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# Tack'n togs®

Volume 40 Number 10  
The monthly business magazine  
for equine retailers.

## ON THE COVER:

Photo of Miller Ranch Collection  
shirt and vest courtesy of the  
Rocky Mountain Clothing Company.



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## Features

### 4 Tiny Treasures

Small, consumable items are a popular choice with gift-focused shoppers and those on a budget.

### 6 Retailer Profile: Dennards

This fourth-generation, family owned business runs three Western stores in the heart of the Lone Star State.

### 10 Seven Winning Marketing Strategies

John Graham shows you how to get serious about improving sales by getting caught up in your customer's needs.

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