

Animal Behavior Inks Whale Pact

Animal Behavior Enterprises, Inc., of Hot Springs, recently has signed a contract with American Broadcasting Company's Marine World for the installation of a new show featuring killer whales and porpoises.

The Marine World attraction was opened in 1968 at Redwood City, Calif., in the San Francisco Bay area. The attraction features a variety of entertainment and exhibits based on aquatic themes: a water ski show, boat cruises, numerous viewing tanks containing marine species, and a porpoise-killer whale show.

The new show will feature dolphins, sea lions, and a killer whale in novel and spectacular acts.

Animal Behavior Enterprises' services will also include advanced training in specialized techniques for Marine World's animal training staff.

Members of Marine World's top training staff have already received advanced training instructions at the Hot Springs training farm.

The Hot Springs firm has had 22 years experience producing animal shows for parks, zoos, aquaria and other attractions, as well as training animals for television commercials and supplying consulting and research services for a

variety of government and commercial projects concerning animal behavior.

The firm also operates The I.Q. Zoo here.

Animal Behavior first became involved with porpoises in 1955 under contract to Marine Studios (now Marineland of Florida), in St. Augustine. This relationship lasted for ten years. In 1956 Animal Behavior began contracting with Marineland of the Pacific over a period of four years. In 1962, Animal Behavior Enterprises became consultants to the U.S. Navy and aided in the first open ocean release and recovery of a trained porpoise.

For this program, Animal Behavior Enterprises designed and built in Arkansas one of the earliest inland porpoise training facilities in the United States. Just recently, Animal Behavior Enterprises, under Government contract, completed a two-year project in Key West, Florida, studying porpoises.

Robert E. Bailey, vice president and general manager, of Animal Behavior Enterprises announces that full scale work on the new Marine World show will begin at Redwood City early in 1970. Richard Humphreys, one of Animal Behavior's training supervisors, will travel to California to begin work on the new show.

● Animal Behavior Enterprises, Inc. of Hot Springs has signed a contract with Marineland of Florida, St. Augustine, for the design of a new porpoise and whale show.

Marineland of Florida is the oldest of the oceanaria, and was the first to exhibit porpoises in captivity and to put on porpoise shows.

Animal Behavior was under contract to Marineland from 1955 through

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Animal Behavior Enterprises, Inc. has trained the most outstanding animals in the United States. The leaping animal above is a star of the Marineland show. ABE personnel have trained over 40 types of animals for performance.

1964, during which time the Hot Springs concern designed the present show, trained Marineland's staff and added new acts each year. According to Mrs. Marian Breland, President of Animal Behavior, the new show will be unique and as fully exciting as the present show.

Animal Behavior has designed porpoise and whale shows and trained staff for Marineland of the Pacific, ABC Marine World of Redwood City, California, as well as provided consulting and research services for government projects involving marine mammals. The firm also produces a large number of other trained animal exhibits which have been shown in 30 states, as well as, in foreign countries. Animal Behavior, Inc. operates the I. Q. Zoo in Hot Springs.

● Nefco, snack food Co., Inc. (consolidated with Evon, Pres. The new corporate name is Melrose Products).

With capital of about \$30 million, it will be one of the largest food product companies in the country.

The new company will have 150 employees and will be located in 15 states.

Chips are marketed under the "Era" label and will continue to be marketed under the label.