



# Pet Shop News

## Gates A. Halfin Writes a Letter

Gates A. Halfin of the National Pet Supply Co. of St. Louis, not only is a successful pet shop dealer but he has the kindness and ability to pass along gratis the things that he has learned through hard work and equally hard knocks. The following is an answer to a letter we received and referred to Mr. Halfin. We are omitting the name of the writer of the first letter but it can be sent to anyone on request.

The letter follows:

Dear Mr. ....

Answering your letter that was referred to me by ALL-PETS MAGAZINE.

First I want to compliment you on your good judgement. I too have profited immensely by reading ALL-PETS MAGAZINE. Your letter to them is quite proper and shows common sense. From my observation ALL-PETS MAGAZINE is really an encouragement for all pet dealers. It is the eyes and ears of the pet shop industry. It watches the trend of affairs, publishes the important things other dealers are doing, keeps the pet fans informed and encourages its readers to better ideals, to better management of Pet Department, points the way and encourages the dealers to follow the light and commends them for doing it. So I saw at the start, you are starting right by reading the ALL-PETS MAGAZINE, studying it and keeping a file of each issue as a reference guide and as part of your equipment either in starting a Pet Department or as a pet fancier. This is a charted way to avoid many pit-falls and a number of good houses, that will protect you and they will play fair with you. You must learn if you deal with a cutthroat it is quite possible he will eventually cut your throat.

Be very careful in the quality and the kind of pet supplies you sell, as well as pet remedies, bird foods and bird remedies. If bird foods are of-

fered by cut-rate stores at ridiculous prices, that leaves no margin of profit, then I would advise you not to handle that line. A line of pet remedies and pet foods that can be found anywhere and everywhere make it your secondary line, not your first line.

In conclusion, I am going to suggest this. Keep your eyes wide open and your ears tuned to the situation. Visit as many Pet Shops as you possibly can, spend as much time in them as you possibly can. Seek out the advantages they offer and avoid the things your good judgment and common sense tells you should be avoided. No book can tell you the whole story. Business is like the weather, there is a constant change. But there is romance in it. There is a lot of fun, a lot of happiness, a lot of pleasure and a lot of pride in building a successful business that will eventually employ other people, and that will contribute to the happiness of many.

A Pet Department offers just this. The advantage and the happiness that a bowl of goldfish brings was told in the ALL-PETS MAGAZINE a few months ago. The song of a bird in a home, the tremendous interest of canaries, that are in truth and reality a topic of conversation, of interest, and I might add excitement when a nest of young fledglings arrive in the average home that never raised canaries before. Conducting a Pet Department is truly a labor of love, an occupation that can be the life time work that will show it's interest in you if you show an interest in it. A Pet Dealer must show initiative, he must be enthusiastic about his Pet Department, he must enjoy his work to make a success out of it.

I started this letter to you by saying, read your ALL-PETS MAGAZINE. I am going to conclude it by again repeating just that and the advantage of reading your ALL-PETS MAGAZINE

consistently and continuously with every issue, absorb it, understand it, read it from cover to cover, and read it through at least three times. It will pay you.

Trusting this letter in some degree will help you, and with our best wishes, we remain

*National Pet Supply Co.*

## Muskogee, Oklahoma Pet Shop

Mrs. Collins, a little gray-haired lady, with more energy than the large majority of women considerably her junior is the proprietor of this exceptionally complete pet-shop in the little city of Muskogee, Oklahoma.

The shop is in a large store building. Beautiful plants, palms and Calla lillies and many others are located in the large, sun-shiny, east window. In one corner, near the front, a large cage, about ten feet tall encompasses a Christmas tree. The tree holds boxes; many little boxes in which an equally great number of little finches are busy building their nests. Along the side of the nearest wall there are numerous cages for other birds of many shapes and hues.

A door on the opposite wall is flanked by a more luxurious trailing fern, beside a modern aquarium filled with many of the more exotic varieties of tropical fish, and on the other side is a table filled with the latest copies of ALL-PETS.

One corner of the establishment is cozy with rugs and over-stuffed furniture where one is welcome to sit and peruse the pet magazines and books and listen to the constant flow of chatter from the parrots.

One of the real selling points of this shop is the complete line of pets and pet supplies that are carried. Few customers leave the store with a feel-

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