



Allan L. Levey & The Wardley Corporation

By Phil Cooper

Can you imagine being a new pet store owner buying a great American made tropical fish food and with every dozen receiving “Wardley Dollar Coupons”, that you can redeem on popular gift items? I can still picture them and thought this was a good reason to support the brand over that other well-known fish food. The next lesson I learned was that my customers wanted both brands and a large variety of choices.

As I write about Pet Industry Founders, I’d be remiss not to include Mr. Allan Levey. He is a prime example of an American success story and a humble man who gave back as much as he has gained. If awards were medals, his uniform would have no more room for his badges of honor. He received:

- The Distinguished Service Award in 1965
- The Man of the Year Award in 1974 from APPMA
- The Man of the Year Award from The National Retail Pet Supply Association in 1974
- The Edward B. Price Memorial Award for Distinguished Service to the WWPSA Association in 1992
- He was nominated to the Florida Fish Farmers Association Hall of Fame in 1993
- The Distinguished Service Award from the College of Veterinary Medicine of Georgia in 1993
- Lifetime Achievement Award from The Pet Industry Distributors Association.

Besides running a business he also volunteered his spare time and demonstrated his leadership skills as a co-founder, President Emeritus, and past president on the Board of Directors of the American Pet Products Manufacturers Association (APPMA). He was a co-founder and is past president of the Pet Industry Joint Advisory Council (PIJAC). He sat as a member of The Board of Trustees of the Pet Care Trust and was both a consultant and active board member on the Board of Directors of the Florida Fish Farmers Association.

Allan was born in Hillsdale, NJ, in 1927. He completed a BA at Long Island University and studied Animal Husbandry prior to military service at the Institute of Applied Agriculture. His marriage and the birth of a son sidetracked his career towards Veterinary Medicine. His love of animals was satisfied by joining Wardleys Inc., a producer of foods for aquaculture and ornamental fish.

The Wardley Corporation was established in 1950, as a family business and started as a distributor of Wil-Nes aquarium pumps and filters, Happiness bird cages, Stutzman aquariums and Long Life fish foods. The name Wardleys came from Allan’s father, Edward (the Ward), and (the ley) from their last name Levey. Allan’s father Edward and Allan were the sole employees in the beginning. Edward Levey was no beginner to our industry as he worked for Harold Pet Supply Company, which became Eight in One and was owned by his sister Frances. At the age of 60, Allan’s father decided his future was as a manufacturer of fish foods.



Photo of Ed Levey taken from the May 1975 edition of *Aquarium Industry News*



Photo of Allan Levey taken from 1987

wardley's
tropical fish foods

Supernatural
Hi-Glow
Vibrant
Superflex
Liquid Small Fry
Molly Fry
Guppy Fry
Brine Shrimp Eggs
Vacation Food
Small Fry

