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Footwear: Western **10** Success Breeds Imitators

Western footwear is hot, but the boom has left manufacturers and retailers facing new issues.

Hot Topic

• The Insider
The buzz from the All Industry Conference.

Come to Your Senses **16**

Part two in the series of fighting back against online shopping shows how retailers can use sight, hearing, touch, smell and taste to lure shoppers away from computers and into their stores.

Retailer Profile: **22** Pine Forest Saddlery Farm & Garden

Owners of this Florida Panhandle store began their business 27 years ago with a virtual monopoly on the surrounding Gulf Coast area.

DEPARTMENTS

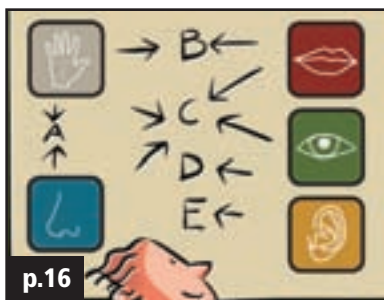
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On the Cover

To find the companies that make each of the boots pictured on this month's cover, go to our Web site at www.tackntogs.com and click on "Current Issue Companion."

Cover design by Kathy Haglof.



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