

## Third Annual National Pet Show

(Continued from January)

THE booth of Carl Thompson Co., located just to the right as one entered was a bee hive of activity during the time of the whole show. Even before one entered the booth he could see that here was something different, something new and worthwhile.

Their line of brass cages held many who came to see the show spellbound. To one side of the booth we noticed some fish in a large tank. We edged our way through the crowd and discovered what everyone was raving over, some handsome veiltailed telescopes. They were a part of the display from the Japanese Goldfish Hatchery who, though unable to be present in person, were represented at this booth.

To the left of the booth were tropical fish displayed in a varied assortment of Jewel Aquariums. Needless to say, they too had their admirers.

Another booth which attracted its share of admirers was the one of Frank's Bird Shop where Chopper Song Restorer was exploited.

If you will remember the color scheme of the Chopper box you will see how true the color selected for that booth ran to the adopted idea. The bird on the Chopper box is yellow, consequently yellow was used for the background to this booth. Green, a perfect blend was used for all trimming and contrast for the yellow. A splendid idea well executed.

In close proximity to the booths mentioned was that of Spratt's, a family name for pet foods. Spratt as usual benched this show, a tremendous undertaking for a small house but for one their size it ran off as smoothly as taking a drink of water.

But now to get back to their booth. A rail of the inviting type surrounds this display. By inviting I mean it was enough rail to keep the crowds from pushing past, yet, it was open enough to invite those interested to come in.

The color scheme here as always was white and blue. On the table (shown clearly in the cut) we found every conceivable type of pet food, around it we found sufficient well posted attendants to give service in any emergency which might arrive.

Really, it is funny to stand at this booth and hear the great numbers of apparently foolish questions asked by people who obviously should know different. True to type however, every attendant was courteous and explanatory in his answer, never have I seen one of their men try to belittle a questioner as is done in so many similar cases elsewhere.

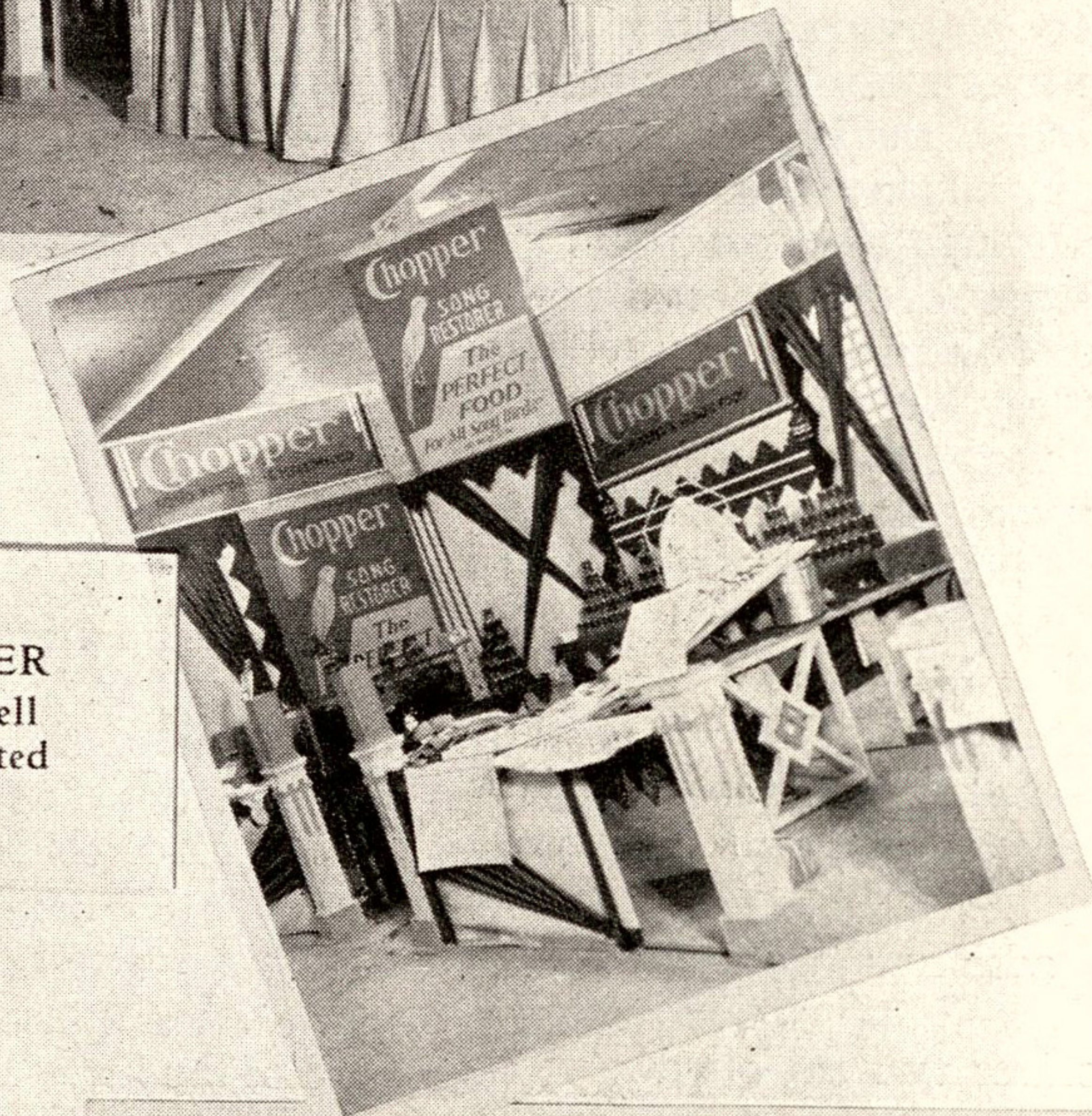
When it comes to handing out medals for attractive booths, we certainly must place Burnett's at the head of the list. This booth, presided over by none other than that veteran, Mrs. Mabel Burnett, was the acme of perfection in booth building. The colors chosen were eye-easy, the appointments simplicity themselves and added to the air of refinement which Mrs. Burnett insists on.

