

# THE WORLD'S LARGEST PET SHOP

St. Louis Pet Shop Leads Them All



The Sales Force at the National

**G**ATES A. HALFIN, owner of the National Pet Shops at Thirty-first and Olive Sts., has given St. Louis the largest pet shops in the world.

Starting in the pet business twenty-five years ago, because it was a new field, one that had not been overworked. The first shop opened was small and required very little capital, but Mr. Halfin's determination to make a really big business of handling pets and supplies was never lost sight of and throughout the years the institution has grown by leaps and bounds, until today it is America's outstanding pet business. Mr. Halfin says he owes his unusual success to a decision made years ago which was to build up the business only on sound principles and square dealing.



View of the Cage Department

Mr. Halfin recalls with interest that twenty years ago he was a waiter and in getting a start in the pet business he sold birds, dogs and other pets from his home. In this way he established the foundation for his splendid business.

The National Pet Shops not only handle a large line of the ordinary pets but also features the unusual kinds, birds and rare animals seldom seen in any pet shop. One of the large departments in this unique business is the tropical fish section. Here huge aquariums are brimming with the rare and semi-rare piscatorial specimens. They have world wide connections with tropical importers which assures them a plentiful supply of the rarer kinds at all times. Birds of every known kind are also carried and are shipped to every state in the union. Canaries, Parrots, Parrakeets, Finches and many of the

unusual birds can always be found at the National. They also operate a factory for the manufacture of pet foods of all kinds.

Seventy-five per cent of the cage birds shipped into St. Louis are handled by the National Pet Shops. They also sell their bird and pet foods to over two hundred other St. Louis dealers who handle pets.

The National Pet Shops today deliver pet stock in air conditioned and heated auto trucks from the express depots in winter and air cooled trucks in summer. This system of handling newly imported stock is necessary in order to keep the new arrivals in good health.

This firm also manufactures cages, cage parts and aquariums and do a large business in repair work in this line. A free clinic for birds is always open to bird lovers and thousands of sick birds are treated annually by this enterprising concern. Birds and animals are also boarded and cared for by trained assistants.

Mr. Halfin is a great mixer and is loved by his entire force for his fair dealing and generosity.

Mr. Halfin says, "We are not a corporation and look forward to leaving the business to my employees when I die. This has been my aim since the inception of the business, to train my most efficient help to perpetuate it. Starting with only \$40.00 and without selling any stock or borrowing any money, but

solely with our own determination to make it go and grow, we have built the business into the largest pet supply house in the world."

Mr. Halfin is to be congratulated on his splendid achievement. This outstanding success only goes to prove that the pet business is a really big enterprise when a man has vision and confidence.



Gates A. Halfin

