

## Jo Ann's Exotics

# A FLAIR FOR SELLING



**W**ALK into Jo Ann's Exotics and you will see enough good looking, healthy fish to satisfy most anyone interested in the hobby. But it's not her fish, good as they are, that have spelled success for this California aquarium. Rather, it is the personality and astuteness of Jo Ann Marvin that makes her fishery the popular place it is.

They say that anyone living in or near Hollywood eventually has some of the flair of moviedom rub off on her. This is certainly true of Jo Ann. She has a sense of showmanship that has paid off.

For example, in terms of profit, most dealers who have gotten involved in custom installations will tell you they are a pain and a waste of time. Not so with Jo Ann. She has installed and stocked custom tanks in the Luau restaurant, Hal Wallis Studios, the

Liberace home, the Jayne Mansfield home and will soon install an aquarium in the Strip's lushest hotel. And, although most of these jobs are time-consuming and profitless in their own right, they have paid and continue to pay handsome dividends for her. These same people, whose testimonials are bought by all kinds of companies, are even more potent when used by Jo Ann Marvin. When she, smoking a cigarette from a holder and looking at you from behind glasses held on a string of pearls, tells you about the difficult time she had styling a black and white set up for Liberace, she's got you! And when she, through referral, is called in to do some other star's home, she is equally compelling, because Jo Ann has learned to spice her vast knowledge of fish with enough of a dash of Hollywood to be effective with



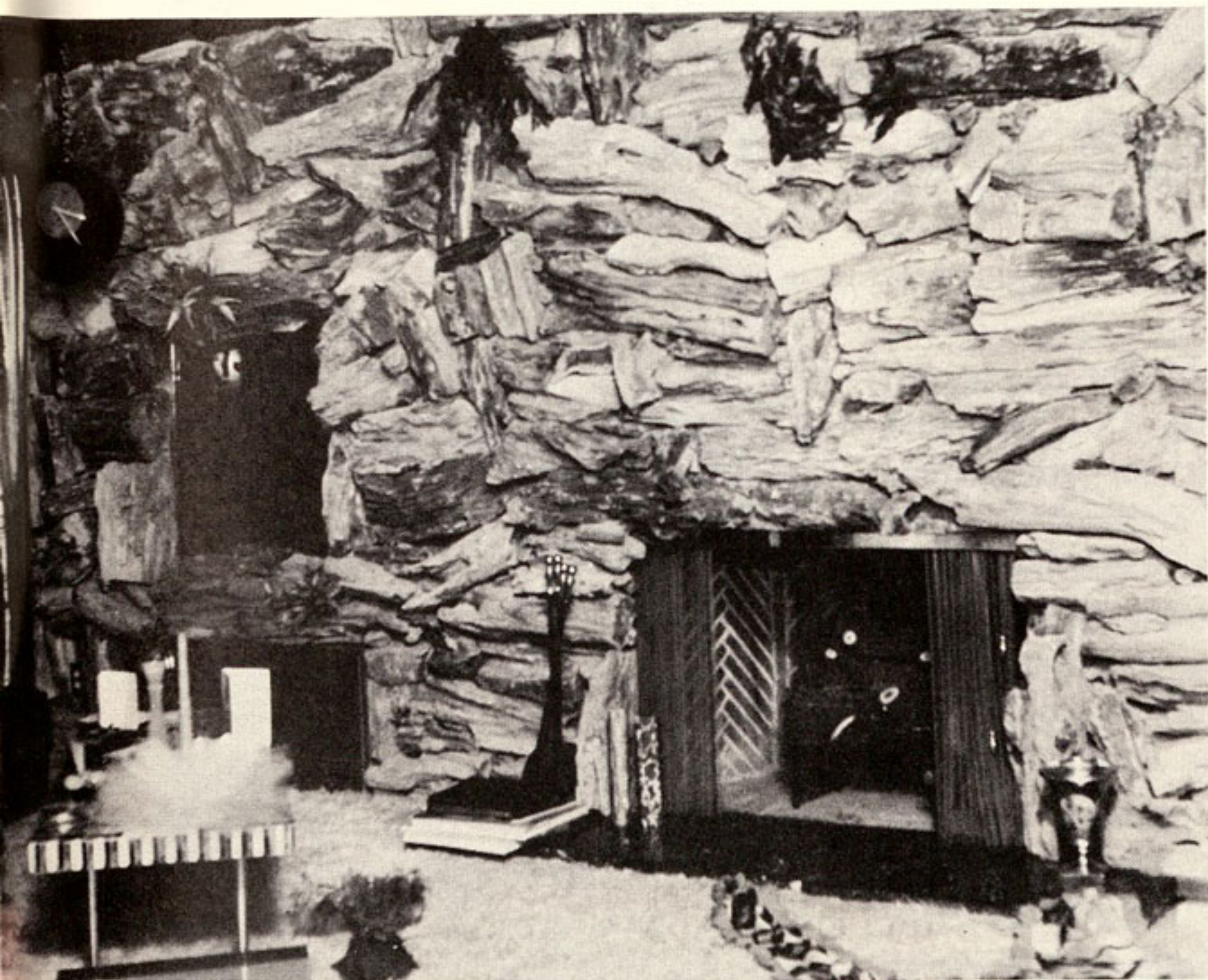
These photos were taken at the home of Jayne Mansfield. In the one on the left, Jo Ann Marvin and Mickey Hargaty, husband of the film star, decorate the 100-gallon headboard tank in the pool cabana. The Hargaty's are great pet lovers. In the center photo, Mickey questions Jo Ann and her assistant, Jim Elmore, about a sick monkey. On the right is another custom installation attended by Jo Ann. This one is a tank built into the petrified-wood wall of the Mansfield's den. It gets its light from the terrace it looks on to.



