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BACK BY POPULAR DEMAND The Easter – Mouse???

One of our fastest-selling items ever ran out (literally) at Christmas before many of you could get your paws on one. Yep, that's right, it was our infamous Remote Control Mouse – the high-tech cat toy with a built-in husband-minder. (Let a man get his hands on this, and he'll be distracted for days.) We sold 60 of them in the blink of an eye. And my supplier sold out nationwide, so I couldn't get any more – then.

But – yippee! – I have a new shipment coming in right now. And I'm guessing they're going to scamper right out of the store. So if you wanted one and were disappointed last time - or even if this is the first time you've heard of them and simply can't live without - call me right away and I'll put one aside for you.



5th edition, any excuse for a holiday extravaganza

Autumn 05

LET THE PET PARTY ROCK ON!

Dear friends,

We had so much fun here over Christmas – I feel like doing it all over again for Easter!

You might have seen our Christmas window. Those gorgeous, individual works of dog & cat art were crafted for me by the students at Albert Park Primary across the road.

Lots of customers begged to buy one. But the kids wanted their one-of-a kind creations back. So apologies to my disappointed pet art fanciers – but a big thanks to the school and to every one of the student artistes who helped make my window such a show-stopper. (We even had folks come by to take pictures of it!)

The school also set up a donation bin for the Save a Dog Scheme, and they collected a heap of much-needed stuff for the shelter.

Speaking of generous donations– thanks to all of you who brought goods into the store for the Lost Dogs Home and the Save a Dog Scheme. And congratulations to Jack and Yvonne, the two donors who won our 'remember those less fortunate' draw for a goodie-packed Eukanuba Christmas hamper. Plus one more thank you is in order – to those of you who donated to the Tsunami collection at the shop.

To each of you (and you know who you are) - your heart, like Phar Lap's, is the stuff of legends!

Now we're hopping on to our next holiday celebration – our annual 'Easter Pet Parade' at p&t.c. The Easter Bunny's back (see below). Plus to celebrate, I've nosed around

and dug up a bunch of brand new Easter bonnets (well, coats and collars anyway) and baubles for your furballs, as well as stocking up on all their old favourites. Take a look at page 2 inside and start your Easter Basket wish list right now.



This issue also has a bumper crop of information on helpful services for you and your pets. So sit down and have a good read.

If you come by the store with your pooch, you can browse a copy of the newsletter at leisure at our café tables outside, while your pup laps up a luscious doggiechino. (Served every day, and still only \$1.) Then come on inside and make all your pets' Easter wishes come true!

Love,

Wendy

PS. A few months back, Hamish of FoxFM fame (and also a nearby St Kilda neighbour) caught me out when he made an on-air spoof call to p&t.c, looking for a new ensemble for his 'pampered pet' - KB (Kevin Bacon) the Wonder Pig. It was only when we got to measuring from pork shoulder to pork shoulder for a custom-made footy coat that I finally caught on. Now Hamish has been nominated for Best New Talent in the Logies! I've grabbed a TV Week and voted for him. The voting will be finished before this newsletter reaches you – but I know you'll be wishing him well, too.



THE EASTER BUNNY RAP

*The Easter Dude's comin' and he ain't gonna dis ya,
He'll just slide up to your dawg* and have his pitcha taken wit' ya
So pack yo furry thangs and hustle down to the hood,
Cop a shootin' with the Dude, and they'll be lookin' good!*
* or cat, or whatever



Yo all you jive bunnies – it's once again time to have photos of your little Easter buddies taken with the chief bunny himself. Just \$15 gets you 2 shots, plus a print of the best one and the digital original images for reprints, courtesy of Furrever Pet Photography. (See inside page 2 for the latest wild thang you can emblazon with your pet pic.)

Easter Bunny (oops, I mean Dude) at p&t.c:
Saturday & Sunday 19-20 March, 12.00-2.00pm

Get here early – no appointment necessary, but the queues can get a mite long!

STAGE YOUR OWN EASTER PARADE, DAHLING!



