



www.petpro.com.au

Professional • Diverse • Different

The Pet Professionals

Anthony J. Viganò (Paterson) & Associates.
Veterinary Surgeons

Summer 2004

The Pug Road Test



Inside this Issue

The Pug Road Test	P 2
The Puppy Plus Package	P 3
Kitten Kindy	P 4
Adopt-a-cat/After Dark	P 5
www.petpro.com.au - Vet Online	P 6
Petpro People	P 7
Kids Corner	P 8



Visit our website: www.petpro.com.au

E-mail us at: vet@petpro.com.au

Swanbourne Veterinary Centre

2 Devon Road Swanbourne 6010

Tel: (08) 9384 2644

Fax: (08) 9383 2846

Monday to Friday: 7.00am to 7.00pm

Saturday: 8.00am to 6.00pm

Sunday & Public Holidays: 8.00am to 6.00pm

Doubleview Veterinary Centre

177 Scarborough Beach Road Scarborough 6019

Tel: (08) 9341 1200

Fax: (08) 9341 6475

Monday to Friday: 7.30am to 6.30pm

Saturday: 8.00am to 5.30pm

Sunday & Public Holidays: 8.30am to 5.30pm





The Pug Road Test

As featured on the Gary Carvolth & Jenny Seaton Talking Perth Show Thursday 4.12.03

THE PUG: Described as “a lot of dog in a small space” this perky little fellow with his jaunty, rolling gait and comic disposition dates back to 400BC with probable origins in Asia. A fashionable adornment of European Courts from the 16th century he was very popular in Victorian England and appears on porcelain, and in art of the time. Well known for the snorting respiration and grunts that he uses to communicate with us humans, he is very popular with those that love him and who profess that there is no other dog like a Pug!



HISTORY:

One of the older breeds, the Pug is believed to have originated before 400BC in Asia. There is some debate however some thinking that he was brought back from the Far East by Dutch traders, possibly of Oriental stock being a larger and short coated cousin of the Pekinese, and still another that he is the result of crosses with small bulldogs.

He was the official dog of the House of Orange in Holland, was reportedly a pet in Tibetan monasteries and a Court favourite in Europe.

He is often seen depicted in porcelain of the Victorian era and the artist Hogarth included his pet Pug “Trump” in several of his works.

They are thought to have been brought to England in 1860 along with Pekinese when the British over-ran the Chinese Imperial Palace at the time.

An interesting history by any standards!

APPEARANCE:

The Pug has a stubby, square and muscular appearance with straight, powerful legs and a large round head with a short muzzle and wrinkly face.

Usually silver, apricot, fawn or black in colour, they are between 6-9 kg in weight and between 25 to 30cm tall.

They have a topcoat and an undercoat of hair and are great shedders, which can be a disadvantage.

Their tails lay in a tight curl and they have a jaunty, rolling gait.

CHARACTERISTICS:

These dogs are real characters, with a delightful blend of dignity and comedy.

They love to cavort and show off and are amiable and playful, not maturing until 2-3 years of age, which can be exasperating.

They can be stubborn and headstrong and are highly intelligent communicating with their owners using grunts

and snores.

Training is not difficult though they do become bored easily and so patience is required.

They live from 12-15 years though can be a high maintenance dog suffering from a variety of medical conditions.

One source quotes their name as from the Latin meaning a “clenched fist”, whilst another says it is from the Olde English meaning “someone dearly loved”...both seem curiously apt.

WHO SHOULD HAVE ONE:

These are definitely NOT an outside dog, suffering from both heat and cold, with serious consequences. They are therefore at home in air conditioning... the refrigerated variety (nothing but the best)! Equally they love people, are great with children and other pets and are good watch dogs but they really need constant companionship so be prepared to be available for them.

Not an athletic dog, they don't need much exercise though having said that obesity can be an issue causing severe respiratory problems so regular walks are essential though at a moderate pace and NOT in the Perth's heat of the day.

