

Third Annual National Pet Show

RECORDS for attendance at a pet show were broken when the Third Annual National Pet Show and Equipment and Accessories Exposition unfolded its tents for a five day stay at Madison Square Garden, New York City, starting November 17 and folding up and flying back to factories and menageries of fanciers on the night of the 21st or had I better say during the wee hours of the morning of November 22.

There was a distinct smile of satisfaction on the faces of the people concerned, both promoters and exhibitors, for during the time mentioned more than seventy-five thousand people passed through the gates to witness a much larger and better diversified show than they had ever seen before.

The publicity given the show was even more national in scope than the 1930 show received and that is certainly saying something, for pictures taken at that show were witnessed throughout the country. I know of one newspaper editor credited with the shell of a snapping turtle egg; yet, I read an editorial in his paper which commented on the show. Like the case of Polly the flapper "I don't know how she did it but she did." I can only say about Mr. B. F. Lipold, the moving spirit behind the show "I can't see how he did it—but he did." Hard times and old man depression were not in evidence at the show.

Knowing full well that too much serious thought is not good for the mind, the management created bright spots for the visitors in the form of entertainment breaks.

Chief among these was the troupe

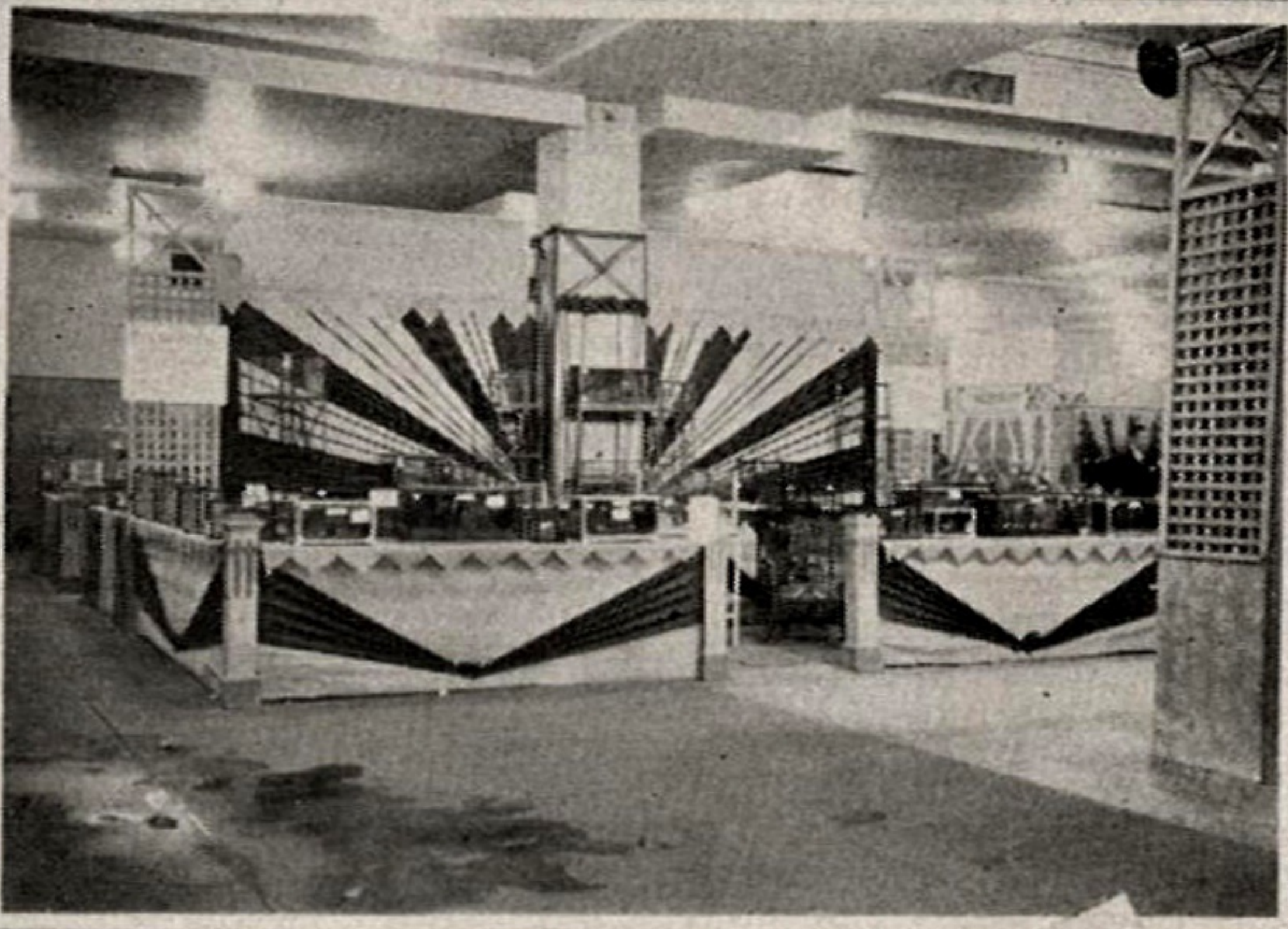
of trained animals headed by Lorraine Wallace and her performing beasts of the jungle. This group was made up from wonderful specimens of lions. The animals were well chosen and performed their feats in a manner which showed that they—despite beliefs to the contrary, enjoyed the work and the applause they earned.