It would be very hard to find fault with any of Mrs. Burnett's showings. She has been at the same thing so long that she knows just what will and what will not please the great American public. She also knows this with bird foods and supplies as well and any time you sell a product bearing the Burnett name, you can rest assured that you will be backed to

## More of the Booths



CARL  
THOMPSON  
CO.  
and Japanese  
Goldfish Hatchery  
Display



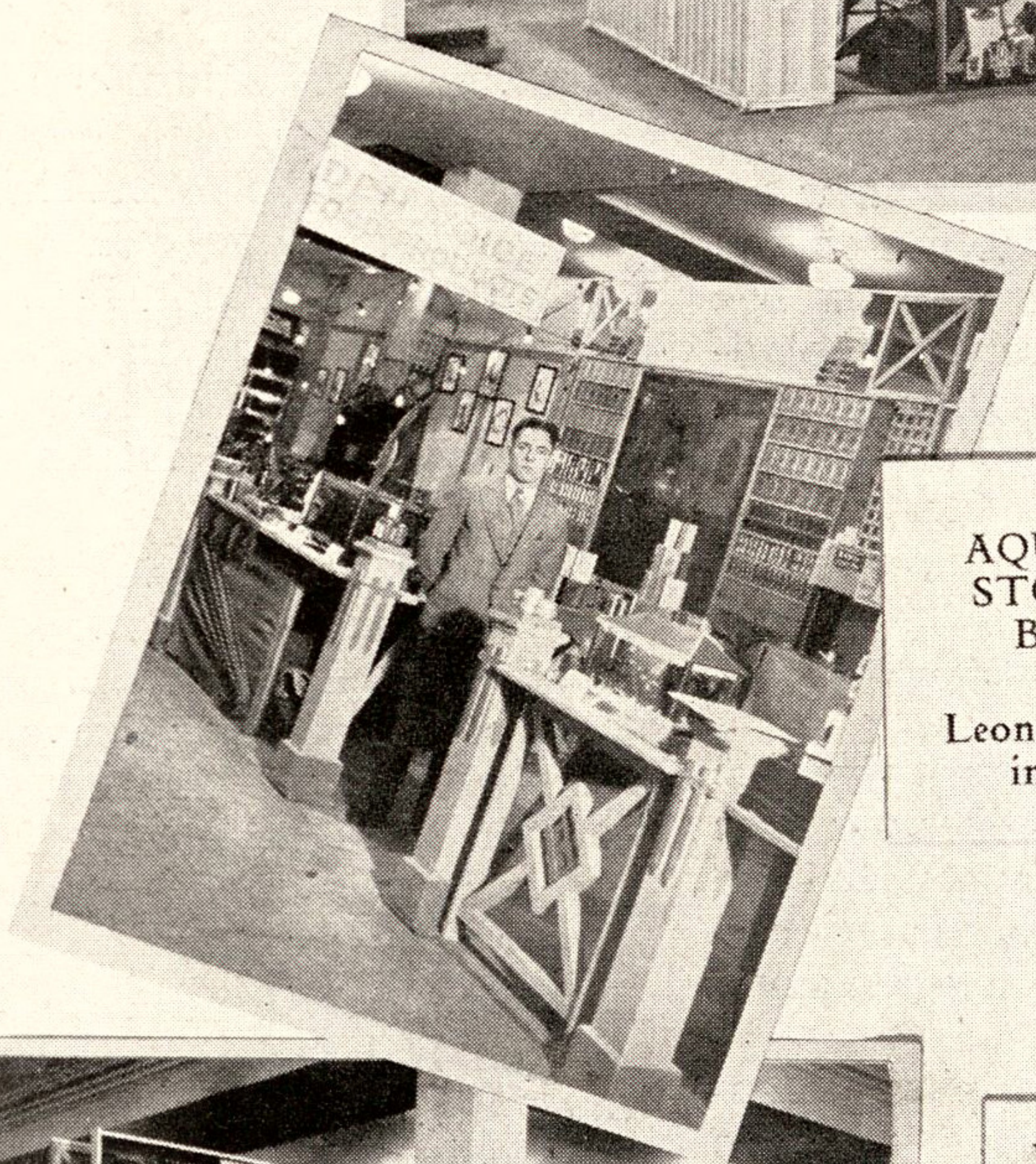
CHOPPER  
Was Well  
Represented



SPRATT'S  
Always Makes  
a Good  
Showing

*At the Third Annual Pet Show*

BURNETT'S  
Handsome  
Booth  
Appealed  
to All



AQUARIUM  
STOCK CO.  
BOOTH  
with  
Leonard Berkitz  
in Charge



WM. TRICKER,  
Inc.  
Had a  
Wonderful  
Display  
at this  
Attractive  
Booth

the fullest measure in that product by the confidence and knowledge Burnett's pack into their wares.

The Aquarium Stock Company was a new user of booth space this year. No they are not new to the business—far from that, for it must be known that our old friend B. Berkitz has been at the same business for as long as I can remember.

He shared honors at the booth with his son Leonard, who just returned from a trip abroad where he took in the affairs of the many fish societies on the other side.

Among the attractions at this booth were walking fish. Many people believe that fish must remain in water at all times if they are to live and be happy. Mr. Berkitz's walking fish upset this theory entirely to the admiration of the vast throngs who asked that they be placed out to walk again.

The walking fish were seconded by a handsome display of fish and supplies; some of them obtainable only from this house.

Just a little further down the aisle and a blaze of lights, reflecting from aluminum aquariums announced the display of Wm. Tricker, Inc., of Saddle River, N. J., and Independence, Ohio.

