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DWP  
Common mailing addendum

4-16-82  
[Signature]

SENTRY DOG BULLETIN

As the crime rate rises, more businesses are turning to protection dogs for security.

Unfortunately, many protection dog companies are operated by unscrupulous and in some cases, unlicensed individuals.

Los Angeles Municipal Code, Section 53.64 requires that trainers of protection dogs first apply for and receive a Sentry Dog Trainers License. They must, before receiving this license demonstrate their knowledge and ability in the field of dog training and handling.

For your own protection, the Department of Animal Regulation recommends the following:

\* Before contracting with any protection dog service, insure that the company holds a valid unimpaired license to do business within the City of Los Angeles. This may be done by calling the Department at (213) 485-2271. Most business insurance policies contain a disclaimer which would allow the insurance company to refuse to pay should a dog hired from an unlicensed Protection Dog Service do damage to person(s) or property.

\* After having decided to contract with a service, check to insure that a quality product is being delivered. Most Protection Dog Services will guarantee that a dog or dogs will be delivered by a certain time in the evening, and picked up prior to the opening of your business on the next working day. Businesses have contracted with Protection Dog Services for months before discovering (too late) that in fact, no dog was even placed. If you find a dog or dogs on your



premises, check the following:

1. Physical conditions. A sick, injured, or underfed dog is not adequately protecting your property. Should you find your service is placing a dog in poor condition, report the fact to the Department of Animal Regulation immediately.
2. Attitude. Checking a dog's attitude towards intruders can be accomplished by merely approaching the perimeter fence. A shy, overly friendly or indifferent dog is not doing the job for which you are paying. Make sure the dog is alert, active and will respond in an effective manner to your presence. Do not attempt to enter premises. The Department recommends that you re-check conditions at monthly intervals.

Should you have further questions, you are invited to telephone the Animal Shelter in your area.

Ann St. Animal Shelter (North Central) 222-7138

11th Avenue Animal Shelter (South Central) 731-8281

Harbor Animal Shelter (San Pedro, Wilmington area) 548-7694

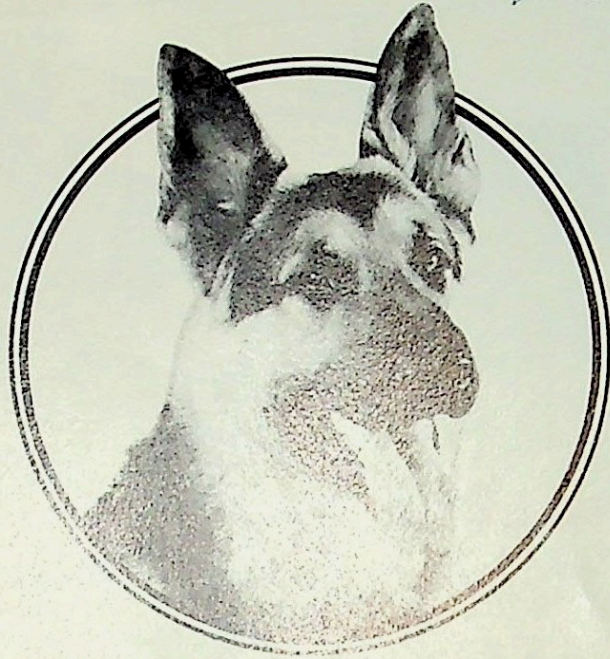
East Valley Animal Shelter (East San Fernando Valley) 764-7061

West Los Angeles Animal Shelter (West Los Angeles) 820-2691

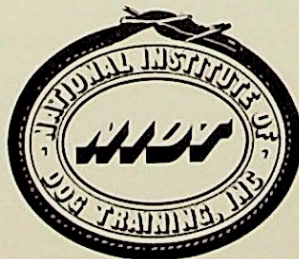
West Valley Animal Shelter (West San Fernando Valley) 882-8800



Pet  
See  
me



# GUARD DOGS



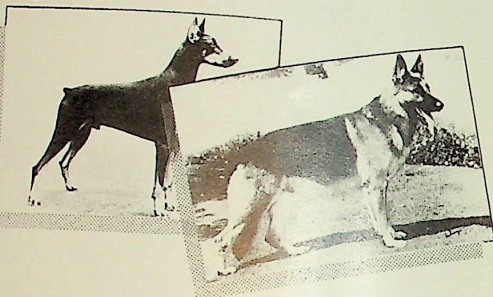
***National Institute of Dog Training, Inc.***

1839 Potrero Grande Drive Monterey Park, CA 91754  
(213)288-0550 L.A. County (714)739-8888 Orange County



## Our high crime environment

A survey by Police departments agrees that one of the greatest deterrents to crime are dogs and a recent survey of business executives revealed that a large percentage fear kidnapping and robbery threats.