No.	Product	Size	Per Doz.	Retail	No.	Product	Size	Per Doz.	Retail
100-102	Supernatural Conditioner Tropical Fishfood — in the exclusive homogeneous, micro-pelletized form available in fine, medium and coarse.	1 1/2 oz.	\$2.40	390	118	Aqua Pellets — basic pellet diet for all tropicals.	1 1/2 oz.	\$3.60	590
100-108	Vibrant Tropical Fishfood — homogenized basic diet for all tropical fish — in fine, medium and coarse granulations.	1 1/2 oz.	\$2.00	290	119	Saphira — Imported and Dried — Treat Food.	1/2 oz.	\$1.75	290
100-112	Hi-Glow #20 Color Fishfood — the industry's most popular food for enhancing colors in tropical fish — Fine, medium, coarse, communitly.	1 1/2 oz.	\$3.95	650	121	Salmon Eggs — Treat Food.	1 oz.	\$1.75	290
103-105	Superflex Tropical Fishfood — premium micro-pelletized formula — Fine, medium, coarse and community granulations.	2 oz.	\$6.50	990	122	Liver Meal — Treat Food.	1 oz.	\$1.75	290
113	Eye-Fix Tropical Fishfood — extra fine for baby fish.	1 oz.	\$2.25	390	123	Beef Meal — Treat Food.	1 oz.	\$1.75	290
200L	Liquid Small Fry Babyfood (for livebearers).	0.9 oz.	\$3.00	590	124	Crab Meal — Treat Food.	1 oz.	\$1.75	290
200R	Liquid Small Fry Babyfood (for mollusks).	0.9 oz.	\$2.50	590	125	Shrimp Meal — whole dried shrimp meat.	1/2 oz.	\$2.00	290
114	Molly Fry Tropical Fishfood — for mollies.	1 oz.	\$2.00	300	126	Imported SuperWorms — freeze dried tubifex.	5 grams	\$4.00	690
115	Guppy Food for Guppy Fry.	1 1/2 oz.	\$2.25	650	127	Vacation Food Block (Patented).	1 oz.	\$2.75	390
96	Vibrant Mix (8 Foods in One).	1 oz.	\$1.75	290	141	Infusoria Powder — food or culture for babies.	1 oz.	\$2.50	390
116	Guppy Fry Tropical Fishfood — for guppies.	1 oz.	\$1.75	290	143	Infusoria Tablets — in convenient tablet form.	12 tab.	\$2.25	350
91	Brine Shrimp Pellets — dried brine shrimp.	1 1/2 oz.	\$4.25	690	144	Senior Brine Shrimp Eggs with hatching mix.	7 grams	\$2.00	590
93	Refractive Treats in a Bag.	0.8 oz.	\$3.00	590	144PF	Parion Pink Brine Shrimp Eggs.	1 oz.	\$6.00	990
83	Hi-Protein (60% Protein Tropical Fishfood).	1 1/2 oz.	\$3.00	590	402	Treat Mix — 7 different treat foods — mix your own.	7 cans	\$4.75	890
95	Tn Pellets (3 pelletized fish in one).	1 1/2 oz.	\$3.50	590	150	Starter Pak for tropical fish beginners. Food, remedies, booklet.	—	\$4.75	690
					154	Patented Web-One Feeder — enough for 5 weeks.	0.8 oz.	\$3.75	890
					62	Patented merchandise display. Assort. of 20% doz. foods and remedies in convenient gravity display.	—	\$25.00	950

The Museum of Aquarium & Pet History
Dimp. & Merch. \$25.00/50

Fish foods featured in 1968 Wardley's Catalog.

wardley's
flake foods

Wonderful World of Water
Dunderbar
Hi-Glow
Conditioning
Guppy Fry
Basic Food
Turtle Food

No.	Product	Size	Per Doz.	Retail	No.	Product	Size	Per Doz.	Retail
510	Wardley's Dunderbar™ Conditioning Flakes	1/2 oz.	\$4.50	690	511	Wardley's Dunderbar™ Hi-Glow #20 Color Flakes	1/2 oz.	6.75	1,490
511	Wardley's Dunderbar™ Conditioning Flakes (not illustrated)	8 oz.	3.00 ea.	4,380	512	Wardley's Dunderbar™ Goldenfish Food Flakes	1/2 oz.	2.40	390
512	Wardley's Dunderbar™ Goldenfish Food Flakes	1/2 oz.	2.40	390	513	Wardley's Dunderbar™ Guppy Food Flakes	1/2 oz.	2.40	390
513	Wardley's Dunderbar™ Guppy Food Flakes	1/2 oz.	2.40	390	514	Wardley's Dunderbar™ Turtle Food Flakes	1/2 oz.	2.50	390
514	Wardley's Dunderbar™ Turtle Food Flakes	1/2 oz.	2.50	390	515	Wardley's Dunderbar™ Imported Super Flakes	1/2 oz.	3.00	590
515	Wardley's Dunderbar™ Imported Super Flakes	1/2 oz.	3.00	590					