Captain Engerer again presented his trained police dogs to the visitors, as he has done in former years. This performance has not lost any of its flavor through having been seen before. His other acts, which included trained goats, ponies and some bare-back riding were also meritorious.

Hairless dogs in themselves are an attraction, when they perform they are a double attraction. This was the case of the troupe of hairless dogs presented under Valeska Ranea. Dogs may be dogs, but, these dogs which are always an attraction at the best theatres of the country are dog-gone-good at what they do.

The children who visited the show were amused highly at the baby elephant and baby tiger. These animals were a part of the Henry Bartels exhibit. I stood alongside one man who tried his best to buy the baby tiger for a lady with him. It is true the tiger was playful at that age—but it was still a real tiger and would grow. The size of the elephant was remarkable, or had I better say its diminished size was remarkable. In a later issue of PET SHOP NEWS you will view a photograph made of the elephant alongside a dog and you must agree after you see it that without using camera deception the dog is the larger.

Some of the Booths

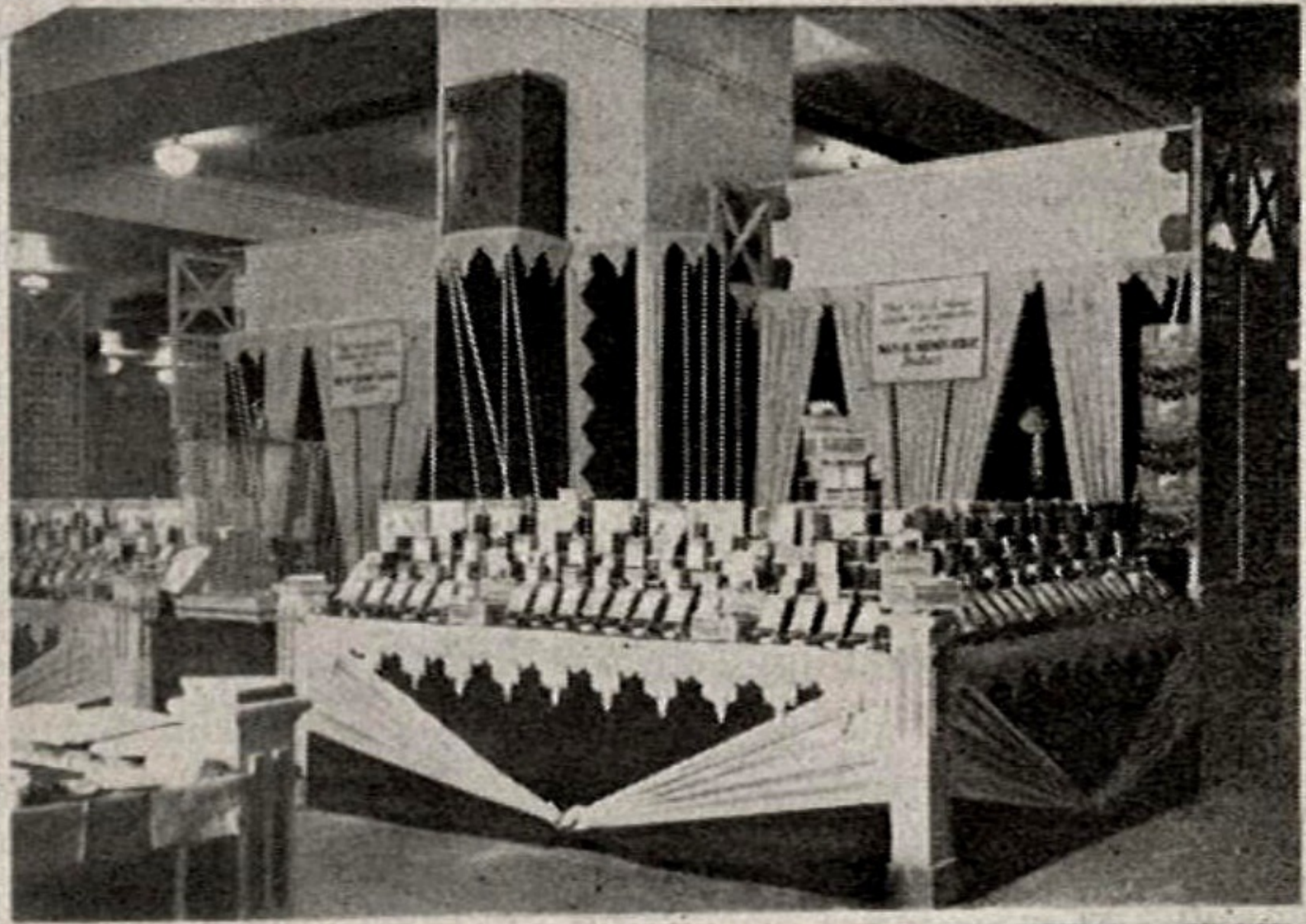


METAL
FRAME
PRODUCTS
Made A
GOOD
DISPLAY



The
"HENDRYX"
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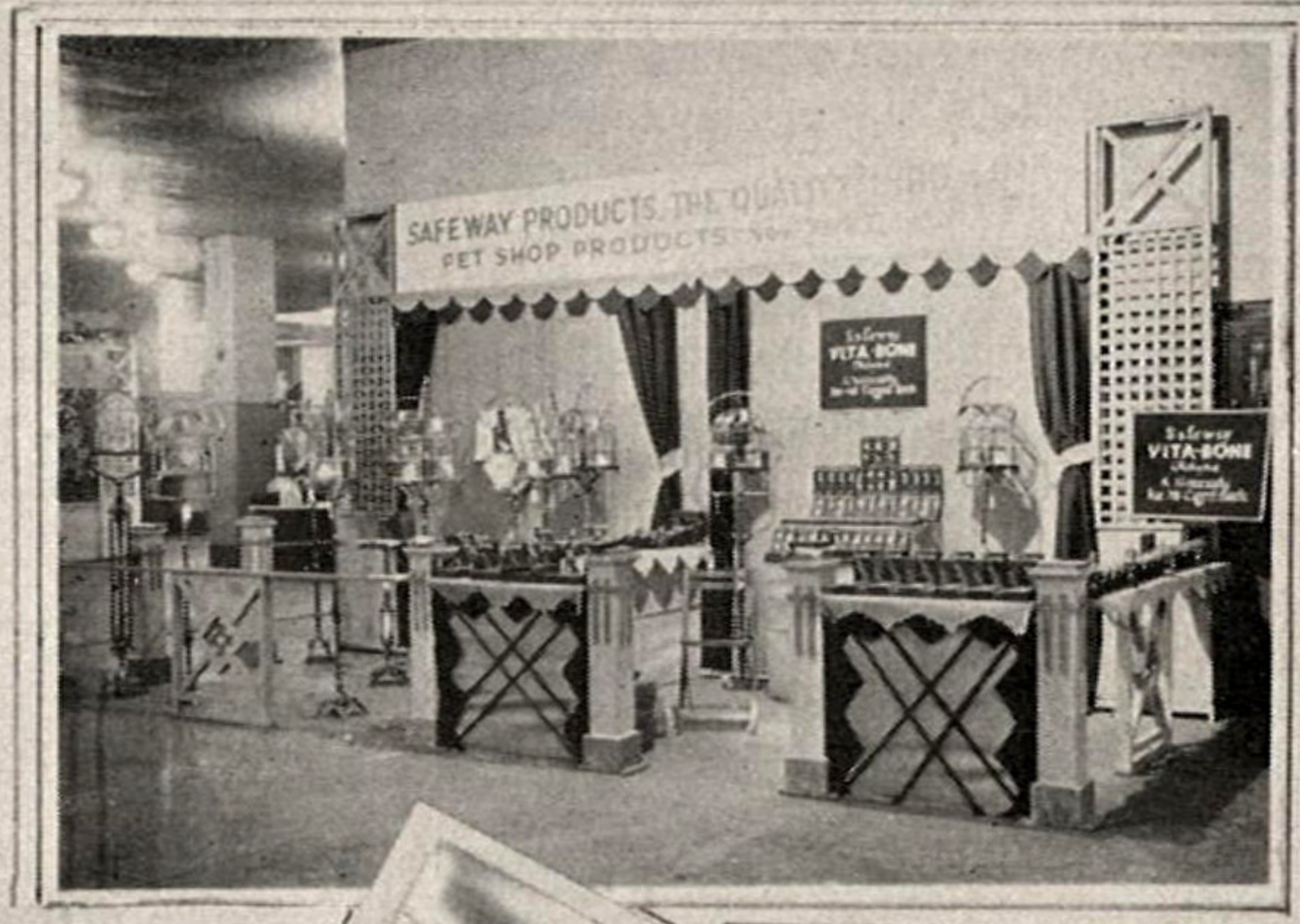
NO SHOW
Could Be
COMPLETE
Without
MAGIC



