



HEARD ABOUT



By Paul Wahl, Editor

## Change is Good

**W**hile shopping with my wife in a second-hand store recently, I came upon an old Western shirt made by one of our industry's long-time manufacturers. It was in amazingly good shape and my size, so I pulled it off the hanger and tried it on over the T-shirt I was wearing. It didn't fit. It didn't even come close to fitting.

Had I gained weight? I knew those pudding-filled Bismarck's would catch up with me some day.

I checked the tags again. It was a medium. Virtually all of my Western shirts today are that size and fit with plenty of room to spare.

As I examined the garment further, the extreme V-cut styling of the shirt became obvious. I'm built pretty much square, so back in the day when Western shirts were tapered, that was an issue.

How thankful I and many more square-bodied people like me are that the style changed to something with a little more "room to grow."

Each September, we pause to take note of the latest in fashion in the equine trade industry. For this year's spread, we were inundated with top-quality garments, produced in revolutionary fabrics with blazing colors.

Clearly, the fashion options are endless. There's something for everyone, whether your taste is conservative or flamboyant, Western or English.

Assistant editor Barb Kastens and her helpers did a masterful job of putting it all together in one enjoyable feature, beginning on Page 10.

**WHILE FASHION** changes regularly, some aspects of our industry change slowly. Take the Schatzlein Saddle Shop in Minneapolis. For the past 100 years, the store has been keeping tempo with the times. You can read more about the store's anniversary in this month's Retailer Profile.

This story was particularly satisfying for us here at Tack 'n Togs, since the Schatzleins are neighbors of ours. The store was one of the first to be featured in this magazine back in 1971.

Any one of the family members who operate the store today could tell you that tapered Western shirts were all you could buy at one point in the history of our industry. They can tell you a lot of other things, as well.

While the store began "out in the country," it's in the heart of the city today. The products have changed. The neighborhood has changed. The one thing that hasn't changed is that customer service is still king at Schatzlein's, just as it was a century back.

A rare handful of retailers in our industry make it to their 100th anniversary. Their perseverance and tenacity give all of us hope that we may also long endure. We draw inspiration from their efforts and we applaud them for having never given up. 🐾

### CORPORATE OFFICER

Publisher  
Sarah Muirhead

### EDITORIAL AND PRODUCTION

Editor  
Paul Wahl

Assistant Editor  
Barb Kastens

Advertising Production Coordinator  
Sue Slominski

Ad Design Coordinator  
Val Pombert

### ADVERTISING SALES

Advertising Sales Manager  
Stephanie Huss  
Phone (952)930-4375  
Fax (952)930-4362  
Email shuss@tackntogs.com

Administrative Assistant  
Trish Diedrich  
Phone (952)930-4357  
Fax (952)930-4362  
Email tdiedrich@tackntogs.com

Classified Advertising  
Cory Huseby  
Phone (952)930-4371  
Fax (952)930-4362  
Email coryhuseby@tackntogs.com

### EDITORIAL & ADVERTISING SALES OFFICES

Miller Publishing  
12400 Whitewater Dr., Suite 160,  
Minnetonka, MN 55343  
Telephone (952)930-4390  
FAX (952)930-4362

### WEB SITE ADDRESS

[www.tackntogs.com](http://www.tackntogs.com)

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