Here aquarium grown plants, tropical fish and related supplies were to be seen in abundance. The booth presided over by Mr. John Doscher, vice-president of the company made many new friends for this house and also showed old customers just what could be expected from this reliable firm.

When representative firms like those mentioned in this article feel it worth while to make displays to help keep the industry growing, it might be worth the time of the smaller people to lend a hand also.

The next issue of PET SHOP NEWS will contain more news and views.

## Penna. News

Interest in tropical fish is becoming very keen in Pittsburgh, Pa., and also in the entire section of Western Pennsylvania. The Colfax Aquariums of Pittsburgh is now completed and showing a very nice assortment of tropical fish and aquatic plants. The owners, Rudolph Schmidt and William Krockner, both of Pittsburgh, are experienced breeders who have made a study in this country and Germany.

In New Castle, Penna., Butz Bros., Florist, have also added tropical fish and aquariums to their flower shop. The Art Pet Shop of Pittsburgh are also showing a large variety of tropical fish and aquariums. It seems that all the pet shops in the section are waking up to the fact that this is a very profitable and interesting section of their shops.

Goldfish also seem to be of some importance in this section as this writer discovered a very nice goldfish hatchery in Rochester Penna., owned and operated by the Irvin Goldfish Co., Mr. Irvin has plenty of outdoor pools as well as a well equipped building for shipping, etc.

At Titusville, Penna., the Oriental Goldfish Hatcheries are building up a very nice business and are shipping quite a number of fish weekly.

The Dog and Bird Shop of Jamestown, N. Y., also has a very nice and up-to-date tropical fish display. The future seems very bright along tropical fish lines in this section of New York and Pennsylvania.

Putnam's of Buffalo, N. Y., informed the writer that their tropical fish business showed a very nice increase last year both in their wholesale and retail departments.

Submitted by

J. C. CUNNINGHAM.

Metal Frame Aquarium Co.