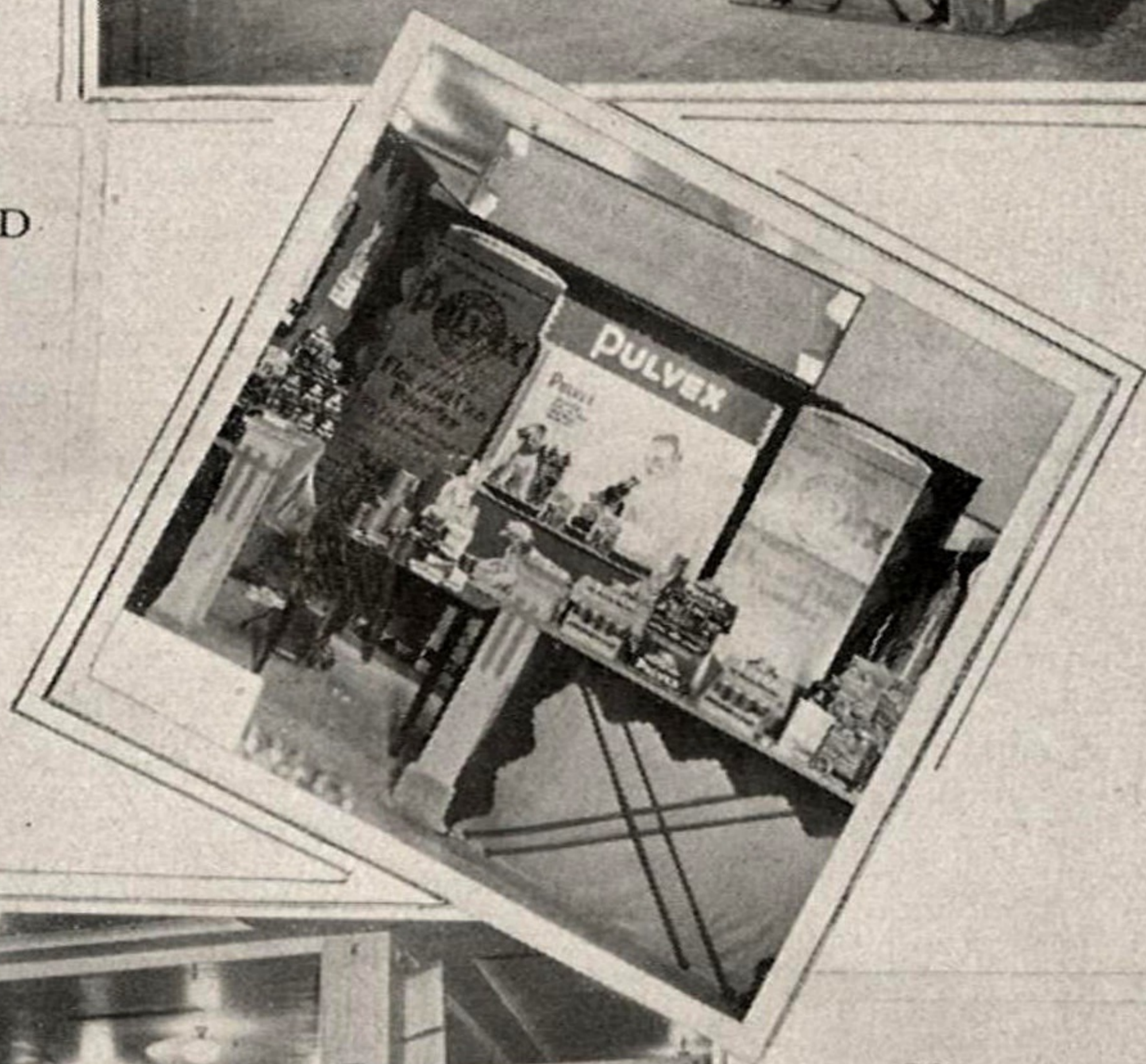
PET SHOP
NEWS
Staff Photo

At the Third Annual Pet Show

PET SHOP
PRODUCTS
Splendid
Display



COOPER SAID
"PULVEX"
Was Right



Messrs.
J. Schoeman
Browning
Meyer and
Brower, were
caught in
WAPLER'S
BOOTH

PET SHOP
NEWS
Staff Photo

Another highlight to keep the kiddies amused was the group of baby bears who performed each time they were given a bottle of milk. They were so tame that a child could make them go through a performance by just handing them a bottle of milk. Donald S. Crowe of Point Pleasant, New Jersey, the owner of the bears also had some other worthwhile attractions with him including, beavers, raccoons, badgers, alligators, owls, geese and pheasants. He was favored with a crowd at all times.

As usual a dog show was held in connection with the rest of the doings. This was again favored with an overwhelming entry which ran from the tiniest mites shown on satin pillows to giant mastiffs who require a home larger than that needed to house an Austin.

