



The mall store in Sherman is compact and has a very different look than the other two stand-alone locations.

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Denndards. W.D.'s son Tim and his wife Kim also work at the store, as do their children Kyle and Courtney and their cousin Ryan.

In 1998, W.D. looked into opening a second store. He checked out several locations, including a mall in nearby Sherman.

"Everyone told us that a Western store wouldn't work in a mall location," said W.D. "That made us even

more determined to do it." Shortly after opening the Sherman store, W.D. hired Shane Avery to manage it. "Shane made the Sherman store work," he said. They selected merchandise that they believed would appeal to mall shoppers, sticking mainly with apparel and accessories, gifts and home furnishings. The store is small by Denndards standards at 8,300 square feet, but is artfully laid out with a circular traffic pattern and plenty of room in the aisles for negotiating around the well-designed displays.

In 2006, W.D. decided to relocate the Whitesboro store from downtown

to the main highway coming into town, and built a new 45,000-square-foot facility. In true Texas style, the store is huge, as is the amount of inventory that fills it. While they no longer sell groceries or baby chicks, shoppers in the Whitesboro store can probably find just about anything else their horse-loving hearts desire.

Earlier this year, another store came onto W.D.'s radar when the Sergeant's Western World in Pilot Point went out of business. Many of Sergeant's locations have closed over the past couple of years, and the family carefully considered the timing of buying yet another business.

"We knew if we didn't do it, someone else would," said Tim Ferguson. They bought the store and within six weeks of beginning to move inventory in, had it up and running. W.D. hired Laura Evans, a former Sergeant's employee, as his animal health and tack buyer, and is very pleased with the way she jumped in and made significant contributions right off the bat.

"I don't know what we would have done without Laura," he said. "She is the best." The Pilot Point store is 30,000 square feet, and carries a little bit different product mix than the Whitesboro location, with a big nod to home furnishings. Large pieces such as a bar, a fully set dining room table and leather living room sets can be found just inside the entrance. Furnishings are also dotted throughout the apparel section of the store, providing ambiance and a place for customers to



Left to right: Ryan, Kim, Tim, Courtney, Kyle, MaryAnn and W.D.