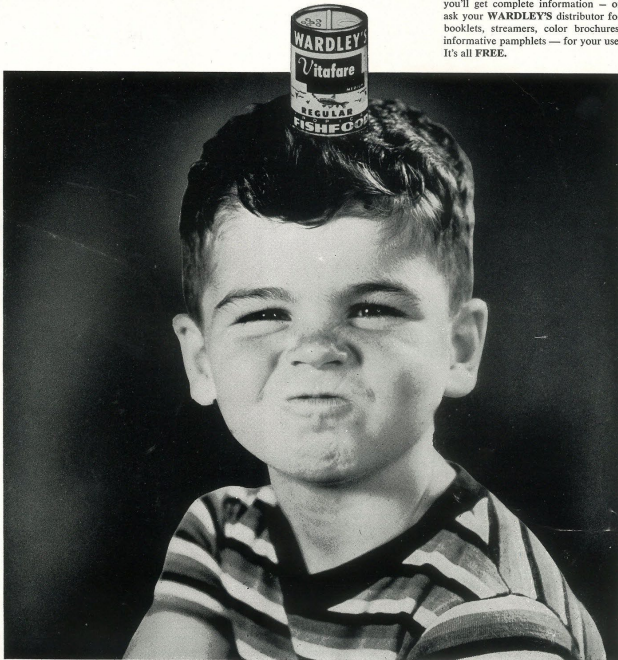
imported flakes

No.	Product	Size	Per Doz.	Retail
500	Wardley's™ Flake Food	1 oz.	\$4.25	690
501	Wardley's™ Flake Food	2 oz.	7.75	1,190
502	Wardley's™ Flake Food	8 oz.	28.80	2,580
504R	Wardley's™ Revolving Counter Display with merchandise as illustrated.	Each	\$12.00	
285	Wardley's™ Imported Super Flakes	1/2 oz.	3.00	590

The Museum of Aquarium & Pet History
*Minimum suggested retail prices. Prices may vary according to geographical location.

when it
comes to
fish foods
and remedies

USE YOUR HEAD!



Stands to reason — if you can get the best for your customers and make a better profit besides, why bother with inferior grades of Tropical Fish Foods and Remedies? Because WARDLEY'S products have been created in the laboratory and manufactured under the most exacting and modern conditions, your customers get excellent value — and you get repeat business. You should have samples of the many products WARDLEY'S offers—and we'll be glad to send them. Write TODAY, and you'll get complete information — or ask your WARDLEY'S distributor for booklets, streamers, color brochures, informative pamphlets — for your use. It's all FREE.

wardley's Wardley Products Co., Inc. 44-01 11th Street, Long Island City 1, N. Y.

November, 1958

(Circle No. 2 for more data)

The MUSEUM OF AQUARIUM & PET HISTORY

GET THE . . .
LUCKY 7-PAC
And Mix Your Own
Fish Food for
Variety!



These 7 packages of health contain all the ingredients for a well-balanced diet. Mix them yourself, according to the requirements of your own fish.

Send for FREE 24 page booklet

wardley's

5-7 WHITE STREET NEW YORK 13, N.Y.

Wardley's ad from the November 1958 edition of *Pet Shop Management*

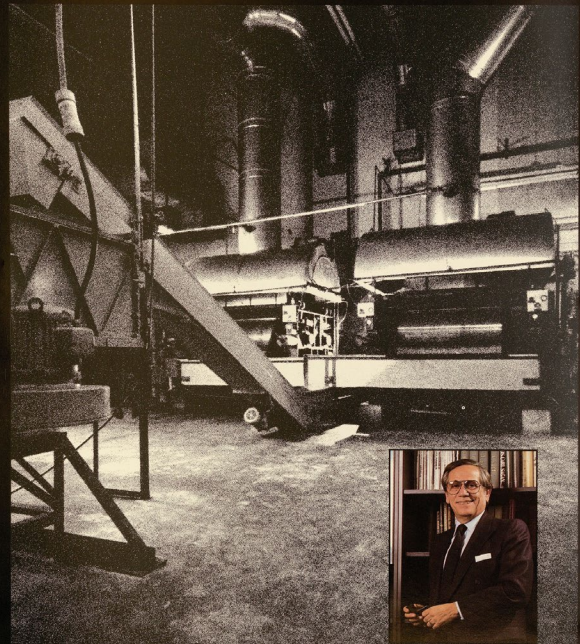
Wardley's ad from the Summer 1958 edition of *Pet Life*.

