BULKY Document [redacted]

Proceeding/Serial No: 920 45000

Filed: 1-23-00

Title: Deposition of Mr. Stan Lippelman

[redacted]

EXHIBITS

Proceeding/Serial No: 920450 C

Filed: 1-23-07

Title: Deposition of Mr. Lipperman

Exibit 13 News Paper

ORIGINAL

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

BASS PRO TRADEMARKS LLC,	)	
	)	
Petitioner,	)	
	)	Cancellation No.
v.	)	92045000
	)	
SPORTSMAN'S WAREHOUSE INC,	)	
	)	
Respondent.	)	

DEPOSITION OF MR. STAN LIPPELMAN

Taken on behalf of the

Petitioner

January 23, 2007

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
2 BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD
3
BASS PRO TRADEMARKS LLC,)
4)
Petitioner,)
5) Cancellation No.
v.) 92045000
6)
SPORTSMAN'S WAREHOUSE INC,)
7)
Respondent.)
8
9
10 DEPOSITION OF MR. STAN LIPPELMAN,
11 produced, sworn, and examined on the part of the
12 Petitioner in an action pending in the United States
13 Patent and Trademark Office, before the Trademark
14 Trial and Appeal Board, in the case of Bass Pro
15 Trademarks LLC, Petitioner, versus Sportsman's
16 Warehouse Inc, Respondent, at 1:00 p.m. on Tuesday,
17 January 23, 2007, at the law offices of Husch &
18 Eppenberger, 1949 East Sunshine, Suite 2-300,
19 Springfield, Missouri, before KAREN S. ROGERS,
20 Registered Professional Reporter, Certified Realtime
21 Reporter, and Notary Public in and for the State of
22 Missouri.
23
24
25

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4 A P P E A R A N C E S
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(Continued)
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1
2 P R O C E E D I N G S
3
4 (Proceedings began at 1:00
5 p.m. on Tuesday, January
6 23, 2007, with appearances
7 as noted.)
8 (The witness was placed
9 under oath by the court
10 reporter.)
11 * * * * *
12 MR. STAN LIPPELMAN,
13 of lawful age, having been called as a witness and
14 being first duly sworn, was examined and testified as
15 follows:
16 DIRECT EXAMINATION
17 BY MR. CAMPBELL:
18 Q. Sir, can you please state your full name
19 for the record?
20 A. Uh-huh. Stan Lippelman.
21 Q. Okay. Where do you currently work?
22 A. Bass Pro Shops in Springfield, Missouri.
23 Q. And what is your position with Bass Pro
24 Shops?
25 A. I'm the vice president of marketing.

1 Q. How long have you been the vice
2 president of marketing for Bass Pro Shops?
3 A. Three years in February.
4 Q. Okay. Have you ever held any other
5 position with Bass Pro Shops other than vice president
6 of marketing?
7 A. No.
8 Q. Could you please give a brief
9 description of your responsibilities as vice president
10 of marketing for Bass Pro Shops?
11 A. Mm-hmm. I'm responsible for all of the
12 store advertising and brand advertising for Bass Pro
13 Shops, as well as our public relations group, our
14 corporate incentives group, and our production group,
15 our video production group.
16 Q. Okay. How many employees do you have
17 under your supervision?
18 A. Roughly between 50 and 60.
19 Q. Okay. And can you describe what those
20 employees, what they do?
21 A. Uh-huh. Separated out into a couple
22 different groups. My -- the core marketing group is
23 divided into three groups.
24 Brand marketing, and I have a director over
25 that area. They do all the advertising for our

1 proprietorary brands, like Red Head, Johnny Morris,
2 Bass Pro Shops, our products as well as our
3 partnerships, like Toyota, Anheuser-Busch, and those
4 sorts of programs.
5 Our customer acquisition team which is
6 responsible for broad-reach marketing, and I have a
7 senior manager who runs that group. And that includes
8 all of our broad-reach marketing like television
9 advertising, radio advertising, billboards, anything
10 that's targeted towards new customers.
11 Our customer retention and development group,
12 which is headed by a director of that group, and that
13 group is responsible for all of our targeted marketing
14 and as well as some of our analytics. So our direct
15 mail, segmented programs, loyalty program, credit card
16 programs, that sort of thing.
17 Public relations group, which is headed by a
18 director, and they do all of our corporate public
19 relations as well as some of our corporate affairs,
20 for lack of a better way to say it. Partnerships with
21 Ducks Unlimited, National Wild Turkey Federation, and
22 those sorts of groups.
23 THE REPORTER: With Ducks Unlimited --
24 THE WITNESS: National Wild Turkey
25 Federation, sorry.

1 THE REPORTER: Thank you.
2 A. And those sorts of groups. Then I have
3 our corporate incentive group, and a director over
4 that group, and they are responsible for incentives
5 programs where Bass Pro Shops products are used as
6 sales incentives, work incentives, those sorts of
7 things.
8 As well as our third-party gift card sales,
9 which sells our gift cards through channels outside of
10 our own stores, and a production group which is headed
11 by a director that does our internal television
12 production, both our TV shows, television commercials,
13 radio commercials, and other broadcast or video
14 productions that we produce. And I think that's
15 everybody.
16 MR. CAMPBELL:
17 Q. Okay. Does your marketing department
18 support Bass Pro-owned retail outlets all over the
19 country?
20 A. Yes.
21 Q. Do you contract the services of any
22 outside advertising agencies?
23 A. Yes, we do use some buying groups for
24 outside media buying, and we do have a creative agency
25 that we work with as well.

1 Q. Okay. Do you have primary
2 responsibility for the creation and publication of all
3 Bass Pro advertising?
4 A. Yes.
5 Q. Okay. Is all Bass Pro advertising
6 subject to your approval?
7 A. Yes. Mine or my group's.
8 Q. Okay. Is it fair to say, are you
9 generally familiar with all the advertising that Bass
10 Pro publishes in the various markets in which it has
11 retail stores?
12 A. Generally speaking, yes.
13 Q. Okay. And does Bass Pro have a retail
14 store in Memphis, Tennessee?
15 A. Yes.
16 Q. What is the name of that retail store?
17 A. It's Bass Pro Shops Sportsman's
18 Warehouse.
19 Q. Okay. Do you know how many retail
20 stores Bass Pro currently operates nationwide?
21 A. 38 in total.
22 Q. Okay. And are all of the retail stores
23 owned by Bass Pro operated under the same name?
24 A. No.
25 Q. Okay. What are the different names that

1 Bass Pro uses for its stores?
2 A. Bass Pro Shops Outdoor World. Bass Pro
3 Shops Sportsman's Center. Bass Pro Shops Sportsman's
4 Warehouse. Bass Pro Shops White River Outpost or
5 Outpost. And then we do have the outlet store and the
6 World Wide Sportsman store in Islamorada.
7 Q. Why does Bass Pro use different names
8 for its retail outlets?
9 A. It denotes the different sizes and
10 offerings of each of the stores.
11 Q. Okay. Where do the characteristics of
12 the -- well, let me back up.
13 Can you generally characterize each type
14 of -- each different type of Bass Pro store?
15 A. Mm-hmm. Bass Pro Shops Outdoor World's
16 our largest stores. Typically will range from 150,000
17 square feet to 300,000 square feet is our largest.
18 They will have everything we offer, our
19 broadest selection both in terms of depth of selection
20 and breadth of selection.
21 They'll have all of the extra amenities or
22 experience, things that we do, from aquariums to laser
23 arcades to shooting ranges, archery ranges,
24 restaurants in some cases.
25 Every -- in most cases a larger gamut of the

1 different services that we offer or experiences that
2 we offer.
3 The next tier down would be the Bass Pro
4 Shops Sportsman's Centers. Those stores are typically
5 smaller, in the 90,000 square foot to say the 130,000
6 square foot stores.
7 They have a lot of similarities to an Outdoor
8 World in terms of the visual merchandizing of the
9 stores, the experience of a store, from the dioramas
10 to the aquariums to somewhat of the selection.
11 But they don't quite have all the features of
12 an Outdoor World. They're typically smaller. So they
13 might not have a laser arcade. They might not have an
14 archery range or shooting ranges, those sorts of
15 things. Wouldn't have a restaurant.
16 The next tier down would be Sportsman's
17 Warehouse, Bass Pro Shops Sportsman's Warehouse.
18 Those stores are again smaller, typically in the
19 80,000 square foot to 110,000 square feet.
20 Those stores do not offer the same kind of
21 visual and retail experience as the Sportsman's
22 Warehouses, so they're -- or Sportsman's Centers.
23 They're again a step down.
24 So they might not have as big of an aquarium,
25 the dioramas, as many mounts. Typically won't have a

1 laser arcade. So they don't have a lot of the
2 features that a Sportsman's Warehouse or an Outdoor
3 World store would have.
4 And then the White River Outpost are much
5 smaller. We only have one of those now. But it's a
6 45,000 square foot store, very small both in terms of
7 selection and experience, and just doesn't offer
8 nearly what the larger stores offer in terms of a
9 selection and experience.
10 Q. Okay. And you just described that was
11 the Bass Pro Shops Outpost?
12 A. Mm-hmm. White River Outpost.
13 Q. Okay. And then you had also mentioned a
14 World Wide Sportsman store?
15 A. Yeah. World Wide Sportsman is actually
16 not under the Bass Pro Shops name. It's a store in
17 Islamorada and the Keys.
18 And it was a store that we had acquired that
19 was called World Wide Sportsmen when it was acquired,
20 and we have not changed that name. It's a saltwater
21 store and also kind of a tourist store, very different
22 from our other stores.
23 And then the outlet stores, the other one I
24 mentioned which there is one of those here in
25 Springfield, and it is an outlet store. We sell

1 returned merchandise, marked off merchandise, that
2 sort of thing. Doesn't have any of the features of a
3 typical Bass Pro Shops.
4 Q. Okay. The Bass Pro Sportsman's store
5 that you identified in Memphis, does that store have
6 the characteristics of a Bass Pro Sportsman's as you
7 just described?
8 A. Mm-hmm. Yeah, it's very much a
9 Sportsman's. Doesn't have the large dioramas and all
10 the mounts that the other stores have.
11 It has a very simplistic aquarium. It's kind
12 of a hog trough in the center of the store. It's a
13 very scaled-down version of our stores in general.
14 Q. And to the best of your knowledge, has
15 that always been the case from the time that the
16 Memphis store opened?
17 A. To the best of my knowledge, yes.
18 Q. Okay. What type of media does Bass Pro
19 use to promote its retail stores across the country?
20 A. Television advertising. Radio
21 advertising. Billboards or outdoor. Occasionally
22 newspaper advertising, ROP advertising. Circulars.
23 Tourist fliers, brochures, email, web site.
24 Q. Are the promotional items used to
25 promote the Bass Pro retail outlets produced in-house?

1 A. Yes, almost always.
2 Q. When would they not be produced
3 in-house?
4 A. If we just have a special project that
5 we need some outside help to get done or if it's a new
6 program, say, that we may be testing, we might have an
7 outside agency do the initial design work. And then
8 when we launch it, we would bring it in-house.
9 Q. In those instances, would that type of
10 promotional material also be subject to your approval?
11 A. Mm-hmm. Yes, absolutely.
12 Q. Okay. Are you personally familiar with
13 the promotional materials used to promote the Memphis
14 Bass Pro Sportsman's store?
15 A. Yes, I am.
16 Q. Okay. If you look in this binder here,
17 there's an exhibit marked as Petitioner's Exhibit
18 Number 7. (Mr. Campbell hands a document to the
19 witness).
20 (Petitioner's Exhibit 7,
21 Sales Ad, 11/4 - 11/21,
22 BPS 001620 - 001631, was
23 introduced by Mr.
24 Campbell.)
25 A. Uh-huh. (The witness turns to the

1 requested page.)
2 MR. CAMPBELL:
3 Q. And it has several pages. Can you kind
4 of flip through that? When you're done, let me know
5 if you are familiar with this exhibit.
6 A. (The witness reviews the document.)
7 Yes, I am.
8 Q. Okay. And can you just describe what
9 this Exhibit Number 7 is?
10 A. This is a circular. This would have
11 been our November tab from 2005 for the Memphis
12 location that would have been mailed to customers.
13 Q. Okay.
14 A. And it's advertising sale items that we
15 have at that particular time.
16 Q. Okay. And how can you tell that this is
17 from your Memphis Sportsman's location?
18 A. Based on the indicia area on the back
19 where it mentions Sportsman's and has the address for
20 the Macon store -- or for the Memphis store.
21 Q. Okay. And what you're referring to is
22 on the last page, the page marked BPS 002065?
23 A. Yes.
24 Q. Okay. And then also do you see anything
25 on the front page that would be indicative of the

1 location that this ad would apply to?
2 A. Yes, it does have the Bass Pro Shops
3 Sportsman's Warehouse on the cover. The sale date is
4 of November 4th through the 21st.
5 And in terms of the timing, I know this is
6 2005 because that was the last year that the -- that
7 Martin Truex ran the Busch series, and that's the
8 Busch series car on the top of the page.
9 Q. Okay. And you're referring to that
10 picture --
11 A. The picture of the car in the upper
12 right-hand corner.
13 Q. Okay. That's BPS 001620?
14 A. Mm-hmm.
15 Q. Is that a yes?
16 A. Yes.
17 Q. Okay. And you had pointed on the back
18 page to something that indicated that this was an ad
19 for the Sportsman's Warehouse in Memphis.
20 Do all of the circulars that are published in
21 a particular market include a similar reference like
22 this?
23 A. Yes.
24 Q. Okay. And how frequently does Bass Pro
25 circulate these type of circulars?

1 A. It will vary by store, but in general --
2 and time of the year, but in general we would send out
3 a circular like this about once every two to three
4 weeks.
5 Q. Okay. Would that be the case every two
6 to three weeks in the Memphis Sportsman's Warehouse?
7 A. In general, yes. There might be certain
8 times of the year like in January where it might go
9 four weeks between contacts, but typically it's two to
10 three.
11 Q. Okay. And if you go ahead and turn to
12 the next exhibit in the binder.
13 A. (The witness turns to the requested
14 page.)
15 MR. ALLGEYER: Is that 10?
16 MR. CAMPBELL: There should be --
17 A. 8.
18 MR. CAMPBELL: -- an 8 in there.
19 MR. ALLGEYER: Oh. The exhibit sort of
20 overwhelms the tab.
21 MR. CAMPBELL: I just did the same thing.
22 Q. Are you there?
23 A. Mm-hmm.
24 Q. Can you identify the document that's
25 marked as Petitioner's Exhibit Number 8?

1 (Petitioner's Exhibit 8,
2 Sales Ad 8/6/05 - 8/14/05,
3 BPS 002014 - 002065, was
4 introduced by Mr.
5 Campbell.)
6 A. Yes, I can. This is the 2005 Fall
7 Hunting Classic tab or circular for the Memphis store,
8 the Memphis Sportsman's Warehouse.
9 MR. CAMPBELL:
10 Q. Okay. And again, how can you tell that
11 this one is for the Memphis Sportsman's Warehouse
12 store?
13 A. Based on the indicia area on the back of
14 the flier.
15 Q. Okay.
16 A. On the page BPS 002065.
17 Q. Okay. And what was the date of
18 circulation for this particular ad?
19 A. The ad went in home between July 30th
20 and August 2nd of 2005, and then the sale ran from
21 August 6th through August 14th of 2005.
22 Q. Okay. So based on that, you would --
23 this ad would have actually been circulated to the
24 public beginning when?
25 A. July 30th of 2005.

1 Q. Okay. Then I've got one more, Exhibit
2 9.
3 A. (The witness turns to the requested
4 page).
5 Q. Can you identify Exhibit Number 9?
6 A. This is an ROP ad or a newspaper ad that
7 would have ran probably in the sports section of the
8 local Memphis newspaper for the Memphis Sportsman's
9 Warehouse.
10 And it says on the right-hand side -- and
11 that's a note from one of my staff that it was the
12 Memphis Commercial Appeal. It ran on November 4th.
13 Q. Okay. Do you know what year that ran?
14 A. I would assume that this is 2005, but I
15 can't tell that from this document.
16 Q. Okay. There's a -- you can see at the
17 very bottom in the right-hand corner there's a date
18 stamp there.
19 A. 2004.
20 Q. Would that date stamp be indicative of
21 when the ad actually would have been circulated?
22 A. It would have probably been close to
23 that. It could also be indicative of when this
24 particular printout was done.
25 The note here does say November 4th, so --

1 and that says 2004, so this probably is a 2004 ad.
2 Q. Okay. And if you flip through all four
3 pages, are these the same ad or are they different
4 ads?
5 A. These would be different newspaper ads
6 for the Memphis Sportsman's Warehouse store.
7 Q. Okay. And each one at the top
8 identifies the store, is that correct?
9 A. Yes.
10 Q. And what does it identify the store as?
11 A. Bass Pro Shops Sportsman's Warehouse.
12 Q. Okay.
13 A. And then it has the store address at the
14 bottom.
15 Q. Okay. To your knowledge have all of the
16 Memphis Bass Pro Sportsman's Warehouse circulars
17 referenced this store as Bass Pro Sportsman's
18 Warehouse?
19 A. Yes.
20 Q. Okay. Are there any exceptions that
21 you're aware of?
22 A. There was a -- there was a brief period
23 where in the Memphis store the ads were changed
24 without approval for a period of about two months, if
25 I -- if my memory serves me correctly, and then was

1 subsequently changed back.
2 Q. Okay. When you say they were changed,
3 how were they changed?
4 A. It was referred to at that time as
5 Sportsman's Center instead of Sportsman's Warehouse.
6 Q. Okay. And you said that that had gone
7 on for roughly two months?
8 A. I believe. I don't remember the exact
9 period, because I'm frankly not aware of when it
10 started and when it ended. But my recollection was it
11 was for a few months.
12 Q. Okay. And then at some point you said
13 there was a change back?
14 A. Yes.
15 Q. What did you mean by that?
16 A. Well, when I realized that it had been
17 changed, I had it changed back to the correct name,
18 which was Sportsman's Warehouse.
19 Q. Okay. And you testified earlier about
20 the characteristics of the Sportsman's Center. Do you
21 remember that testimony?
22 A. Yes.
23 Q. Okay. And in your estimation is the
24 Bass Pro Shops retail store in Memphis, Tennessee, a
25 Sportsman's Center?

1 A. No, not at all.
2 Q. Okay. Does Bass Pro have a Bass Pro
3 Sportsman's Center in Memphis?
4 A. No, it does not.
5 Q. Do you know if the current circulars for
6 the Memphis market refer to the Bass Pro retail store
7 as a Sportsman's Center or Sportsman's Warehouse?
8 A. Sportsman's Warehouse.
9 Q. Okay. Do you know if the Memphis store
10 has any plans in the future to publish any marketing
11 materials identifying the Memphis store as a
12 Sportsman's Center?
13 A. No, there's no plans to do that.
14 Q. If there were plans to change the
15 marketing materials to identify the store as a
16 Sportsman's Center, would that be something that would
17 have to be approved by you?
18 A. The materials would have to be approved
19 by me, and then the actual change of the name would
20 have to be approved by I assume Jim Hagale and
21 probably John Morris.
22 Q. Okay. Are you aware of any discussions
23 among any of those gentlemen regarding a change of the
24 Memphis location to a Sportsman's Center?
25 A. No. They're so different I can't see us

1 ever changing that to a Sportsman's Center.
2 MR. CAMPBELL: Okay. I think that's all I
3 have.
4 THE WITNESS: Okay.
5 MR. ALLGEYER: I have a few questions.
6 THE WITNESS: Okay.
7 MR. ALLGEYER: If I ask you a question you
8 don't understand, just tell me that and I'll --
9 MR. CAMPBELL: I'm sorry, David, but I
10 misspoke. I want to just ask him a quick question
11 about this.
12 MR. ALLGEYER: Okay. Sure.
13 MR. CAMPBELL: Can I do that before you get
14 started? I apologize.
15 MR. ALLGEYER: That's all right.
16 MR. CAMPBELL:
17 Q. I want to hand you one more exhibit that
18 we've marked as Petitioner's Exhibit 13. (Mr.
19 Campbell hands the witness a document.) Can you look
20 at that and let me know if you know what it is?
21 (Petitioner's Exhibit 13,
22 Bass Pro Sales Ad, Macon,
23 Georgia, 10/26/06, was
24 introduced by Mr.
25 Campbell.)

1 A. Mm-hmm. (The witness reviews the
2 document.) This is the grand opening tab for the
3 Macon, Georgia, Bass Pro Shops Sportsman's Warehouse
4 that opened in October of last year.
5 MR. CAMPBELL:
6 Q. Okay. It opened in October of 2006?
7 A. Yes.
8 Q. Okay. And you referred to that as a
9 tab. What does that mean?
10 A. Circular. It's same thing, just a
11 different -- we call it internally tabs. Most people
12 would call it a circular.
13 Q. Okay. And how do you know that that
14 particular tab relates to the Sportsman's Warehouse in
15 Macon, Georgia?
16 A. On the -- on the cover or what is page 2
17 because this is what we would call a wrap.
18 But on the cover it references the Bass Pro
19 Shops Sportsman's Warehouse name and the Macon,
20 Georgia, grand opening sale and celebration. And the
21 date of the grand opening of October 25th.
22 And then on the back it also again on the
23 last page of the circular mentions the Bass Pro Shops
24 Sportsman's Warehouse in Macon, Georgia, and the dates
25 of the opening.