VETERINARY PROBLEMS:

With a tendency to becoming obese, these dogs stress very easily in both hot and cold environments so their weight needs to be watched carefully as this will exacerbate problems.

Their characteristic facial folds need to be cleaned regularly as they are prone to moist dermatitis. Skin problems are common, and allergic dermatitis is a common cause of this. Chronic breathing problems are common because of their flat face, and corneal ulcers and keratitis (eye problems) are also common as a result of their pronounced facial folds.

In summation a delightful companion with a real sense of the ridiculous and a comic appearance.

A good choice for families with children and other pets but be aware of their needs and shortcomings as a breed.

The hair loss, snorting respiration, and skin and eye problems will put many people off, though their fans tolerate them to the point of fanaticism.





The Puppy Plus Package:

The most important thing you can do for your new puppy is to properly socialise him/her particularly in view of the stringent new application of the Dog Act.

Legislation however is only a small part of the story and the benefits you will obtain from a well mannered and easy to manage dog in later life are far more important.

Instead of a stressful situation whenever your dog interacts with other people and animals on those wind down walks in the park at the end of the day, it will become the pleasurable experience it should be.

Your heart rate is said to go down when you pat a dog but is this always the case if your best friend is hell bent on tearing out the throat of everyone he/she sees on that walk?

The answer is simple. Puppy Class is the place to start when your new companion is malleable and receptive to new experiences of the pleasurable kind and a good start here sets he/she up for life. The next stage however is as important and so we have positioned John Connell's Dog Obedience classes to follow on and compliment puppy class.

After 6 weeks on the beach front at Swanbourne (what could be more enjoyable, even on these brisk Sunday mornings than an hour spent with like-minded dog lovers under the guidance of big John) you and your dog should be set up with a real understanding that will set the pattern for the rest of your relationship (maybe the next 15 years).


For our part we are keen to be part of this and so offer you the third part of the equation - an affordable package which includes a discount on the sterilisation of your new pet.

Therefore if you have just acquired a new puppy and are about to embark on the road to responsible pet ownership by attending the Swanbourne Puppy Class, ask about our package of puppy class/dog obedience class and discounted sterilisation. This plus the Petpro card which gives you 10% on all your over the counter products (wormers, flea products, and heart wormers) plus dog food make owning a dog much more affordable.

Ask about this when next you attend either Petpro practice.



Tony Vignano




Petpro Veterinary Centre

Puppy Plus Package

This voucher entitles the bearer to:

- 10% discount on puppy class (4 class block), dog obedience & sterilisation package (within 6 months of issue).
- Petpro discount card which provides 10% discount on all over the counter products for the dog's lifetime.







Kitten Kindy

Puppy School has been a very popular here at Swanbourne for some years.

Hundreds of puppies have learnt excellent doggy manners during their time at pre-school before going on to John Connell's Dog Obedience classes, thus turning out to be first class canine citizens.

What about our forgotten felines?

Contrary to common belief cats can be socialised and trained and to this end we are interested in hearing from the owners of new kittens who are keen for their new family addition to join Kitty Kindy.



This is not a new idea and has been running successfully in the Eastern States for some time.

Cat numbers have been dropping over recent years, mainly due the effectiveness of the sterilisation

campaigns and also because of the largely unwarranted poor press our felines have been receiving as regards Australia's native animals.

The truth is cats make marvellous house pets and do not need anywhere near the involvement that our canines demand of us.

When they have been socialised and trained they are even better.

So..... if you have a new kitty and you would like to join like minded people in showing them off and learning more about your furry friend give us a ring.



OUR POINT OF DIFFERENCE IS OUR EXPERIENCE:

When you come to either of the Petpro Veterinary Centre; Swanbourne and Doubleview, we realise that the animal you bring to entrust to us means much more to you than just something you keep in the backyard.

It is because of this that we have gathered together at Petpro a group of people who are dedicated to ensuring your best friend will get all the comforts of home, plus those little extras, as well as the very best in veterinary care and attention.

In fact we have been doing this for so long that 6 of our people have clocked up over 110 years of service at Petpro.