All NEW treasures for your Easter pal

Does your pooch or moggie need a little lift as bayside summer draws to a close? I've found some wonderful new trinkets – and a few wild extravaganzas – that should perk little precious right up.

YOUR PET IMMORTALISED – ON A BLANKET!



Snuggle up with your favourite pet even when they're out and about. These one-of-a-kind blankets are mercerised cotton, produced in the USA, with your pet's pic woven into the beautiful soft fabric. You could give it to your pet, but I'm betting you'll want it all to yourself. (It's a great gift for any pet fanatic, too.)

A TINY TREASURE – THE PET PIC KEY RING

If you'd rather carry your precious pets everywhere you go, put them on a cute little key ring from Furrever Photography. Only \$15.00 if you supply the photo (negative, digital image or print) – just bring it into the store. Or, book a private pet portrait sitting from Furrever Photography for \$75 and we will give you a complimentary personalised key ring - phone Peter on 0438 616 651 to arrange your appointment.

HOUND HEAVEN – FROM PET PARAPHERNALIA HOUND COUTURE

Now we're really getting specialised! This hound-loving couture designer has developed unique Jumpers, PJ's, Body Suits (as pictured) and even Muscle Tops specifically for deep-chested hounds like Italian Greyhounds, Whippets and Chinese Crested dogs. I have samples in the store and more garments arriving early March. Get your order in for the chilly days and nights ahead.



PETSTAGES TOYS - FOR THE TIME OF THEIR LIFE

Petstages products are designed specifically to meet the needs of pets (and their owners!) at the different stages of their playful little lives. These colourful, durable toys are designed for Chewing, Interacting, Soothing and Playing. Even the packaging carries helpful information for dealing with whatever foolish phase your pet is going through.

SHIBOO TO YOU – GOING-OUT BAUBLES FOR YOUR PARTY ANIMAL



If diamonds are a girl's best friend, Shiboo is your dahlings very best pal. We now have gorgeous Shiboo diamante jewellery for your pet's special outings, including Diana-worthy tiaras and hair clips. From \$12 to \$85, there's something for every little canine king or queen.

BABY NEED A REAL LIFT? HITCH UP THE K9 CARRIER BIKE TRAILER

When the going gets tough, your devoted doggies don't have to stay at home. Take them along on your biking excursions in their own luxury home-on-wheels. For their comfort and safety, the trailer has ventilation grilles all around, a non-slip floor mat, water-resistant material and even two attachment points for dog leashes. And for your convenience, it features an easy-folding system so it can be dismantled and stored in an instant. I have one parked outside the store most days, so if your baby deserves the limo treatment, come by and take a look.



CAN IT BE FOOTY SEASON AGAIN?

TIME TO SUIT UP YOUR SPECIAL FRIENDS IN OUR UNIQUE FOOTY GEAR



Your pooches' loyalties will never be in question when they're wearing their own team's footy coat, custom-made to their specifications. You can even have their favourite player's number emblazoned on it! We could barely keep up with the orders last year, so get yours in early. I can measure your pup in the store – or if you phone me with measuring tape in hand, I can help you take the measurements yourself.

We also carry a great range of AFL licensed accessories, including collars, leads, bowls and Frisbees. So your pup can wear, play, eat, drink and live their footy passion!

SPECIAL OF-FURS

Time to fill the pup and puss pantry! From mid March until stocks run out, Eukanuba and lams will give you a great bonus when you purchase their dog or cat foods...

FOR YOUR DOG: A FUNKY, PINK, BONE-SHAPED SELF-FILLING WATER BOWL



It attaches to your garden tap, and makes sure your pup will never be short of fresh water. FREE with purchase of a 15kg bag of Eukanuba regular dog food, or a 12kg bag of Eukanuba light.

FOR YOUR CAT: A FABULOUS COLLAPSIBLE CARRIER

You grabbed it up the last time it was on offer! And now it's back - a handy, soft-sided carrier with comfy shoulder strap. Yours FREE when you buy 2 of any 3kg bags of lams Cat Food.



DON'T KNOW WHAT TO GET THOSE SPECIAL PETS?

