



January 2007 – Volume 38 Number 1
The Monthly business magazine for equine retailers

FEATURES

- 10 **Summer and Fall Fashion 2007**
This small taste of the smorgasbord of clothing options available will help get you on your way toward an enticing inventory.
- 24 **Retailer Profile: Atlanta Saddlery**
This busy Georgia retailer has found success by planting herself where the customers are—in the midst of horse country.
- 30 **101 Best New Products**
Our annual look at the industry's top products provides you with a guide that you can refer back to all year long.

DEPARTMENTS

- 5 Heard About
- 6 Industry In Focus **Hot Topic:** Market Preview
- 30 What's New
- 58 Industry News
- 65 Show Ring
- 70 Advertiser's Index
- 71 Classifieds
- 72 Through The Years



Cover and features designed by Shelly Leone and Al Casciato.



The Miller Publishing Company
1873-2007

In our third century of business communications,
Miller Publishing Company, part of Rural Press Limited.