Tony, the owner and one of the vets at the practice completes 35 years in practice this year (32 of them spent at Petpro).

Linley, the office manager at Swanbourne has been with us going on 19 years.

Kate, the hospital manager at Swanbourne completes

16 years this year, but spent 4 years in the late 60's so she is lining up for 20 years service in total.

Melissa Hudson (the Doubleview hospital manager) and Melissa Kinsella (Swanbourne receptionist and admin) have been with us nearly 16 years each whilst Elaine the senior receptionist at Doubleview has completed 15 years.

Added to this two of the veterinarians have been with us over 8 years each.

It could be said these people know their jobs backwards, "but life is always changing and a challenge in veterinary practice and with every day comes new situations and challenges" says Kate....."we certainly never get time to become stale"!

So, when you come to the Swanbourne or the Doubleview Veterinary Centre be assured that you and your best friend will be in experienced hands.

We guarantee it.





Adopt-a-cat

Recently we have embarked on a project known as Adopt-a-cat whereby we have accepted responsibility for the re-homing of limited numbers of stray cats and their kittens.

These poor unfortunate creatures did not ask to be left entire and given the physiology of the feline, being highly efficient breeders, they soon fall pregnant and another litter of unscheduled kittens open their eyes to the world.

Cats make marvellous pets and in raising these kittens and tending their mothers we are very aware of our responsibility to both these beautiful animals and the community.

Having made the decision to re-home these animals we have put together a package which includes vaccination, sterilisation, deworming, flea control, and most importantly microchipping.

This means that these kittens are given the best opportunity to find a responsible home whilst "mum" gets another chance at life....this time as a sterilised, thoroughly healthy moggie and this time identified for life via a microchip.

Our experience so far has been that prospective new owners approach the purchase of a new cat or kitten involving the whole family. The kittens generally need

to stay with their mother for a while before going to their new homes (equally mum needs to stay around with them for a time to give them the best start she can), therefore bonding with the new owner or family can be done gradually as they visit the chosen one at the hospital whilst they develop or in the case of mum, she carries out her maternal duties.

This process definitely screens impulse buyers and so we can be very sure that when a family takes on a new cat or kitten they have been made very aware of their responsibilities from the outset. I am therefore very comfortable with our role in this process and whilst we subsidise these routine procedures significantly there is still a charge of \$125 for the mums and \$175 for the kittens (which covers the package mentioned above).

I am in total agreement with the adage that says a pet is for life and not just for Christmas but I do think that as long as the "new" owner is made a part of the decision and selection process and accepts the financial responsibility then it will inevitably turn out to be a win-win situation.

If you would like to view our little strays then please contact either practice and you can start the process (based on availability at the time).

Where Are We After Dark?

In keeping with the modern trend the Swanbourne and Doubleview Veterinary Centres are now open 7 days a week from early morning until late evening. This means that we can accommodate those early morning appointments and drop offs, and late afternoon pickups.

Our associated practice, the Mosman Park Veterinary Hospital is open until 10pm every night to cater for late night appointments and for emergencies after 10pm and until 7am the Northern Suburbs Pet Emergency Centre in the North and the Murdoch Pet Emergency Centre in the South are well set up to cater for any situation.

From the point of view of personal safety there are few if any practices that open all night anymore. We believe in offering the seven day service, augmented by the 10pm closure at Mosman Park we are providing an excellent coverage whilst still allowing staff time off to start the new day refreshed and ready to deal with anything that arises.

This plus the two Emergency Centres gives peace of mind that expert veterinary care is available around the clock.

Tony Viganò





www.petpro.com.au - your vet online

THE BEACH PACK

With summer approaching why not buy the dog in your life a survival kit for the hot months ahead when you both venture on those walks or go to the beach.

Hot work indeed but there is an answer: the Beach Pack.

