61/2													May June
Vol. 7	62/3													

	Jul	Aug	Sep	Oct	Nov	Dec	Feb	Mar	Apr	May	Jun
Vol. 8	63/4										
Vol. 9	64	1									
Vol. 10	64		2	3							Jul. Aug
Vol. 11	64/5			4							
Vol. 12	65/6										
Vol. 13	66/7										
Vol. 14	67/8										
Vol. 15	68/9		2	3	4	5					
Vol. 16	68/9						6	7		9	10
Vol. 17	68/9							8		11	12
Vol. 17	69/70										

	D.J.	Feb	Mar	Apr	MAY	Jun	Jul	Aug	Sep	Oct	Nov
Vol. 18	70										
Vol. 19	71										
Vol. 20	72										
Vol. 21	73										
Vol. 22	74										
Vol. 23	75										
Vol. 24	76										
Vol. 25	77										
Vol. 26	78										
Vol. 27	79										
Vol. 28	80										
Vol. 29	81										
Vol. 30	82										
Vol. 31	83										
Vol. 22	84										
Vol. 23	85										
Vol. 34	86										
Vol. 35	87										
Vol. 36	88										



1965	F.T.P.I. TRADER											Dec V.1#1
1966	Jan V.2#1	Feb V.2#2	Mar V.2#3	Apr/May V.2#4	Jun V.2#5	Jul V.2#6	Aug V.2#7	Sep V.2#8	Oct V.2#9	Nov V.2#10	Dec V.2#11	
1967	Jan V.3#1	Feb V.3#2	Mar V.3#3				Aug V.3#8	Sep V.3#9	Oct V.3#10	Nov/Dec V.3#11&12		
1968	Jan V.4#1	Feb V.4#2	Mar V.4#3	Apr V.4#4	May/June V.4#5 & #6	Jul/Aug V.4#7 & #8	Sep/Oct V.4#9 & #10	Nov/Dec V.4#11 & 12				
1969	Jan/Feb V.5#1 & #2	Mar/Apr V.5#3 & #4	May/June V.5#5 & #6	Jul/Aug V.5#7 & #8	Sep/Oct V.5#9 & #10	Nov/Dec V.5#11 & 12						
1970	Jan/Feb V.6#1 & #2	Mar/Apr V.6#3 & #4				Jul/Aug V.6#7 & #8	Sep/Oct V.6#9 & #10					

1971	Jan V.1#1			Apr V.2#11			Aug V.2#12			Oct V.2#13	Dec V.2#14
1972	Feb V.3#1		Apr V.3#2		June V.3#3	Aug V.3#4		Oct V.3#5		Dec V.3#6	
1973	Feb V.4#1		Apr V.4#2		June V.4#3	Aug V.4#4		Oct V.4#5			

WATER LIFE - Series II

VOL.#	YEAR	APR	JUNE/JULY	OCT	JAN	
1	1946-47					
VOL.#	YEAR	FEB	APR	JUNE	AUG	OCT
2	1947					DEC
3	1948					
4	1949					
5	1950					
6	1951					
7	1952					
8	1953					
9	1954					
10	1955					
11	1956					
12	1957					

VOL.#	YEAR	NOV	DEC	JAN	FEB	MAR	APR	MAY
13	1957-58							
VOL.#	YEAR	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
13	1958							



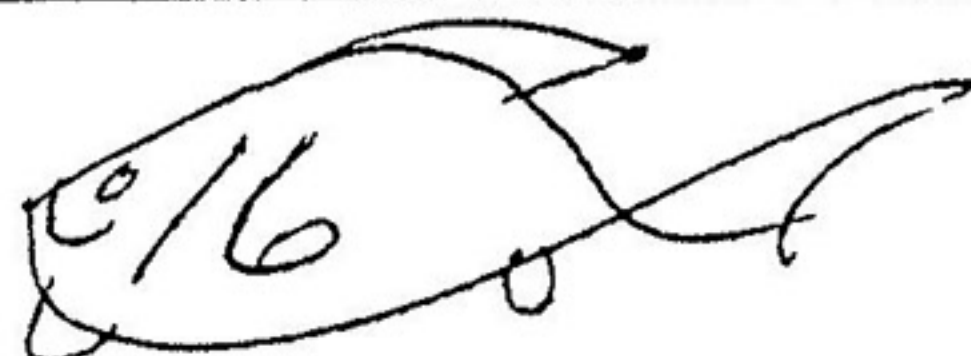
THE AQUARIST'S NOTEBOOK

No.		1	2	3	4	5	6	7	8	9	10	11	12
Vol	1												
	2												
	3												
	4												
	5												
	6												
	7												
	8												
	9												