Let them choose with a p&tc Gift Certificate

I can make up a certificate for you in any denomination. Rolled up and tied with a striking red and white ribbon, it's the perfect gift for any pet-mad friend.

PET SERVICES PARADE

Every day, I stumble across more wonderful services catering to the many needs of pets and pet parents. Here are some that could be very helpful to you.

BARKING BUDDIES – THEY'LL LOVE THEM LIKE THEIR OWN!

If you walk your dog in the area, you're sure to have come across tall, affable Pete Walsh cavorting with a crowd of canines. I think he has more fun than they do! Albert Park neighbour Pete has recently taken over *Barking Buddies Pet Services*, which offers dog walking, home pet care and a lot of absentee love and cuddles for the ones you can't be with all the time. He's a great bloke, and your babies couldn't ask for a better substitute companion.

Plus he's also teamed up with me to offer delivery of dog food right to your home.

Call Pete on 0412 31 28 31 or email him at info@barkingbuddies.com.au



More pet services – see back page

MORE INVALUABLE SERVICES FOR PET LOVERS

The Cat Clinic and Cats in the City Boarding Cattery – new feline-friendly care close by in Prahran

It'll never be 'cats and dogs' at *The Cat Clinic* - a dedicated cat-only veterinary clinic which provides a full range of veterinary and health services in a people and cat-friendly environment. And *Cats in the City* (great name, eh?) is a boarding cattery in a quiet little cottage that offers spacious and comforting accommodation for your mogster. For more information, phone them on 9533 8955.

Agility Dog Club of Victoria – bring out the athlete in your pooch

Think your dog could use a little extra stimulation? Dog Agility is wonderful exercise for his body and brain, and a hoot of a time for you, too. No experience is necessary to join the fun. Classes are held monthly in Altona Meadows under lights. To find out more, phone 0419 520 932.

Choosing a new cat or dog? Check out these web sites

Not every pet is right for every person. Your love affair with yours will go more smoothly if you pick the right breed for the way you live. These sites help you select just the right pet for you, and have heaps of helpful information on breeds, healthcare and training. They're the perfect e-homework tools for any expectant cat or dog owner.

www.dogmatch.com.au

www.catmatch.com.au

www.puppy.com.au

And when they're getting on – My Best Friend is there to help

None of us want to think about the ending of our treasured pets' lives. But think about it, we all eventually must. Which is why I'm braving it and covering this difficult subject here.

Dr. Emma Whiston, a qualified Veterinarian, has seen how hard this time can be for pet owners, and has created a very special service, *My Best Friend*, for you and your elderly or terminally ill animals. Everything is handled in the privacy and comfort of your own home, at the time that is best suited to your family.

I do hope you're not going through this right now. But if you are, and are wondering if the time has come, you may want to call on Emma's caring support at 0422 953 441.

AND HERE'S ONE FOR THE BOOKS!

Penfriends for Pets is the brainchild of Caroline Andrivon, a former flight attendant living in outback Aus with, I suspect, way too much time on her hands! For a mere \$395, \$525 or \$820 a year, your pet can get a barrage of personalised postcards, special occasion greetings and gifts directly from her two Aussie dog employees, Daimler and Odie. If you think that's a bit rich, don't laugh – Caroline tells me she already has over 200 subscribers. (Do the maths, friends – there's a buck or two in this business!) And if your pet *really* needs everything money can buy, check it out at www.penfriendsforpets.com

P&TC GLAMOUR PUPS & PUSSIES

Here are some of the latest fabulous pet pics you proud parents have brought in.



Looks like Jesse has a word or two to say about the new, hot pink t-shirt



Beau is a Trump in the making



Romeo and Juliette are anything but star-crossed lovers in their coordinated Gruffs outerwear



Georgie and Lilly have Maddy over for an afternoon doggiechino break



Benny just can't get enough of his favourite toy

Start snapping and saving your best pet photos right now! We'll be running our annual p&tc 'make your pet a star' photo competition in a few months, with judging and winners announced at our 2nd birthday celebration on Sunday 31 July. *More details in the next issue.*