any and all of the stars.

This reporter saw Jo Ann and her able assistant, Jim Elmore, install and stock a 100-gallon tank to serve as a head board for Jayne Mansfield's husband, Mickey Hargaty, in their pool cabana. Jo Ann handled the situation with the poise of a Hollywood agent, yes-ing and no-ing the ex-Mr. Universe when necessary to come up with a truly beautiful job. For Mr. Hargaty, Jo Ann is an authority, and he will be only too quick to let everyone know who installed his novel piece of furniture from now on. On Jo Ann's part, you can be sure her customers will learn of it whenever and however necessary.

It is Jo Ann's flair that has sold salt water fish for more than seven years. With a good selection located in a separate studio, everybody who passes through the portals of this aquarium sees and gets the lowdown on these attractive specimens. For most, Jo Ann realizes, it just spices the hobby. But for those who can afford these expensive pets, Jo Ann is quick to sell salt water fish in terms of their additional beauty, rarity and snob appeal. Doctors, says Jo Ann, seem to represent the best outlet for the salts. One doctor-customer of



WHAT WOULD YOU LIKE  
FOR **CHRISTMAS?**

A COMPLETE AQUARIUM SETUP? A PEDIGREED PUPPY? A RARE FISH?

One of our customers will receive absolutely FREE whatever they like best in our store, regardless of cost! **IT COULD BE YOU.**

How does this work? You come in and select what you want. You buy it! There will be a number on your Cash Register Receipt. It might be the one selected by Drawing here on December 18th, in which case the entire amount on Your Register Receipt will be our Christmas Gift to You in CASH!

Second Price - Three Tiered Plastic Fountain for Your LIVING ROOM on Display in our Lobby now.

Third Price - One half the amount on the Register Receipt.

**YOU NEED NOT BE PRESENT TO WIN.** Drop in any time during the week before Christmas. The winning numbers will be posted here in our store. **ONE MIGHT BE YOURS!** Also we are giving away many fishes and plants free as Christmas Gifts to our Preferred Customers.

Buy 2 Blue Aeneus Catfish	at 39¢ each, get a third one FREE
2 Neon Tetras	at 39¢ each, get a third one FREE
2 Zebra Fish	at 25¢ each, get a third one FREE
2 Petticoat Tetras	at 29¢ each, get a third one FREE
2 Sumatranus Barbs	at 29¢ each, get a third one FREE
2 Gold Danios	at 15¢ each, get a third one FREE
2 Clown Barbs	at 29¢ each, get a third one FREE
2 Extra Large Neons	at 69¢ each, get a third one FREE

**PLANTS**

Buy 2 Water Wisteria	at 69¢ each, get a third one FREE
2 Bunches Ambulia	at 69¢ each, get a third one FREE
2 Bunches Hygrophila	at 69¢ each, get a third one FREE
2 Temple Plants	at 79¢ each, get a third one FREE
2 Water Sprite	at 50¢ each, get a third one FREE
2 Large Water Sprite	at 75¢ each, get a third one FREE

**DRY FOOD SPECIALS**

Jo Ann's Special Hatchery Foods, full one ounce size -- Community Tank, fine, medium, coarse, and vegetable diet -- Buy 2 cans at 50¢ each, get a third one FREE.