1 And then on the indicia area on the wrap, it
2 also mentions the Bass Pro Shops Sportsman's Warehouse
3 in Macon, Georgia.
4 Q. Okay. Other than the Macon, Georgia,
5 Sportsman's Warehouse and the Memphis Sportsman's
6 Warehouse, are you aware of the existence of any other
7 Sportsman's Warehouse locations?
8 A. The St. Louis or St. Charles also has a
9 Sportsman's Warehouse.
10 MR. CAMPBELL: OKay. All right. That's all
11 I have.
12 * * * * *
13 CROSS-EXAMINATION
14 BY MR. ALLGEYER:
15 Q. Thank you. As I was saying, if I ask
16 you a question that you don't understand, just let me
17 know and I'll probably come up with a better one.
18 A. Okay.
19 Q. All right. I wanted to spend a
20 minute -- you said that Sportsman's Centers are
21 between 90,000 and 130,000 square feet?
22 A. Yes.
23 Q. Where are there Sportsman's Centers
24 located?
25 A. Auburn, New York. Columbia, Missouri.

1 I know I'm forgetting one, but I apologize, I can't
2 remember the others right now.
3 Q. Okay. By the way, between all of these
4 stores, did you say there were 38 of them?
5 A. 38 in total, yes. That includes the
6 outlet in the Islamorada store.
7 Q. It does or doesn't?
8 A. Does, in the Islamorada.
9 Q. Now this Auburn, New York, Sportsman's
10 Center, when did that open, do you know, just roughly?
11 A. I want to say it was like June or July
12 of would have been 2005, if my memory serves me
13 correctly. But I could be wrong on that. I'm not
14 very good with dates, but --
15 Q. Okay. And that's about the time, isn't
16 it, that the sign on the Bass Pro Shops store in
17 Memphis was changed from Bass Pro Sportsman's
18 Warehouse to Bass Pro Sportsman's Center, isn't it?
19 A. Not to my knowledge. Actually to my
20 memory there was a pretty significant gap between
21 those two events happening.
22 Q. Do you recall when the sign change was?
23 A. Honestly I couldn't tell you that date
24 because I wasn't aware that it had been changed until
25 after the fact.

1 But I know that it was changed during the
2 employment of a gentleman who was not employed with us
3 when we opened the Auburn store.
4 Q. Okay. Well, it was changed anyway
5 before August of 2005, right?
6 A. I honestly don't know.
7 Q. Okay.
8 A. And it may have been 2004 when the
9 Auburn store opened. Like I said, I'm not -- they
10 ultimately run together at some point.
11 Q. And then is it -- I'm sorry, did you say
12 Columbia or Columbus?
13 A. Columbia, Missouri.
14 Q. Columbia, Missouri. When did that store
15 open?
16 A. That store opened in I want to say
17 February of -- you know, Auburn might have been 2004
18 and Columbia was 2005.
19 Q. Okay. Now had the -- at that time had
20 the management of Sportsman's Warehouse really decided
21 about making these distinctions between Sportsman's
22 Centers and Sportsman's Warehouse and exactly how they
23 were going to use that branding?
24 A. By management, who do you mean?
25 Q. You and the other people at Sportsman's

1 Warehouse?
2 A. I would say yes. I mean there's always
3 been a clear difference between those stores from a
4 services and a visual aspect. At least from my
5 perspective I would say yes.
6 Q. Okay. Now in terms of Sportsman's
7 Warehouses, the first of those was in Atlanta,
8 Georgia, is that right?
9 A. I believe so, yes.
10 Q. Okay. And do you know when that store
11 was closed?
12 A. I do not. That was before my employment
13 at Bass Pro.
14 Q. Okay. And then was the next one in
15 Memphis or St. Charles, do you remember?
16 A. Again, before my employment at Bass Pro
17 Shops, but I believe the -- I believe the Memphis
18 store was open before the St. Charles store.
19 But I could be wrong on that. That's purely
20 speculation.
21 Q. How many square feet is the Memphis
22 store, do you know, roughly?
23 A. As I recall, it's roughly just under
24 90,000 square feet.
25 Q. Just under 90,000. Okay. And how about

1 the St. Charles store?
2 A. I believe about the same.
3 Q. Just under 90,000?
4 A. I believe so. And again, I could be
5 wrong, but --
6 Q. And then I think you -- we just looked
7 at the Macon store. How many square feet is that one?
8 A. I honestly don't know the square footage
9 of Macon.
10 Q. Okay.
11 A. I would just be guessing if I gave you a
12 number.
13 Q. Okay. Did you have any discussions with
14 anyone after the sign was changed in the Memphis store
15 and the advertising was changed as to changing the
16 sign back?
17 A. Yes. I had spoken to I know Bruce Teter
18 who worked with us in our retail group who had told me
19 that the sign was being changed back.
20 And honestly I'm not sure if there's anyone
21 else I spoke to about the sign being changed back. It
22 was my understanding that the sign was being changed
23 back.
24 Q. But to date it has not been?
25 A. To my knowledge -- to my understanding,

1 yes.
2 Q. I think one of these ads -- let me see,
3 Exhibit 7. I'm sorry. Exhibit 9. I apologize.
4 A. Oh, that's okay.
5 (Petitioner's Exhibit 9,
6 Sales Ad, 11/1/04 -
7 11/11/04, BPS 001548 -
8 001551, was introduced by
9 Mr. Allgeyer.)
10 MR. ALLGEYER:
11 Q. That was in the Memphis Commercial
12 Appeal?
13 A. (The witness turns to the requested
14 page.) Yes.
15 Q. Now before you decide what -- where
16 you're going to advertise your stores, do you sort of
17 check out the circulation and make sure that the --
18 that the particular newspaper that you're going to use
19 is one that's of wide circulation, generally
20 available, all that sort of thing?
21 A. Not necessarily. It's less about wide
22 circulation than it is targeted circulation.
23 Q. Okay.
24 A. We -- and that strategy has evolved over
25 my tenure at Bass Pro Shops.

1 But we typically look at the concentration of
2 potential outdoorsmen, via it hunter, fishermen,
3 campers, that kind of thing, and pick the paper with
4 the best circulation of a particular ZIP Code.
5 We can use several papers actually for the
6 same market but not use a hundred percent of any of
7 them.
8 Q. Okay. So is it fair for me to assume
9 since you advertise in the Memphis Commercial Appeal,
10 that through whatever means you use, you determined
11 that this is one that's reasonably calculated to reach
12 hunters, fishermen, outdoors type people, so forth?
13 A. At that time, yes. But as I said, the
14 strategy has evolved over my tenure at Bass Pro Shops.
15 Q. Okay. Were you at all aware of a poll
16 that was done in the Commercial Appeal, the Best of
17 Memphis?
18 A. No, I'm not.
19 Q. Okay. I take it that you've become
20 pretty well aware of the range of products and
21 services and price points that are offered at the
22 various Bass Pro Shops throughout the country as part
23 of your advertising?
24 A. Relatively speaking. I won't say all of
25 them because it varies greatly by market.

1 Q. Okay.
2 A. But relatively speaking.
3 Q. And just to give me a feel, can you tell
4 me sort of what the cheapest kind of price range is
5 for goods that might be sold at Bass Pro Shops?
6 A. We would have things under a dollar,
7 lures and that sort of thing.
8 Q. Okay. And what's sort of the upper
9 price range of products?
10 A. Depends on the store, but in some stores
11 we would have fine guns that would go for $30,000. So
12 it varies by store. Fine gun rooms would be the most
13 expensive things we sell short of boats.
14 Q. Okay. And the boats, of course those
15 can be extremely expensive?
16 A. Yes. Depending on --
17 Q. What's the price? I don't have any
18 boats.
19 A. You know, I honestly don't know. I know
20 we sell a boat called Myacht, which is a very large
21 and my understanding expensive boat well outside of my
22 means, so I couldn't tell you what the price is.
23 And I know we sell some saltwater boats and
24 some very expensive bass fishing boats, but I couldn't
25 tell you the price of the boats.

1 Q. Of the 38 Bass Pro Shops throughout the
2 country, how many of them sell large boats? Is it all
3 of them or most of them or --
4 A. I would say most.
5 Q. Most, okay. And is it always through
6 Tracker Marine?
7 A. Yes.
8 Q. Okay.
9 A. There are obviously multiple brands
10 underneath Tracker Marine. It's under the Tracker
11 Marine group.
12 Q. Okay. So does the Sportsman's -- well,
13 we can debate on whether it's a Sportsman's Center,
14 Sportsman's Warehouse.
15 Whatever it is, the sign outside says
16 Sportsman's Center in Memphis. They have boats there
17 too, don't they?
18 A. That's my understanding, yes.
19 Q. Okay.
20 A. I've seen them there when I'm there.
21 Q. Okay. And is that also true in St.
22 Charles?
23 A. Yes. They have a separate boat center
24 off the main building.
25 Q. And is that true in Macon as well?

1 A. I have not been to Macon, but I would
2 assume so, yes.
3 Q. Okay. All right.
4 A. I'm not sure that any of our stores
5 don't sell some sort of boats. Outlet store.
6 Q. Now by the way, we were talking about
7 pricing. I take it that between the cheapest goods
8 and these sort of very expensive guns or boats there's
9 a fairly broad array of products and services in
10 between?
11 A. Mm-hmm.
12 Q. Some in the hundreds of dollars, maybe
13 some in the thousands of dollars, is that fair?
14 A. Mm-hmm. Yes, I would agree with that.
15 Q. Okay. I'm going show you what we've
16 already marked as Exhibit 1005, and this is an
17 arm's -- Armed Forces discount promotion. (Mr.
18 Allgeyer hands the witness a document.) Are you
19 familiar with that?
20 (Respondent's Exhibit
21 1005, Bass Pro Armed
22 Forces Discount Ad, was
23 introduced by Mr.
24 Allgeyer.)
25 A. Mm-hmm. Yes, I am.

1 MR. ALLGEYER:
2 Q. Is that something that's offered through
3 all 38 Bass Pro Shops stores throughout the country?
4 A. Yes, I believe so. The one exception
5 could be our Toronto store.
6 Q. Okay.
7 A. In Canada.
8 Q. Okay.
9 A. But I believe we offer something
10 similar, it's just not this exactly.
11 Q. Okay. And when did that promotion
12 start?
13 A. It's been going on for a few years.
14 It's changed in terms of the timing and when we offer
15 it and that sort of thing.
16 But in terms of the Armed Forces discount,
17 we've been doing it for several years.
18 Q. Okay. Quite some time. How about that
19 particular form of it?
20 A. I believe this particular execution of
21 it where it runs from the 15th to the 22nd of each
22 month started in July of 2006.
23 Q. Okay.
24 A. After July 4th.
25 Q. And then how do you -- is this in print

1 advertising or is it at the stores?
2 A. It's primarily communicated in the store
3 signage.
4 Q. Mm-hmm.
5 A. It would also be communicated on the
6 backs of the circulars occasionally. And then
7 occasionally we will also run some military newspaper
8 advertisements as well --
9 Q. Okay.
10 A. -- on military installations, that kind
11 of thing.
12 Q. When you promote it in the stores, how
13 many signs per store are there, roughly?
14 A. I wouldn't care to guess. I would -- I
15 would say in the range from half a dozen to a dozen,
16 but couldn't tell you the exact number.
17 Q. Okay. Now one of the things I note is
18 there's a listing here. It's hard to read, so I've
19 blown it up in Exhibit -- Exhibit 1006.
20 A. Mm-hmm.
21 (Respondent's Exhibit
22 1006, Closeup of Bass Pro
23 Armed Forces discount ad,
24 was introduced by Mr.
25 Allgeyer.)

1 MR. ALLGEYER:
2 Q. But in the fine print, you'll note that
3 you can see it there where it lists the various
4 stores.
5 A. Mm-hmm.
6 Q. And one of the things that's listed is
7 Sportsman's Warehouse with a circle R after it --
8 A. Yes, sir.
9 Q. -- which is a word mark. Do you see
10 that?
11 A. Yes.
12 Q. Now are you somewhat familiar with the
13 various trademark registrations that Bass Pro has?
14 A. I would say somewhat, yes.
15 Q. Okay. Now you're not aware that there's
16 a word mark Sportsman's Warehouse that is owned by
17 Bass Pro, right?
18 A. I honestly couldn't tell you that.
19 Q. Okay. So you don't know one way or the
20 other?
21 A. No. I mean it's my understanding that
22 it is, but -- that would be correct.
23 Q. That it's a word mark?
24 A. I don't know the term word mark, so.
25 Q. Word mark means just the words as

1 opposed to words and pictures, which we call a logo
2 mark.
3 A. Oh. That I don't know.
4 Q. Okay. Do you -- in your
5 responsibilities for advertising and so forth, do you
6 do anything to police the use of various trademarks
7 within the advertising and circulars and so forth to
8 make sure that the use of the trademarks is correct?
9 A. We try to. You know, I -- someone on my
10 staff will approve every ad that goes out of the
11 building.
12 Q. Okay.
13 A. I will typically see a version of an ad
14 that goes out of the building, but not every version
15 of it.
16 Q. Do you have a trademark use policy or
17 any -- written in any form at Bass Pro?
18 A. That would be a question for our
19 creative services group, which falls underneath John
20 Holmquist.
21 But in general, yes, I think that there is
22 something. I don't know that it is necessarily
23 written. But yes, there is some general policies.
24 Q. Okay. Have you seen those policies?
25 A. I've never seen a written copy of them,

1 no.
2 Q. Okay. And you don't do any training on
3 the proper use of trademarks or anything like that?
4 A. No, we do not.
5 Q. And are you aware that any such training
6 is done?
7 A. No. I do know we did some training
8 earlier in 2006 on patents, and I believe they covered
9 some aspects of trademarks as well.
10 Q. Who was this training given to?
11 A. A variety of the staff at Bass Pro Shops
12 from the merchandising staff or buyers, my marketing
13 staff, and the creative services group.
14 Q. And who gave that?
15 A. It was an outside counsel that had come
16 in and done that.
17 Q. Do you know whether they provided you
18 some kind of policy that circulated throughout the
19 store about how to use various trademarks, how to use
20 circle R, that sort of thing?
21 A. Not to my knowledge, but they could
22 have.
23 Q. Is it fair to say you do your best to
24 use trademarks properly?
25 A. Absolutely.

1 Q. Okay. And if from time to time --
2 A. We definitely don't want to misuse them.
3 Q. Yeah. And if from time to time there is
4 some misuse or something a lawyer might think is not
5 right --
6 A. From time to time there are mistakes
7 that get out that we try to correct.
8 Q. Okay. And typically they're not done
9 intentionally on your part, is it?
10 A. Never intentional.
11 THE REPORTER: Do you want to move on to
12 1008?
13 MR. ALLGEYER: Yes, please.
14 (Respondent's Exhibit
15 1008, Bass Pro pamphlet,
16 Duluth, Georgia, was
17 marked for identification
18 by the court reporter.)
19 THE REPORTER: I've marked Respondent's
20 Exhibit 1008.
21 THE WITNESS: Thank you.
22 MR. ALLGEYER:
23 Q. Okay. Showing you what's been marked as
24 Exhibit 1008, this appears to be an ad for a Bass Pro
25 Sportsman's Warehouse in Duluth, Georgia. Do you see

1 that?
2 A. Yes.
3 Q. Okay. Now is this -- I'm trying to
4 remember. Is this the one that was a Sportsman's
5 Warehouse near Atlanta and then was closed and then,
6 you know, a bigger store was opened, do you know?
7 A. I would assume so, because it is
8 Atlanta. But I'm not familiar with Duluth. Again,
9 that was before my time so I'm not sure where that
10 store was located.
11 Q. Okay. And you noted at the top that it
12 says Bass Pro Shops with a circle R and then it says
13 just the words Sportsman's Warehouse with the circle
14 R. Do you see that?
15 A. Yes, I do.
16 Q. Okay.
17 A. And I would say those -- okay. If
18 you're referring to the very top, that appears to be
19 in a logo type.
20 Q. Right. No, I'm actually referring to
21 the one in the middle.
22 A. Okay.
23 Q. Do you see where it says just the
24 words?
25 A. Just the words, yes.

1 (Respondent's Exhibit
2 1009, Bass Pro Clearance
3 Sale Ad, 1/3/05, BPS
4 001406 - 001411, was
5 marked for identification
6 by the court reporter.)
7 THE REPORTER: I've marked Respondent's
8 Exhibit 1009.
9 A. Thank you.
10 MR. ALLGEYER:
11 Q. All right. Showing you what's been
12 marked as Respondent's Exhibit 1009, do you recognize
13 this as an ad for the Bass Pro Shops store in Memphis?
14 Let's start with that.
15 A. Yes. This appears to be an ad for the
16 Bass Pro Shops Sportsman's Warehouse in Memphis.
17 Q. Okay. And this was before the
18 Sportsman's Warehouse sign was changed to read
19 Sportsman's Center?
20 A. I couldn't tell you that, but there's a
21 photo of the store that says Sportsman's Warehouse.
22 Q. Okay. So that's depicting -- you're
23 right. That's depicting how it was before the
24 change?
25 A. Yes.

1 Q. Then if you note at the bottom, again on
2 page 1 it says Bass Pro Shops with a circle R. Do you
3 see that?
4 A. Yes.
5 Q. And again it says Sportsman's Warehouse
6 with just a -- with a circle R?
7 A. Yes.
8 Q. Have you ever investigated whether it is
9 proper from a trademark point of view to use
10 Sportsman's Warehouse as a word mark and say that it's
11 registered?
12 A. No, I have not.
13 Q. Okay. Are you familiar with the gift
14 cards that Bass Pro uses?
15 A. Yes, I am.
16 Q. Do you know if there have been any
17 changes to the -- to that gift card since your
18 deposition was taken in I believe it was in August of
19 this year?
20 A. I know there was a change that happened
21 prior to my deposition --
22 Q. What change was that?
23 A. -- in August. Well, there's several
24 changes. The fronts of the cards change frequently.
25 Q. Mm-hmm.

1 A. And the legal copy on the back of the
2 cards changes occasionally.
3 Q. Do you know if the card still says Bass
4 Pro Shops, circle R, Sportsman's Warehouse, circle R,
5 on the back?
6 A. I think -- and I'm going off memory.
7 But I believe that the current card on the back
8 mentions Bass Pro Shops retail stores generically.
9 It does not mention Outdoor World,
10 Sportsman's Warehouse, Sportsman's Center, White River
11 Outpost, that sort of thing.
12 Q. Do you remember when that change was
13 made?
14 A. I don't know totally. It's my
15 recollection it was early in the summer of 2006.
16 Q. Was that a change that you prompted in
17 any way?
18 A. No. Actually the legal copy is handled
19 by our -- on the back of the card is handled by our
20 accounting department.
21 And the reason it was changed is --
22 particularly in some of our groups like our incentives
23 group, we buy those cards en masse, large quantities,
24 because of cost efficiencies.
25 With the opening of new stores and the

1 addition of new marks, Islamorada Fish Company would
2 be an example of one. The cards were good in
3 Islamorada Fish Company as of the summer --
4 THE REPORTER: That the cards were good in
5 what?
6 A. Islamorada Fish Company --
7 THE REPORTER: Thank you.
8 A. -- which is our restaurants, were good
9 in those as of the summer.
10 We were constantly having to update the cards
11 to add additional marks. And so now we've gone to
12 more of a general definition of where the cards are
13 good.
14 White River Outpost would be another example
15 of something that was added that wasn't mentioned on
16 the back of the cards.
17 Q. Okay. Do you know whether that card was
18 ever reviewed by anyone for whether or not it had a
19 proper trademark use?
20 A. I would assume it was reviewed by our
21 creative services group for proper trademark use.
22 Q. Okay. And who would be responsible for
23 that?
24 A. John Holmquist.
25 Q. Okay. Do you know whether they did that

1 or did you --
2 A. I know we proof everything that goes out
3 of the building. So yes, I would assume that they
4 did.
5 Q. Did you have any discussions with them
6 about that, whether he knew that you were using
7 Sportsman's Warehouse with the circle R words?
8 A. No, I did not have that discussion with
9 him.
10 MR. ALLGEYER: Those are all my questions.
11 MR. CAMPBELL: Okay.
12 MR. ALLGEYER: Thanks so much.
13 THE WITNESS: Thank you all.
14 (The deposition was
15 concluded at 2:25 p.m.)
16
17 [SIGNATURE RESERVED]
18 * * * * *
19
20
21
22
23
24
25

1 CERTIFICATE OF REPORTER

2

3 I, Karen S. Rogers, Registered Professional
4 Reporter, Certified Realtime Reporter, and Notary
5 Public within and for the State of Missouri, do hereby
6 certify that the witness whose testimony appears in
7 the foregoing deposition was duly sworn by me, that
8 the testimony of said witness was preserved via
9 machine shorthand by me to the best of my ability and
10 was thereafter reduced to written form under my
11 direction; that I am neither counsel for, related to,
12 nor employed by any of the parties to the action in
13 which this deposition was taken; and further that I am
14 not a relative or employee of any attorney or counsel
15 employed by the parties thereto, nor financially or
16 otherwise interested in the outcome of the action.
17 Dated: February 2, 2007
18
19
20 Karen S Rogers
21
22 Karen S. Rogers
Notary Public - Notary Seal
State of Missouri
23 County of Greene
My Commission Expires 04/12/2008
24
25

