

Snare A Date For Your Pin-up

Furrever Pet Photography 2nd Annual Studio Session

Saturday 28 and Sunday 29 April 12.00-3.00pm



Doesn't your hip pup or puss deserve the ultimate star treatment? For just two afternoons in April, it'll once again be lights, camera, action in our Hollywood-on-Victoria studio at the rear of the shop. Book right away for a star-quality photo shoot of your pin-up pet with Melbourne's premiere pet-parazzi, Furrever Pet Photography.

Our treat - your sitting is FREE

Your friends at Furrever are waiving their normal sitting fee for my pets & the city customers! You'll get:

- A FREE 20 minute photo sitting with a variety of poses and props.
- Discounts on prints of all sizes
- Choice of a rockin' range of personalised products and gifts featuring your pet's stunning new portrait

Spaces limited, bookings essential

After the instant sell-out of our first ever studio session last year, I know the spaces will go faster than Elvis' pelvis! If you don't want to be Singing The Blues, be sure to call **03 9686 5252** fast to lock in your date.



Wendy, Georgie and Lilly, co-proprietors of Albert Park's own slice of dog and cat heaven, pets & the city.



Georgie and Lilly celebrate their 8th (or 52nd in dog years) birthday.

Hey boppers,

Last month, my 'babies' made their leap into their dog-year 50's at their 8th birthday party at the Promenade Café in Docklands.

They inhaled their Gourmet Dog Bites cake like greedy toddlers. And despite a sprinkling of grey around the muzzles, they don't seem to be slowing down one little bit. (Unlike their Mum.)

Having passed the same five-oh milestone last year (though you won't be seeing my grey any time soon!) - it did get me thinking about everything '50's' - the decade of my birth.

You can see it coming, can't you?

Another tenuous excuse for a cheesy newsletter theme! Well here goes - Be-Bop-a-Lu-along with me as we rock-n-roll into the fifties at pets & the city...

There's nothing cheesier than a commemorative photo of your pet-of-

any-age with our perennial autumn visitor, the Big Bopper Easter Bunny! See details below and jitterbug on in to make sure you get yours. And for more glamour photo ops, look left and book in early for our 2nd Annual Furrever Pet Photography Studio Session - sure to sell out fast.

In 1956, the year of my birth, Elvis and Hound Dog were the top of the charts. Though we may not have Blue Suede Shoes for your hound dogs and cats, we do have enough snazzy accoutrements to fill a Graceland! See some of the neatest new products on page 2 inside.

Let The Good Times Roll!

Wendy



PS. Be sure to take my 'Hits of The Fifties' quiz on page 3, and you could win a **custom-made Elvis cape** for your canine or feline crooner!

INSIDE THIS ISSUE

Hot Diggity Dog Ziggety - Boom Time at P&tC!	2
Health Alerts	3
Some Exceptional Animal Services	3
P&tC Hits of The Fifties Quiz	3
Love Letters in my Hand	4

AT THE HOP - EASTER BUNNY PHOTOS

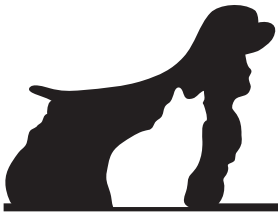
Saturday 24 and Sunday 25 March, 12.00-3.00 pm

He's back, he swings and he'll make a dreamy photo with your favourite pet. Pics with the Easter Bunny are on again at pets & the city!

No appointments needed - just hop in.

- \$15 - 2 images on a CD
- \$20 - 2 images on a CD + 2 hard copy prints
- \$30 - 2 images on a CD + 2 hard copy prints + key ring with a different pic on each side.





11TH EDITION RETRO ROCKIN' AND ROLLIN'

HOT DIGGITY DOG ZIGGETY – BOOM TIME AT P&TC!

Back in the simpler fifties, pets had their place, and were lucky if they got a square of carpet to scratch, or a rug on the porch to curl up on at beddie-bye. Well - petsville ain't squaresville anymore! Furkids today get the best of everything – and I have some of the coolest stuff anywhere for your hepcats and hepdogs...



Hey Bird Dog, Take Your House On The Trail

With a **Houndhouse Kennel**, your dog or cat will be made in the shade. It's the perfect pet pad for small courtyards or balconies - weather proof, raised off the ground for hygiene and comfort, and very sturdy. Yet it's also totally portable – lightweight, collapsible,

reassembled in a downbeat. Available in 4 sizes. And you just have to eyeball the limited edition hot pink satin Houndhouse, with a like-crazy pink fringe above the doorway.



← **Actual hair removed in a single FURminator treatment**

Goodness Gracious Great Balls of Fur



If your dreamboat's 'do' is as hard to control as Kookie's DA, you just have to try one of these **FURminator De-shedding Tools**.

For both long or short-haired dogs and cats, it not only gently and easily removes astonishing piles of undercoat and loose hair – it's guaranteed to reduce shedding better than any other brush or comb.