The beach pack comes in a durable clear shoulder bag and includes the following:

1. the bag
2. a towel with the Petpro emblem
3. a frisbee
4. a water wallet (folding drinking bowl)
5. a water bottle
6. a dog lead
7. a tennis ball
8. a poo bag holder
9. a Eukanuba premium dog food voucher 2 for 1 voucher
10. a U WASH dog voucher.

All this adds up to over \$100 value for just \$49.50

A great Christmas present for the dog in your life and many useful items even if you don't have a dog!

These beach packs are for sale all year round so come in to either centre and have a look.

THE PETPRO CARD

When next you come to the Swanbourne or the Doubleview Veterinary Centres be sure to ask for a PETPRO card.

His card is for you to keep a record of your "over the counter" purchases. Each time you come in to buy dog or cat food, shampoos, pet accessories, a bath, and so on, these purchases are recorded on the card and at the end of 10 purchases you get 10% of the total amount you have spent to redeem against your next purchase.

We have been running the Petpro card for over 6 years now and many clients leave their cards with the receptionist to ensure they don't miss out on entering a purchase.

If you haven't got one then ask next time you come in. Remember the card is valid for ALL over the counter purchases but not prescription drugs or veterinary services.

**T H E
P E T P R O
C A R D**

Visit our new **revised web site**
for up to date information about everything at Petpro

www.petpro.com.au

- › Information
- › offers
- › all about us
- › breed road tests
- › links to other sites
- › and much more.



UPDATED EVERY DAY





Petpro People

With the departure of Tanya Noakes at Doubleview as our weekend and fill in receptionist and the difficulty we experience covering for team members on holidays during busy times we made the decision to employ another qualified veterinary nurse.

After a busy round of interviews we chose Esther and I feel sure when you meet her you will understand why.

Esther is Singaporean by birth and now with her family resides in Perth.

She finished the Bentley TAFE course in veterinary nursing this year and we welcome her to the practice.

Initially she will be working on Fridays and Saturday mornings at Doubleview but don't be surprised to see her at other times during the week and at Swanbourne.

Esther has always loved animals having two dogs of her own, a Beagle named George, and Milo the Maltese.

She enjoys the interaction with owners and helping them through the stresses of illness in their "best friends".

We look forward to fostering Esther's realisation that animals and their owners are strongly bonded as the recognition of the human-animal bond is very much part of the Petpro mission.

Esther Teh



After the departure of our second string groomer Bronwyn (who has gone back to the country and soon to go to the Eastern States) we felt it would be a mighty hard task to find a replacement let alone in the time frame necessary, this being the busy season.

Enter Clare Cloghan who had done work experience with us and at that time had shown interest in becoming a doggie coiffeuse.

A couple of phone calls later and within days we had Clare on board and raring to go.

Clare was educated at the Noranda Primary School and then at Chisholm Catholic College.

She worked as a volunteer for 3 years at the Fauna Rehabilitation Centre in Malaga and her parents became accustomed to her bringing home baby birds to rear. She has always wanted to be a veterinary nurse and the stint at Doubleview whilst at school focussed this to grooming.

At home Clare has an Australian Cattle dog (Nitro), three guinea pigs (Sparky, Snowy & SPG) and Charlie the budgie.

Welcome to Petpro Clare, we look forward to being part of your dreams.

Clare Cloghan



SENTINEL SPECTRUM

Finally after years of waiting the ever popular "combo" Sentinel has been given a full set of teeth. In September this year Novartis announced the arrival of Sentinel Spectrum which not only contains a heartworm preventive and flea controller but now is an ALLWORMER as well. Until now the tapewormer had to be added separately which was a hassle but not any more.

Sentinel Spectrum is the first fully fledged combo and costs no more than the old Sentinel!
So, what are you waiting for!





