

the Bay

CORRECTION NOTICE

In our 11-2 The Perfect Gift Flyer, Housewares Fair insert, on page 3, The DeLongi espresso maker is regular 299.99. Lagostina Professional Cookware 10-pce set on page 12 is regular 639.98, sale 319.99.

In our 11-2A Ultimate Weekend Sale flyer, on page 12, boys' Rerun navy long-sleeve knit top shown is late - raincoats are available at the store.

Sorry for any inconvenience this may have caused.

383418

Join us for Traditional Christmas Dinner



Saturday, December 16, 2000
5:30 pm to 8:30 pm
St. Giles Church Banquet Hall

For Seniors with 55 years of experience
For Seniors who live independently
Pre register at 564-2829

This is a project of Tim Bennett, a 14 year old Scout. His plan is to provide a Christmas Dinner and short entertainment program for 100 independent seniors. The object is to make a connection between youth and seniors.

383618

PETS

Human pharmacy goes to the dogs

HAMILTON (CP) — Two Hamilton businessmen have found what they hope is a huge opportunity in the growing pet-services market: drugs for pets.

Sounds funny, maybe, but Michael

Saperia and John Lubelski are quite serious about PetPharm, a business that provides discount medicines for cats, dogs and other pets across Ontario.

Instead of paying for medicines dispensed directly by their veterinarians, clients instead can fax or carry their prescription orders to PetPharm.

The business started small, with some experimental steps on the Internet earlier this year. After learning their system works and confirming that the prospects for success are strong, the creators are gearing up for a more aggressive marketing campaign in coming months.

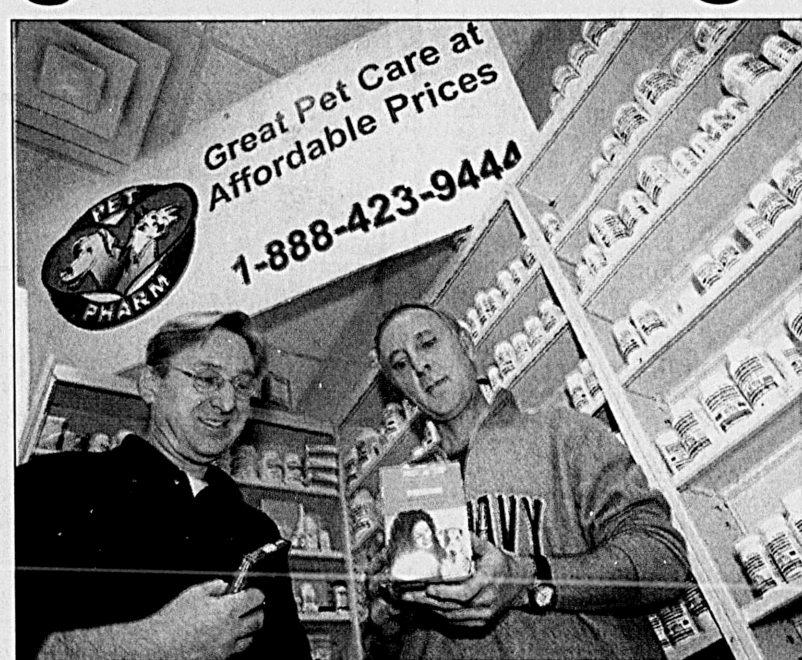
For now, they are filling about 40 prescriptions a day, and plan to reach 1,000 from their outlet alone, with the hope of franchising the operation in other provinces and territories.

The market is vast: there are an estimated 13 million pets in Canada.

The idea is to offer prescription and over-the-counter medications at discounted prices, usually between 30 and 60 per cent less than at the vet's.

"People never realized they had a choice," said Saperia, who has a terrier named Kellie. "It seemed so obvious to us. We were surprised other people weren't doing it."

The partners say they are able to fill pet prescriptions more cheaply for two reasons: they work on a smaller profit



CP photo

Michael Saperia, left, and John Lubelski hold pet products at PetPharm. The two Hamilton, Ont., businessmen have found what they hope is a huge opportunity in the growing pet-services market: drugs for pets.

margin and their costs are low.