Wardleys Inc. became a staple in the industry outselling its major competitor Long Life fish foods, controlling all aspects of manufacturing in New Jersey until its sale to The Hartz Mountain Corporation. Sixty five years later, Allan remembered his father daily as a family man who was sensitive and a role model. Also like his father, his goals to be honest, ethical, and not to be judgmental were key drivers in his personal and business life. He was always quick to credit his employees, be grateful to his customers and most importantly be thankful to his wife Barbara and son Kenneth. Barbara supported and enabled Allan's work ethic, and Kenneth's creative efforts drove growth. Their combined vision paved the way for the hire of Bob Devine, whose management skills brought the company to a new level never imagined. Bob Devine later became the CEO of The Hartz Mountain Corporation.

One of Allan's proudest accomplishments was his support of the Human Animal Bond Research Initiative Foundation (HABRI) with the APPA playing the key role. The non-profit organization supports the positive impact of animals on people. We know doctors use animals to improve patient health. Doctors agree that 75% of patients saw improvement in their health, and 87% of patients' mood improved when getting a pet.

wardley®

Dedicated to
Nutritional Excellence

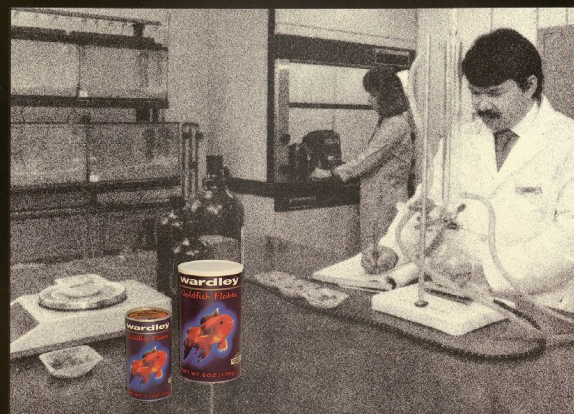


Breakthroughs in Packaging, Breakthroughs in Technology

Many people have asked me why we refer to our company as the "New" Wardley Corporation. The question is a legitimate one, for after all, what is new about a 37 year old company?

These pages graphically illustrate just a few glimpses of what's new about Wardley—NEW PRODUCTS . . . NEW PACKAGING . . . NEW FORMULATIONS . . . NEW PEOPLE. They're all part of Wardley's future, and, I might add, yours!! What's old about the New Wardley is the great pride we take in producing quality products for the aquatic industry. That pride hasn't changed in 37 years—if anything, it has grown as our company has grown.

Take our dramatic New Package Designs—an eye catching look that generates excitement. Read the label and you'll see that the change isn't just label deep. We've reformulated and improved our entire range of flake products under George Blasiola, our Director of Research and Development. We won't stop there. Our dedication to nutritional excellence requires our entire line to be under continual review to ensure that the latest technology is embodied in each product that we manufacture.



Breakthroughs in Profits

Intelligent pricing reflects a basic truth: as an American manufacturer, our products are not hostage to currency fluctuations, import duties, and middleman markups. As an American retailer you have only one middleman—an Authorized Wardley Distributor. The profit opportunities this creates for you are truly astounding—quality products that are available to you at prices that will materially enhance your profit margins over any competitive brands.

We've made a lot of changes and there are a lot more to come. There are certain things that will never change. Like our dedication to our corporate principles of quality, service and value. They were outstanding ideals in 1950, and they are equally important today. Every Wardley product must conform to those ideals. We take pride in our products and in the fact that every one is American Made. That's why you'll see the "Made in the U.S.A." emblem displayed prominently on every label.

