

STATEMENT OF OWNERSHIP,
MANAGEMENT AND CIRCULATION
(Required by 39 U.S.C. 3685)

1. Publication title: Tack 'n Togs Merchandising
2. Publication number: 00770960.
3. Filing date: September 25, 2009.
4. Issue frequency: Monthly.
5. Number of issues published annually: 12.
6. Annual subscription price: \$60.00.
7. Complete mailing address of known office of publication (not printer) (street, city, county, state and zip): The Miller Publishing Company, 12400 Whitewater Dr., Suite 160, Minnetonka, MN 55343.
8. Complete mailing address of headquarters or general business office of publisher (not printer): Farm Progress Companies, 255 38th Ave., Ste. P, St. Charles, IL 60174.
9. Full names and complete mailing address of publisher, editor, and managing editor: Publisher, Sarah Muirhead, 255 38th Ave., Ste. P, St. Charles, IL 60174; Editor, Barb Kastens, Miller Publishing Co., 12400 Whitewater Dr., Ste. 160, Minnetonka, MN 55343.
10. Owner: (If the publication is owned by a corporation, give the name and address of the corporation immediately followed by the names and addresses of all stockholders owning or holding 1 percent or more of the total amount of stock. If not owned by a corporation, give the names and addresses of the individual owners. If owned by a partnership or other unincorporated firm, give its name and address, as well as those of each individual owner. If the publication is published by a nonprofit organization, give its name and address.) Miller Publishing Company is a wholly owned subsidiary of Fairfax Media Ltd., Darling Park, 201 Sussex St., Sydney, NSW 2000, Australia.
11. Known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages or other securities: None.
12. Not applicable.
13. Publication title: Tack 'n Togs Merchandising
14. Issue date for circulation data below: September 2009
15. Extent and nature of circulation:

Average no. copies each issue during preceding 12 months	No. copies of single issue published nearest to filing date
---	--

- | | | |
|---|--------|--------|
| a. Total number of copies
(net press run) | 15,322 | 14,693 |
| b. Paid and/or requested circulation | | |
| (1) Paid/requested outside-county
mail subscriptions stated on form
3541 (Include advertiser's proof
and exchange copies)..... | 13,816 | 13,114 |
| (2) Paid in-county subscriptions
(Include advertiser's proof
and exchange copies)..... | 0 | 0 |
| (3) Sales through dealers and carriers,
street vendors, counter sales and other
non-USPS paid distribution.... | 478 | 397 |
| (4) Other classes mailed
through USPS | 0 | 0 |
| c. Total paid and/or requested
circulation [sum of 15b(1),
(2), (3) & (4)] | 14,294 | 13,511 |
| d. Free distribution by mail (samples,
complimentary, and other free) | | |
| (1) Outside-county as stated on
form 3541 | 0 | 0 |
| (2) In-county as stated on
form 3541 | 0 | 0 |
| (3) Other classes mailed
through the USPS..... | 0 | 0 |
| (4) Nonrequested copies delivered
outside the USPS | 512 | 775 |
| e. Total nonrequested distribution [sum of 15d
(1), (2), (3) & (4)] | 512 | 775 |
| f. Total distribution
(sum of 15c and 15e)..... | 14,806 | 14,286 |
| g. Copies not distributed | 516 | 407 |
| h. Total (sum of 15f & 15g) | 15,322 | 14,693 |
| i. Percent paid and/or requested circulation
(15c ÷ 15f x 100) | 96.54% | 94.58% |
16. This statement of ownership will be printed in the November 2009 issue of this publication.
 17. I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties).
Susan Dahlgren, Circulation Mgr., 9-25-09

Swinging a New Loop

**By Jeff Jones, regional manager,
National Roper's Supply**

Innovations. Changes. Improvements. New features and functionality are things we in the roping world experience almost daily. From hand cranking car windows, (something most kids have never seen,) to the iPhone, (something most kids think is just a normal part of life,) innovations make the things we use better and more practical.

The same is true in the Western industry with items that have been around since cowboyin' began and even before. Ropes are one of the staple items for many equine enthusiasts and are products that remain true to their roots in some ways, while being

the beneficiary of different innovations through the years. From the earliest days, using rawhide, then grass, then nylon, changes have come to the roping world to make these products better, more reliable and easy to use.

Ropes are a commodity product for the roping enthusiast. Like bread and milk at a grocery store, ropes are items that bring your customer back to your store, often giving you more opportunity to add on sales. As a retailer, it is important to have someone on staff with a good working knowledge of ropes who can explain the features and innovations of the various manufacturers. You can bring in good add-on

products like gloves and roping dummies and create sales throughout the year, whether the roping is with live steers in the arena or practicing on the dummy in the barn. In the following interview, Craig Bray, chief operating officer with Equibrand, talks about the innovations he has seen in recent years.

TnT: How has the rope making process changed in recent years?

CB: The process is still pretty similar and primarily remains a manual process. One of the changes has been moving to machine-made ropes. Several years ago, ropes were made in a continuous roll and were often solar aged up to six months before using them. Today, we use machines in much of the spinning process and you can practically build one, wax it and use it the next day.



A colorful and plentiful supply of ropes are always kept in reserve in the warehouse at David's Western Store/National Roper's Supply in Decatur, Texas.