Karen S. Rogers, RPR, CRR,
CCR, and Notary Public within
and for the State of Missouri

1 WITNESS ERRATA SHEET
2
3 WITNESS'S NAME: MR. STAN LIPPELMAN
4 CASE NAME: BASS PRO v. SPORTSMAN'S WAREHOUSE
5 DATE TAKEN: January 23, 2007
6
7 Page # Line #
8 Should read:
9 Reason for change:
10
11 Page # Line #
12 Should read:
13 Reason for change:
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15 Page # Line #
16 Should read:
17 Reason for change:
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19 Page # Line #
20 Should read:
21 Reason for change:
22
23 Page # Line #
24 Should read:
25 Reason for change:

1 STATE OF)
)ss:
2 COUNTY OF)
3
4 I, STAN LIPPELMAN, do hereby certify:
5 That I have read the foregoing deposition;
6 That I have made such changes in form and/or
7 substance to the within deposition as might be
8 necessary to render the same true and correct;
9 That having made such changes thereon, I
10 hereby subscribe my name to the deposition.
11 I declare under penalty of perjury that the
12 foregoing is true and correct.
13
14 Executed the day of , 20 .
15
16
17 STAN LIPPELMAN
18
19 Notary Public
20 My Commission Expires:
21
22
23
24
25

1 February 2, 2007
2
Mr. Bruce Campbell
3 Husch & Eppenberger LLC
190 Carondelet Plaza, Suite 600
4 St. Louis, Missouri 63105
5
RE: BASS PRO v. SPORTSMAN'S WAREHOUSE
6
Dear Mr. Campbell:
7
Enclosed please find an errata sheet and the
8 original signature page from the deposition transcript
of Mr. Stan Lippelman. I am sending this to you so
9 that you may give him an opportunity to read and sign
same.
10
Please forward a copy of the executed
11 signature page and errata sheet to Mr. Allgeyer within
thirty days after receiving the transcript.
12
If you have any questions, please feel free
13 to call our production department at (800) 280-3376.
It was a pleasure working with you on this matter.
14
Respectfully,
15
16 Karen S. Rogers, RPR, CRR, CCR No. 846
17
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ORIGINAL

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

BASS PRO TRADEMARKS LLC,	)	
	)	
Petitioner,	)	
	)	Cancellation No.
v.	)	92045000
	)	
SPORTSMAN'S WAREHOUSE INC,	)	
	)	
Respondent.	)	

DEPOSITION OF MR. HADEN HOLLEY
Taken on behalf of the
Petitioner
January 23, 2007

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1 IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD
2
3 BASS PRO TRADEMARKS LLC,)
)
4 Petitioner,)
) Cancellation No.
5 v.) 92045000
)
6 SPORTSMAN'S WAREHOUSE INC,)
)
7 Respondent.)
8
9
10
11 DEPOSITION OF MR. HADEN HOLLEY,
12 produced, sworn, and examined on the part of the
13 Petitioner in an action pending in the United States
14 Patent and Trademark Office, before the Trademark
15 Trial and Appeal Board, in the case of Bass Pro
16 Trademarks LLC, Petitioner, versus Sportsman's
17 Warehouse Inc, Respondent, at 10:00 a.m. on Tuesday,
18 January 23, 2007, at the law offices of Husch &
19 Eppenberger, 1949 East Sunshine, Suite 2-300,
20 Springfield, Missouri, before KAREN S. ROGERS,
21 Registered Professional Reporter, Certified Realtime
22 Reporter, and Notary Public in and for the State of
23 Missouri.
24
25

1
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4 A P P E A R A N C E S
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(Continued)
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1
2 P R O C E E D I N G S
3
4 (Proceedings began at
5 10:00 a.m. on Tuesday,
6 January 23, 2007, with
7 appearances as noted.)
8 (The witness was placed
9 under oath by the court
10 reporter.)
11 * * * * *
12 MR. HADEN HOLLEY,
13 of lawful age, having been called as a witness and
14 being first duly sworn, was examined and testified as
15 follows:
16 DIRECT EXAMINATION
17 BY MR. CAMPBELL:
18 Q. Sir, can you please state your full name
19 for the record?
20 A. It's Myers Haden Holley Junior.
21 Q. Where do you currently work?
22 A. Bass Pro Shops Sportsman's Warehouse,
23 Memphis, Tennessee.
24 Q. What is your current title?
25 A. General manager.

1 Q. How long have you been the general
2 manager of the Memphis Bass Pro Sportsman's Warehouse?
3 A. Since mid-August 2005.
4 Q. What jobs did you hold prior to becoming
5 the general manager of the Bass Pro Sportsman's
6 Warehouse?
7 A. I was a district manager for Wal-Mart
8 Stores.
9 Q. And how long did you work for Wal-Mart?
10 A. All total, about 24 and a half years, 25
11 years. I forget. Somewhere in that range.
12 Q. And geographically where did you work
13 when you worked for Wal-Mart?
14 A. Mainly the southeastern United States.
15 Q. Where did you live just prior to
16 becoming employed by Bass Pro Sportsman's Warehouse?
17 A. Olive Branch, Mississippi.
18 Q. Is that near Memphis, Tennessee?
19 A. It's about -- I live about a mile and a
20 half from the state line.
21 Q. Could you please describe your
22 responsibilities as general manager of that Memphis
23 Bass Pro Shops Sportsman's Warehouse store?
24 A. The operations, the merchandising, the
25 financial, and I guess of course the customer service

1 of the store, the total operations.
2 Q. Okay. And do you have a staff that
3 works for you?
4 A. Yes.
5 Q. And who is on your staff?
6 A. I have a merchandise manager. I have a
7 operations manager. I have a human resource manager.
8 Then I have assistant managers, GSMs, as far as the
9 merchandising. And a front-end manager also. Support
10 group.
11 Q. Okay. In the course of performing your
12 duties as general manager, do you interact directly
13 with customers?
14 A. Yes.
15 Q. Could you describe the interactions you
16 have with customers, just generally?
17 A. Greeting, sales of course, customer
18 service, handling complaints.
19 Q. Okay. Do customers on occasion bring
20 complaints or concerns directly to your attention?
21 A. Yes.
22 Q. Is that frequent or is that very rare
23 that customers come directly to you with complaints?
24 A. Often, I would say.
25 Q. Can you give me some examples of the

1 types of issues customers have brought to your
2 attention?
3 A. Poor customer service. Out of stocks.
4 Why don't you carry a certain item. Pricing
5 questions.
6 Q. What types of pricing questions do
7 customers ask you?
8 A. You know, why -- why we would be higher
9 than our other store or why we would -- you know, why
10 our prices are different than others of our
11 competitors, Wal-Mart, Target, et cetera. You know,
12 those kind of questions.
13 Q. And when you said customers ask why your
14 prices are higher than other stores, what do you mean
15 by other stores?
16 A. Sometimes we get questions about
17 Sportsman's Warehouse, South Haven, Mississippi,
18 store, or the Winchester locations.
19 Sometimes they compare us the same. They
20 don't understand why our prices -- they think
21 sometimes we're the same store sometimes.
22 Q. Okay. Are you familiar with the
23 respondent in this matter, Sportsman's Warehouse
24 Incorporated?
25 A. Yes.

1 Q. Okay. When you just made a reference to
2 South Haven, Mississippi, store and a Winchester
3 store, is it your understanding that those stores are
4 operated by Sportsman's Warehouse Incorporated?
5 A. Yes.
6 Q. When did you first become aware of
7 Sportsman's Warehouse Incorporated?
8 A. I guess prior to working for Bass Pro, I
9 guess, when I was kind of looking at some different
10 job avenues or different career paths or what have
11 you.
12 And then I decided to accept the job. And
13 like I say, I learned of them I guess quite quickly, I
14 guess, you know, when I started or what have you. At
15 Bass Pro Shops.
16 Q. Okay. Have you ever visited the South
17 Haven -- or let's start with the South Haven store.
18 Have you ever visited the South Haven Sportsman's
19 Warehouse Incorporated store?
20 A. Yes.
21 Q. On one occasion or how many occasions?
22 A. Probably several occasions.
23 Q. And have you also visited the
24 Sportsman's Warehouse Incorporated store that you
25 referred to as the Winchester store?

1 A. Yes.
2 Q. Have you visited that one on several
3 occasions?
4 A. Yes.
5 Q. During your visits to the Sportsman's
6 Warehouse Incorporated stores, did you review the
7 product offerings at those particular stores?
8 A. Right. We competitive shop quite often,
9 you know, look at our competitors and different
10 merchandise and things like that, of course.
11 Q. Okay. Are you familiar with the types
12 of merchandise that are offered for sale at the
13 Winchester Sportsman's Warehouse Incorporated store?
14 A. Yes, yes.
15 Q. And are you also familiar with the
16 brands of merchandise that are offered for sale at the
17 Winchester Sportsman's Warehouse Incorporated store?
18 A. Yes.
19 Q. Are you familiar with the types of
20 merchandise offered for sale at the South Haven,
21 Mississippi, Sportsman's Warehouse Incorporated store?
22 A. Yes.
23 Q. And are you aware of the brands of
24 merchandise that are offered for sale at the South
25 Haven Sportsman's Warehouse Incorporated store?

1 A. Yes.
2 Q. And then of course as general manager of
3 the Bass Pro Sportsman's Warehouse store in Memphis,
4 are you familiar with your own store's product
5 offerings?
6 A. Yes.
7 Q. Okay. Does your store sell similar
8 types of merchandise that would be sold by Sportsman's
9 Warehouse Inc in their South Haven store?
10 A. Yes.
11 Q. And would your answer be the same for
12 the Sportsman's Warehouse Incorporated store that you
13 referred to as the Winchester store?
14 A. Yes.
15 Q. Where is the Sportsman's Warehouse
16 Incorporated Winchester store relative to your store?
17 A. It's about eight or nine miles,
18 something like that, away.
19 Q. Okay.
20 A. Eight or nine miles south, I would say
21 south of our store.
22 Q. Okay. And the Winchester store, is that
23 actually located in Memphis?
24 A. Yes, yes.
25 Q. And relative to your Memphis store,

1 where is the South Haven, Mississippi, store located?
2 A. It's about 18 to 20 miles southwest of
3 the store, something like that.
4 Q. Okay. During your visits to the
5 Sportsman's Warehouse Incorporated stores, did you
6 notice whether or not there were certain brands of
7 merchandise that are carried by both your store and
8 Sportsman's Warehouse Incorporated?
9 A. Yes.
10 Q. And what did you notice?
11 A. Some of the same firearms. A lot of
12 similarities in footwear. Camping. Fishing. I mean
13 a lot of similarities. Same brands, types.
14 Q. Okay. Does your store serve the same
15 types of customers that are served by the Sportsman's
16 Warehouse Incorporated stores in the Memphis area?
17 A. I would say yes, of course.
18 Q. Okay. Do you track the average amount
19 of money spent by customers at your store?
20 A. Yes. We -- that's pretty much tracked
21 on a daily and yearly basis, yes.
22 Q. Okay. And what is the typical average
23 amount of money spent by customers when they visit
24 your store?
25 A. For the past year roughly probably $55 a

1 person, something like that, per transaction.
2 Q. Okay. What about in 2005?
3 A. It probably -- probably a little bit
4 less than that.
5 Q. Okay. Are you responsible for the
6 marketing efforts for the Memphis Bass Pro Sportsman's
7 Warehouse?
8 A. The -- I guess the execution of the
9 marketing, you know, the execution of the plan.
10 Q. Okay. Who creates the actual
11 advertising for the Memphis Bass Pro Sportsman's
12 Warehouse store?
13 A. Corporate marketing.
14 Q. Okay. And when you said that you're
15 responsible for execution, what did you mean by that?
16 A. Setting the circulars, making sure that
17 we schedule, you know, any of the events or what have
18 you, make sure we've got the -- all the plans in place
19 for all the company-wide events and what have you.
20 Q. And is that something that you're
21 responsible for as the general manager?
22 A. Right, as far as making sure all the
23 events are executed on time, you know, timely and
24 within the company guidelines, of course.
25 Q. Okay. In the course of the performance

1 of your duties as general manager, do you actually
2 review the advertising that's used for your store?
3 A. It's reviewed with us usually once a
4 year at the beginning of the year through marketing or
5 what have you. They go over the plan at our general
6 manager's meeting.
7 Q. Okay. Can you describe the types of
8 advertising materials that are used by the Memphis
9 store?
10 A. Of course, circulars, fliers, whatever
11 you want to call it. We have preferred reward ad low
12 ads that go out, emailings, those kind of -- those
13 kind of things.
14 Q. Do you do any radio advertising for the
15 Memphis Bass Pro Sportsman's Warehouse?
16 A. Corporate does sometimes with our
17 classic events or what have you that we do have some
18 of those on occasion.
19 Q. Okay. Do you do any television
20 advertising for the Memphis Bass Pro Sportsman's
21 Warehouse store?
22 A. Right, corporate does have some -- we do
23 have some spots and what have you, and we sponsor a
24 local -- corporate sponsors a local outdoor show
25 that's aired in the Memphis market.

1 Q. Okay. Do your advertising materials
2 make reference to the name of your store?
3 A. Yes, Bass Pro Shops Sportsman's
4 Warehouse, yes.
5 Q. Okay. To the best of your knowledge, do
6 all of the promotional materials for your store always
7 refer to your location as the Bass Pro Sportsman's
8 Warehouse?
9 A. To my knowledge, yes.
10 Q. Okay. And has that always been the
11 case?
12 A. For whatever reason, we had two ads that
13 came out, Sportsman's Center back in I think the fall
14 of last -- fall of 2006, that came out Sportsman's
15 Center.
16 Q. All right. So there were two ads --
17 A. To my knowledge, yes.
18 Q. -- two ads that named your store
19 Sportsman's Center?
20 A. Yes.
21 Q. Were those ads pulled?
22 A. They wasn't pulled. It was I think just
23 corrected on the next ad, I believe.
24 Q. Okay. And other than those two
25 instances that you just described, do you otherwise

1 have any knowledge of your store being marketed or
2 advertised as Sportsman's Center?
3 A. That's the only two.
4 Q. Okay. I'm going to turn your attention
5 to what's marked as Petitioner Exhibit Number 5.
6 (Petitioner's Exhibit 5,
7 Photographs of Sportsman's
8 Warehouse work shirts and
9 IDs, was introduced by Mr.
10 Campbell.)
11 MR. CAMPBELL:
12 Q. And there's multiple pages in that
13 exhibit. Could you take a moment to flip through that
14 exhibit? (Mr. Campbell hands a document to the
15 witness).
16 A. (The witness reviews the document.)
17 Okay.
18 Q. Okay. Can you please describe what
19 Exhibit 5 is?
20 A. That's our staff shirts, our dress code,
21 what's required for an associate or manager on the
22 clock. And then that's their name badge.
23 Q. Okay. We have a written record, so when
24 you say that, and you're kind of showing me, it's not
25 going to come up on the record.

1 So can you just describe just exactly what
2 this is, Exhibit Number 5?
3 A. That's Bass Pro Shops Sportsman's
4 Warehouse, that's an hourly associate shirt.
5 Q. Well, let me back up.
6 A. I'm sorry.
7 Q. This is a series of pictures, correct?
8 A. Right.
9 Q. Okay. And can you please explain what
10 these series of pictures show?
11 A. It's just required. It's the required
12 dress code of our associates.
13 Q. Okay. So the first several pages is a
14 series of photographs of shirts, correct?
15 A. Right.
16 Q. And what is the text that's shown on the
17 front breast of the shirts depicted in these images?
18 A. Bass Pro Shops Sportsman's Warehouse.
19 Q. Okay. So the shirts have the name of
20 your store on the front, is that correct?
21 A. Right. Right. That is correct.
22 Q. Okay. And are your employees required
23 to wear these shirts while on duty?
24 A. Yes.
25 Q. Okay. They wear these shirts on the

1 floor when they're working with the customers
2 directly, is that correct?
3 A. That is correct, yes.
4 Q. Okay. And then on the last two pages,
5 can you please explain what those images show?
6 A. That's our name badge for our store,
7 Bass Pro Shops Sportsman's Warehouse, which is
8 required while on duty.
9 Q. Okay. Are these badges something that
10 are worn by your employees while they're on duty?
11 A. Yes, hourly and management, yes.
12 Q. And is there a particular place where
13 they're required to wear these badges?
14 A. Left side, left shoulder.
15 Q. Okay. And each of these ID cards that
16 are shown on these images actually say Bass Pro Shops
17 Sportsman's Warehouse, correct?
18 A. Yes, that's correct.
19 Q. Okay. You testified earlier that one of
20 your responsibilities as general manager of the
21 Memphis Bass Pro Shops Sportsman's Warehouse store is
22 to deal with customer complaints, is that correct?
23 A. Yes.
24 Q. And you also testified that you
25 personally directly deal with customers when resolving

1 complaints, is that correct?
2 A. Yes, that's correct.
3 Q. Other than your own direct
4 communications with customers, are you otherwise
5 apprised of any customer complaints at your store?
6 A. Yes.
7 Q. How so?
8 A. I have via email, via corporate email,
9 Internet, my other managers or what have you. Because
10 we kind of have an unwritten rule, per se, I guess
11 it's my unwritten rule that nobody can say no per se
12 to a customer except me.
13 Q. Okay. Have any of the customer
14 complaints that have been directed to you dealt with
15 any kind of confusion with the Winchester Sportsman's
16 Warehouse?
17 A. Yes, we have some.
18 Q. And can you elaborate on the nature of
19 those customer complaints?
20 A. We had an applicant that thought that
21 they were applying for our Winchester location.
22 We get some on location of our other stores,
23 or how to get to our per se South Haven store.
24 We get some on pricing, why is our other
25 stores cheaper on a particular item, from time to

1 time.
2 Q. And when you say other stores, what do
3 you mean by that?
4 A. Our other locations, our South Haven
5 location or -- sometimes they name one of those
6 locations or whatever as our other store.
7 Q. And those locations in fact are
8 Sportsman's Warehouse Incorporated stores --
9 A. Right.
10 Q. -- as opposed to Bass Pro --
11 A. Right.
12 Q. -- stores, is that correct?
13 A. Right.
14 Q. Okay. What else?
15 A. We have had coupons, gift cards
16 sometimes, maybe a couple times during the holiday
17 time frame.
18 Q. What do you mean by that, more
19 specifically?
20 A. Just bringing their -- bringing in a
21 coupon from Sportsman's Warehouse company, you know,
22 for us to honor or what have you, you know. And of
23 course, you know, telling them that, you know, it's
24 -- it's another -- it's another company or what have
25 you.

1 Sometimes, you know, customers bring those
2 in, coupons or -- because there's a lot of coupons in
3 the particular market, you know, during the holiday
4 times, I guess.
5 Q. Okay. Has anyone ever attempted to
6 return a product to your store that was purchased from
7 Sportsman's Warehouse Incorporated?
8 A. Yes.
9 MR. CAMPBELL: I think that's all the
10 questions I have, David.
11 MR. ALLGEYER: All right. Thank you.
12 * * * * *
13 CROSS-EXAMINATION
14 BY MR. ALLGEYER:
15 Q. I do have a few questions.
16 A. All right.
17 Q. And if you don't understand one of my
18 questions, let me know --
19 A. Yes, sir.
20 Q. -- and so forth. You've been through
21 that drill before?
22 A. Yes, sir.
23 Q. Okay. You mentioned that there were
24 some instances where you said people would ask why
25 prices or things were different as between the South

1 Haven store or Winchester store and your store. Do
2 you recall that testimony?
3 A. Yes, sir.
4 Q. All right. Now when was that?
5 A. Mainly -- a lot of them during the
6 Christmas holidays.
7 Q. Well, okay. What year?
8 A. 2006.
9 Q. 2006. Okay. So is this something that
10 happened since you had your deposition taken in --
11 A. Yes, sir.
12 Q. -- in August of 2006?
13 A. Yes, sir.
14 Q. Did you keep some kind of written record
15 of that sort of thing?
16 A. We have it on our P -- it would be our
17 POS report, our POS markdown reports.
18 Q. Okay. Now did you provide that to your
19 lawyers so they could provide that to us so we could
20 have a look at that?
21 A. I can. I haven't, but I can.
22 Q. And your POS markdown reports, are those
23 reports that you make or someone else makes?
24 A. They're generated through the register
25 system.

1 Q. Okay. Now of these people that had --
2 let's stick with complaints about the prices being
3 different than the South Haven or Winchester store.
4 Did anyone make that complaint to you?
5 A. Yes.
6 Q. Who was that?
7 A. Just customers.
8 Q. Do you remember when it was?
9 A. No, sir.
10 Q. Okay. Do you remember what precisely
11 any one of those customers said?
12 A. Just why our prices were different.
13 Especially, I would say, the most one that I've dealt
14 with was firearm category.
15 Q. Were your prices higher or lower?
16 A. Of course, them complaining, they would
17 definitely be lower.
18 Q. Or the other prices were lower than
19 yours?
20 A. The other stores were lower than ours.
21 The South Haven store was lower. They didn't
22 understand the difference.
23 Q. Okay. Now did they say to you, "Well,
24 how come those prices are lower than the Bass Pro
25 store at South Haven?" Did they use those words?