The Aquarist's Annual (book)

ALL CICHLIDS

YEAR	VOL	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
1980	1												Jan 82
1981	2												
1982	3												
1983	4												
1984	5												
1985	6												
1986	7												
1987	8												
1988	9												
1989	10												
1990	11												

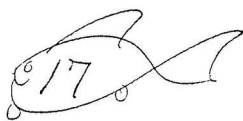


AQUARIUM HOBBYIST

VOL.#	PERIOD	SEPT	OCT	NOV	SPR	SUMM	FALL
1	1971-1972						
VOL.#	PERIOD	WINT	SPR				
2	1973						

WATER LIFE - SERIES I

	VOLUME I	24	47	70	93	116	139	162
1		25	48	71	94	117	140	163
		26	49	72	95	118	141	164
3		27	50	73	96	119	142	165
4		28	51	74	97	120	143	166
5		29	52	75	98	121	144	167
6		30	53	76	99	122	145	168
7	VOLUME II	54	77	100	123	146	169	
8	31	55	78	101	124	147	170	
9	32	56	79	102	125	148	171	
10	33	VOLUME III	80	103	126	149	172	
11	34	57	81	104	127	150	173	
12	35	58	VOLUME IV	105	128	151	174	
13	36	59	82	106	129	152	175	
14	37	60	83	107	130	153	176	
15	38	61	84	108	131	154	177	
16	39	62	85	109	132	155	178	
17	40	63	86	VOLUME V	133	156	179	
18	41	64	87	110	VOLUME VI	157	180	
	42	65	88	111	134	158	181	
20	43	66	89	112	135	159	182	
21	44	67	90	113	136	VOLUME VII	183	
22	45	68	91	114	137	160		
23	46	69	92	115	138	161		



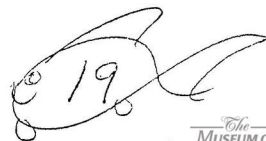
CICHLIDAE

Belgische Cichliden Vereniging

YEARS	VOL.	NUMBER											
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
1975	1												1
1976	2		1		2		3		4		5		6
1977	3		1		2		3		4		5		6
1978	4		1		2		3		4		5		6
1979	5		1		2		3		4		5		6
1980	6		1		2		3		4		5		6
1981	7		1		2		3		4		5		6
1982	8					1	2		3	4	5	6	7
1983	9		1	2	3		4	5	6	7	8	9	
1984	10		1	2	3	4	5	6		7	8	9	
1985	11		1										
1986	12												
1987	13												
1988	14												
1989	15												
1990	16												

AQUARIEN TERRARIEN

YEAR	vol	1	2	3	4	5	6	7	8	9	10	11	12
1953	1												
1954	1												
1955	2												
1956	3												
1957	4												
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YEARS	NUMBER									
	Jan	Feb	Mar	Apr	May	Jun	Sep	Oct	Nov	Dec
1980						1	2		3	4
1981	5	6	7	8	9	10	11	12	13	14
1982	15	16	17	18	19	20	21	22	23	24
1983	25	26	27	28	29	30	31	32	33	34
1984	35	36	37	38	39	40	41	42	43	44
1985	45	46	47	48	49	50	51	52	53	54
1986	55	56	57	58	59	60	61	62	63	64
1987	65	66	67	68	69	70	71	72	73	74
1988	75	76	77	78	79	80	81	82	83	84
1989	84	86	87	88	89	90	91	92	93	94

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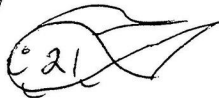
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