

Saddles in most all colors; Jap Bantams; Silver Pheasants and Baby Alligators. The G. P. S. Laboratories of Bangor had a wonderful display of Mice in 11 colors, Rats in 6 colors and Cavies in 7 colors. The Pressey Rabbitry displayed Himalayans, New Zealand Whites and Champagne De Argents; and the McClure Rabbitry had a display of Chinchillas in a new type of display cage built by Hubert Whitney, another Chin breeder. This is an all-steel cage and I don't believe its equal can be found anywhere.

The Fish and Game Ass'n. offered a prize of a pair of moccasins for the most unusual pet. This was awarded to a 12-year-old girl, the owner of the Alligators. Plans are already formed for a bigger and better pet show for next year with prizes for all classes. Also, plans are under way for a Pet Ass'n. to be formed in the near future. All interested in pets are invited to join.—
John P. Barnes, 66 Westland St., Bangor, Me.

HISTORY OF INSECTICIDES

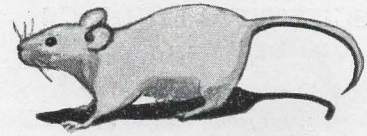
The appearance of the various insecticides on the pet market reveals that their basic ingredients were first discovered centuries ago, but it was not until about a hundred years ago that large scale development of them became evident.

Members of the Daisy family were found to possess certain insecticidal properties, and among them Pyrethrum flowers were first used in Asia Minor. They were imported into Europe and cultivated there, and eventually found their way to our shores in about 1860. Japan became a great source of supply of Pyrethrum because of the World War curtailment of certain supplies, and the country has held its position as a leading producer since that time. It is estimated that some ten million pounds are used in the United States annually.

The nature of the insect destroying powers of Pyrethrum flowers was accidental in Crimea by some Russian prisoners during the Crimean War. The camps were overrun with fleas and it was found that the powder of certain flowers was effective in keeping the pests away from the men. Natives of the vicinity long knew these powers, but were reluctant to divulge them, until the particular findings by the military authorities. It was believed that when the natives sold any seeds,

(Please turn to page 65)

FANCY MICE



DOMESTIC MICE AND RATS

By MARTIN HARTMAN
New City, New York

IN a series of monthly articles to follow on this interesting and profitable little specie, we shall commence first with a brief history of these rodents.

Rats and Mice belong to a large family of rodent animals, the family is known by their long, round and nearly hairless tails, and their having three molars in each jaw.

Rats and Mice were first found in Southern Asia. It is claimed that in the year of 1737 that Rats crossed the river Volga from Asia into Russia and in a few years multiplied by the thousands and soon spread all over Europe. The Black Rats were the first of these rodents to come to this country back in the year of 1544,

being imported at that time, then one hundred and thirty years later the Brown Rats arrived.

The difference between the Rats and Mice are in size. The Mouse being short legged, with short tail and short ears. Rats being just the opposite—having longer tails, legs and large bold eyes.

Their tail is of considerable importance, serving to assist them in keeping their balance and also helping them in their jumping.

In conclusion, you have been given the history in brief, and I hope that it has been of interest to some of you. Next month I will have an article on HOUSING.

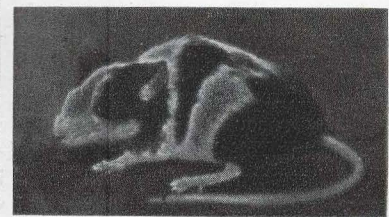
THE FIRST SALE IS JUST THE BEGINNING

When you sell a pet animal or a pet bird to a new customer, you should begin a cycle that will result in greater sales of foods, supplies and remedies for that pet. Never end a sale after the pet has been finally purchased, but suggest that the new owner come into your shop within a week or so and report regularly to you the condition and health of the pet. Take an active interest in the Canary or Kitten or Puppy even after its departure, and you will establish a friendship that will be a magnet to attract that same person back to your shop.

Sales promotion leaders state that the hardest job is to get a buyer within the confines of the shop, but after they have entered the store it is an easier matter to make a sale, because the customer comes with a definite purpose in mind. In the case of all pet shop managers, make this purpose your interest in the pet that you have sold. Establish customer confidence and tell your knowledge of the business and the customer will rely on your future judgement in selecting what is best needed for the bird or animal in question. When

recommending a certain food or a certain remedy, suggest its use because of its known merits or from testimonials of other users. If you feed the birds that particular seed in question, you have a personal recommendation that will satisfy the buyer.

MANATEE MOUSERY



FANCY MICE ALL COLORS

Make fine pets.
Need little care and feed.

Howard Jones

324 Central Street
PALMETTO -:- FLORIDA