1 A. No, not -- no. Just, you know, "Why are
2 your prices -- why are your store's prices different?"
3 Q. And did they all say your stores?
4 A. Yes, sir.
5 Q. And you took that to mean they were
6 talking about you meaning they're the same store?
7 A. Yes, sir. Yes, sir.
8 Q. Did you clarify to say, "What makes you
9 think that we own both those stores?" or anything like
10 that?
11 A. We also make sure that we, you know,
12 told the customer the truth, the difference or what
13 have you.
14 Q. And when you did that, did they seem to
15 understand that?
16 A. Yes, sir.
17 Q. Okay. I believe you mentioned that
18 there was a job applicant that you concluded had
19 thought that he or she had applied for employment in
20 Winchester?
21 A. Yes, sir.
22 Q. How did -- how did that come to you?
23 They didn't talk to you, did they?
24 A. Through my -- through my HR person and
25 all. And I tried to contact the applicant, you know,

about his job or what have you.

Q. And you never were able to contact the applicant?

A. No, I never was able to reach the customer, or the applicant.

Q. Was this something that the HR person told you about?

A. Initially, yes.

Q. Okay. But did you -- you've never spoke to that person though?

A. No.

Q. Did you see a piece of paper or anything?

A. Yes, sir, we have the application.

Q. Did you provide that to your lawyers so that that could be produced to us?

A. To my knowledge it was.

MR. ALLGEYER: For the record, I don't -- we've looked, and we don't seem to have that.

MR. CAMPBELL: Okay. I'll check with my office. I know I personally haven't seen it.

MR. ALLGEYER: Okay.

Q. Now you mentioned something about -- by the way, how many times would you say you personally spoke to customers where they said to you, "Why are

1 your prices different between different stores?"
2 A. I'd say 6 to 10.
3 Q. And that was in what time frame?
4 A. This past 2006.
5 Q. Okay. Is that from the beginning of
6 2006 to the end of 2006?
7 A. No, I would say more so toward the --
8 toward the holiday season, the hunting seasons.
9 Q. Okay. Because through August of 2006,
10 according to your deposition, you hadn't talked to
11 anybody about that, right?
12 A. Right.
13 Q. Okay. So this happened sometime after
14 your deposition?
15 A. Right.
16 Q. And it did not happen at all --
17 A. Right.
18 Q. -- from the time you started the store
19 in 2005 until your deposition was taken in August of
20 2006?
21 A. Right.
22 Q. Do you --
23 A. I had several during the holiday times.
24 Q. Okay. Now did you have any in the
25 holidays of 2005?

1 A. Not personally.
2 Q. Okay. So you didn't have any personal
3 interactions of that type since you began your
4 employment in August of 2005, right, until the holiday
5 season of 2006, is that correct?
6 A. Not that I can recall.
7 Q. Okay. And then for some reason, you now
8 recall that there were six during the holiday season
9 of 2006?
10 A. At least, yes.
11 Q. Were there any differences that you were
12 aware of between your advertising or anything else in
13 2005 and 2006?
14 A. Not to my knowledge, no.
15 Q. One of the other things you mentioned
16 were coupons. How many coupons did you personally
17 discuss with customers?
18 A. Several for sure. Because they had --
19 it was like $10 off a $50 purchase was the most common
20 coupon.
21 As far as personally, I would say four or
22 five. I had phone calls about them. But probably
23 four or five, as far as personal.
24 Q. Now when people bring in those coupons,
25 you do accept them, do you not?

1 A. Yes, sir, we have. Yes.
2 Q. And that's -- I believe you said in your
3 deposition it's not a policy, but it's sort of a
4 practice?
5 A. Kind of a competitive, yes.
6 Q. Mm-hmm. Now how is it when they -- when
7 they come in and bring a coupon, do you just assume
8 that if we bring a Sportsman's Warehouse coupon to a
9 Bass Pro Sportsman's Warehouse, they're confused
10 between the two? Is that the basis for your thinking
11 there's some confusion?
12 A. Usually the cashier finds out when they
13 explain that it's per se not our coupon and then
14 that's -- that's when the communication starts.
15 Q. Okay. And I don't want to know what the
16 cashiers say because that's hearsay.
17 A. Sure.
18 Q. I'd like to know what people have told
19 you in the four or five instances you've mentioned.
20 A. Just that they thought it was the same
21 company. They thought it was our coupon or what have
22 you.
23 Q. Okay. When was the first time that that
24 happened?
25 A. Probably right after the outdoor show.

1 They had a mid-south outdoor show in September of 2006
2 of course.
3 We had a booth at the event. They --
4 Sportsman's Warehouse company had a booth at the
5 event. And they were passing out a lot of coupons and
6 what have you at that -- at that particular function.
7 And I know we had a lot come in after that.
8 Q. So but you personally had four or five?
9 A. Yes, sir, yeah, that asked questions
10 about them, yes.
11 Q. Okay. When was the last time that
12 happened?
13 A. Oh --
14 Q. That you were personally involved with.
15 A. Right before Christmas, I had a
16 gentleman come in right before Christmas using one on
17 a firearm purchase or wanting to, you know, buy a
18 firearm.
19 Q. Now again, how did he present that to
20 you? Did he say -- did he just give you the coupon
21 and say, "Here you go"?
22 A. I was signing off on the 4473 for the
23 paperwork. Took him down to the register. And he
24 said, "Hey, I want to use this coupon."
25 And then I went into the spiel that, you

1 know, that's -- that's not our company's coupon and
2 explained the difference or what have you about it.
3 Q. And in the end, he was able to get the
4 discount?
5 A. Yes, sir. I did honor it.
6 Q. Now, did you ever question it and say,
7 "Well, have you heard from others that we accept
8 Sportsman's Warehouse coupons here at Bass Pro
9 Sportsman's Warehouse?" Did you ever question him on
10 that?
11 A. No, sir.
12 Q. How many people -- well, do you have a
13 feel for how many transactions take place in Bass Pro
14 Sportsman's Warehouse, your store, in a year?
15 I recognize you're not going to know down to
16 the penny or the transaction or whatever, but how
17 many?
18 A. I just looked at those numbers. I don't
19 have the actual numbers for the year. But probably
20 about 300 and -- 300 plus, I guess, just a ballpark
21 figure last year.
22 Q. 300 --
23 A. Thousand.
24 Q. 300,000, okay, transactions last year?
25 A. Yeah. And I may be way off. I'm just

1 kind of guessing.
2 Q. Do you know what your gross sales were
3 last year?
4 A. Yes, sir.
5 Q. What was that?
6 A. 25.6 million.
7 Q. Okay. 25.6 million. Okay. And how
8 about the year before?
9 A. About 26.3 or 4, somewhere in that
10 range, million.
11 Q. Okay. About the same number of
12 transactions?
13 A. I'm not sure, sir.
14 Q. Okay.
15 A. I would say a little less.
16 Q. About 3 point million less -- or .3
17 million less.
18 A. Yeah.
19 Q. No, I understand. Do you sell boats at
20 your location?
21 A. Yes, sir, we have a separate -- it's in
22 our building, Tracker -- we call it the Tracker store,
23 but yes.
24 Q. There aren't any Sportsman's Warehouse,
25 my client Sportsman's Warehouse, that sell any large

1 number of boats, right?
2 A. Not -- I've seen boats at them, but I
3 don't think it's per se them selling them. I think
4 it's another boat dealer maybe.
5 Q. In the Winchester store, do they have
6 boats?
7 A. I have seen them on occasion, but once
8 again it may be an event or something like that.
9 Q. Not like your Tracker operation?
10 A. No, sir.
11 Q. And how about at the South Haven store,
12 have you seen them selling boats anywhere near like
13 the Tracker operation that you have?
14 A. No, sir.
15 Q. You mentioned the sort of average
16 transaction price. I think you said around $55?
17 A. Right.
18 Q. Let me discuss with you just a minute
19 the sort of range of prices that are available in a
20 Bass Pro store.
21 A. Okay.
22 Q. What's the sort of cheapest thing you
23 can buy?
24 A. Off the top of my head, a 49 cent Moon
25 Pie, but that's off the top of my head.

1 Q. That sounds about right.
2 A. That's off the top of my head right now.
3 Q. What's the upper end of expense for
4 firearms and that sort of thing?
5 A. I mean not per se -- I mean we carry
6 some guns in the $3,000 range.
7 Q. Mm-hmm.
8 A. I mean we're not a fine gun room store
9 as some of our other stores, but we carry some of them
10 for in the $3,000 range.
11 Q. Is it fair to say that there are quite a
12 number of things in the low price range, a lot of
13 things in the middle price range?
14 A. Yes. Yes, sir.
15 Q. And then there's some high-priced
16 products?
17 A. Mm-hmm.
18 Q. And there's quite a range?
19 A. Yes, sir.
20 Q. And I take it before somebody is going
21 to buy a $3,000 gun, they probably spend a fair amount
22 of time talking to you?
23 A. Well, yes and no.
24 Q. Yes. Some people know what they want, I
25 suppose, huh?

1 A. Via the Internet, yeah, you know.
2 Q. You mentioned that among other things
3 you had some responsibility for advertising,
4 marketing, that sort of thing, for your store. Do you
5 remember that testimony?
6 A. The execution, yes, sir.
7 Q. Mm-hmm.
8 A. Yes, sir.
9 Q. In your tenure with Bass Pro, have you
10 ever received any training on the proper use of
11 trademarks in advertising?
12 A. Not with Bass Pro.
13 Q. Okay. Did you with Wal-Mart?
14 A. Yes.
15 Q. Just give me a little feel for what that
16 kind of training was.
17 A. Well, just -- you know, I guess the
18 biggest thing we were -- we don't want to ever distort
19 the logo or what it represents, you know, the ethics
20 part of it, I guess.
21 But more on the ethics side, I would say.
22 Business ethics side.
23 Q. Okay. Before I leave this issue of
24 customers who had complaints or issues about whether
25 your store pricing was the same as the Winchester or

1 South Haven, yeah --
2 A. Yes, sir.
3 Q. -- store. Apart from what you've told
4 us now, there were some issues with respect to
5 coupons. I think you said you handled four or five of
6 those, correct?
7 A. Yes, sir. Yes, sir.
8 Q. And there was -- oh, there's an issue
9 with gift cards. Did you personally handle any gift
10 card issues?
11 A. No, sir.
12 Q. So that's something somebody else told
13 you?
14 A. Yes, sir. Yes, sir.
15 Q. And you're aware, by the way, that on
16 the back of the gift card, there's a line of different
17 listings and one of the lines says Sportsman's
18 Warehouse with the circle R after it.
19 Have you seen that on the back of the gift
20 card?
21 A. I believe so, yes, I have.
22 Q. And apart now from the pricing -- oh.
23 You talked a little about the location of stores, I
24 believe.
25 Did you have any personal discussions with

1 anyone about whether your location in Memphis was part
2 of the same company as on the Winchester or -- help me
3 out --
4 A. South Haven.
5 Q. South Haven, yes, please.
6 A. Could you restate the question?
7 Q. That wasn't a very good question.
8 Sorry.
9 You mentioned that you had some discussion
10 with customers or somebody had as to whether the --
11 your store in Memphis was somehow associated with the
12 Winchester or South Haven stores when it came to
13 directions, I think you said.
14 A. Right. And we had customers call
15 wanting to know how to -- we get quite a number of
16 calls, you know, how to get to our stores.
17 Q. How many of those calls have you had?
18 A. Most frequent was about two weeks ago,
19 something like that.
20 Q. How many -- how many was it that you
21 actually took?
22 A. Three or four.
23 Q. Three or four. And what did -- what did
24 they say? "We want directions to your South Haven
25 store"?

1 A. South Haven. Our store on Macon Road.
2 You know, it could have been some of those. I don't
3 normally answer the phone, so.
4 Q. Okay.
5 A. I mean, you know, sometimes I do answer
6 the phone, whatever, get a phone call transferred in.
7 Q. And apart from the three or four you had
8 two weeks ago, according to your deposition you've
9 never personally had any calls like that through
10 August of this year?
11 A. Right.
12 Q. Or last year, I should say?
13 A. Not to my knowledge, no.
14 Q. Now we mentioned -- we talked a little
15 bit about the use of Sportsman's Warehouse in your ads
16 and on some of the clothing and badges in Exhibit 5.
17 When did the sales associates start having
18 this Sportsman's Warehouse in connection with the Bass
19 Pro logo that you see on Exhibit 5?
20 A. Since I've been there. Since August of
21 2005 that I know of.
22 Q. Okay. And was that also true of the
23 badge that you will find at BPS-00030808?
24 A. Yes, sir.
25 Q. Now at one point -- before you got

1 there, the sign outside the store had been changed to
2 Sportsman's Center, correct?
3 A. To my knowledge, yes.
4 Q. And you knew that because when you went
5 out back, you saw the old sign?
6 A. Yes, sir.
7 Q. Okay. And that sign has not been
8 changed back; it still says Sportsman's Center, does
9 it not?
10 A. Yes, sir. That's correct.
11 Q. And at least quite a bit of your
12 advertising when you first got there went out under
13 Sportsman's Center, not Sportsman's Warehouse, right?
14 A. Not to my knowledge.
15 Q. It didn't. Did any of it?
16 A. You know, I can only recall two ads that
17 I can recall.
18 Q. In your deposition, at least at the time
19 of that on page 17, if you would look -- I'm at line
20 7 -- well, I'm going to start at line 2 and just take
21 a minute and read that.
22 And then I'll -- I'll read it with you. (Mr.
23 Allgeyer hands a document to the witness).
24 A. (The witness reviews the document.)
25 Q. On page 17 the question was this. "So

1 new advertising, recent advertising, has Sportsman's
2 Center along with Bass Pro Shops?"
3 Answer: "Correct."
4 Question: "Okay. Do you know why that change
5 was made?"
6 Answer: "No, I do not."
7 Question: "Does the bulk of your advertising
8 and promotional materials reflect the name Sportsman's
9 Warehouse or Sportsman's Center?"
10 Answer: "Now the bulk of it is Sportsman's
11 Center now."
12 Did I read that right?
13 A. Yes, sir.
14 Q. Was that true when you gave that
15 testimony in August?
16 A. At that time, yes, sir. That's when the
17 ads had come out.
18 Q. Okay. Okay. I just have a few
19 documents to show you --
20 A. Okay.
21 Q. -- and then we'll call it quits for the
22 day.
23 A. Okay.
24 Q. I'm going to show you -- I guess we need
25 to mark one of these.

1 MR. ALLGEYER: Have we just been doing name
2 and exhibit number? Do you remember?
3 MR. CAMPBELL: I can't remember.
4 MR. ALLGEYER: Okay. I should have thought
5 of that.
6 MR. CAMPBELL: We've marked ours as
7 Petitioner. We just put Petitioner Exhibit Number, on
8 these anyway.
9 MR. ALLGEYER: Okay.
10 THE REPORTER: I've got a Respondent's
11 Exhibit.
12 MR. ALLGEYER: Yeah, why don't we just do
13 that.
14 THE REPORTER: Would that work?
15 MR. ALLGEYER: Yup. So let's look at --
16 THE REPORTER: Do you want to name it --
17 MR. ALLGEYER: Why don't we call it -- why
18 don't we call it 1000. We'll just start ours with
19 1000.
20 And then we'll know that that's from this
21 procedure as opposed to others. I think that will
22 work. If that's okay with you, counsel.
23 MR. CAMPBELL: Sure, absolutely.
24 MR. ALLGEYER: Okay. All right. Chris will
25 probably kill me. But he works for me, so.

1 (Respondent's Exhibit
2 1000, Reader's Choice
3 Awards, SP-01067, was
4 marked for identification
5 by the court reporter.)
6 THE REPORTER: I've marked Respondent's
7 Exhibit 1000.
8 MR. CAMPBELL: Okay.
9 MR. ALLGEYER:
10 Q. Okay. I would like to show you what's
11 been marked as Respondent's Exhibit 1000.
12 I've got the original in case we -- in case
13 the copy's hard to read. (Mr. Allgeyer hands a
14 document to the witness).
15 If we could turn to -- well, let's look at
16 the beginning. First of all, this is a publication
17 called the Commercial Appeal. Are you familiar with
18 this?
19 A. Yes, sir. The newspaper, yes.
20 Q. And which newspaper is this out of?
21 A. Memphis.
22 Q. Okay. And is this something that you've
23 read in the past and recognize as a newspaper of
24 general circulation in Memphis?
25 A. Yes, sir.

1 Q. Okay. And this is something called the
2 Reader's Choice Award. Are you aware of this?
3 A. I don't know that I have seen it. I
4 have heard it, yes.
5 Q. Okay. And would you agree with me that
6 if you're running a store, it's not a bad idea to get
7 a recognition in the Reader's Choice Award?
8 A. I would think so.
9 Q. If we could look now to the second page
10 of this where this describes balloting and so forth,
11 if you look at the second page right down there, it
12 talks about facts and figures (indicating).
13 A. (The witness turns to the requested
14 page.)
15 Q. Did you put in a ballot or do you know
16 anything about the balloting that took place here?
17 A. No, sir.
18 Q. Okay. Let's look at the page. We have
19 these little numbers at the bottom.
20 A. Okay.
21 Q. Let's look at the page that's marked SPO
22 1082.
23 A. (The witness turns to the requested
24 page.)
25 Q. And again if you have trouble making it

1 out on that one, we can look at this one.
2 A. 1082. Am I on the right one?
3 Q. Yeah, you're on the right one.
4 A. Okay.
5 Q. Now you see there where it says Outdoor
6 Store? You won, right? It says Bass Pro Shops?
7 A. Right.
8 Q. Okay. Had you heard that?
9 A. Not to my knowledge -- no, sir. No.
10 Q. Okay. Now you'll agree with me this
11 says Bass Pro Shops. It doesn't say Bass Pro Shops
12 Sportsman's Warehouse or Bass Pro Shops Sportsman's
13 Center, but just Bass Pro Shops, correct?
14 A. Yes, sir.
15 Q. And you notice here the other two
16 finalists are Outdoors Inc and Sportsman's Warehouse.
17 What is Outdoors Inc?
18 A. It's just a small local outdoor store,
19 mainly camping. Camping and clothing. Outdoor
20 clothing.
21 Q. Okay. And then the other one is
22 Sportsman's Warehouse, and you recognize that as the
23 Sportsman's Warehouse that I represent?
24 A. I would assume, yes.
25 Q. Okay. Are there any other outdoor

1 stores in the Memphis area apart from Bass Pro Shops,
2 Sportsman's Warehouse, and Outdoors Inc?
3 A. Yes, sir. There's Sports Authority.
4 There's -- there's another place in South Haven. The
5 name just left me. Oaktree Outdoors, I believe it's
6 called.
7 There's a couple of more, but I can't think
8 of the names offhand.
9 Q. Okay. Now there's another thing here
10 that says Sporting Goods Store. Do you see that at
11 the bottom there of page 1082?
12 A. Yes, sir.
13 Q. Okay. And the winner there was the
14 Sports Authority, which I believe you just mentioned?
15 A. Right, right.
16 Q. And then you're listed -- Bass Pro Shops
17 is listed as a finalist. Do you see that?
18 A. Yes, sir.
19 Q. Had you heard about that?
20 A. No, sir, not to my knowledge. No, sir.
21 Q. Now I believe you mentioned -- we're
22 done with that one. We'll go to the next one.
23 A. Okay. (The witness returns the
24 document.)
25 THE REPORTER: Thank you.

1 MR. ALLGEYER:
2 Q. I believe you had mentioned some
3 advertising for your store. So let's mark this as the
4 next exhibit.
5 (Respondent's Exhibit
6 1001, Bass Pro Camping
7 Clearance ad, BPS
8 002118-002125, was marked
9 for identification by the
10 court reporter.)
11 THE REPORTER: I've marked Respondent's
12 Exhibit 1001.
13 MR. ALLGEYER:
14 Q. Okay. I'm showing you what we have
15 marked as Exhibit 1001, Bates number BPS 002118
16 through BPS 002125. Now do you recognize this as
17 advertising for your store?
18 A. Yes, sir, it looks familiar, yes.
19 Q. Okay.
20 A. Not sure what month. Probably -- I'm
21 not sure on the month.
22 Q. You're anticipating my next question, if
23 you know when this came out?
24 A. I would say midsummer, looking at the
25 archery.

1 Q. Okay. Now let's just look through this
2 together. You'll agree with me that on the first page
3 of this -- is this a flier or a circular or what do
4 you call it?
5 A. A circular.
6 Q. This is a circular?
7 A. Yes, sir.
8 Q. Okay. What's the difference between a
9 flier and a circular?
10 A. Tabs, fliers, circular. To me that all
11 means the same.
12 Q. Okay. Fair enough.
13 A. I mean.
14 Q. You'll agree with me that on the first
15 page there is a logo, Bass Pro Shops, with bass and
16 everything?
17 A. Yes, sir.
18 Q. But there's no mention of Sportsman's
19 Warehouse, true?
20 A. True.
21 Q. Okay. Then the second page you'll agree
22 with me that there's a Bass Pro Shops logo and so
23 forth, but there is no mention of Sportsman's
24 Warehouse, true?
25 A. True.