**REMEMBER, YOU MUST BRING THIS LETTER WITH YOU FOR THESE FREE GIFTS.**

**PACKAGE DEALS - Complete planted freshwater aquarium setups from \$6.95.**

**MARINE HOBBYISTS**

The two most experienced specialists in the Salt Water Aquarium Field are at your service in our new Marine Room. Come in and see the very rare Panther Fish and many other fabulous exotic creatures gathered from far ocean depths throughout the world.

One full portion of Life Adult Brine Shrimp FREE with each Salt Water Fish purchased during Christmas season! Many Christmas Specials throughout our Huge Tropical Fish Store and adjoining PET CENTRE.

**AMPLE PARKING SPACE** in the rear of our store. Shopping during the week will avoid week-end crush.

**LAST MINUTE SUGGESTION -** For Christmas give one of our Gift Certificates. These are made out for any amount you desire and are always greatly appreciated by the recipient. The perfect gift for almost anyone, regardless of age.

**JO ANN'S EXOTICS . Aquarium & Pet Centre . 8001 Beverly Blvd., Los Angeles**

This Worked . . .

**-FREE NEON-**

with this ad & purchase of \$2.00 or more. These are extra large show stock fish.

★ Complete planted aquariums with 3 pair fish from \$6.95.

★ **MARINE HOBBYIST**

The two most experienced specialists in the salt water aquarium field are at your service in our new Marine Room.

See the rare **PANTHER FISH**

**MANY CHRISTMAS SPECIALS THRUOUT OUR HUGE TROPICAL FISH STORE & ADJOINING PET CENTRE.**

**Jo Ann's Exotics**  
Aquarium & Pet Centre  
8001-3 BEVERLY BLVD.  
(Just West of Fairfax)

This Didn't!

hers now owns six 15-gallon tanks, one 26-gallon tank and three big bubble tanks, with no sign of stopping.

This attractive woman's sense of the dramatic is seen in other ways. Sometime back, she got involved in a pet shop addition to her aquarium which, when the man who was supposed to supervise it left, ended up being a mistake. Right now, as a matter of fact, she is in the process of dropping pets except for toy dogs and Siamese and Persian cats. At this stage, at least, it would seem that the people who will buy these pets are the same people who have been buying fish. This the case, Jo Ann is displaying kittens in a way we have not yet seen. Behind one wall tank is a box of the cutest kittens imaginable. But, you see them only by looking through the tank loaded with fish. Dramatic? You bet! Effective? We'd say it can't miss.

The strength of Jo Ann's personality, plus the know-how of Jim Elmore and her other assistant, Dick Boyd, have so personalized this business that Jo Ann feels that advertising to get new people into the store just does not work. "Last Christmas we tried three times to get newcomers in by giving one fish away with every \$2.00 purchase, and we didn't unload a single fish," advises Jo Ann. But, she points out, a simple direct mail piece to her own list of thousands brought fabulous results.

"In other words, this business is much like fishing. Depending on the bait you use, you will get anywhere from a zero to an overwhelming response. We think we've got the most attractive bait in the way we present ourselves as well as our merchandise. And of course, once you've got them hooked, they will stay hooked!"

This is merchandising California style—where, by the way, a store like Jo Ann's is open seven days a week from nine to nine, except Sunday, a short day that runs from ten to six.

# PET MERCHANDISING

## New Wardley Deal

To demonstrate to retailers how the basic Wardley line produces a healthy increase in the sale of aquarium foods and remedies, representing the most profitable section of a pet department, Wardley Products Co. has launched its New Merchandising Deal.

