



ROYAL REPORT

Your Best Friend's Other Best FriendsSM

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FALL 2011

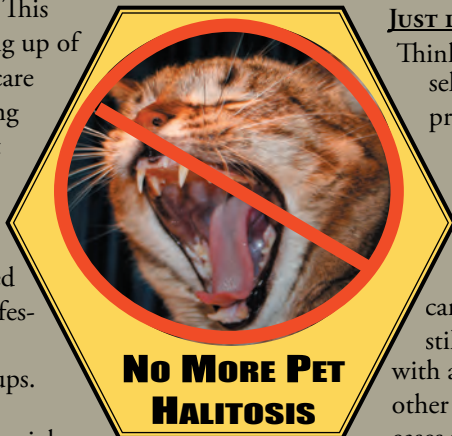
A CHANGE IS SEEN IN DENTAL CARE AT ARAC

It was just a couple of years ago that we put the shout-out that brushing your pets' teeth would make a difference in their health quality. You were listening. Not only are teeth looking cleaner, the pets' breath is minty fresh. Okay, so maybe not exactly Listerine smelling,

but muchly improved.

discovered.

Whoa! This ramping up of home care brushing doesn't totally eliminate the need for professional check ups. While owners might be able to spot obvious signs of dental problems, it's not until the pooch and kitty are examined by a veterinarian that deep-rooted problems can be



NO MORE PET HALITOSIS

JUST LIKE YOU

Think of yourself. You probably brush and floss daily. Even with that care, you still come up with a cavity or other oral diseases that can't be prevented with your daily maintenance. That's why you see your dentist twice a year.

be prevented with your daily maintenance. That's why you see your dentist twice a year.

DENTALS
ILLS LEAD TO

OTHER PROBLEMS

Two of the common health problems that we deal with are renal failure and liver disease. Time and time again, these two deadly problems can be tracked back to the lack of dental health care of the animal.

Just to play it safe, whether you brush your pet's teeth daily or rarely, check with us to discuss questions or possible signs of disease at least twice a year. By doing this, you'll not only extend your pet's quality of life, but you'll save yourself money, time and effort in the long run.

In addition to fall dental discounts, you can get 20% off at GolfTec, too! (See page 3)



Like WOW!

Excuse us if we brag, but there are just some situations that deserve sharing with family and friends. Being named the best vet by the editors of *D* is just that.

We think the reason for our being chosen is because we work with the best clients and staff in Big D. Thank you!

(To find out what *D* editors said, check page 3.)

INSIDE MUST-READS

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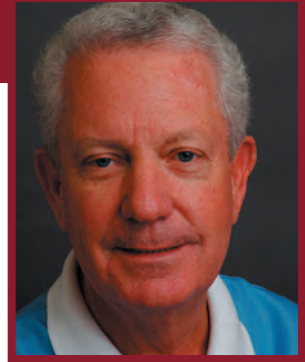
FALL DENTAL DISCOUNTS ARE NOW!

Bring your pets in for a thorough free dental exam and be rewarded with a 20% discount on any dental care done! Don't wait for any of these signs before you act:

- Bad breath;
- Broken or loose teeth;
- Red, swollen or bleeding gums;
- Tartar, that yellow-brown build-up on the teeth;
- Facial swelling that may be an abscessed tooth;
- A change in your pet's eating or chewing habits;
- Pet won't let you brush its teeth; this may indicate it's in pain.

MURRAY REALLY UNPLUGGED!

With the killer heat of this summer, being named the best vet by the editors of *D* magazine and adjusting to a Facebook world, I'm more unplugged than ever.



Dr. Jim Murray

HEARTWORM ALERT!

You've probably never heard of Merial. It manufactures Immiticide, the ONLY drug to treat heartworms in dogs. We've just been notified that it has been placed on a long term/permanent back order. "So what?" you ask, "Why should I care?" Because that means if your dog gets heartworms, the treatment is limited at best. It also means that it's more important than ever to give your dogs their monthly heartworm preventive!

that the most important thing about caring



FOOD & WATER.

PLEASE

What newsletter would be complete without Murray ranting about feeding and watering your pets! It is still my opinion

for your dog is feeding it twice a day and NEVER self feeding!

Try this: eat one meal a day and see how uncomfortable your stomach is. Feeding cats is better twice daily, in theory, but you know cats. If they don't get what they want, they'll drive you crazy until you submit to their whims.

As always, I highly recommend multiple water bowls around your house that are replaced by a fresh clean bowl twice daily. Whoa! You think that's too much. Are you going to drink out of a glass of water that was left on the counter yesterday? I suspect not.

CONSISTENCY!!!!!!

We all know what it means, but how does it apply to our pets? Actually in many ways, consistently applying discipline to our dogs is the key to a successful relationship.

Expecting them to behave, listen, and interact with you, the same comes from the consistency you show them in love, nurturing and discipline.

The consistency of using a measuring device to deliver the same

amount of food at each meal will prevent their weight from yooying up and down. The consistency of using the same food product ALL the time is essential. You and I can have a spicy breakfast burrito, a hamburger with cheese, bacon and a side of fries for lunch and hot Thai food for our dinner. Our GI tract can handle the changes. Your pet's GI system cannot! Your consistent interaction with your pet lays the groundwork for your relationship with your pet. The more consistent you are, the closer that relationship will be.

Most all of you know how truly crazy I am about my dog Jacy. This is because our relationship was originally based on consistency and discipline, now on mutual affection for one another.

I truly wish this type of relationship between you and your pet.