1 Q. The next page bearing BPS 002120 -- that
2 last one was BPS 002119 -- again we have the Bass Pro
3 Shops logo but no mention of Sportsman's Warehouse,
4 true?
5 A. True.
6 Q. Similarly, the same is true for BPS
7 002121, the next page?
8 A. Yes, sir.
9 Q. The same is true, is it not, for BPS
10 002122, is that true?
11 A. That's true.
12 Q. All right. And the same is also true
13 for the next page, BPS 002123, is that true?
14 A. True.
15 Q. And I don't think the next -- next page,
16 BPS 002124, doesn't mention Bass Pro or Sportsman's
17 Warehouse, does it?
18 A. Right.
19 Q. And then finally on BPS 002125, there's
20 a rather large logo in the upper left that says Bass
21 Pro Shops, correct?
22 A. Yes.
23 Q. And then in the bottom finally where it
24 says, "Two stores in Tennessee to serve you," it says
25 Bass Pro Shops and there finally in sort of normal

1 type it says Sportsman's Warehouse with a little R
2 after it, correct?
3 A. Yes.
4 Q. And that's referring to your store at
5 6140 Macon Road, Memphis, Tennessee, correct?
6 A. Yes.
7 MR. CAMPBELL: Let's see.
8 (Respondent's Exhibit
9 1002, Bass Pro website,
10 12/7/06, was marked for
11 identification by the
12 court reporter.)
13 THE REPORTER: I've marked Respondent's
14 Exhibit 1002.
15 MR. ALLGEYER:
16 Q. Okay. I'm showing you now what I have
17 marked as Exhibit Respondent's 2002. (Mr. Allgeyer
18 hands a document to the witness.) Does this appear to
19 be a part of your web page?
20 A. Yes, sir.
21 Q. And I note that if you look sort of in
22 the middle of the page right to the left of that
23 handsome-looking guy on the right, there's a picture
24 of a store.
25 And it says Bass Pro Shops sort of under the

1 doors where you go in to the left I think and then it
2 says Sportsman's Center. Do you see that?
3 A. Yes, sir.
4 Q. Okay. Now -- although the picture is
5 rather small, is that an accurate depiction of the
6 exterior of your store in Memphis, Tennessee, as of
7 today, except for weather-related items and so forth?
8 A. Yes, sir.
9 Q. Okay. And then I note next to your
10 picture, that is you in this picture, correct?
11 A. Yes, sir.
12 Q. Next to your picture there's a listing.
13 It says Memphis, Tennessee, and under there it says
14 Sportsman's Center, correct?
15 A. Correct, yes.
16 Q. Okay. Does it still say that or did you
17 change that?
18 A. I'm not sure, sir. I haven't changed
19 it.
20 (Respondent's Exhibit
21 1003, Photograph of
22 Sportsman's Center sign,
23 2/1/06, was marked for
24 identification by the
25 court reporter.)

1 THE REPORTER: I've marked Respondent's
2 Exhibit 1003.
3 MR. ALLGEYER: Thank you.
4 Q. Showing you now what we've marked as
5 Respondent's Exhibit 1003, this is a photograph
6 apparently from February of 2006. (Mr. Allgeyer hands
7 a document to the witness.)
8 And although it's a little grainy maybe, is
9 that a true and accurate picture of the size of the
10 Sportsman's Center sign on your store in Memphis,
11 Tennessee?
12 A. It looks like it, yes.
13 Q. Okay. That's all I needed to know.
14 Thank you.
15 (Respondent's Exhibit
16 1004, Photograph of Bass
17 Pro Shops Sportsman's
18 Warehouse sign, was marked
19 for identification by the
20 court reporter.)
21 THE REPORTER: I've marked Respondent's
22 Exhibit 1004.
23 MR. ALLGEYER:
24 Q. Same question with 1004. Is this how
25 the -- your store, with the exception of the vehicles

1 that might be marked there and so forth, is that how
2 the outside of your store in Memphis, Tennessee -- is
3 that how it appears today?
4 A. No, sir.
5 Q. What's the difference?
6 A. (The witness does not respond.)
7 Q. Oh, I'm sorry. That's how it appeared
8 before it was changed to Sportsman's Center, correct?
9 A. I'm not sure. I wasn't there.
10 Q. Okay. Now you remember you said you saw
11 some -- in your deposition anyway there's some letters
12 kind of piled behind the store, stored behind the
13 store?
14 A. Yes, sir.
15 Q. Do you -- look at the letters on the
16 left that form the Sportsman's Warehouse. Did they
17 look about that like, can you tell?
18 A. They were letters. I didn't spell it
19 out.
20 Q. Okay. Fair enough.
21 (Respondent's Exhibit
22 1005, Bass Pro Armed
23 Forces Discount Ad, was
24 marked for identification
25 by the court reporter.)

1 THE REPORTER: I've marked Respondent's
2 Exhibit 1005.
3 MR. ALLGEYER:
4 Q. Showing you Exhibit 1005. (Mr. Allgeyer
5 hands a document to the witness.) While I'm at it,
6 I'm going to mark another one.
7 (Respondent's Exhibit
8 1006, Close-up of Bass Pro
9 Armed Forces discount ad,
10 was marked for
11 identification by the
12 court reporter.)
13 THE REPORTER: I've marked Respondent's
14 Exhibit 1006.
15 MR. ALLGEYER:
16 Q. Thank you. I'm going to also show you
17 1006 as well. Let's start with 1005 though. Did your
18 store have an Armed Forces discount promotion?
19 A. Total company does.
20 Q. Total company does?
21 A. Yes. To my knowledge, total company,
22 yes.
23 Q. And that means --
24 A. Other than probably the Toronto store.
25 Q. Okay. And that means your store does

too, correct?

A. Yes.

Q. Okay. And have you seen this sign before?

A. Yes.

Q. And so far as you know does the -- although I see this flash in the middle, is that an accurate depiction of that sign? It doesn't have the color right, but it's got the words and so forth?

A. I mean the 10 percent off, what it's stating is correct.

Q. Okay. Now because I'm a lawyer, I'm going to focus on the fine print a little bit.

If you look down where there's a listing of terms and conditions at the bottom, and I know that's probably too hard for a normal person to read.

There is, however, a listing of various stores. See where it says Bass Pro Shops with a circle R, Outdoor World with a circle R, Bass Pro Shops with a circle R, and then Sportsman's Warehouse with a circle R?

A. Yes, sir.

Q. Okay. Now can you look at Exhibit 1006 and verify for me that that's basically a blow-up of the small print on Exhibit 1005? (Mr. Allgeyer hands

1 a document to the witness.)
2 A. Yes.
3 Q. Okay. Now so far as you know, Bass Pro
4 doesn't have a registered word mark for Sportsman's
5 Warehouse, does it?
6 A. I'm not sure.
7 Q. That's really not your bailiwick then?
8 A. Right.
9 Q. Okay. Is that discount sign still up in
10 your store?
11 A. Yes.
12 Q. When did the sign go up, if you
13 remember? You probably don't remember the day, but
14 just maybe the season?
15 A. Sometime in mid 2006, I think.
16 Q. Okay.
17 A. Sometime.
18 Q. So are there more than one of them?
19 A. There's probably -- yes, I would say --
20 in my store, yes.
21 Q. Okay. And the signs are still up?
22 A. Yes.
23 Q. Thank you.
24 (Respondent's Exhibit
25 1007, Bass Pro website map

1 of Sportsman's Warehouse,
2 Memphis, Tennessee, was
3 marked for identification
4 by the court reporter.)
5 THE REPORTER: I've marked Respondent's
6 Exhibit 1007.
7 MR. ALLGEYER:
8 Q. I'm going to show you Exhibit 1007.
9 (Mr. Allgeyer hands a document to the witness.) This
10 is a directional map from the website, I'll represent
11 to you.
12 Do you -- have you seen this before, on your
13 website seen the directional map?
14 A. Yes, sir.
15 Q. Okay. And is this an accurate depiction
16 of how it now appears?
17 A. That I can recall, yes.
18 Q. Okay. And I note at the upper top, you
19 see that where it says Sportsman's Center, 6140 Macon
20 Road?
21 A. Right.
22 Q. Does it still say that that way?
23 A. To my knowledge, yes.
24 MR. ALLGEYER: All right. Those are all the
25 questions I have. Thank you very much.

1 * * * * *
2 REDIRECT EXAMINATION
3 BY MR. CAMPBELL:
4 Q. I just have a few follow-up questions.
5 On cross-examination you were asked to give a range of
6 prices for the products sold by your store. Do you
7 remember that?
8 A. Yes.
9 Q. And you guessed that the lowest cost
10 items were in the neighborhood of 49 cents and the
11 higher range was in the neighborhood of $3,000?
12 A. Right.
13 Q. Where do the majority of items sold in
14 your store fall on that spectrum between the 49 cents
15 and the $3,000 range?
16 A. Probably -- our average customer
17 purchase is around $55 for 2 -- you know, that's off
18 the top of my head. About $55 for 2006.
19 Q. Okay. On the Respondent's Exhibit
20 Number 1007 that was just shown to you, that shows
21 what appears to be a kind of directional map, is that
22 correct? (Mr. Campbell hands a document to the
23 witness.)
24 A. (The witness reviews the document.)
25 Correct.

1 Q. Okay. And on the map there's an arrow
2 point and a star. Where that star is located, does
3 that appear to be the location of your store on this
4 map?
5 A. Yes.
6 Q. Okay. And the arrow that points to it,
7 there's a name by that arrow. What is the name shown
8 there?
9 A. Sportsman's Warehouse.
10 Q. Okay. You were also asked questions
11 about the instances of confusion that you were
12 personally aware of towards the end of 2006. Do you
13 recall that?
14 A. Yes.
15 Q. Okay. If there were customer complaints
16 about confusion prior to that time, it's possible that
17 those complaints could have been directed to someone
18 else at your store, is that right?
19 MR. ALLGEYER: Objection. Calls for
20 speculation. Go ahead. Lack of foundation. You can
21 still answer.
22 MR. CAMPBELL:
23 Q. You can answer.
24 A. Oh. Yes.
25 Q. Okay. You're not the only person at

1 your store that fields customer complaints, is that
2 correct?
3 A. No.
4 Q. You were shown what was marked as
5 Respondent's Exhibit 1001. It was the Reader's Choice
6 Award document. (Mr. Campbell hands a document to the
7 witness.)
8 I can't remember if this was asked or not.
9 But do you know who published this document?
10 A. (The witness reviews the document.) No,
11 other than, you know, the commercial appeal. No, sir.
12 Q. All right. And you were directed to the
13 page that was marked SPO 1082. Can you turn to that
14 page again?
15 A. (The witness turns to the requested
16 page.) Okay.
17 Q. And you were directed to a few places on
18 this page where there's a reference made to Bass Pro
19 Shops, Sportsman's Warehouse, Sports Authority, and a
20 couple other stores. Do you remember that?
21 A. Right.
22 Q. Do you have any idea who drafted the
23 text on this page?
24 A. No.
25 Q. Okay. To your knowledge it wasn't

1 anyone at Bass Pro?
2 A. To my knowledge.
3 Q. Do you know whether Bass Pro was
4 provided the opportunity to give any input in terms of
5 the subject matter that's on this page?
6 A. Not to my knowledge.
7 MR. CAMPBELL: Okay. That's all I have.
8 Thank you.
9 MR. ALLGEYER: Nothing further for me. Thank
10 you, Mr. Holley. Appreciate it.
11 THE WITNESS: Thank you.
12 (The deposition was
13 concluded at 11:13 a.m.)
14
15 [SIGNATURE RESERVED]
16 * * * * *
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25

1 CERTIFICATE OF REPORTER
2
3 I, Karen S. Rogers, Registered Professional
4 Reporter, Certified Realtime Reporter, and Notary
5 Public within and for the State of Missouri, do hereby
6 certify that the witness whose testimony appears in
7 the foregoing deposition was duly sworn by me, that
8 the testimony of said witness was preserved via
9 machine shorthand by me to the best of my ability and
10 was thereafter reduced to written form under my
11 direction; that I am neither counsel for, related to,
12 nor employed by any of the parties to the action in
13 which this deposition was taken; and further that I am
14 not a relative or employee of any attorney or counsel
15 employed by the parties thereto, nor financially or
16 otherwise interested in the outcome of the action.
17 Dated: February 2, 2007
18
19
20
21
22 Karen S. Rogers
Notary Public - Notary Seal
State of Missouri
County of Greene
23 My Commission Expires 04/12/2008
24
25

Karen S. Rogers, RPR, CRR,
CCR, and Notary Public within
and for the State of Missouri

1 WITNESS ERRATA SHEET
2
3 WITNESS'S NAME: MR. HADEN HOLLEY
4 CASE NAME: BASS PRO v. SPORTSMAN'S WAREHOUSE
5 DATE TAKEN: January 23, 2007
6
7 Page # Line #
8 Should read:
9 Reason for change:
10
11 Page # Line #
12 Should read:
13 Reason for change:
14
15 Page # Line #
16 Should read:
17 Reason for change:
18
19 Page # Line #
20 Should read:
21 Reason for change:
22
23 Page # Line #
24 Should read:
25 Reason for change:

1 STATE OF)
)ss:
2 COUNTY OF)
3
4 I, HADEN HOLLEY, do hereby certify:
5 That I have read the foregoing deposition;
6 That I have made such changes in form and/or
7 substance to the within deposition as might be
8 necessary to render the same true and correct;
9 That having made such changes thereon, I
10 hereby subscribe my name to the deposition.
11 I declare under penalty of perjury that the
12 foregoing is true and correct.
13
14 Executed the day of , 20 .
15
16
17 HADEN HOLLEY
18
19 Notary Public
20 My Commission Expires:
21
22
23
24
25

1 February 2, 2007
2
Mr. Bruce Campbell
3 Husch & Eppenberger LLC
190 Carondelet Plaza, Suite 600
4 St. Louis, Missouri 63105
5
RE: BASS PRO v. SPORTSMAN'S WAREHOUSE
6
Dear Mr. Campbell:
7
Enclosed please find an errata sheet and the
8 original signature page from the deposition transcript
of Mr. Haden Holley. I am sending this to you so
9 that you may give him an opportunity to read and sign
same.
10
Please forward a copy of the executed
11 signature page and errata sheet to Mr. Allgeyer within
thirty days after receiving the transcript.
12
If you have any questions, please feel free
13 to call our production department at (800) 280-3376.
It was a pleasure working with you on this matter.
14
15 Respectfully,
16
Karen S. Rogers, RPR, CRR, CCR No. 846
17
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25

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ORIGINAL

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

BASS PRO TRADEMARKS LLC,	)	
	)	
Petitioner,	)	
	)	Cancellation No.
v.	)	92045000
	)	
SPORTSMAN'S WAREHOUSE INC,	)	
	)	
Respondent.	)	

DEPOSITION OF MS. TONI MILLER

Taken on behalf of the

Petitioner

January 23, 2007

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
2 BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD
3
BASS PRO TRADEMARKS LLC,)
4)
Petitioner,)
5) Cancellation No.
v.) 92045000
6)
SPORTSMAN'S WAREHOUSE INC,)
7)
Respondent.)
8
9
10 DEPOSITION OF MS. TONI MILLER,
11 produced, sworn, and examined on the part of the
12 Petitioner in an action pending in the United States
13 Patent and Trademark Office, before the Trademark
14 Trial and Appeal Board, in the case of Bass Pro
15 Trademarks LLC, Petitioner, versus Sportsman's
16 Warehouse Inc, Respondent, at 2:52 p.m. on Tuesday,
17 January 23, 2007, at the law offices of Husch &
18 Eppenberger, 1949 East Sunshine, Suite 2-300,
19 Springfield, Missouri, before KAREN S. ROGERS,
20 Registered Professional Reporter, Certified Realtime
21 Reporter, and Notary Public in and for the State of
22 Missouri.
23
24
25

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2
3
4 A P P E A R A N C E S
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(Continued)
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1 P R O C E E D I N G S
2
3 (Proceedings began at 2:52
4 p.m. on Tuesday, January
5 23, 2007, with appearances
6 as noted.)
7 (The witness was placed
8 under oath by the court
9 reporter.)
10 * * * * *
11 MS. TONI MILLER,
12 of lawful age, having been called as a witness and
13 being first duly sworn, was examined and testified as
14 follows:
15 DIRECT EXAMINATION
16 BY MR. CAMPBELL:
17 Q. Could you please state your full name
18 for the record?
19 A. Marie Antoinette Miller.
20 Q. Okay. And where do you currently work?
21 A. I work at Bass Pro Shops.
22 Q. What is your position with Bass Pro
23 Shops?
24 A. I'm the vice president and chief
25 financial officer.

1 Q. How long have you been the vice
2 president and chief financial officer for Bass Pro
3 Shops?
4 A. I believe I've been in that position
5 about six years.
6 Q. Okay. How long have you worked for Bass
7 Pro Shops?
8 A. Oh, 25 years and three or four months,
9 something like that.
10 Q. Okay. And I realized that over the
11 course of the 25 or so years you've had several
12 positions.
13 Can you just kind of give us a brief rundown
14 of the positions?
15 A. You want me to start at the beginning or
16 the end?
17 Q. Starting from the beginning and take us
18 to the end.
19 A. I was an order clerk. I took phone
20 orders over the phone. Then I was a COD clerk.
21 And I was accounts receivable clerk and I was
22 accounting clerk and then accounts receivable manager
23 and then accounting manager.
24 Then financial analyst. Financial analyst
25 manager. Comptroller. Vice president and

1 comptroller. Vice president, finance. And vice
2 president, chief financial officer.
3 Q. Okay. Can you give us a general
4 description of your current responsibilities?
5 A. My current responsibilities include all
6 the finance and accounting functions for Bass Pro Inc
7 and its subsidiaries.
8 And I have oversight responsibilities for
9 some of the other Bass Pro Group subsidiaries, like
10 Big Cedar and some Tracker Marine responsibilities.
11 Q. Okay. Is it fair to say that you have
12 at least a general familiarity with all the Bass Pro
13 retail stores around the country?
14 A. Yes, I do.
15 Q. Okay. Do you know currently how many
16 retail stores Bass Pro has in operation?
17 A. Oh, I always mess up on this. I think
18 it's like 37. I don't know.
19 Q. If I told you it was 38, would that
20 be --
21 A. Okay. I thought it was 37 or 38. Isn't
22 that horrible? I'm in charge of numbers and don't
23 even know.
24 Q. Are you familiar with the general nature
25 of the dispute between Bass Pro and Sportsman's

1 Warehouse Incorporated?
2 A. Yes, I am.
3 Q. Okay. And what's your general
4 understanding of the dispute?
5 A. The dispute has to do with the trademark
6 issue and that trademark being owned by Bass Pro
7 Shops -- well, Bass Pro Trademarks being Sportsman's
8 Warehouse.
9 And there's confusion with customers out
10 there about, you know, we have a competitor that's
11 using the name that's the name we registered to use
12 and there's a lawsuit over that.
13 Q. Okay. Does Bass Pro currently have any
14 stores that operate under the Bass Pro Shops
15 Sportsman's Warehouse name?
16 A. Yes.
17 Q. Okay. How many such stores does Bass
18 Pro operate --
19 A. Three.
20 Q. -- currently?
21 A. Three.
22 Q. Okay. And where are those three stores
23 located?
24 A. The stores are Memphis, St. Charles,
25 and -- I can't remember. Is it Columbia?

1 Q. Are you familiar with a third one that
2 was opened in Macon, Georgia?
3 A. Oh, Macon. I'm sorry. Yeah. That was
4 just opened last year.
5 Q. Okay. That one was opened in late 2006?
6 A. Mm-hmm. Yes.
7 Q. Okay. Other than those three stores
8 that are currently in operation under the name Bass
9 Pro Shops Sportsman's Warehouse, are you aware of any
10 other stores that operate under that name?
11 A. No, I'm not.
12 Q. In the past?
13 A. Oh, in the past. Oh. Yes. I thought
14 we were just talking about the present. It was
15 Sportsman's Warehouse at the Duluth, Georgia --
16 Atlanta, Georgia.
17 Q. Okay. Was that the first Bass Pro Shops
18 Sportsman's Warehouse in operation?
19 A. Yes.
20 Q. Okay. Do you know roughly when the
21 Atlanta Sportsman's Warehouse store opened?
22 A. About March 1st, 1995.
23 Q. Okay. We've got a binder here with some
24 exhibits. I want to direct your attention to Exhibit
25 Number 10. It's a multiple-page exhibit. (Mr.

1 Campbell hands a document to the witness).
2 A. Okay.
3 (Petitioner's Exhibit 10,
4 1995 Bass Pro Catalog, BPS
5 003336 - 003340, was
6 introduced by Mr.
7 Campbell.)
8 MR. CAMPBELL:
9 Q. Can you flip through those --
10 A. Mm-hmm.
11 Q. -- pages and let me know after you've
12 had a chance to look at those if you recognize what
13 that exhibit appears to be.
14 A. (The witness reviews the document). It
15 appears to be pages from our 1995 master catalog.
16 Q. Okay. And if you turn to the page
17 that's got the number BPS 003340 at the bottom.
18 A. (The witness turns to the requested
19 page). Okay.
20 Q. Can you describe what that page
21 represents?
22 A. It's an advertisement that was put in
23 our 1995 master catalog for the new store that was
24 opening in Atlanta, Georgia, the Sportsman's
25 Warehouse.