PetPharm operates out of a long-standing human pharmacy — Kohler's Drug Store on James Street North in

downtown Hamilton. All the equipment for labelling, measuring and bottling is already there, and there is ample storage space for the pet medicines.

And though they have brought on two pharmacy technicians to fill the pet orders, existing staff pharmacists oversee and approve the prescriptions before they go out the door.

The concept started, not surprisingly, with a trip to the vet's office. Lubelski's Portuguese water dog, Toby, needed thyroid medication. Lubelski, who is also an owner of Kohler's, knew the same prescription for a human cost less than half as much, and a business was born.

About 40 per cent of pet prescriptions involve the same basic ingredients as human medicines.

Because delivery is usually by Canada Post's overnight courier service, PetPharm owners are targeting repeat prescriptions for ongoing, chronic conditions, such as arthritis, heart problems and Addison's disease, a common adrenal hormone deficiency.

So far, they say, veterinarians have received them and their clients very favourably. "We haven't even had a hint of a problem," Lubelski said.

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Sport Utility cont...

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1998 Chevy K10 Silverado E/Cab 4X4\$23,900
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1998 Chevy K10 E/Cab 4X4\$19,900
1997 Chevy Tahoe LS 4dr. 4X4 low kms\$28,900
1997 Chevy R/Cab 4X4\$16,900
1997 Chevy K10 E/Cab 4X4\$22,900
1997 Ford F150 Lariat S/Cab 4X4\$23,900
1996 Chevy C20 E/Cab\$17,900
1996 Chevy C10 Silverado E/Cab leather\$20,900
1995 Ford F150 E/Cab\$12,900
1994 Chevy K10 Silverado E/Cab 4X4\$17,900
1993 Toyota 4-runner SR5 4dr. 4X4\$13,900
1992 Ford Bronco E. Bauer 4X4\$10,900
1992 Ford Aerostar Ext. XLT All wheel drive\$8,900

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GATEWAY

Pampering our pets

by SUSAN SCHWARTZ
Southam Newspapers

We loved the dogs we grew up with, so much that we made a place for them forever in our grownup hearts.

But they did not have coats or boots. Or designer collars. They did not have their own cookie jars or toy boxes in which to store their stash of squeaky and stuffed toys. Dog daycare did not exist. Nor dog-sitters. Or pet spas. Dogs certainly did not wear perfume. Or have massages.

And such books as Natural Dog Care: Alternative Therapies for Dog Health and Vitality (Lorenz Books, 2000, distributed in Canada by Raincoast, \$22.95), which extols the virtues of massage, acupuncture and reiki, a form of hands-on therapy involving hand placements and movements, were not yet gleams in publishers' eyes.

Much has changed. To be sure, some animals are still mistreated. But pets are pampered in ways we never fussed over pets before. People are more affluent. More people are childless, by choice and otherwise. Pets, then, are more than pets: they're family. So as you consider holiday gifts for friends, you might want to remember their pets as well. Pet-accessory stores, as they're called, are brimming. And there's hardly a human gift store that doesn't nod in some way to the dogs in our lives.

Among pet gifts sighted:

Dog and cat photo albums are just \$5. Also an entire pet-accessory shelf. I also spotted holiday stockings; dog-shaped biscuits (\$24) called The Twelve Dogs of Christmas; Oh My Dog Eau de Toilette, a nice citrusy scent, \$55 for 100 mL; and elasticized tartan collars with bells (\$19).

Also, a Louis Vuitton boutique carries collars (\$185 and up) and leashes (\$250 and up). In the Burberry boutique, find pet collars (\$150 and \$160) and leashes (\$260) along with trench coats (\$270 and \$310) for dogs.

Roots makes a line of pet collars.

One store came up with the idea for the armoire in front to hold pet togs. Items spotted: vegan food (\$12) for dogs and cats, "the thinking person's food," and engraved ID tags (\$6.95 to \$12). Little Bear is among shops stocking an upscale line of decorated leather collars by Montreal's Hotdogs All Dressed, which sells its collars and leashes as far afield as Japan, where collars featuring dollar signs are popular, according to owner Viva Singer.