According to Allan Levey, who directs the company's sales promotion activities, Wardley is offering the retailer its basic line, consisting of 18 key items that normally costs



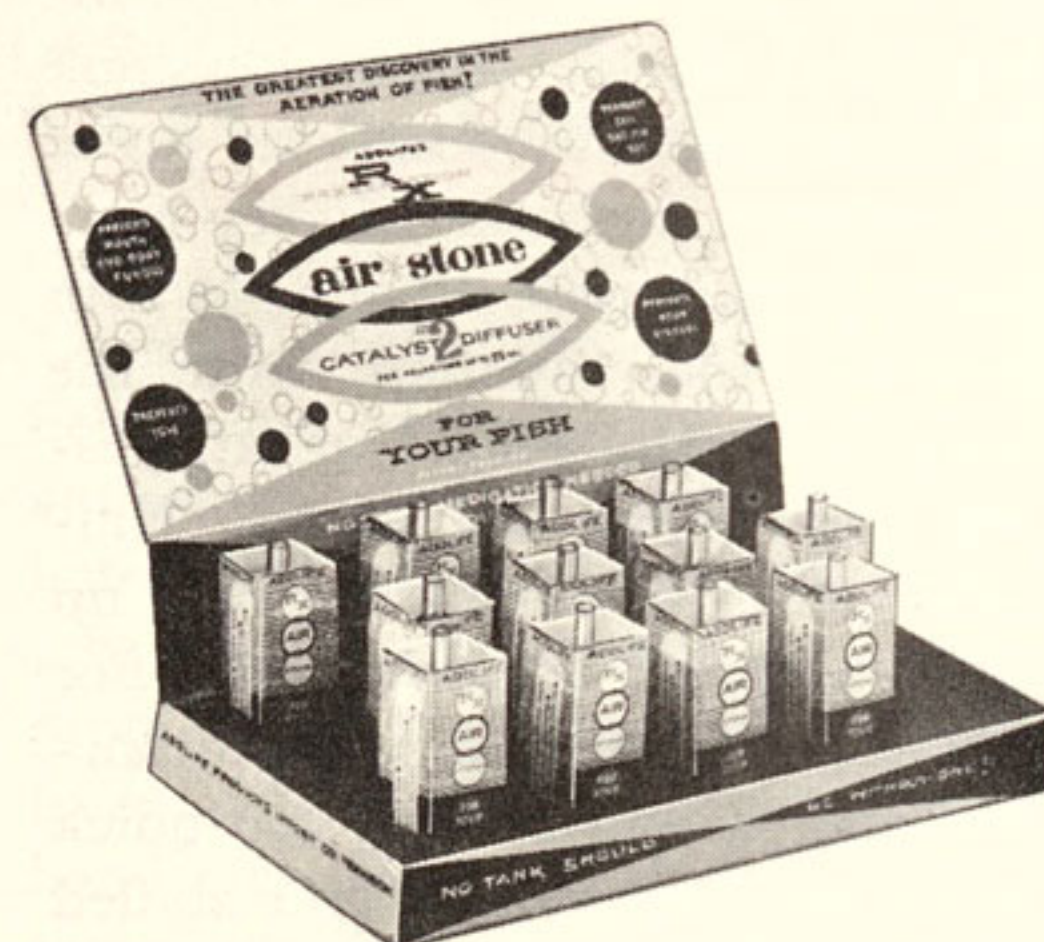
a dealer \$18.00, for a price of only \$12.47. This, he reports, gives retailers better than jobber discounts on this well-advertised line.

Available through Wardley wholesalers only, this merchandising deal ends May 15. Supplementing the promotion is the offer of a free four-color tropical fish lighter to every retailer who sends in a snapshot of the Wardley deal as displayed in his shop.

*Circle 1 on Reader Service Card*

## Medicated Air Stone

Addlife Products Co. has just introduced a new air stone featuring built-in medication. By means of a catalyst diffuser, says the manufacturer, the Addlife RX Air Stone not only supplies necessary oxygen, it emits medication that prevents ich, neon diseases, mouth and body fungus and fin and tail rot. RX Air Stones are available in two sizes: small, for tanks up to 12 gallons, priced at