1 Q. Okay. And does that page there
2 represent or reflect the opening date for that Atlanta
3 store?
4 A. It says opens March 1st, 1995, which I
5 believe that to be the date.
6 Q. Okay. You believe that to be the date
7 that that --
8 A. Mm-hmm.
9 Q. -- Atlanta store opened?
10 A. Yes.
11 Q. Is it Bass Pro's practice to circulate
12 announcements for a new retail store in advance of the
13 store's actual opening?
14 A. Yes.
15 Q. Okay. Would that have been the case
16 with the Atlanta store?
17 A. Yes.
18 Q. And why does Bass Pro circulate
19 announcements in advance of a store opening?
20 A. We circulate the announcements because
21 we want our customers to know that we've come into
22 that market, that the store is now open for business,
23 and we need to advertise. Just basic retailing.
24 Q. Okay. Did Bass Pro have any other
25 retail stores around the Atlanta region prior to the

1 opening of the Sportsman's Warehouse in Atlanta?
2 A. No.
3 Q. Okay. As of March 1st, 1995, did Bass
4 Pro have any retail outlets outside of the state of
5 Missouri other than the Atlanta store?
6 A. No.
7 Q. Okay. So the opening of the Atlanta
8 store on March 1st, 1995, would that have been the
9 first Bass Pro store opened outside of the state of
10 Missouri?
11 A. Yes.
12 (Petitioner's Exhibit 11,
13 Boat and Camper Ad,
14 Sportsman's Warehouse,
15 3/27/99, BPS 002288, was
16 introduced by Mr.
17 Campbell.)
18 MR. CAMPBELL:
19 Q. And if you turn the page to Exhibit 11.
20 A. (The witness turns to the requested
21 page).
22 Q. Can you take a look at that exhibit and
23 let me know if you recognize it?
24 A. (The witness reviews the document).
25 It's a page out of the Atlanta Journal Constitution.

1 It's an advertisement for Sportsman's Warehouse.
2 Q. Okay.
3 A. In Duluth, Georgia, which is Atlanta
4 area.
5 Q. Okay. And how can you tell what
6 particular Bass Pro store this ad applies to?
7 A. Well, it's got the Bass Pro Shops
8 Sportsman's Warehouse logo. And then it says it's on
9 Shackelford Road in Duluth, Georgia.
10 Q. Okay. And do you have any idea when
11 this advertisement would have been published?
12 A. It says here it's March 27th, 1999.
13 Q. Okay. And when you say it says here,
14 are you referring to --
15 A. At the left-hand corner of the page,
16 D10.
17 Q. Okay. Where it says Saturday, March
18 27 --
19 A. Yes.
20 Q. -- 1999?
21 A. Yes.
22 Q. Okay. I'm done with that exhibit.
23 A. Okay.
24 Q. Prior to March 1st, 1995, are you aware
25 of Bass Pro's use of the Sportsman's Warehouse name

1 for any other retail store --
2 A. Prior to --
3 Q. -- other than Atlanta?
4 A. No.
5 Q. Okay.
6 A. Prior to 1995 you said, right?
7 Q. Yes.
8 A. Okay. No.
9 Q. Were you involved in Bass Pro's decision
10 to name the Atlanta store Bass Pro Shops Sportsman's
11 Warehouse?
12 A. Yes.
13 Q. Okay. And what was the extent of your
14 involvement?
15 A. I recall being part of conversations
16 about what we should name the store. There was a lot
17 of dialogue and consternation about what should we
18 call the store.
19 We didn't want to call it an Outdoor World.
20 So we came up with the name Sportsman's Warehouse.
21 But I didn't personally do that. It was just a group
22 of people.
23 Q. Okay. At that time just prior to the
24 opening of the Atlanta store, do you know how many
25 retail stores Bass Pro had in operation?

1 A. Just the one in Springfield.
2 Q. Okay. In Springfield, Missouri?
3 A. In Springfield, Missouri, yes.
4 Q. And what was the name of that location
5 at that time?
6 A. Bass Pro Outdoor World.
7 Q. Okay. And is that currently still the
8 name --
9 A. Yes.
10 Q. -- of that location in Springfield?
11 A. Yes.
12 Q. Why did Bass Pro decide to use the
13 Sportsman's Warehouse name as opposed to the Outdoor
14 World name for the Atlanta store?
15 A. Well, there were a couple of reasons.
16 One, the Springfield store had become such a huge
17 tourist attraction for the state of Missouri.
18 We were having over 4 million visitors a
19 year, and they were coming because there were these
20 point -- really points of differentiation between a
21 Sportsman's Warehouse and the Outdoor World store.
22 You know, we had the aquariums, we had the archery
23 ranges, we had all these amenities.
24 And you know, this was our first store out of
25 Springfield, and we didn't want to disappoint the

1 customer that all of a sudden would trek over to
2 Atlanta to go to a store and say, "Hey, it didn't look
3 anything like the Outdoor World."
4 So we wanted to come up with a name which was
5 more illustrative of a smaller concept store without
6 all the amenities and bells and whistles.
7 Q. Okay. And we had talked about the 30
8 plus retail stores that Bass Pro currently operates.
9 Are there other names that are associated
10 with these many different Bass Pro stores other than
11 Outdoor World and Sportsman's Warehouse?
12 A. Well, there's World Wide Sportsman, and
13 it's our -- it's our concept that tends to be in
14 the -- probably the 20 to 50 thousand square foot
15 range and is a name we typically use for what I call
16 more coastal areas, like Destin and in the Keys.
17 The stores have more of a saltwater theme to
18 them and tend to be in more high tourist, coastal
19 density areas.
20 And they're not as large. For that very
21 reason, if you go to the Keys, you can't build more
22 than 50 thousand square feet in the Keys. The
23 property doesn't permit it.
24 Then there's of course the Outdoor World
25 store, which is our largest format store, which on

1 average is over 130,000 square feet. Can be up to
2 300,000 square feet. Several stores in between there,
3 165,000, 200,000 square feet.
4 Those stores tend to be the real tourist
5 attractions. They have a lot of the amenities. They
6 have -- typically will have restaurants in them, have
7 more product selection.
8 If you look at a Sportsman's Warehouse, we
9 have to scale down our assortment some because we
10 don't have as much space. So they carry some other
11 lines that the other stores don't carry that have more
12 space.
13 Q. Okay. So you've named World Wide
14 Sportsman, Outdoor World, and are there any others?
15 A. (The witness does not respond.)
16 Q. What about -- are you familiar with the
17 Bass Pro Shops Outpost?
18 A. Oh, that -- sorry. Yeah, that's the one
19 down in Branson. That's one of the newest ones. It's
20 a smaller format store down on the Branson Landing.
21 Q. Okay.
22 A. Again, we didn't -- it wasn't as large
23 as the Springfield store. We didn't want the
24 customers to go down and think they were going to go
25 to another Bass Pro Outdoor World store.

1 Q. And what are the characteristics of a
2 Sportsman's Center?
3 A. Sportsman's Center is about the same
4 size as a Sportsman's Warehouse.
5 Q. Are they the same size or do they differ
6 in size?
7 A. They're generally in that same range.
8 Q. Is there any difference between a
9 Sportsman's Center and a Sportsman's Warehouse?
10 A. Not that I'm aware of.
11 Q. Do you have any idea what the
12 approximate square footage of the Sportsman's Center
13 stores are in -- I think there's one in Columbia,
14 Missouri?
15 A. Generally they range from about 70 to 90
16 thousand square feet probably. Some could be up to
17 close to 100,000.
18 But once they start getting over 100,000,
19 then we're talking about a larger footprint and a
20 larger concept.
21 Q. What's the typical size of a Bass Pro
22 Sportsman's Warehouse?
23 A. 70 to 100 thousand square feet.
24 Q. Okay. I'm going to show you a document
25 that's been marked as Petitioner's Exhibit Number 14.

1 A. Mm-hmm.
2 (Petitioner's Exhibit 14,
3 Petitioners Responses to
4 Registrant's First Set of
5 Interrogatories, 10/3/00,
6 was introduced by Mr.
7 Campbell.)
8 MR. CAMPBELL:
9 Q. Have you ever seen this document before?
10 (Mr. Campbell hands a document to the witness).
11 A. (The witness reviews the document).
12 Yes.
13 Q. Okay. The front page says Petitioner's
14 Responses to Registrant's First Set of Interrogatories
15 and Request For Production of Documents. If you turn
16 to Interrogatory Number 7.
17 A. (The witness turns to the requested
18 page).
19 Q. Do you see that?
20 A. Yes, mm-hmm.
21 Q. And it says, "State the dollar amounts
22 by type of medium by date that have been expended by
23 petitioner in advertising and promoting each of the
24 services comprising petitioner's services in
25 connection with petitioner's marks for each calendar

1 year from 1995 through the present date." Okay?
2 A. Okay.
3 Q. And then if you turn to the next page
4 under the answer there, there's a graph or kind of a
5 table there.
6 A. Mm-hmm.
7 Q. Were you -- did you participate in
8 putting the information together that's found in this
9 table?
10 A. Yes.
11 Q. Okay. And what does this information
12 here represent?
13 A. This represents the advertising and
14 media costs for Sportsman's Warehouse in
15 Lawrenceville, Georgia, which is the same as Atlanta.
16 Sportsman's Warehouse in Memphis, Tennessee, and
17 Sportsman's Warehouse in St. Charles.
18 Q. Okay. Let's look at the column
19 Sportsman's Warehouse, Memphis, Tennessee.
20 What are the dollar amounts for each year
21 shown on this table? Can you read that through the
22 record?
23 A. Year 2000, $29,424. Year 2001, $33,975.
24 Year 2002, $412,653. Year 2003, $715,221. Year 2004,
25 $798,555. And year 2005, $918,394.

1 Q. Okay. And to your knowledge did those
2 amounts represent the dollar amounts expended by Bass
3 Pro in advertising and promoting the Sportsman's
4 Warehouse, Memphis, Tennessee, store?
5 A. Yes.
6 Q. Okay. And is your department
7 responsible for keeping track of that type of
8 information?
9 A. Yes.
10 Q. Okay. And can you do the same thing for
11 the next column under Sportsman's Warehouse, St.
12 Charles, Missouri?
13 A. Okay. Year 2001, $363,973. Year 2002,
14 $678,715. Year 2003, $994,237. Year 2004,
15 $1,021,862. And year 2005, 1,144,846.
16 Q. Okay. And again, is that the type of
17 information that your department is responsible for
18 keeping track of on a --
19 A. Yes.
20 Q. -- regular basis?
21 A. Yes.
22 Q. Okay. And do those numbers appear to
23 the best of your knowledge to state the dollar amounts
24 that have been expended by Bass Pro in advertising and
25 promoting its Sportsman's Warehouse store in St.

1 Charles, Missouri?
2 A. Yes.
3 Q. Okay. And then on the next page, do you
4 see Interrogatory Number 9?
5 A. Yes.
6 Q. And it says, "For each of the services
7 comprising petitioner's services that petitioner has
8 sold under petitioner's marks in the United States,
9 state by unit and dollar volume the amount of sales in
10 the United States for each calendar year from 1995
11 through the present date."
12 And again, do you see a table here with --
13 that I guess includes some information that you were
14 responsible for providing?
15 A. Yes.
16 Q. Okay. And can you read into the record
17 the amounts under the Sportsman's Warehouse, Memphis,
18 Tennessee, column?
19 A. Yes. Year 2000, 3,469,000. Year 2001,
20 $4,218,329. Year 2002, 22,372,271. Year 2003,
21 $26,787,731. Year 2004, $27,264,579. And year 2005,
22 $28,566,821.
23 Q. Okay. And again, is this the type of
24 information that your department is responsible for
25 keeping track of in the ordinary course of business?

1 A. Yes.
2 Q. Okay. And is that the type of
3 information that you personally have to review in the
4 course of your performance of duties as CFO?
5 A. Yes.
6 Q. Okay. And do those numbers to the best
7 of your knowledge accurately represent the dollar
8 volume of sales for the Sportsman's Warehouse,
9 Memphis, Tennessee, store in the years 2000 through
10 2005?
11 A. Yes.
12 Q. Okay. And then there's a column to the
13 right, Sportsman's Warehouse, St. Charles, Missouri.
14 And the questions I've just asked you about,
15 those numbers being ones that your department is
16 responsible for and that you review in the ordinary
17 course of your duties as CFO, would all that also be
18 applicable to the Sportsman's Warehouse, St. Charles,
19 numbers?
20 A. Yes.
21 Q. Okay. And 2001 through 2005 shows
22 roughly 17 million for 2001, 40 million for 2002, 38
23 million for 2003, 39 million -- .9 million, I'm
24 sorry, for 2004, and 41.1 million for 2005. Is that
25 right?

1 A. Yes.
2 Q. Okay. And to the best of your
3 knowledge, are those numbers an accurate reflection of
4 the dollar volume of sales for Sportsman's Warehouse,
5 St. Charles, from 2001 to 2005?
6 A. Yes.
7 Q. Okay. You understand that you're here
8 to testify on behalf of the petitioner in this matter,
9 is that correct?
10 A. Yes.
11 Q. And what's your understanding as to who
12 that entity is?
13 A. Bass Pro Trademarks LLC.
14 Q. Okay. And earlier when you had
15 mentioned that you were responsible for the financial
16 business of Bass Pro and its subsidiaries, is Bass Pro
17 Trademarks LLC a subsidiary of a parent company?
18 A. Yes.
19 Q. Okay. And who is its parent company?
20 A. Bass Pro Inc.
21 (Petitioner's Exhibit 1,
22 Trademark Registration,
23 11/21/06, was introduced
24 by Mr. Campbell.)
25 MR. CAMPBELL:

1 Q. Okay. Can you turn to Exhibit 1?
2 A. (The witness turns to the requested
3 page).
4 Q. Review that document. There's a couple
5 pages there. Let me know if you're familiar with that
6 document.
7 A. (The witness reviews the document).
8 Yes.
9 Q. Okay. And what is that document?
10 A. This document is a U.S. trademark
11 registration. It's a registration titled to Bass Pro
12 Trademarks LLC, a limited liability company of
13 Missouri, and trademark registration for the trademark
14 Bass Pro Shops Sportsman's Warehouse.
15 Q. Okay. Does that Exhibit 1, the
16 registration, indicate what date Bass Pro first began
17 using the Sportsman's Warehouse design mark that's
18 registered there?
19 A. It says first use 1/2/1995 and commerce
20 1/2/1995.
21 Q. 1/2/1995 is --
22 A. January 2nd.
23 Q. Okay. To your knowledge does that
24 reflect Bass Pro's usage of the registered trademark
25 in connection with the opening of the Atlanta store?

1 A. Yes.
2 Q. Now when we had looked at the
3 advertisement of the Atlanta store earlier in --
4 earlier today, it reflected an opening date of March
5 1st, 1995, correct?
6 A. Correct.
7 Q. So why would the date of first use be
8 January 2nd, 1995?
9 MR. ALLGEYER: Objection. Lack of
10 foundation.
11 MR. CAMPBELL:
12 Q. Okay. Let me ask you this.
13 A. Okay.
14 Q. Do you know when Bass Pro first used the
15 registered mark that's shown on Exhibit 1?
16 A. When they first used it?
17 Q. Right.
18 A. The only thing I know is probably the
19 master catalog that would have come out early in the
20 year 1995.
21 Q. Okay.
22 A. Before the store opened.
23 Q. Okay. Is the Atlanta Sportsman's
24 Warehouse store still open?
25 A. No.

1 Q. Do you know when that store closed?
2 A. I think it was around 2000 or -- 2000,
3 2001, in that area -- time frame.
4 Q. Okay. Do you know if it closed before
5 or after the opening of the Memphis Bass Pro
6 Sportsman's Warehouse store?
7 A. I believe it was after.
8 Q. Okay. Do you know whether it closed
9 before or after the opening of the St. Charles Bass
10 Pro Shops Sportsman's Warehouse store?
11 A. I think it was after.
12 Q. Okay.
13 MR. ALLGEYER: I'm going to just object to
14 the last on lack of foundation, move to strike.
15 MR. CAMPBELL:
16 Q. Okay. Do you know when the -- the
17 Memphis Bass Pro Shops Sportsman's Warehouse store
18 opened?
19 A. Not exactly.
20 Q. Okay. You weren't involved at all in
21 opening --
22 A. Well, I was involved, but after so much
23 time things -- they tend to run together.
24 MR. CAMPBELL: Okay. That's all the
25 questions I have.

1 MR. ALLGEYER: Okay. I have a few questions,
2 as you can imagine.
3 * * * * *
4 CROSS-EXAMINATION
5 BY MR. ALLGEYER:
6 Q. If I ask a question that you don't
7 understand, which isn't clear to you, just please let
8 me know and I'll try to do better.
9 A. Okay.
10 Q. With respect to Exhibit 10 that you were
11 shown earlier, if you would turn to that for me,
12 please.
13 A. (The witness turns to the requested
14 page).
15 Q. I'd like to look at the last page of
16 that if we could, please. This is the --
17 A. 040? 3340?
18 Q. Yes, ma'am. Have you -- had you been to
19 the Atlanta Bass Pro Shops store around the time it
20 opened?
21 A. Before or after?
22 Q. After.
23 A. Yes, yes.
24 Q. Now I notice that they mentioned that
25 they sell Tracker and Nitro boats and so forth. Did

1 you see them selling boats at that store?
2 A. Yes.
3 Q. Were they a pretty prominent part of the
4 store and the way things were presented there?
5 A. Well, I don't know about prominent.
6 They had this -- the space was limited here so they
7 couldn't take up as much space as they normally would
8 because of the parking restrictions.
9 Q. But were there still a lot of big boats
10 there?
11 A. There were boats there, yes.
12 Q. Okay.
13 A. We actually parked them across the
14 street.
15 Q. Okay. But were there -- apart from the
16 ones across the street, there was a prominent display
17 of boats?
18 A. There were boats.
19 Q. As it said in the ad?
20 A. Yes.
21 Q. Okay. And then I think it also talks
22 about a 40-foot hog trough aquarium. What's that?
23 A. Well, because the facility wasn't large
24 enough to put a permanent aquarium in there, just
25 imagine a very, very, very large aquarium that you

1 have at home, huge.
2 Q. Mm-hmm.
3 A. And it's kind of -- it can be on wheels
4 or they're movable.
5 Q. Okay. And they talk about wildlife
6 displays and a 28-foot shark. Were all those things
7 there?
8 A. I imagine.
9 Q. Okay. Have you been to the -- I believe
10 it's Sportsman's Center. What cities have Sportsman's
11 Centers, can you tell me?
12 A. I think Columbia. Auburn. And -- I'm
13 trying to think which other ones. I don't know. I
14 know those two for sure.
15 Q. Let's talk about the Columbia one. Have
16 you been to that one?
17 A. No.
18 Q. Okay. Do you know if they have hog
19 troughs and that sort of thing there --
20 A. No.
21 Q. -- and wildlife displays?
22 A. They have wildlife displays. I don't
23 know about a hog trough.
24 Q. Okay. I note in Exhibit 11, if you turn
25 to the next one.

1 A. (The witness turns to the requested
2 page).
3 Q. This is for the Atlanta store. You see
4 that?
5 A. Yes.
6 Q. Okay. And again, I note that this ad
7 prominently features Tracker boats and so forth. At
8 this time was this still branded as a Sportsman's
9 Warehouse? I guess it was.
10 A. Yes.
11 Q. It says in the ad it was.
12 A. Yes.
13 Q. Okay. And is the -- there's a tag line,
14 where every day is a boat show. Do you know if that
15 was typically used with ads for the Atlanta
16 Sportsman's Warehouse?
17 A. No, but --
18 Q. Is this a one-off thing or was that
19 typical that they were pushing boats there a lot?
20 A. We have a boat division and a store
21 division.
22 Q. Mm-hmm.
23 A. And the boats occupied a certain amount
24 of space in the store. They had their own advertising
25 they did in conjunction with the store.

