

Ostrich Seats

The Elite

ABETTA proudly offers its newest addition to the fastest selling line of Western saddles in the industry. The Elite features unique Ostrich Cow trim in hot new colors with engraved silver conchos, large square skirts, rugged Cordura® nylon over shock absorbing foam, nylon-leather half-breed rigging with stainless steel dees and hand engraved aluminum Visalia stirrups.

This award winning design just got better!



4 Hot Colors to Choose From!

Tree: Ralide® Quarter Horse.
Seat: 13", 14", 15", 16", and 17"
Cantle: 4" Highback
Horn: 3-1/4" Leather covered.
Rigging: 7/8 Nylon-leather half breed with stainless dees.
Finish: Tough, scratch resistant Cordura® laminated to shock absorbing foam. Scalloped Ostrich Cow trim in Lavender, Lime, Orange, or Pink.
Stirrups: Hand engraved aluminum Visalia & non-slip tread.

Let's Keep America Riding®
ACTION
COMPANY

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TALK BACK

Editor's Note: The "Made in America" piece published in June continues to draw comments from readers, making it perhaps one of the most discussed stories to be published in more than a decade. On this page, we share some of those comments.

Younger Consumers Don't Care

AT ONE TIME, (Made in America) was one of the defining reasons to carry a product. The USA-made label was often associated with Union labor and a sense of pride. Today, I feel it matters less to retailers, especially those built around a price model. As a company that still makes USA-made footwear, we believe that it still matters. By the end of this decade, young buyers will outnumber baby boomers by nearly two to one, and disposable income is rising every year. So, we will have more consumers with more mon-

ey to spend on discretionary items. The X and Y generation has been raised on disposable commodities. Why repair or resole footwear when you can get work boots at a discount retailer? Older consumers seem to have more of an appreciation for American-made.

Western, as an ideal, still holds meaning for consumers who are enamored with the lifestyle. Price is a factor, but not the only one that matters. Functionality and comfort are very important.

Steve Schappell
Marketing Manager
H.H. Brown Work & Outdoor
Group

Beyond the Price Tag

We at Equissentials do use "Made in the USA" as a marketing tool for our products and have had positive feedback from customers. Those who comment seem to take pride in the fact that they are purchasing a product made in the USA with materials manu-

factured in the USA, as well. Even our thread is made here. We have made a conscious choice to purchase American whenever possible, including packaging, electronics and office supplies. It does make our product slightly higher priced than some foreign-manufactured products, but we

feel our quality and customer service are also superior. Price is still a large factor for consumers, but given a choice, they will spend a little more for an American-made product.

I don't think consumers look for "Made in the USA" as much as they may have in the past; the price tag is the first thing they look at. When they see products that are made here, they do seem to puff up a bit, and there is a certain amount of pride in the purchase, even if it wasn't a conscious choice by the consumer at the time of purchase.

Tracie Jones
Equissentials