—Allan L. Levey
President, CEO



1987 pamphlet showing Wardley's products and machinery.


 your **PRIZE-WINNERS**
 thrive on
wardley's[®]
 tropical fish foods
 and remedies

It takes a long time — and lots of patience — to bring tropical fish to the height of their health, vitality and color. And WARDLEY'S Fish Foods and Remedies help bring your tropical fish to full bloom and keep them ALWAYS in the best of health.

WARDLEY'S new formulas are evolved from the most modern foods on the market today — the newest vitamins, minerals and proteins are included in WARDLEY'S foods — created in the laboratory first, then tested for years — and packaged for you in the new Swing-Sifter package. So ask for, and demand WARDLEY'S — the foods your fish would choose. WARDLEY'S will be glad to send you FREE, the colorful and informative booklet "FIN FACTS" — which gives complete information on the care, breeding and feeding of tropical fish, gold fish and turtles — plus a food sample. So write today — start breeding prize-winning fish next week.


 44-01 — 11th Street, Long Island City 1, N. Y.




Want to bring out the best color in your goldfish? It's really very simple. Just feed WARDLEY'S NATURAL GOLDFISH FOOD every day. Every other day give your goldfish a treat with WARDLEY'S HI-GLOW F10. This will bring out colors in your fish you never knew existed. Want to try before you buy? Send a postcard with your name and address and the words TFH FREE FOOD SAMPLE to Wardley's, 44-01 11th Street, Long Island City 1, N.Y.



wardley's
TREAT PAC
 For a small maintenance diet
 For fry only
 Mix your own fish food

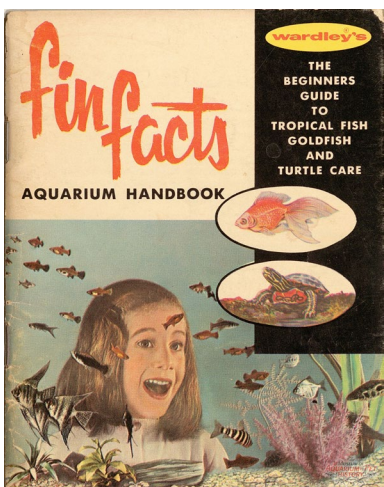
wardley's
Fryfare
 FISHFOOD

wardley's
Starter Pac
 FOR TROPICAL FISH
 HORRORISTS

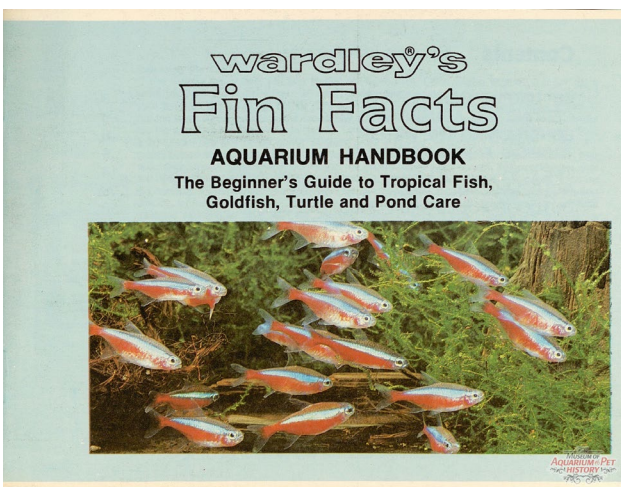
wardley's
TURTLE PAC
 For a small maintenance diet
 For turtles only

wardley's
AQUATIC REMEDY PAC
 FOR

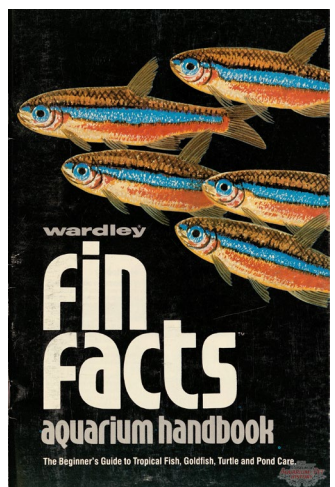
Wardley's was an aggressive marketer for years, competing against the Tetra giant. Ad from the March 1960 edition of *Tropical Fish Hobbyist*.



