

merchandising

For a Few Dollars More



▲ riding in style

TUCKER SADDLERY—The Ranch Hand is designed for the trail rider who sometimes competes or prefers a more traditional-looking saddle. Features rawhide-trimmed horn and Cheyenne cantle roll, double skirting, basket tooling with floral border design, slotted silver conchos and laced bell stirrups. Available in brown and light oil with brown seats. Also features Tucker's patented Gel-Cush shock-absorbing seat. 🐾

Editor's Pick for the Product of the Month

For more information on this product, E-mail your requests to productinfo@tackntogs.com, or call us at (952)930-4390.

Retail Roundup continued

Wal-Mart Going On The Defensive

You may not have Wal-Mart to kick around for very much longer. The Bentonville, Ark.-based company appears to have launched a public relations defense posture aimed at painting the retailing behemoth in a better light. The opening salvo was fired by CEO Less Scott, who spoke to the National Retail Federation conference in January and upbraided the media for its coverage of the company's legal troubles, imports from China and employee policies. Law suits claiming sex discrimination and wage violations as well as the company's low pay for workers and charges that Wal-Mart destroys its stores' surrounding business communities have been regular fare for several years now. When those charges are made public, they will no longer go unanswered, according to published reports. 🐾

The Brand Customers Reach For!



Full Line of Grooming Products & More!

Manufacturers of Original M-T-G

SHAPLEY'S OFFERS:

- Great Profit Margins
- No Minimums
- Excellent Service
- Marketing Support
- Commitment to Product Innovation

CONTACT US TODAY!

800-982-2017
www.shapleys.com



Trusted by Champions Since 1938!