Dr. Katrina Warren came by and demonstrated it on Toby out in front of the store. Here's what she had to say...

"After trialing it on my very hairy Border Collies, Toby and Archie, I cannot imagine ever grooming them without it."
Dr. Katrina Warren



Not long ago, I discovered that Lilly had been sneaking down Vic Ave and lurking under patrons' tables at the coffee shop snaffling tidbits. Ever mindful of her girlish figure - I had this special bandana made to foil her plans.

Our local vet suggested that more over-fed doggies should take its message to heart! So in the fight against doghood obesity, I've had a heap of them made up for the store. If your pup is, like Lilly, a prospective Fats Dog-ino in the making – get one onto that chowhound!



I Tawt I Taw A Puddy Tat

Your real live puddy tat will love playing hide-and-seek in his or her very own **kitty sleeping bag**. Available in a huge array of colours, in polar fleece or fabulous faux fur, for the chillier days and nights ahead.



No more Heartbreak Hotel

The brand new 2007-2008 9th edition of **Holidaying with Dogs** is hot off the presses and in the store now. It's the dog-owners travel bible, with hundreds of new entries and over 240 pages of places where you and your Doggie-O are both warmly welcomed. (See page 4 to find out how you could win yourself a copy!)

Put away Mack The Knife

And from now on, use only Belinda Jenkin's **Muttlerly and Catlery**, designed specifically for serving up dog and cat food in style. The stainless steel spoon for wet pet food is sprinkled with gorgeous paw prints and sports an extra long handle and flat edge to scrape out every last bit at the bottom. And the matching cup scoops up exactly a cup of dry food.



Que sera, sera – which bowl will it be, it be?

Blue for the 'Prince' or pink for the 'Princesse'? This **Ceramic Bowl Set a la Francaise** will be a charming addition to any budding royal's dining area. Each set features 2 heart-shaped bowls perched in an oo-la-la wrought iron stand. There's also a matching mat sprinkled with chic French words and phrases.



Memories Are Made of This

Make your rocker a recording star with this nifty **Recording Photoframe**, in sleek silver or stand-out red. Record an ode to your darling – or even capture their own precious woof or meow – and you can hear it with the touch of a button every time you gaze on your beloved. (It's fine for people pics too – but why waste it on a human?!)



HEALTH ALERTS!



Tutti Frutti

Make that 3-monthly date with your dog and the dreaded worming tablet a treat instead of a throat-clenching trauma.

Drontal Chewables are all the quarterly worm protection your dog needs – disguised as liver treats! They're made with real liver that dogs just can't resist. And you'll be pleased to know that I sell single tablets – so you can get just the amount you need (based on the weight of your dog) every three months.

Not Tutti Frutti!

In these water-conscious times, doing the right thing by your garden can be deadly dangerous for your pets. Garden compost (ripe stuff which dogs just love) breeds mould and bacteria that can cause severe gastroenteritis or worse: life-threatening liver failure, seizures or bleeding disorders.



If you are using compost, be sure to fence off the area to keep Garbage Guts away. If your pet has gobbled some – seek veterinary advice right away.

SOME EXCEPTIONAL ANIMAL SERVICES

How Much is That Doggie in the Window?

Sadly, pets are still for sale in those heart-breaking store windows. But here's a much nicer way to bring home the perfect pet for you ...

Non-profit **Animal Rehoming Service** helps find permanent or temporary 'foster' homes for unwanted animals, without putting the poor things through the trauma of time spent at the pound – or the risk of euthanasia if their time at the pound runs out!

Sort of a pet-world matchmaker.com, Animal Rehoming emails you photos and descriptions of animals in need of new homes. Then you contact the owner or 'foster carer' directly to start the ball rolling. (Most animals are free to good homes, though there may be some out-of-pocket costs for de-sexing, vaccinations, micro-chipping and such, if needed.)

Want to adopt – or even just foster a pet for a short time?

Contact Michaela on (03) 9592 2228
or email mnewell@hn.ozemail.com.au

Doc Around the Clock

Recently-opened **Port Phillip Animal Hospital** in Middle Park is the labour of love of Drs Craig Goode, Rebecca Goode & Oliver Wilkinson - who wanted to provide the same kind of attentive care for others' pets that they expect for their own.

In addition to standard veterinary services, their practice, with its purpose-built facility, offers home visits, in-house diagnostics (including blood testing, x-ray and endoscopy) surgical and dental specialists, weight control programs, puppy school, kitten adoption, dog hydrobath facilities, cat grooming, cat boarding, and more.

Best of all – they know accidents and illnesses don't follow office hours! So they're on call 24 hours a day for emergency advice or after-hours service at the clinic.

