

# Retail



**Mel Juster, left, of Metaframe and Paul Speice, right.**

## Metaframe to Sponsor Guppies to Groupers

ELMWOOD PARK, NJ — Mel Juster, Senior Vice President of Metaframe announced that his firm will renew sponsorship of the popular Public Television show, *Guppies to Groupers*.

The show, which is the nation's only educational TV program devoted to tropical fish, is hosted by Paul Speice. It consists of 32 half hour segments, shown over some 200 stations around the country. Programs deal with beginning and advanced hobby subject matter and cover all phases of the hobby from fresh to saltwater.

### Also a consultant

In addition Speice will become a consultant to Metaframe discussing hobby and consumer problems with the firm. He is slated to make a number of public appearances on behalf of Metaframe — not the TV show — around the country.

Mr. Juster has announced that sponsorship of the program will be beneficial to both Metaframe and the pet industry and he invites retailers who would like to learn how to tie in with local showings to contact him at Metaframe Living World, 41 Slater Drive, Elmwood Park, NJ 07470.