Wardley's 1960s Fin Facts Publication



1986 Wardley's Fin Facts Publication



Wardley's 1992 Fin Facts Publication

WARDLEY ADVANCED FORMULA FLAKE FOODS



WARDLEY ADVANCED FORMULA FLAKE FOODS
 BULK FLAKE—THE ADVANCED FORMULA FOR ALL TROPICAL FISH
 Wardley's Advanced Formula Flake Food is a complete, balanced diet formulated for tropical fish. This advanced formula contains the essential amino acids, vitamins, minerals and trace elements required for the maintenance, growth, color and vitality of all aquarium fish. Wardley Bulk Flake is available in two sizes: 50 lb and 100 lb.

ITEM NO.	SIZE	ITEM NO.	SIZE
814	50 lb (22.7kg)	815	100 lb (45.4kg)
816	50 lb (22.7kg)	817	100 lb (45.4kg)

WARDLEY ADVANCED FORMULA FLAKE FOODS FOR ALL TROPICAL FISH
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816	50 lb (22.7kg)	817	100 lb (45.4kg)

SPECIALTY GOLDFISH PRODUCTS



GOLDFISH FOOD
 Goldfish Food—special recipe diet for goldfish. 2.15% containing Goldfish Food—long pellet for all goldfish.
 1.0% Goldfish Food—sustained release food for all goldfish.
 The above products are packaged in plastic containers with lid cover which is water proofed for freshness.

ITEM NO.	SIZE
101	50 lb (22.7kg)
102	100 lb (45.4kg)

GOLDFISH NEUTRALIZER
 The alkaline tank with heavy chloride, sodium and calcium salts. The manufacturer will maintain tank water.

ITEM NO.	SIZE
103	50 lb (22.7kg)

GOLDFISH PAO
 The perfect goldfish water—designed to supply the nutrient and water conditions for goldfish and aquarium. The Pao contains protein that has a high protein content and is easy to digest.

ITEM NO.	SIZE
104	50 lb (22.7kg)

HATCHERY AND STORE USE PRODUCTS



BASE FLAKE (BULK)
 ITEM NO. 814 SIZE 50 lb (22.7kg)

GOLDFISH FLAKE (BULK)
 ITEM NO. 101 SIZE 50 lb (22.7kg)

TOTAL MINE (BULK)
 ITEM NO. 816 SIZE 50 lb (22.7kg)

BASE FLAKE SPECIAL MIX (BULK)
 ITEM NO. 817 SIZE 50 lb (22.7kg)

BASE FLAKE (BULK)
 ITEM NO. 814 SIZE 50 lb (22.7kg)

GOLDFISH FLAKE (BULK)
 ITEM NO. 101 SIZE 50 lb (22.7kg)

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BASE FLAKE SPECIAL MIX (BULK)
 ITEM NO. 817 SIZE 50 lb (22.7kg)

T-E-N TOTAL ESSENTIAL NUTRITION



The "Wardley" T-E-N series of feeding pellets are formulated for your specific needs. These formulas have excellent amino acid and fatty acid profiles and are derived from natural ingredients. These formulas are available in two specific sizes of 50 lb and 100 lb. Wardley T-E-N is available in two sizes: 50 lb and 100 lb.

ITEM NO.	SIZE	ITEM NO.	SIZE
818	50 lb (22.7kg)	819	100 lb (45.4kg)
820	50 lb (22.7kg)	821	100 lb (45.4kg)


GOLDFISH T-E-N
 Wardley's Goldfish T-E-N is a complete, balanced diet formulated for goldfish. This advanced formula contains the essential amino acids, vitamins, minerals and trace elements required for the maintenance, growth, color and vitality of all aquarium fish. Wardley Bulk Flake is available in two sizes: 50 lb and 100 lb.