1 Q. Okay. And you'll agree with me this --
2 at least this particular ad is focused on campers and
3 boats, correct?
4 A. It is, but that part of the business was
5 owned by Bass Pro Inc. We owned the boat division.
6 It was not owned by Tracker Marine.
7 Q. Oh, okay.
8 A. That's our business.
9 Q. So this is just another sort of brand of
10 Bass Pro's?
11 A. Yes.
12 Q. All right. I see.
13 A. We are an authorized Tracker dealer.
14 (Petitioner's Exhibit 12,
15 Bass Pro Sportsman's
16 Warehouse Gross Sales
17 1995-2005, BPS 001305 -
18 001306, was introduced by
19 Mr. Campbell.)
20 MR. ALLGEYER:
21 Q. Okay. If you look at Exhibit 12 in your
22 book.
23 A. (The witness turns to the requested
24 page). Okay.
25 Q. This makes reference to Bass Pro retail

1 locations formerly known as Sportsman's Warehouse,
2 then it gives the gross sales. Who prepared this
3 document?
4 A. I believe someone that works for me,
5 John Winters, prepared this document.
6 Q. Okay. And is it your understanding that
7 at one time at least the plan was to change the name
8 of the Memphis Sportsman's Warehouse to Sportsman's
9 Center and that the sign was in fact changed?
10 A. I was not part of that.
11 Q. But you heard about the sign being
12 changed?
13 A. I heard that it was done without
14 approval.
15 Q. Okay. And when Mr. -- I'm sorry, who
16 did this?
17 A. Winters.
18 Q. -- winters did this, did you tell him
19 you better change that formerly known as Sportsman's
20 Warehouse?
21 A. No, because our -- in our general ledger
22 and our reporting system, somebody had gone in and
23 changed it, so he was just getting this out of the
24 reporting system.
25 Q. So in your reporting system they had

1 gone ahead and changed these three stores to
2 Sportsman's Center?
3 A. Yes, without my permission.
4 Q. Could you get Exhibit 14?
5 A. Sure.
6 Q. And turn to Interrogatory 7.
7 A. (The witness turns to the requested
8 page).
9 Q. You were asked a series of questions
10 about these answers. These are the advertising
11 expenditures for the various stores listed, correct?
12 A. Correct.
13 Q. Okay. Now let me give you an example.
14 In 2005 for the Memphis store it lists $918,394 in
15 advertising expenses. I believe you testified to
16 that.
17 A. Yes.
18 Q. Okay. Now I'm not really able to tell
19 whether all of those ads for that store used the words
20 or mark Sportsman's Warehouse or even Bass Pro
21 Sportsman's Warehouse by looking at these numbers,
22 correct?
23 A. Correct.
24 Q. To do that, I would have to go look at
25 the ads themselves and see which of these ads were

1 simply done under the Bass Pro logo, which might have
2 been under Bass Pro Sportsman's Warehouse or something
3 like that, correct?
4 A. That's correct, you should be able to do
5 that.
6 Q. Okay. One would be able to do that?
7 A. Yes.
8 Q. But you've not done that?
9 A. I've not been asked to do that.
10 Q. Okay. And similarly for the St.
11 Charles, Missouri, Sportsman's Warehouse, we're not
12 able to tell from these numbers how many of those ads
13 featured the words Sportsman's Warehouse and how many
14 simply said Bass Pro or even something else. True?
15 A. That's true.
16 Q. And then if you would turn, please, to
17 Interrogatory Number 9.
18 A. (The witness turns to the requested
19 page).
20 Q. These are the gross sales for the
21 stores. And again, with respect to the Memphis,
22 Tennessee, store you're aware that at least at some
23 point in 2005 the store signage outside, big sign,
24 said Sportsman's Center instead of Sportsman's
25 Warehouse, correct?

1 A. I don't know when that happened
2 specifically.
3 Q. Okay. Well, assuming for the moment
4 that it did happen sometime in 2005.
5 A. Uh-huh.
6 Q. You'll agree with me that these sales
7 figures don't necessarily reflect sales made at a
8 Sportsman's Warehouse.
9 But you could as well have put as you did in
10 your general ledger Sportsman's Center, Memphis,
11 Tennessee, true?
12 A. Not with my permission. I mean I did
13 not approve the change in the financial reporting
14 system.
15 Q. Okay. There's nothing that says
16 necessarily that these particular sales were
17 associated with the mark Sportsman's Warehouse as
18 opposed to Sportsman's Center, right?
19 I mean you would have to go and figure that
20 out, wouldn't you?
21 A. Well, you could go back to the register
22 receipts and find --
23 Q. Okay. Then it might say Sportsman's
24 Center or Sportsman's Warehouse on the register
25 receipt?

1 A. It could, yeah.
2 Q. But nobody's gone back to figure out
3 what it said on their receipt --
4 A. No.
5 Q. -- or how this was set up?
6 A. No.
7 Q. Okay. Okay. I'm sorry. Could we turn
8 back to Interrogatory 9 again?
9 A. (The witness turns to the requested
10 page).
11 Q. Do you have the sales figure for 2006
12 for the Sportsman's Warehouse in Memphis?
13 A. No. I mean is it available? Yes.
14 Q. Yeah.
15 A. Do I have it here? No.
16 Q. And you don't carry that in your head
17 probably?
18 A. No.
19 Q. Okay. Same for St. Charles, right?
20 A. Correct.
21 Q. Okay. With respect to -- going back to
22 Interrogatory 7.
23 A. (The witness turns to the requested
24 page).
25 Q. It's true, isn't it, that so far as you

1 know, not a single advertisement was ever sent out
2 that just says Sportsman's Warehouse included in here,
3 but they all said at least Bass Pro Sportsman's
4 Warehouse in the advertising?
5 A. I don't know.
6 Q. You don't know one way or the other?
7 A. I don't know.
8 Q. Are you aware of any single ad to ever
9 use Sportsman's Warehouse by itself without being
10 associated with the Bass Pro logo?
11 A. That's not my area of responsibility. I
12 don't know.
13 Q. Okay. So you're not aware of it?
14 A. I'm not aware.
15 Q. All right. Do you know the overall
16 approximate annual sales figure for Bass Pro Shops,
17 the 38, for 2006?
18 A. For the total company?
19 Q. Mm-hmm.
20 A. Probably about 1.3 billion.
21 Q. I think when we're in numbers that big,
22 an estimate will probably do.
23 A. Yeah.
24 Q. How about for 2005?
25 A. It was probably a little over a billion.

1 Q. And how about 2004?
2 A. Probably close to 900 million, around,
3 something like that.
4 Q. Okay. Thank you.
5 (Respondent's Exhibit
6 1010, Trademark
7 Registration 2,193,039,
8 12/22/06, and Respondent's
9 Exhibit 1011, Trademark
10 Registration 1,116,517,
11 12/22/06 were marked for
12 identification by the
13 court reporter.)
14 THE REPORTER: I've marked Respondent's
15 Exhibits 1010 and 1011.
16 MR. ALLGEYER:
17 Q. As you can imagine, I've mixed them up.
18 Okay.
19 Could you have a look at Exhibit 1010, which
20 appears to be a December 22nd, 2006, document. But it
21 relates to the U.S. trademark registration 2,193,039
22 and it's a certified copy. Do you see that?
23 A. Yes.
24 Q. And then if you turn to the next page,
25 you see there's a service mark principal register,

1 registered October 6, 1998.
2 Do you recognize this as the registration for
3 the Bass Pro Shops logo that was entered in October of
4 1998?
5 A. Yes.
6 Q. Okay. And I believe you said you had
7 some responsibility for trademarks and so forth?
8 A. Responsibility for trademarks?
9 Q. Yeah. And were familiar with the
10 company's trademarks?
11 A. I'm familiar with the company's
12 trademarks.
13 Q. Okay. And so you're familiar with this
14 one?
15 A. Yes.
16 Q. Okay. Now if you would look at Exhibit
17 1011, which relates to a copy of a certified copy of
18 trademark registration 1,116,517.
19 This appears to be a service mark on the
20 principal register for Bass Pro Shops registered April
21 the 10th, 1979. Do you recognize this as that
22 registered mark?
23 A. Yes.
24 Q. And both of those I believe you said are
25 owned by a subsidiary of Bass Pro Inc called --

1 A. Bass Pro Trademarks LLC.
2 Q. Okay. Great. Hang on one second.
3 I know you mentioned that there were 4
4 million visitors to the Springfield store. Do you
5 have any count of the number of annual visitors to the
6 Memphis store?
7 A. I believe we maintain those records.
8 Q. It's not something you carry in your
9 head?
10 A. No.
11 Q. Would you be able to even begin to
12 estimate it for me?
13 A. No.
14 Q. Okay. Thank you. That's all the
15 questions I have.
16 A. Thank you.
17 MR. CAMPBELL: I just have a couple of quick
18 follow-up questions.
19 * * * * *
20 REDIRECT EXAMINATION
21 BY MR. CAMPBELL;
22 Q. You were shown what was marked as
23 Petitioner's Exhibit Number 12. Can you put that back
24 in front of you real quick?
25 A. Sure. (The witness turns to the

1 requested page).
2 Q. And you said that this document was
3 prepared by somebody under your supervision, is that
4 correct?
5 A. Yes.
6 Q. Okay. Is this a document that was kept
7 confidential?
8 A. The sales?
9 Q. This -- literally this document.
10 A. I guess I don't understand your
11 question.
12 Q. Okay. And do you know who else would
13 have seen this document besides John Winters at Bass
14 Pro?
15 A. Actually John Winters is probably the
16 only one that saw this particular document, because
17 quite honestly, I didn't review any of this because my
18 son had just passed away. And I was just really
19 overwhelmed with things to do.
20 So I actually had delegated this to John to
21 do for me. Otherwise I would have been involved in
22 this, and I would have noticed that this went this way
23 and -- you know.
24 So you know, I was not in a position to
25 review his work. So it went straight to the attorney

1 from John.
2 Q. Okay. So did you give Mr. Winters any
3 directions in terms of who to send this document to?
4 A. Yes.
5 Q. Okay. And what were your instructions
6 to him?
7 A. To send them to the -- our outside
8 counsel.
9 Q. Okay.
10 A. But I never got time to review what he
11 had done.
12 Q. Okay. Outside of Mr. Winters and Bass
13 Pro's outside counsel, are you aware of anyone else
14 that would have viewed this document?
15 A. I don't know who else he asked to get
16 this information from.
17 Q. Okay. Did Bass Pro ever publish this
18 information?
19 A. Oh, no. We don't publish sales.
20 Q. Right. That's what I meant by --
21 A. Oh, I'm sorry.
22 Q. -- it being confidential --
23 A. Yes.
24 Q. -- meaning did you ever publish --
25 A. Oh, yeah, absolutely confidential.

1 We're a private company.
2 Q. Okay. And then you were asked some
3 questions about Exhibit Number 14, the interrogatory
4 responses.
5 A. Mm-hmm.
6 Q. And you were asked if you were aware of
7 whether or not the advertising or promotion materials
8 for the Memphis store, whether they all used the words
9 Sportsman's Warehouse.
10 A. Right.
11 Q. Do you remember being asked that?
12 A. Yes.
13 Q. Okay. And you said that you couldn't
14 say for sure whether they did. Correct?
15 A. Correct.
16 Q. Okay. Do you have any reason to
17 believe that any advertising or any promotional
18 materials for the Memphis store wouldn't say
19 Sportsman's Warehouse?
20 A. I don't have any reason to believe it
21 wouldn't.
22 Q. Okay. Are you aware of any practice by
23 Bass Pro to promote or advertise a particular location
24 without using the location's name?
25 A. No.

1 MR. CAMPBELL: Okay. That's all I have.
2 MR. ALLGEYER: Nothing else for me. Thank
3 you.
4 THE WITNESS: All right. Thank you.
5 MR. CAMPBELL: Thank you.
6 (The deposition was
7 concluded at 3:38 p.m.)
8
9 [SIGNATURE RESERVED]
10 * * * * *
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1 CERTIFICATE OF REPORTER
2
3 I, Karen S. Rogers, Registered Professional
4 Reporter, Certified Realtime Reporter, and Notary
5 Public within and for the State of Missouri, do hereby
6 certify that the witness whose testimony appears in
7 the foregoing deposition was duly sworn by me, that
8 the testimony of said witness was preserved via
9 machine shorthand by me to the best of my ability and
10 was thereafter reduced to written form under my
11 direction; that I am neither counsel for, related to,
12 nor employed by any of the parties to the action in
13 which this deposition was taken; and further that I am
14 not a relative or employee of any attorney or counsel
15 employed by the parties thereto, nor financially or
16 otherwise interested in the outcome of the action.
17 Dated: February 2, 2007
18
19
20
21 Karen S. Rogers
Notary Public - Notary Seal
State of Missouri
22 County of Greene
My Commission Expires 04/12/2008
23 Karen S. Rogers, RPR, CRR,
CCR, and Notary Public within
and for the State of Missouri
24
25

1 WITNESS ERRATA SHEET
2
3 WITNESS'S NAME: MS. TONI MILLER
4 CASE NAME: BASS PRO v. SPORTSMAN'S WAREHOUSE
5 DATE TAKEN: January 23, 2007
6
7 Page # Line #
8 Should read:
9 Reason for change:
10
11 Page # Line #
12 Should read:
13 Reason for change:
14
15 Page # Line #
16 Should read:
17 Reason for change:
18
19 Page # Line #
20 Should read:
21 Reason for change:
22
23 Page # Line #
24 Should read:
25 Reason for change:

1 STATE OF)
)ss:
2 COUNTY OF)
3
4 I, TONI MILLER, do hereby certify:
5 That I have read the foregoing deposition;
6 That I have made such changes in form and/or
7 substance to the within deposition as might be
8 necessary to render the same true and correct;
9 That having made such changes thereon, I
10 hereby subscribe my name to the deposition.
11 I declare under penalty of perjury that the
12 foregoing is true and correct.
13
14 Executed the day of , 20
15 .
16
17
18 TONI MILLER
19
20 Notary Public
21 My Commission Expires:
22
23
24
25

1 February 2, 2007
2
Mr. Bruce Campbell
3 Husch & Eppenberger LLC
190 Carondelet Plaza, Suite 600
4 St. Louis, Missouri 63105
5 RE: BASS PRO v. SPORTSMAN'S WAREHOUSE
6 Dear Mr. Campbell:
7 Enclosed please find an errata sheet and the
original signature page from the deposition transcript
8 of Ms. Toni Miller. Per your request, I am sending
this to you so that you may give her an opportunity to
9 read and sign same.
10 Please forward a copy of the executed
signature page and errata sheet to Mr. Allgeyer within
11 thirty days after receiving the transcript.
12 If you have any questions, please feel free
to call our production department at (800) 280-3376.
13 It was a pleasure working with you on this matter.
14 Respectfully,
15
Karen S. Rogers, RPR, CRR, CCR No. 846
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EXHIBITS

In the Matter of:

BASS PRO VS. SPORTSMAN'S WAREHOUSE
Deposition of

HAYDEN HOLLEY,STAN LIPPELMAN,TONI MILLER

Taken on

JANUARY 23, 2007

EXHIBITS:1,5,7-14,1000-1011

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ORIGINAL

EXHIBIT 1

THE UNITED STATES OF AMERICA

TO ALL TO WHOM THESE PRESENTS SHALL COME:

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

November 21, 2006

THE ATTACHED U.S. TRADEMARK REGISTRATION *2,071,417* IS CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES PATENT AND TRADEMARK OFFICE.

REGISTERED FOR A TERM OF *10* YEARS FROM *June 17, 1997*
1st RENEWAL FOR A TERM OF *10* YEARS FROM *June 17, 2007*
SECTION 8 & 15
SAID RECORDS SHOW TITLE TO BE IN:
BASS PRO TRADEMARKS, L.L.C.
A LIMITED LIABILITY COMPANY OF MISSOURI

By Authority of the
Under Secretary of Commerce for Intellectual Property
and Director of the United States Patent and Trademark Office

Lanai Jamison
LANAI JAMISON
Certifying Officer

PETITIONER
EXHIBIT 1

EXHIBIT 1

Int. Cl.: 42

Prior U.S. Cls.: 100 and 101

Reg. No. 2,071,417

United States Patent and Trademark Office

Registered June 17, 1997

SERVICE MARK
PRINCIPAL REGISTER

Bass Pro Shops

Sportsman's Warehouse

BASS PRO TRADEMARKS, L.P. (MISSOURI LIMITED PARTNERSHIP)
1935 SOUTH CAMPBELL
SPRINGFIELD, MO 65898

FOR: RETAIL STORES FEATURING CLOTHING, FISHING SUPPLIES AND SPORTING GOODS, IN CLASS 42 (U.S. CLS. 100 AND 101).
FIRST USE 1-2-1995; IN COMMERCE 1-2-1995.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "SPORTSMAN'S WAREHOUSE", APART FROM THE MARK AS SHOWN.

SER. NO. 75-066,261, FILED 3-1-1996.

PAULA MAYS, EXAMINING ATTORNEY

EXHIBIT 5

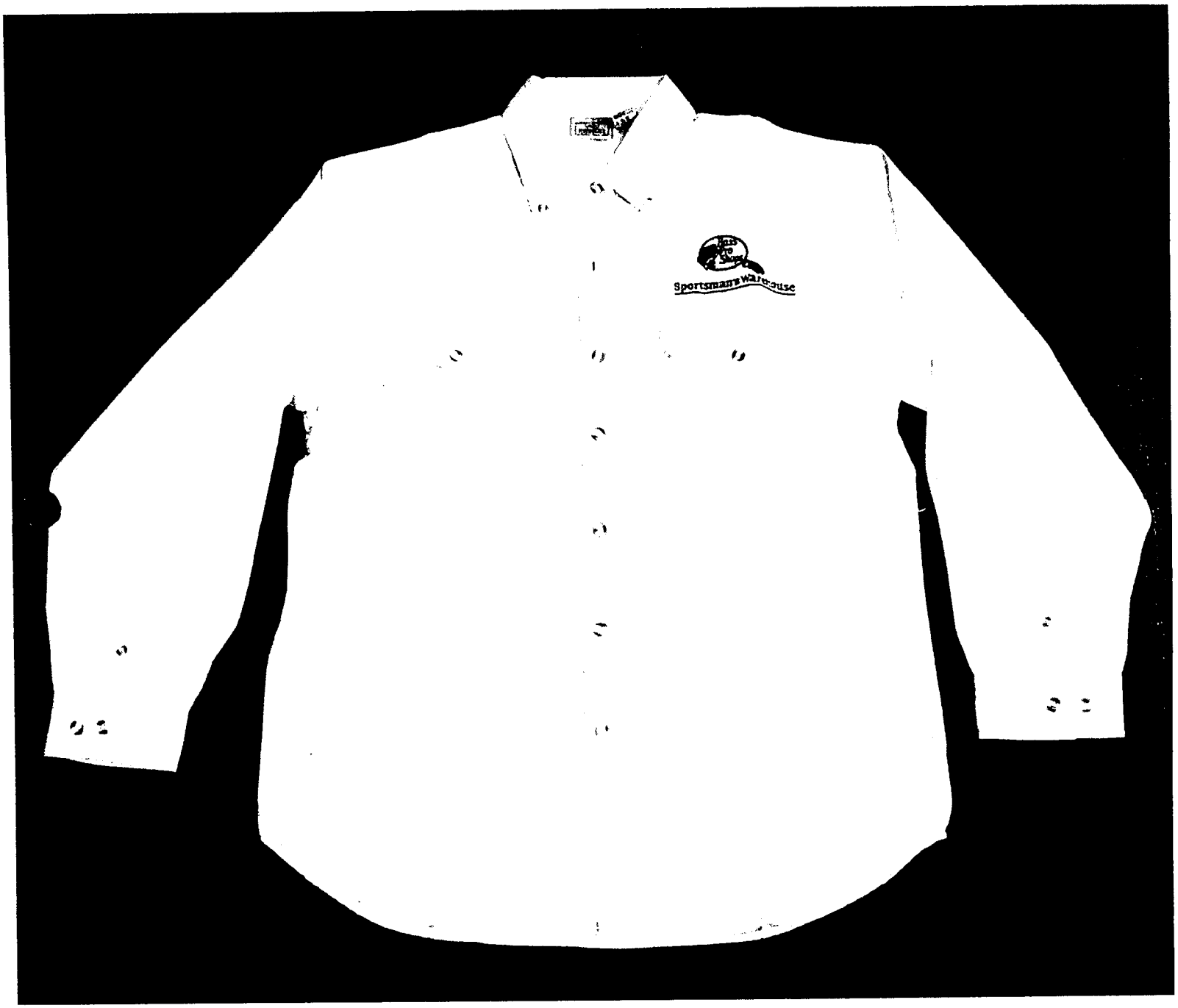
PETITIONER

EXHIBIT 5

STAPP

REDHEAD
Sportsman's Warehouse

STAFF


Sportsman's Warehouse

Sportsman's Warehouse

Bass Pro Shops Sportsman's Warehouse

Customer Relations

Sample

Team Member Since 2006

Sample

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1365 South 5th Street
St. Charles, MO 63301

"We all live down stream"

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Customer Relations

Sample

Team Member Since 2006

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St. Charles, MO 63301

"We all live down stream"

EXHIBIT 6

Online Shopping

Freshwater Fishing
Fly Fishing
Saltwater Fishing
Hunting
Camping / Auto
Marine / Electronics
Apparel
Footwear
Gift / Home / Golf
Clearance
Gift Cards
Tracker Boats

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Find Answers or Contact Us
International Orders

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E-mail Newsletter
Enter Email Addı go
Your Account
Talk Forums
Outdoor Library

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Bass Pro Shops Outdoor World TV
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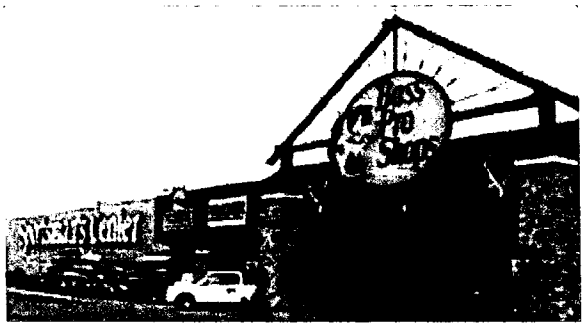
Wonders of Wildlife
Gaylord Hotels
Outdoor Wilderness

Outdoor World Retail Stores

TN - Memphis



Memphis, Tennessee

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Memphis, TN 38134
Phone: 901-213-5800

For the best in hunting and fishing gear, shop Bass Pro, your source for sporting goods in Memphis. Regarded as part museum, part art gallery, part education, conservation, and entertainment center, the Bass Pro Shops retail store is a leader among Tennessee fishing and hunting outfitters. Whether you need gear for fishing in Memphis, or simply want to **maximize your outdoor fun and view the aquarium, lure** collection and King of Bucks replicas, shop Bass Pro.
See Our Photo Gallery

Manager: Haden Holley
E-mail: Manager_Memphis_TN@basspro.com

GPS Coordinates:
35.1654°N, 89.8578°W (WGS84/NAD83)

- Directional Map
- Store Events
- Outdoor Skills Workshops
- Store Image Gallery
- Career Opportunities

Store Hours

Open 364 Days a Year!