Port Phillip Animal Hospital
46-48 Mills Street, Middle Park.
Telephone (03) 9686 8838

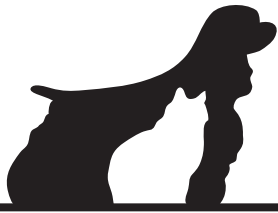
P&tc Hits Of The Fifties Quiz

Make your little bopper the envy of the Elvis set

Remember any of the chart-topping songs I've abused throughout this newsletter? If you can match the letters of the artists on the right to the correct songs on the left, you'll go into our draw for a **custom-made Elvis cape** for your little king or queen of ruff 'n roll.

There's a free Doggychino for everyone who comes in to the store with all the right answers straight off. But if you're too young to know the answers - or too lazy to Google them - just come into the store and I'll help you cheat your way to a chance!

Song	Artist
1. Be Bop A Lula	a. Doris Day
2. At The Hop	b. Bill Haley and His Comets
3. Hot Diggity Dog Ziggity	c. Perry Como
4. Bird Dog	d. Dean Martin
5. I Tawt I Taw A Puddy Tat	e. Jerry Lee Lewis
6. Great Balls of Fire	f. Bobby Darin
7. Heartbreak Hotel	g. Mel Blanc
8. Mack The Knife	h. Little Richard
9. Que Sera Sera	i. The Every Brothers
10. Memories Are Made of This	j. Patti Page
11. Tutti Frutti	k. Gene Vincent
12. Doggie In The Window	l. Danny and the Juniors
13. Rock Around The Clock	m. And of course - Elvis Presley!



LOVE LETTERS IN MY HAND

Hearing from you is always music to my ears! Some of the latest missives from Bayside and beyond...



A February House & Garden feature on apartment living with pets took us all the way across the Tasman!

Hello Wendy,

I saw the article on you in Australian H&G and did a double take as Lilly looks just like my dog Bailey (who is a boy). I love your shop/website. I live in New Zealand and we have very limited pet shops here. We need more like yours! Next time I'm in Melbourne I'll have to come and have a look at the shop.

Best Wishes, Georgina Bell



Tim Faull's going away portrait with Ollie, rugged up for a UK winter thanks to the generosity of Jenny at YAPWEAR

Hello from frigid England!

Wendy, just wanted to tell you how wonderful Jenny from YAPWEAR was when she found out Ollie and I were packing up and moving back to the UK. She fitted Ollie out with, not one, but three coats for his first winter. And she even met me in the park to deliver them in person. You'll be happy to know that he's doing just fine in the cold. Wish I could say the same for me.

Anyway - give my regards to everyone there, and save a little sun for me. I'll be back!

Tim



Our last, French-themed newsletter generated a magnifique response from transplanted Frenchwoman Sylvie Séli

Chère Wendy,

I love your article on Paris. I could just imagine you running after the garbo truck to get that picture (well done!).

I would like to take this opportunity to thank you for all your help since I got my little Yorkie Frimousse (which means "little face" or "little smiley" in French). Craig and I had been thinking of getting a dog for about a year but were still looking around. When I saw Frimousse, I fell in love with her and took her home with me. As I was sitting in the car with this tiny puppy in arms, I realized that I didn't have anything for her at home (no bed, no food, no toys, nothing...). I stopped in a hurry at Pets & the City and you were there to welcome and help us. Since that day, we always stop in to say "Bonjour!" Frimousse always enjoys catching up with Georgie and Lilly.

We wish you all at Pets & the City a very Joyeux Noël and Bonne Année!

Sylvie, Craig & Frimousse

Packing a little German sausage for a hike in Switzerland

Dear Wendy,

I love reading your newsletter and would like to make a suggestion. While I was travelling through Europe, I noticed people took their dogs on holidays. EVERYWHERE they went. I'd love to see a "dogs on vacation" section and the most bizarre places people take their animals.

Kind regards, Simone McKenna

Dear Simone,

Great idea - let's do it! And please drop by so I can thank you in person with a complimentary copy of the new-edition *Holidaying With Dogs*.

Everyone else - let's see your pets-on-holiday snaps!

If you've taken a bizarre pic of a pet on hols - bring it into the store, or email it to me on wendy@petsandthecity.com.au by 30 June. The best will be featured in my next newsletter and will earn the photographers their very own free copy of *Holidaying with Dogs*.



A BIG THANK YOU TO DARREN OF DOGS DAY AFTERNOON

A few weeks back, I left Dogs Day Afternoon after Georgie and Lilly's 'beauty appointment', to find my chariot sporting a - aaarrrrggghh! - flat tyre. Dogs Day proprietor Darren to the rescue! He came out and chivalrously changed the tyre for me. I don't think he'll be adding automotive repair to the regular service menu. But he sure saved my bacon that day. Thanks so much, Darren.

And if you're looking for dog (not auto) services like walking, grooming and the like, be sure to give **Dogs Day Afternoon** a call on **9696 0900**

Until next time... See You Later, Alligator!