



p.12

## Fall Fashion: All the Rage

Satisfy your customers' clothing cravings with these great new looks for fall.

12

## Retail 101: Looking Good

Your store's outside appeal is key to attracting customers inside.

22

### Hot Topic

- What's New:  
101 New Products

## In Store

A profile of Montana Mad Hatters  
Sheila Kirkpatrick and Jann Potter.

26

## Trainers on Your Team

How to capture the student/teacher market.

30

## The Distributor's World

A look at the mega warehouse giants.

35

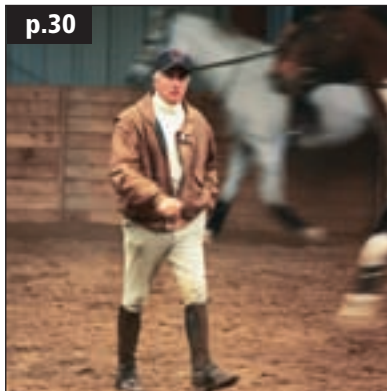
### On the Cover

Photograph by David R.  
Stoecklein Photography.

p.22

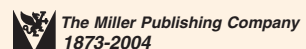


p.30



### DEPARTMENTS

- 03 Heard About
- 04 Industry In Focus
- 08 Business Scope
- 10 For a Few Dollars More
- 40 What's New
- 68 Industry News
- 76 Advertisers' Index
- 77 Showplace
- 83 Classifieds
- 84 Through the Years



**The Miller Publishing Company**  
1873-2004  
In our third century of business communications, Miller Publishing Company, part of Rural Press Limited.