Sincerely,
The Curmudgeon
(aka Murray)



**ABRAMS ROYAL
Animal Clinic**
Your Best Friend's Other Best Friends™

CLINIC HOURS
MONDAY-FRIDAY
 7 a.m. to 5:30 p.m.
SATURDAY
 8:30 a.m. to noon

VETERINARIANS' HOURS
MONDAY-FRIDAY
 8:30 a.m. to noon
 2 p.m. to 5:30 p.m.
SATURDAY
 8:30 a.m. to noon

8244 ABRAMS ROAD
 @ ROYAL LANE
 DALLAS, TX 75231

PHONE: 214.349.2260

ABRAMSROYALANIMALCLINIC.COM



Referrals Are Life Changing At ARAC

Referrals come in at least two forms at ARAC.

First is the one we believe in a lot - referring your pet to a specialist. D/FW is very fortunate to have the country's best veterinary specialty practices dealing in behavior management, dentistry, endocrinology, medicine, neurology, oncology, ophthalmology, orthodontics, radiology and surgery! All these specialist are board-certified in their own area.

Not only does this referral result in providing you with the best in pet health care, but it reduces the overall cost of the care.

The other type of referral is the one you make when you send a friend and their pet to us.

This is not CHEESY pandering for more business! Our attitude is that if you're pleased with ARAC, you'll send your friends. Suggestion: When you refer someone to us, let us know. The first time we see an owner/pet there is an uncertainty on our part as to what the new owner's expectations are of us. I'm sure this feeling is felt by the new owner, too.

Also, tell your friends to tell us that you sent them. Not only will we be

on our best behavior, we promise we'll make you look good and make sure that their pet gets the best care as always.

ACCORDING TO D'S EDITORS:

BEST VETERINARY CLINIC

Abrams Royal Animal Clinic

Dr. James Murray's philosophy is that he's dealing with two patients—the animal and the human—and any good vet has to treat both. He comes off as a bit surly, perhaps (think Dr. House for the four-legged set), but would a curmudgeon get out in his car and look for a lost (animal) patient? Or home-deliver meds over the weekend, if he thinks it can't wait? Dr. Murray does both and more.

Your Best Friend's Other Best Friends™

James C. Murray, DVM • Colston W. Lacey, DVM • 214.349.2260

ABRAMS ROYAL ANIMAL CLINIC

VOTED BEST Best Veterinary Services 2011

SUPPORTING WILDCAT ATHLETICS SINCE 1978 www.AbramsRoyalAnimalClinic.com

THERE'S A TROPHY @ ARAC

Last fall I won the FIRST trophy of my entire life! Can you imagine, in a time when today's kids get a trophy for just showing up on game days?



Dr. Jim Murray and Eric Wait

I won with three other guys in the

Dallas Cup golf tournament sponsored by golfTEC. My team consisted of **Chris Knox**, **Mike Beene** and golfTEC Park Cities' PGA pro **Erik Wait**

SPECIAL OFFER FOR ARAC CLIENTS AT GOLFTEC

As I'm sure you've surmised, I was the oldest team member. The way the scoring was done was three out of four players scores were used and one of those was mine!

So, what does this have to do with ARAC's 20% off fall discount you ask? Well, Erik has agreed to give any ARAC pet owner a 20% off swing evaluation at golfTEC on Mockingbird. Call him at 469.334.0500, tell him ARAC sent you, and he'll take care of the rest.

-Dr. Jim Murray

ABRAMS ROYAL ANIMAL CLINIC'S 2011-2012 AD CAMPAIGN CREATED BY KEITH BEASLEY TO SUPPORT OUR NEIGHBORS.



Jacy And The Turtle Scramble

By Jacy*

Camp Jacy 2011, that's what my Dad calls our vacations to Port A (aka Port Aransas, Texas)! Each trip has a theme and this summer's was the release of baby sea turtles.

Now you need to know that my Dad doesn't like to get up early and he really hates the beach. So for him to be up at sunrise and on the beach is the ultimate

oxymoron! Anyway, our day started at 4:30 a.m. for a 45-mile-drive to PINS (Padre Island National Seashore) on North Padre Island. No, not South Padre Island. That's 200 miles away.

But I'm getting the cart before the horse. Let's start at the beginning.

Just a few years ago there were less than 20 turtle nests found along

the Texas gulf coast.

This year there have been around 200!

Why the population explosion? Well, it seems the female turtles have had some help.



Buddies headed to sea

baby turtles. After the babies are old enough, they are taken to the



A baby in hand

Check out turtle release information at www.nps.gov/pais/naturescience/index.htm

You see, the female turtle lays her eggs in a hole on the beach and then covers them up. Each clutch has around 100 eggs. She then takes off for a vacation.

That's when the park rangers step in. They gather the eggs and incubate them.

That's what is making the difference. If left to nature, only 60% of the eggs would hatch. But thanks to the rangers, more than 90% of the eggs survive resulting in baby turtles.

Now let's move forward to the release of the

beach and released. It's become a really big deal. The public is invited to participate and witness the little turtles scramble to the water. The turtles that survive will return to the very same beach years later to repeat the laying of eggs.

While the event was not on Dad's "bucket list" before, he and Mom enjoyed it very much. To see more photos and a video shot by Mom of the babies swimming to sea, go to abramsroyalanimalclinic.com.

* As told to her Dad, Dr. Murray.



A. ROYAL REPORT

A. Royal Report is published to provide news and information of interest to Abrams Royal Animal Clinic's patients and owners. Any questions or comments should be sent to: Abrams Royal Animal Clinic, 8244 Abrams Rd., Dallas, TX 75231. For additional information regarding Abrams Royal Animal Clinic, please call us at 214.349.2260 or check out our web site.

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