ITEM NO.	SIZE	ITEM NO.	SIZE
822	50 lb (22.7kg)	823	100 lb (45.4kg)
824	50 lb (22.7kg)	825	100 lb (45.4kg)

WARDLEY ADVANCED FORMULA FLAKE FOODS FOR ALL TROPICAL FISH
 Wardley's Advanced Formula Flake Food is a complete, balanced diet formulated for tropical fish. This advanced formula contains the essential amino acids, vitamins, minerals and trace elements required for the maintenance, growth, color and vitality of all aquarium fish. Wardley Bulk Flake is available in two sizes: 50 lb and 100 lb.

ITEM NO.	SIZE	ITEM NO.	SIZE
826	50 lb (22.7kg)	827	100 lb (45.4kg)
828	50 lb (22.7kg)	829	100 lb (45.4kg)

pH PRODUCTS



pH TEST KIT
 Item No. 830 Size 50 lb (22.7kg)

SOFTENING RESIN
 An aquatic water softener for aquariums. This resin softens the water by removing calcium and magnesium ions.

ITEM NO.	SIZE
831	50 lb (22.7kg)

BLENDED RESIN
 A complete water softener for aquariums. This resin softens the water by removing calcium and magnesium ions.

ITEM NO.	SIZE
832	50 lb (22.7kg)

BLENDED RESIN
 A complete water softener for aquariums. This resin softens the water by removing calcium and magnesium ions.

ITEM NO.	SIZE
833	50 lb (22.7kg)

BLENDED RESIN
 A complete water softener for aquariums. This resin softens the water by removing calcium and magnesium ions.

ITEM NO.	SIZE
834	50 lb (22.7kg)

WATER CONDITIONERS



WATER CONDITIONER
 Item No. 835 Size 50 lb (22.7kg)

WATER CONDITIONER
 Item No. 836 Size 50 lb (22.7kg)

WATER CONDITIONER
 Item No. 837 Size 50 lb (22.7kg)

WATER CONDITIONER
 Item No. 838 Size 50 lb (22.7kg)

WATER CONDITIONER
 Item No. 839 Size 50 lb (22.7kg)

WATER CONDITIONER
 Item No. 840 Size 50 lb (22.7kg)

WATER CONDITIONER
 Item No. 841 Size 50 lb (22.7kg)

WATER CONDITIONER
 Item No. 842 Size 50 lb (22.7kg)

WATER CONDITIONER
 Item No. 843 Size 50 lb (22.7kg)

WATER CONDITIONER
 Item No. 844 Size 50 lb (22.7kg)

WATER CONDITIONER
 Item No. 845 Size 50 lb (22.7kg)

Pages from Wardley's 1992-1993 Catalog featuring their manufacturing equipment.

One of Allan's closest friends and confidants is Marshall Meyers, who has contributed much to the pet industry. As the lead legal counsel at PIJAC, Allan and Marshall became very close friends. Through all Allan's adventures, Marshall was at his side. They traveled the world together fighting legal battles attending worldwide conferences. These two made sure the pet industry would remain strong in the US. We wouldn't have the pets we have available today without their joint efforts.

I never thought I would find myself to be among those considered industry elders, but my 60 years have flown by. I always admired Allan Levey as this gentle man who set an example for all of us. He always made time for us newcomers and treated us like equals. I never saw an ego, but only saw a man who worked hard to build his business and make the pet industry better. He had a clear vision that working together, we can accomplish more and how important animals of all kinds are to making our lives better! His tireless energy was remarkable. Thanks for plowing the road for the rest of us. He is truly a pet industry icon!