Cats, well, you never saw the like of them in your life; every type including the alley cat was among those present. The Siamese Cat Club, the Empire Cat Club, the Solid Color Cat Club and a convention of household cats all met under auspices at various times during the show's existence. The cat section was judged by Mrs. H. O'neal Palmer.

Mr. E. G. Himmelberger gathered together a pigeon show well worth while as an independent feature. The fifteen hundred entries required a lot of room but like the rest of the animals they were amply taken care of by Spratt's Patent, Ltd., who benched the whole show and did a good job of it.

The Eastern Rabbit Breeders Association, Albert E. Facey, secretary, had a nice turn out. This is the first time a rabbit show (competitive) has been held in connection with the Pet Show and bids fair to continue as a feature.

No big time show could be pulled off without a showing of tropical fish,

at least not in 1931. Consequently the management had to go to this tiny animal for additional help.

The exhibitors of tropical fish, all members of the Greater City Aquarium Society were Messrs. W. H. Meyer, H. A. Jacaruso, B. A. G. Reuter and J. Kemmerer. "Stepping stones in the life of a Betta," a series of jars containing bettas of ages varying from two weeks to maturity attracted attention as did also the showing of other members of the group.

Pet Shops are of course the places in which birds can be found; it is only fitting that a wonderful show of them should be built here. There were birds from long distances entered in the Grand National Oper Show of the Empire Cage Bird Association, Inc. Frank Gambo as manager of this end deserves much credit for the masterful way in which he handled matters despite the handicap of illness.

The booths were each attractive enough to receive more mention than our limited space will permit. One of them, that of the Metal Frame Aquarium Company was a bee-hive at all times. Door prizes were awarded by them which necessitated those interested paying a visit to the booth to deposit their coupon and to call back to see who the winner was. I cannot say for a certainty but I suspect Mr. Elias B. Cohen, the Treasurer was responsible for this *piece de resistance*.

Messrs. Herrman, Cunningham and Whitney ably assisted Mr. Cohen in caring for the demands made for information. In addition to information which was gladly given, quite a few sales were made.

Another interesting booth, among those illustrated elsewhere in this issue, was the one of J. P. Leindorf better known as "Nature Friend."

(Continued on page 15)

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**Third Annual National Pet
Show**

(Continued from page 10)

Here the merits of MAGIC were passed on to the spectators.

His talking Mynah held the center of the stage at all dull moments when they cropped up and I assure you that was not often.

Wm. Cooper and Nephews, Inc., used their booth to advertise Pulvex and just made a casual mention of their Pine Oil Disinfectant. Since the show was disinfected with this product there was sufficient mention made of it by the exhibitors and visitors who commented on the total absence of odor in spite of the thousands of animals housed at the show. A glowing tribute I would say to Pine Oil Disinfectant.

Wapler & Company (Schoemann and Mayer, Inc.) greeted the eye as one entered the hall. Here, right at the very door where impressions are made, one came to realize that if the rest of the show was as good as the select line of imported bird cages, aquarium novelties and dog supplies shown by these people the show must be right. This booth started the day off right. American Bird Products, Inc., showed a complete line of bird foods, etc., in connection with Wapler and Company.

The Pet Shop Products Co., of New York City were just across from them with an original line of novelties for birds headed by SAFE WAY VITA BONE, a combination cuttle bone and song food combined in a handy, sensible and patented way.

Andrew B. Hendryx Company and their subsidiaries, the Leon Products Division and O. Lindemann and Company occupied a booth in the center of the hall. Here American made cages were outstanding features and the boys from the several

companies were certainly well taken by the hordes of visitors to this booth.

More illustrations and comments will appear in the next issue. Do not miss it.

—————:o:—————

Selling With Least Resistance

(Continued from page 2).

sooner or later learn to his sorrow that choppers are being bought and he is keeping his rollers.

Keep your eye on the other fellow in your line of business, give ear to salesmen's admonitions and always keep your finger on the pulse of your community. You are then bound to succeed if you follow the advice which you know to be right.

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