SWANBOURNE & DOUBLEVIEW VETERINARY CENTRES

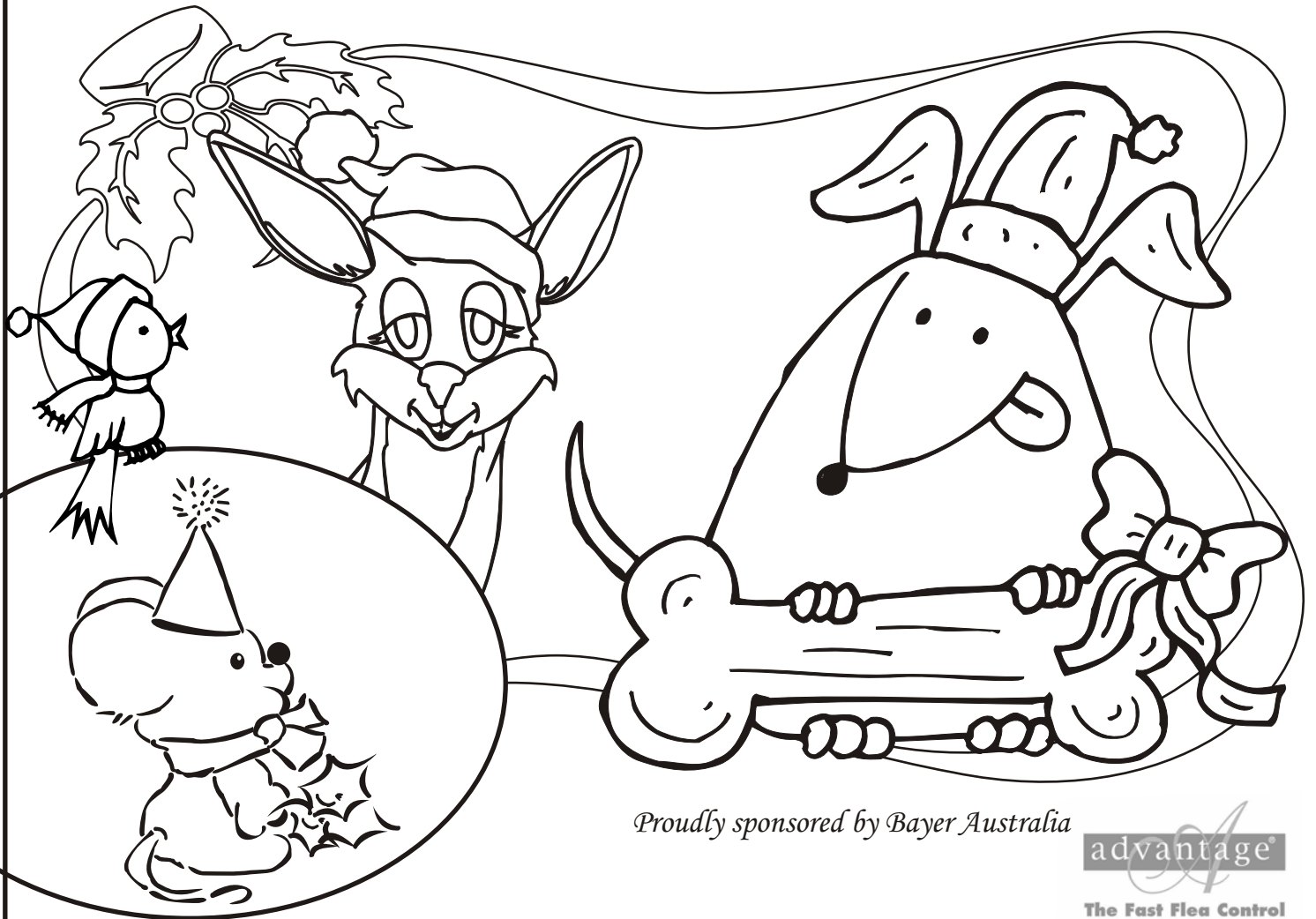
Professional • Diverse • Different



★ Kids Corner ★

Children up to 12 years are invited to enter our colouring in competition. Please post or return your entry to either Petpro Veterinary Centre by 31st March 2004 for your chance to win.....

A years supply of Flea Control products for your pet!



Proudly sponsored by Bayer Australia



Name: _____

Age: _____

Address: _____

Telephone No: _____

Good Luck!