Wardley's
wonderful world
of water

wardley's

68 / 69

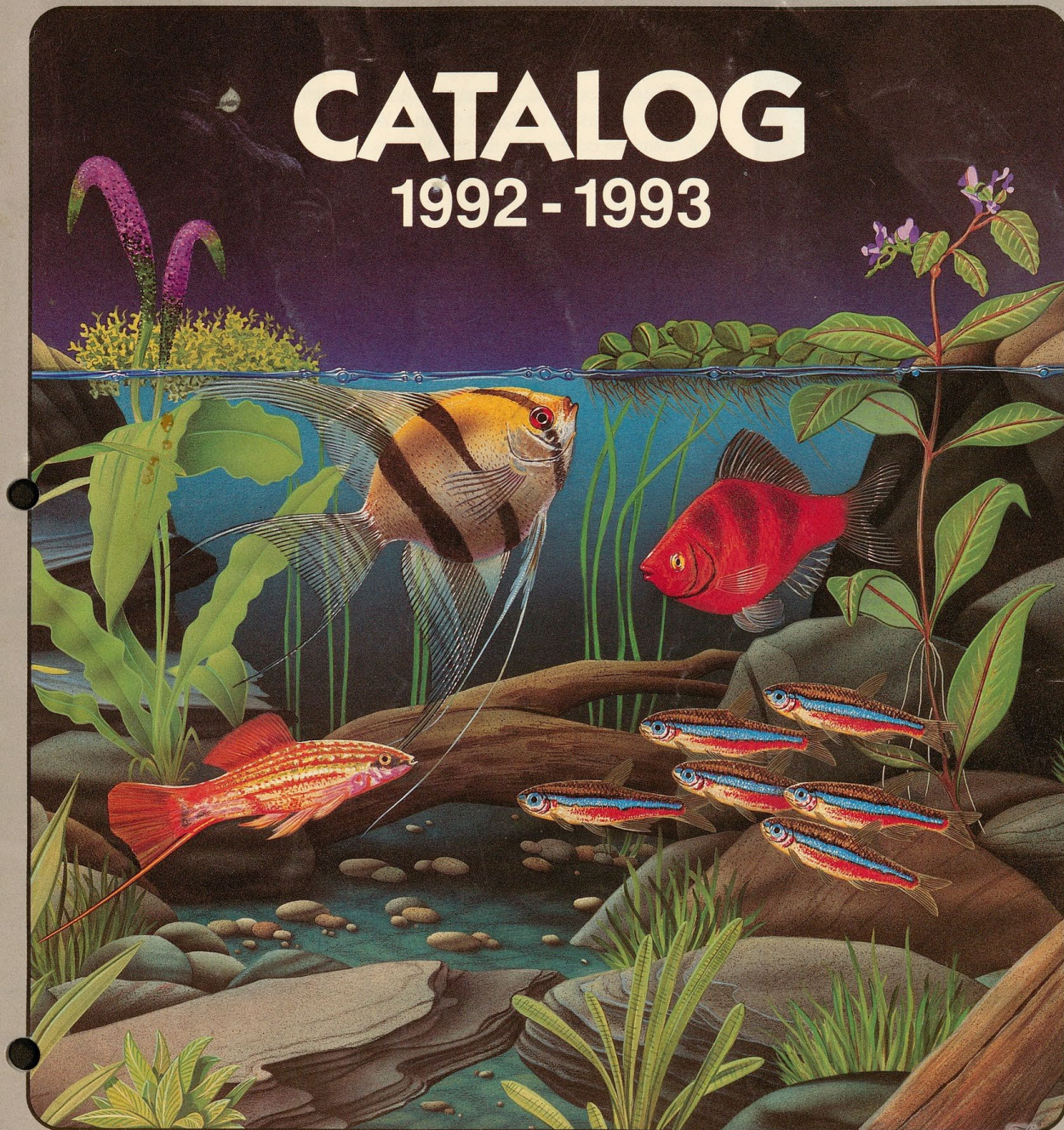
AQUATIC PRODUCTS CATALOG



Wardley's Aquatic Products Catalog 1968/1969

wardley®

CATALOG 1992 - 1993



The
MUSEUM OF
AQUARIUM & PET
HISTORY

Cover of Wardley's 1992-1993 Catalog

The
MUSEUM OF
AQUARIUM & PET
HISTORY

WORLD HEADQUARTERS OF THE WARDLEY CORPORATION...

A truly unique manufacturing facility dedicated exclusively to the creation and distribution of unique aquarium products for hobbyists the world over



The
MUSEUM OF
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HISTORY

Backside of Wardley's 1992-1993 Catalog

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