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Illustrious partners, Jack Wollman, left and Allan Levey, right.

At Wardley's

It's The Silver Year

Twenty five years ago the firm was a jobber wholesaler. It has since become one of the largest manufacturers in the aquarium field

WASHINGTON, D. C. — It is difficult for a new comer to the pet field to visualize a time when there wasn't a Wardley Products Company. The firm is one of the largest manufacturers of popular aquarium hobby products offering a varied line which includes top-selling fish foods, medications and chemicals, and no matter how you judge such things as seniority, Wardley's seems to have been around a long time.

It has, twenty five years, and in the pet industry two and one-half decades is a long, long time indeed.

This year the firm is celebrating its Silver Anniversary and the event was marked recently by an elegant cocktail party held at the Washington Hilton in conjunction with the APPMA trade show.

The event can only be classified as one of the most successful of the year. Partners Allan Levey and Jack Wollman drew an over-flow crowd of well-wishers. There were hundreds, wholesalers, retailers and manufacturers who dropped by to wish the firm another twenty five years of growth, prosperity and good luck.

In the beginning

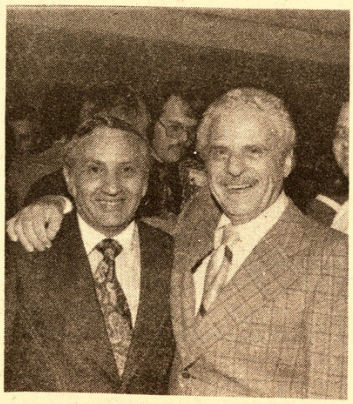
Wardley's began in 1950 as a partnership between Jack Wollman and Ed Levey, Allan's Father. Initially the venture was as a jobber-wholesaler handling LongLife which was then independent. Gradually Wollman and Ed Levey began adding their own products to augment and fill out the line.

When Allan graduated from college, with a major in biology, he joined the firm and began to develop new formulas adding improved fish foods and new chemicals and the Wardley line, as it is known today, quickly emerged. The emphasis on LongLife Products diminished and the major problem was distribution for what was then an unknown line of products. One of the first wholesalers to carry Wardley Products was M. P. Krause and Sons in Chicago.

"Krause took our products on con-

Continued on page 17

Stanley Druce, Director of Sales, poses with Wardley partner, Jack Wollman.



Howard Stern and Jules Schwimmer of APPMA attended the party.



The Museum of Aquarium & Pet History

Silver Years...

Continued from page 16

signment," Wollman recalls, "Then they began to sell, Krause ordered more and we were on our way."

The good old days

Ed Levey, who has been called "the greatest salesman in the world" by his contemporaries, died in the late sixties and his son Allan, took over. Now, Wollman and Levey, who still own the firm, have offices on the top floor of the firm's new facilities at One Aquarium Drive in Secaucus, New Jersey. Wollman's office still overlooks the factory and packaging areas, as it did in the old building, and sometimes Wollman reminisces.

"Twenty years ago I helped out in the factory and knew how to operate all of the machines," he says, "now I've forgotten."

Then Jack smiles quickly, "Those days were hard, packed with sweat and long hours, but even now I sometimes miss working on the machines."

"In some ways," he adds, "Those days were the most fun."

But if the early days were the most fun for Jack Wollman, 1975 has to be its own reward. Wardley Products has come a long way and its success story is one of the most refreshing in the pet industry.

House Subcommittee on Fisheries and Wildlife during the June 18th informal meeting. The meeting brought together representatives of DOI, the pet industry, "humane" organizations and zoological interests before Rep. Leggett, whose subcommittee has jurisdiction over DOI's actions in the matter.

Experts agree

Fish and wildlife experts called by PIJAC supported the Council's claim that DOI used scant scientific data when concocting their "low-risk" lists and denounced the "low-risk" concept in general. DOI's proposed lists, which will go into effect without Congressional or court intervention, restrict fish importation to 2,000 of 21,000 species. Two of 3,000 amphibians will be allowed into the country and only 60 to 8,600 species of birds are acceptable under DOI's unclear standards. Fifty species of mammals of a possible 4,300 would be allowed entry; 50 of 40,000 species of mollusks are considered importable.

DOI's lack of scientific verification was pinpointed by one scientist, who said that several species of birds labeled potentially hazardous by an agency spokesmen during the last year's ad hoc committee meetings on the issue appeared at the top of the presently debated clean list released in February, 1975.

PIJAC spokesmen also contended that the 1901 Lacey Act, under which DOI claims responsibility for importation regulation, sets no statutory authority for establishment of a low risk list. The Council reiterated its position that the burden of proof of "injurious" status should rest with the government, not with those wishing to import the animals in question, under the Act's stipulations.

International Pet Trade Organization — action on endangered species

IPTO recently asked the Commission of the European Community, a quasi-official international trade commission that proposes business regulations between nations, what the group's position will be on endangered fauna and flora.

The answer was heartening. It appears there will not be conflicting national requirements. Instead the Commission will adopt an international or "communal" policy which means that one set of rules will probably apply. The news should be especially heartening to U. S. exporters and importers.

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