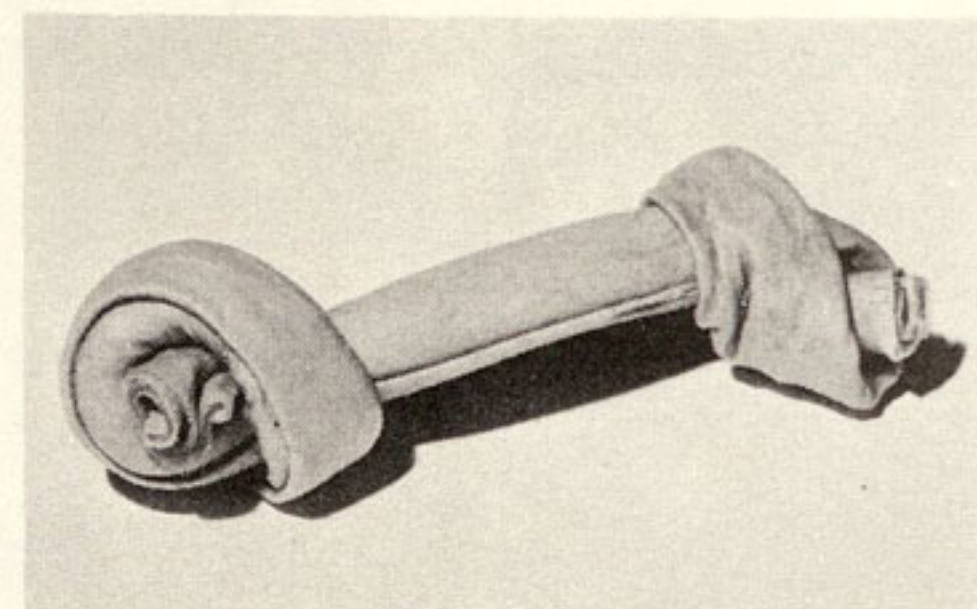
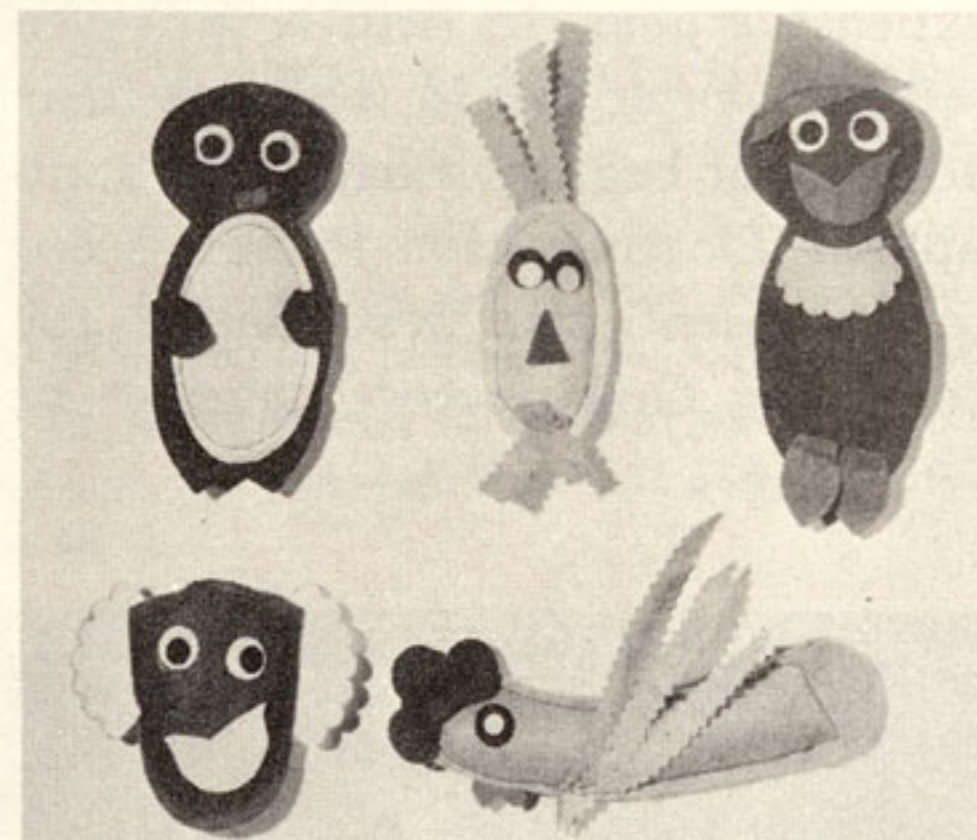


98 cents, and large, from 12 to 25 gallons, at \$1.49.

*Circle 2 on Reader Service Card*

## New Chew Bone & Cat Nip Capper

Harper Leather Goods Mfg. has just come out with two new products. First is Chew Bone which the manufacturer describes as completely digestible according to laboratory tests. Approved by veterinarians, it leaves no offensive odor and will not stick to rugs or



furniture, says the mfr. Fully guaranteed, the Chew Bone is available in four sizes in polyethylene bags. Second item by Harper is its new line of Cat Nip Cappers. Filled with genuine catnip, these colorful felt pixies are priced from