## Pet and Protector

We have found that when most people talk about wanting a guard dog, they are not really interested in a dog who will bite or attack. They want a dog who will protect them but will not inflict injury on anyone else. The thought of dog bites and possible court action is too risky. A dog who barks and growls when he or his owner is threatened or when an intruder breaks into the house is just about all that is really needed in the way of protection. There are no unpleasant consequences to the ownership of such an animal. **He lives most of his life as a loving and affectionate pet who has learned when and how to make his presence known.** He is like a living burglar alarm with the advantage of intelligence.

## What is a guard dog?

An effective guard dog is an animal with a sweet, loving, even and responsive temperament whose wits have been sharpened by intensive training.

Dogs for home security can be divided into three categories:

1. Those which sound the alarm if someone tries to break into your home.
2. Those which sound the alarm and become a physical threat to the intruder.
3. Those which are trained as guard dogs.

■ The president of one company keeps his doberman in his office, takes him to the bank and on other business errands.

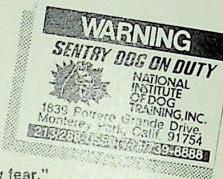
■ A furniture store owner who suffered several purse snatchings in her store has had no trouble since she began bringing a doberman Buddydog to the store.

## Why a guard dog?

Dog has served man as a basic home security system since the beginning of time and if you have any doubts about how effective a good guard dog can be, ask your police department or store owner.

Burglars can beat any system, even ultra sonic units but it takes an exceptional thief to get past a growling, snarling dog of any size. The psychological effect of the guard dog image is often a strong enough deterrent in itself. **A criminal will think twice before accosting a woman in a car with a German Shepherd sitting in the back seat.** Contractors have told us that petty thefts and vandalism start to decline as soon as they post a "Warning - This Area Patrolled by Guard Dog" sign on the sight. When on to a dog moves in, thieves move easier pickings.

"Dogs do not have a man's instinctive fear of the criminal intruder. Stopping the intruders is the only job the dogs can concentrate on. They don't know fear."



## Buddydogs

As opposed to attack training NIDT trains what it calls "Buddydogs" — that is, the dogs will defend if given the appropriate verbal or hand signals — but otherwise be a friendly, loving pet and good companion. These dogs travel with their owners in cars and on planes, to their offices, business meetings, etc. They have to protect their owners and recognize threatening situations. They are loving and affectionate animals and are trained not to explode if there is a mistake.

## We have the experience

The National Institute of Dog Training was founded by its present owners Ira Meisler and Matthew Margolis, headquartered in Los Angeles, Ca. with expanding operations. Meisler and Margolis have been the subject of feature articles in the L.A. Times, L.A. Herald Examiner, the Valley News and are seen regularly on A.M. Los Angeles TV Show. They have demonstrated their training techniques on the Johnny Carson Tonight Show, Mike Douglas Show, and Dinah Shore. They are also regulars on the KABC Carole Hemingway Radio Show, and are authors of many books including "Good Dog, Bad Dog." Their latest is "The Dog in Your Life." They are now working on a weekly TV Show called "The World of Dogs."



## Guard dog rental

Our superior guard dog rental services give the protection only guard dogs provide without the worry of actually owning the dog.

We take full care of the dog, maintain his shot schedule, keep his training at a superior level, supply veterinarian care, provide a replacement dog should the dog get sick. We even pick up and deliver the guard dog so the client's employees don't have to do it.

All equipment that the dog needs is also provided, including modern kenneling, designed for each client's type of location, should a client wish to safely contain the dog on the property. Feed pans, water buckets, collars, leashes and other accessories are furnished.

We post your area with warning signs, and maintain liability insurance. All necessary licensing and permits are paid for and maintained by us. Should the dog that we have rented to you not perform satisfactorily, we will either step up its training on location or supply a replacement.

