

Tropi-Cure Booth Biggest Hit At Chicago's United Pet Trade Show

The new Tropi-Cure dip treatment for sick tropical fish is an excellent product, as hobbyists are discovering. Yet dealers from around the U. S. visiting the United Pet Trade Show at Chicago's Conrad Hilton hotel paid little attention to the new product, other than ordering a great deal. They were too busy having their pictures taken with the lovely mermaids lounging in the booth — see photo.

As a publicity stunt, Melvin Newberger, and Lorry Hankin, partners in the General Developments Corp., Empire Building, Milwaukee 3, Wis., had a photographer with a polaroid camera take pictures of dealers standing by a mermaid. Each dealer was given a souvenir print of himself by the mermaid.

We've always suspected that real tropical fish lovers were subconsciously hoping for mermaids to turn up in their aquariums . . . now we have some proof.

Good time at the show

We had a good time at the show, visiting with many other friends of this publication. We met Edward Levey, pres. of Wardley Products Co., Inc., who was very enthused about a new valise, designed especially for jobber salesmen, which contains samples of the 86 aquarium products the firm manufactures. Salesmen interested in learning more

about this valuable new sales tool should write to Mr. Levey at the firm's new address: 44-01 11th St., Long Island City 1, N. Y.

Gro-Wel Fish-Ade Co.

At the Gro-Wel Fish-Ade Co. booth we saw the beautiful new packaging on the firm's extensive line of foods, remedies, pumps, etc. Sy Berger, pres., and Irving Gall, sales mgr., showed us many new products. A story in our New Products section tells about their new First Aid Kit.

Longlife Fish Food Products

Handling Longlife's booth was Mel Krause, of M. P. Krause & Sons, Inc., Chicago area wholesaler. Mel showed us the new "Wonder Food for Guppies" just marketed by Longlife. The food was formulated around the feeding recommendations of leading guppy fanciers here and abroad.

Decalomania Mfg. Corp.

We were pleased to meet Stanley Druce, representative of the Decalomania Mfg. Corp., 1140 North American St., Philadelphia 23, Pa., whose firm was featuring the new Colorama Pattern decals. Be sure to ask your dealer to show you these beautiful decals.

Aqua Pump & Products Co.

Also at the booth we met Nat Kornkauser, representative for Aqua Pump & Products Co., 48-05 31st Ave., Long Island City 3,



Star attraction at the United Pet Trade Show were two mermaids promoting Tropi-Cure, manufactured by the General Developments Corp. Pictured in the firm's booth is Mermaid Corinne Newberger. The other mermaid was Dorothy Brown.

N. Y. He showed us "Aqua Pump's" new and complete aquarium kit, the first kit ever marketed to include a piston pump.

Pioneer Pet Supply Co.

Mr. G. Gardner, pres. of Pioneer Pet Supply Co., the most complete pet supply wholesale firm in the world, showed us the firm's big new catalog which features many new aquarium items from all over. Dealers can request copy of same by writing to the firm at Dept. T-9, 301 Lake St., Oak Park, Ill. The firm sells only to dealers so only those requests made by dealers on their firms' letterheads will be honored. The firm is one of the distributors of the new Tropi-Cure.

While there we met two other good friends of ours: Al Masuto and Fred Junkin, both salesmen for "Pioneer," who have helped us improve the distribution of this magazine. Fred gave us h..... for a boo-boo we made recently when we neglected to send him some of our Summer issues which he wanted for promotion.

Midwest Aquarium

Ken Blaesing, pres. of Midwest Aquarium, fish wholesaler located at 221 E. Charles St., Villa Park, Ill., had a booth featuring several beautifully stocked aquariums. The firm, which imports direct, is doing very well, Ken said. Dealers should write for his price list.

Retail Pet Supply Assn.

Bob Troy, pres. of the Retail Pet Supply Assn. of Chicago, and part-owner of Bit O'Tropics, Chicago retailer, was in charge of the Assn's. booth. He wasn't at the booth too much though — he was busy promoting product donations from the manufacturers for an auction at the Midwest Aquarists, of which he is also president. He made his biggest haul from the generous Gro-Wel

Fish-Ade Co. Holding down the Assn. booth were Ward Hanson and Earl Genz of the aquarium society.

Saw many more friends

We saw many more friends of ours at the show, including Mr. & Mrs. Art Thommen, of Art's Hatchery, Chicago. Also saw our old buddy Ace Extrom, of Ace & Dee's Pet Supplies, Blue Island, Ill., with whom we inspected the hotel's cocktail lounge.

All in all, we enjoyed the show put on by Ben Elsinger and Bernie Hoffmann.

Earl Lyons

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