We offer both long and short term service. Rates can be less than 35¢ an hour should your personnel handle the dog. Naturally, pick-up and delivery service is more expensive with today's gasoline, vehicle and labor costs. We have a program to fit your needs and budget. Call us for a price quote over the phone or an on-site survey.

## Guard dog sales

Many people are buying trained dogs rather than going to the trouble of rearing and housebreaking a puppy. There is a growing awareness on the part of the public that it takes a professionally qualified person to turn out a well-adjusted, obedience trained dog, let alone one that is watch, guard or protection trained. We can advise you as to which would be the best for you. You do not have to cope with a dog that bites, barks unnecessarily, jumps on people and is not housebroken. You will own a dog with a proven temperament, who is disease-free.

National Institute keeps a large number of German Shepherds and Doberman Pinschers in various stages of training at all times. Those people who are interested in other breeds of dogs can have that breed supplied to order.

The prices vary depending on the quality of the dog and the training the dog receives.

We have a fully trained dog to suit your needs. The most important fact is that we give a Life Time Obedience Guarantee on dogs sold with training. All prices include training you in the handling of the dog.

■ A real estate woman who had been assaulted is now accompanied by a doberman Buddydog at her office, on visits to clients, and at home. The first night she had the dog, her house was broken into but the burglars fled when they saw the dog.



## Ask about our other services

### Solutions to common behavioral problems

Housebreaking  
chewing  
jumping on people  
jumping on furniture  
pulling on leash  
excess barking  
going into garbage  
begging  
taking food from table  
digging up yard

fence jumping  
biting  
over aggressiveness  
shyness  
dog fighting  
chasing cars  
running away  
mounting  
nipping  
mouthing

### Basic obedience training

Here you will learn how to teach your dog all the on-leash commands like heel, sit, stay, down, come, and receive additional instruction on how to apply such commands to any remaining behavioral problems.

### Off-leash training

Teaching your dog to obey all the commands off the leash especially the come command without a leash between you. You will be assured of your ability to control his actions most of the time, thereby assuring his good behavior and safety as well as your own peace of mind.

### The at-home method

The NIDT, a pioneer of the AT-HOME METHOD, has proven it's success with over 20,000 dogs. Our trainer will come to your home to teach your dog and you the basic techniques of obedience, concentrating on special behavioral problems.

### The in-kennel method

In the basic obedience and the off-leash courses given at our kennels, training will entail the boarding and training of your dog for 3-8 weeks on a daily basis. Upon completion of the course, the trainer will come to your home to demonstrate, and to train you in the handling of your dog, and to answer any questions that you may have.

### Dog Rancho Dog and cat boarding, grooming and training kennel

We have professional staff groomers and a veterinarian on the premises and the following services for your convenience.

- Large exercise areas.
- Individual indoor/outdoor runs.
- Individual love and attention is given to each pet.
- A clean healthy environment.
- Pickup and delivery service in our air-conditioned vans.

Major Credit Cards Accepted.

### NATIONAL INSTITUTE OF DOG TRAINING, INC.

1839 Potrero Grande Drive • (213) 288-0550 L.A. County  
Monterey Park, Calif. 91754 • (714) 739-8888 Orange County

May 22, 1981

National Institute of Dog Training, Inc.  
Monterey Park, California

Dear Sirs:

This letter is to express my complete satisfaction for the thoroughly trained and wonderful Doberman that was trained at the National Institute of Dog Training.

As you may remember, I contacted you in a distraught emotional state, after having been victimized in my own home. I had heard you speak on KABC radio the night before and remembered your mentioning guard dogs. You were most sensitive to my situation and suggested a dog you had that would be a protector and family pet as well.

The Doberman I purchased has become my constant companion, a welcome addition to my family and has restored my sense of well being. She is loving, obedient and dutifully protective of myself and my young sons.

I have recommended your institute to many friends and people who stop to admire my beautiful dog. We now feel safe at home and on the street. I highly recommend your services to anyone contemplating acquiring a guard dog.

Sincerely,

*Richa Paz'Soldan*

Richa Paz'Soldan

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MAY 22 1981

### OUR LIFETIME GUARANTEE

We guarantee that your dog will be retrained FREE at any time if he regresses after the NIDT basic obedience training program.

*See me*



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