Regular Store Hours
Monday - Saturday 9:00 AM - **10:00 PM**

Sunday 10:00 AM - 7:00 PM

TRACKER BOAT CENTER.
Manager: Scott Dempsey
Email: Boat Sales
Website: http://memphis.trackerboatcenter.cc

View a current circular for this location:
Hot New Gear - Ends 1/28

PETITIONER EXHIBIT 6

For promotional requests please contact tmkercheval@basspro.com

Store Events

Back To Th

January 13, 2007
Predator Hunting Event
Come and join some of the biggest names in Predator Hunting. Enjoy step by step seminars on som of the best techniques and strategies to bring those predators in. Hear what's new in 2007.Give tips on what has worked for you.

Here from some of the biggest names around! Representatives from companies such as:

Hunter's Specialties
Haydel's Game Calls
Fox Pro

BPS-003811

Adventures
Vacation Ownership
At Big Cedar

Arky Yoter Calls
KO Predator Solutions
Buck Gardner Game Calls

Event Time: 10:00am until 5:00pm

Enter to win a Savage Predator Hunting Rifle with scope!!!!!

All seminars subject to change.

Hunting Workshops

Back To Th

January 6, 2007
Predator Calling
BASS PRO SHOPS PREDATOR CALLING WORKSHOP
Attend this informative seminar on the basic of predator calling.
Learn from Buck Gardner Pro-Staffer- Jeff Maidens on the basics of calling and the various calls available.
Workshop begins at 10:00am and there is no pre-registration required!!!

February 10, 2007
Preparing for Turkey Season
Are you getting Turkey Fever!?!
At this workshop we will discuss exactly what equipment you will need to hunt and bring down that evasive gobbler!!!

Workshop is free to attend and begins at 10:00am.

Fishing Workshops

Back To Th

February 3, 2007
Pre-Spawn Bass Fishing
Learn from Bass Pro Shops Fishing Pro-Staffer, Mike Whitten, on the techniques of pre-**spawn bass** fishing.
Workshop is free to attend and begins at 10:00 a.m.

Flyfishing Workshops

Back To Th

January 8, 2007
Fly Tying with the MSFF Club
Fly Tying with the MidSouth Fly Fishers Club!!
Fly Fishing is an art form all on its own. Join us in the White River Fly Shop the second Monday of every month to learn all about tying your own flies.

We provide at no cost to you:

*Professional Fly tying instructor courtesy of MSFF
*Fly tying materials
*Equipment
*Completed patterns to take home

Classes are free to attend and begin promptly at 6:30pm.

Workshops brought to you in part by MidSouth Fly Fishers

January 20, 2007
Trout Fly Fishing
This workshop begins at 10:00am and will be held in the White River Fly Shop. This will be a great time to learn new tips and techniques and also a great opportunity to share with others about what techniques have worked for you.

February 12, 2007
Fly Tying with MSFF Club
Fly tying with the Mid-South Fly Fishers Club

BPS-003812

Fly Fishing is an art form all on it's on. Join us in the White River FlyShop the second Monday of every month to learn all about tying your own flies.

We provide at no cost to you:

* Professional fly tying instructor courtesy of MSFF
* Fly tying materials
* Equipment
* Completed patterns to take home

Classes are free to attend and begin promptly at 6:30pm.

Workshops brought to you in part by MSFF

Camping Workshops

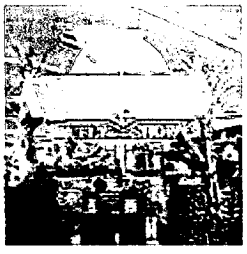
Back To Th

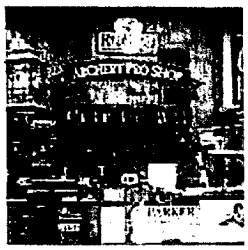
January 27, 2007
Cold Weather Camping
Just because it's cold out doesn't mean you can't still enjoy camping in the great outdoors!! Attend this seminar to learn about essential equipment needed and get a great camping strategy together that will make your time in the outdoors fun!!

This workshop is also great for scout troops!! Workshop begins at 10:00am and there is no pre-registration required!

Store Image Gallery (Click on an image.)

Back To Th





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BPS-003814

EXHIBIT 7

Bass Pro Shops

Sportsman's Warehouse®

FULL THROTTLE SAVINGS!

CONGRATULATIONS MARTIN TRUEX, JR., ON A GREAT SEASON!

Sale Dates: Nov. 4-21

Precision baitcasters with NASCAR attitude!

$79.99

NEW

Bass Pro Shops EXCLUSIVE

Quantum® NASCAR® Reels
Capture the excitement of the speedway with one of these special edition, high-speed reels endorsed by two of the biggest names in NASCAR! Both feature a quality 3+1 bearing system, and a 1-piece aluminum frame.

Available online at basspro.com/november

QUANTUM®

Dale Earnhardt, Jr. NASCAR Reel

Jeff Gordon NASCAR Reel

SAVE 40%

EXTREME SAVINGS!

$19.88

Reg. 34.95

RedHead® Men's, Women's or Youth's Bone-Dry® 16" Canvas-400 gram Thinsulate™ Ultra Insulation.

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SHIMANO

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$1.99

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- 370 sized boxes feature molded inserts designed for specific baits
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RADICA®
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$99.88

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3X, 4X & Talls $109.88 Reg. 139.95

RedHead® Leather Bomber Jacket
Rich, ultra-soft heavy leather shell, with quality Thinsulate™ Insulation.

Available online at basspro.com/november

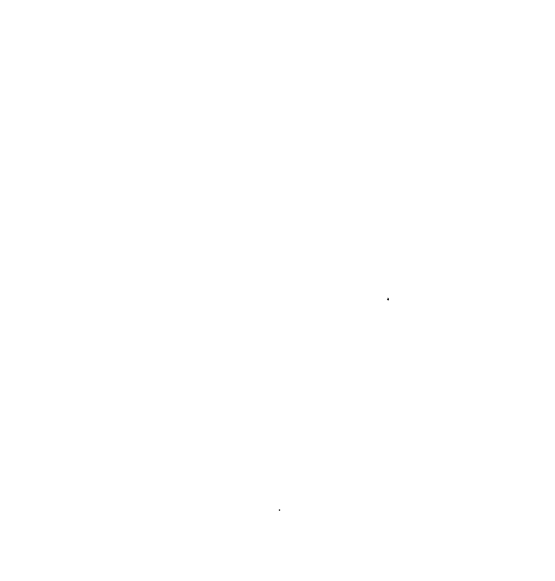
BP312812 1 -14 15

BPS-001620

PETITIONER EXHIBIT 7

BP3

BPS-001621



SAVE $10

$29.88 Reg. 39.95
3XL, 4XL & Talls $34.88 Reg. 44.95
RedHead® Duck Hooded Work Jacket

SAVE $10

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3XL, 4XL & Talls $32.88 Reg. 42.95
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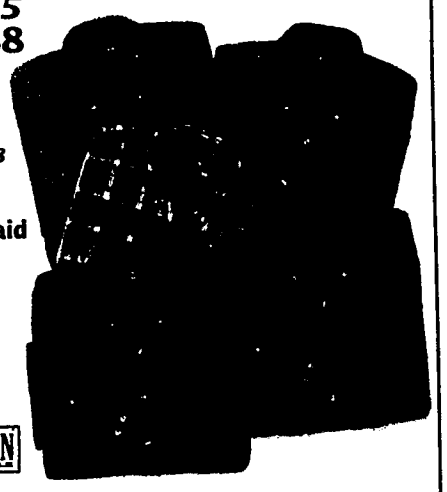

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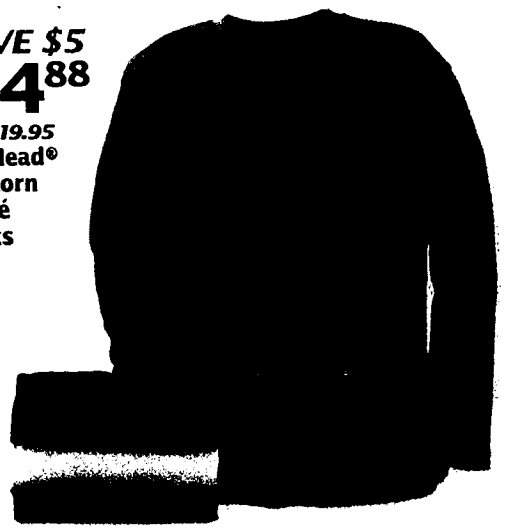

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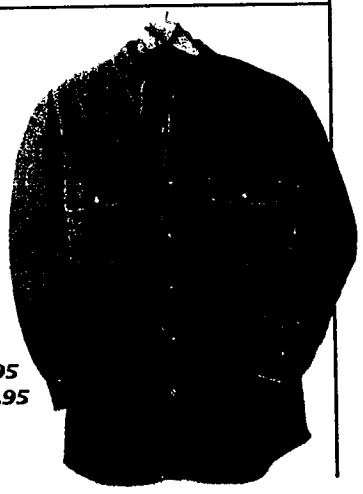

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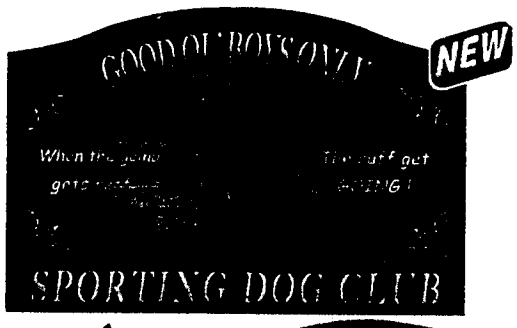

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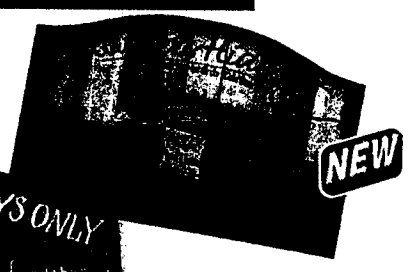

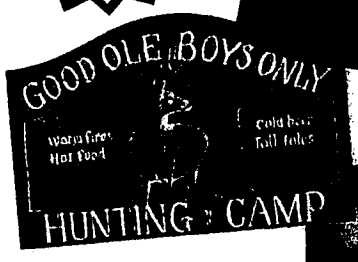

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$14.88
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The ideal gift for the fisherman, hunter or outdoor enthusiast. These eye-catching wood signs are quality reproductions of original artwork. Styles vary by store.

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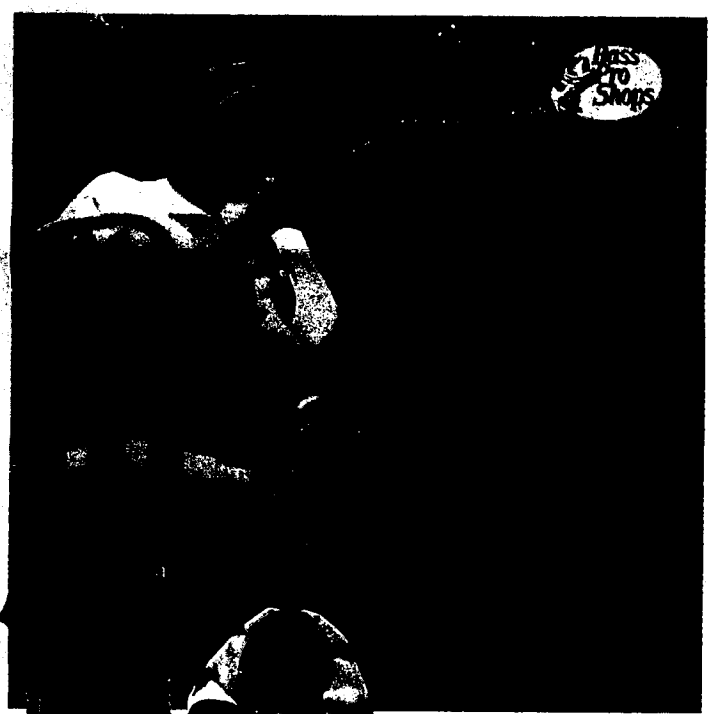
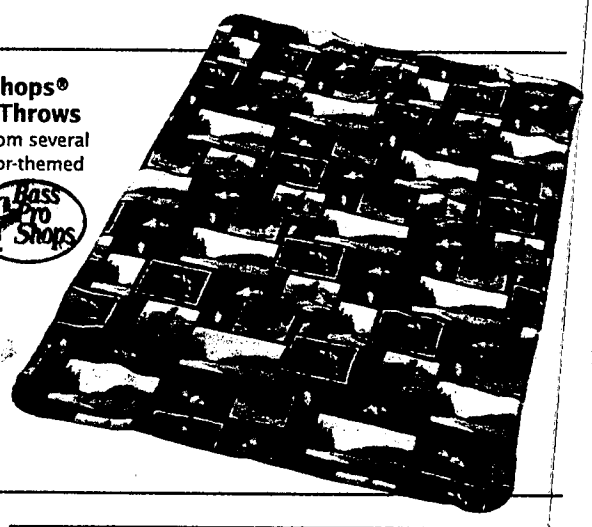
Reg. 39.95

***NEW* Premium Cotton Throws**
100% cotton 50"X60" throws designed exclusively for Bass Pro Shops®! Featuring original artwork from renowned artists Bob Timberlake, Al Agnew, Jim Killen and more. Matching pillows also available.



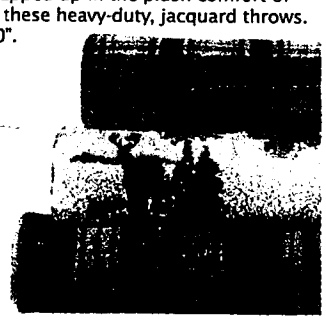
SAVE $5
$9.88
Reg. 14.95

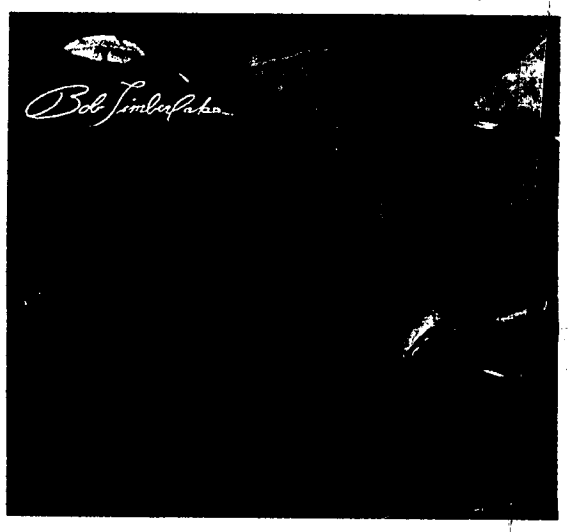
***NEW* Bass Pro Shops® Durable Fleece Throws**
46"x63". Choose from several eye-catching outdoor-themed designs.



SAVE $5
$24.88
Reg. 29.95

***NEW* Bob Timberlake Fireside Throws**
Get wrapped up in the plush comfort of one of these heavy-duty, jacquard throws. 50"x60".



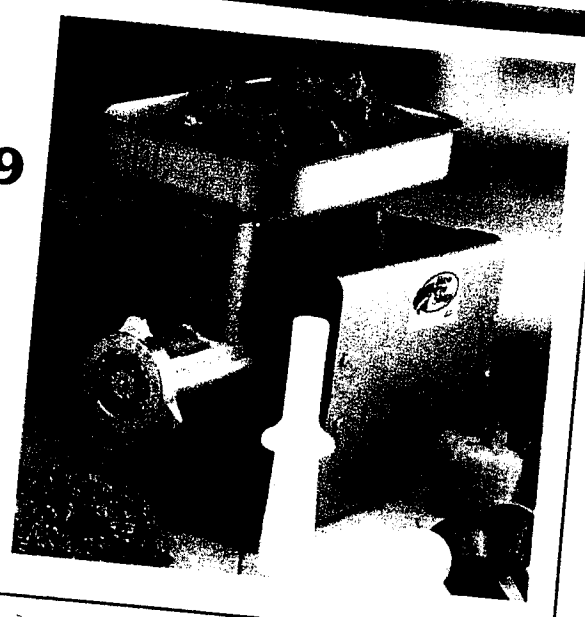


SAVE 20%
$19.88
Reg. 24.95

***NEW* Bass Pro Shops® Cuddle Wraps**
Adjustable snaps allows use as a throw or a wrap, with your arms remaining free. 55"x67".

BP312812 4 -100

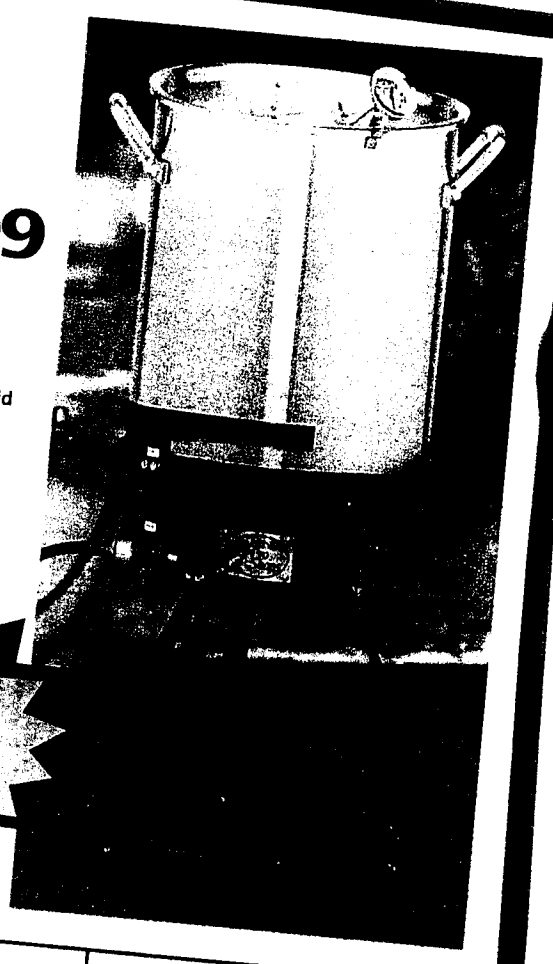
BPS-001623



$379.99

.75 HP #12 Electric Grinder

- Stainless steel housing with food-grade, resin-treated head
- 110V gear driven, permanently lubricated motor with built-in circuit breaker
- Includes: Stainless steel coarse and fine plates, stainless steel knife, meat stomper, stainless steel pan, 4 stuffing tubes and stuffing spacer
- New full 2-year warranty on parts and labor!
- Grinds 360 lbs. per hour



$29.99

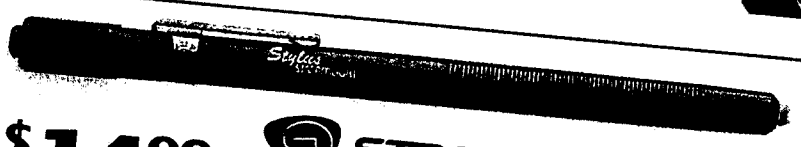
Reg. 49.99

Bass Pro Shops® 30-qt. Turkey Fryer

- 30-qt. aluminum fry pot with lid
- Burner and regulator
- Turkey rack and hook
- 12" thermometer
- Injector

(Propane not included.)

SAVE $20

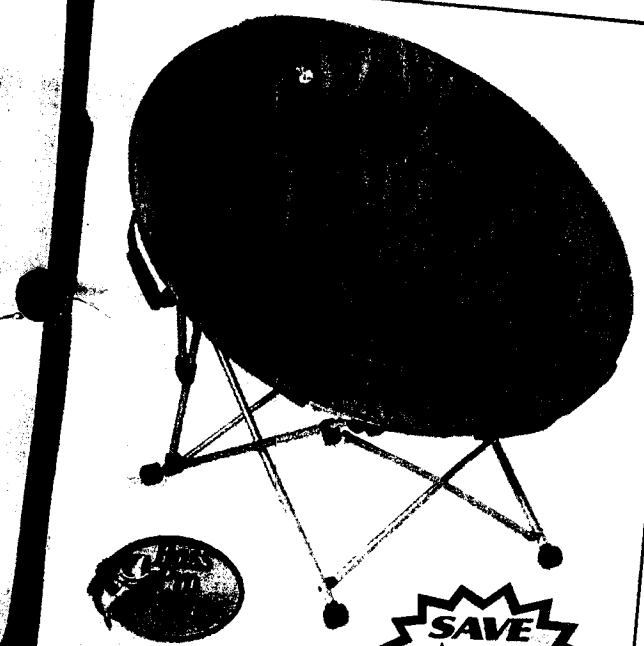


$14.99

Camo Stylus $19.99 with Holster and Sharp Spot Glare Guard

Stylus® LED Pen Light

Ultra-slim and bright. Switch momentary "blink" and constant "on." Clips to clothing or hat. Virtually indestructible. Waterproof. Runtime of 60 hours. Size: .38"Dx6.21"L. Also available in camo.



SAVE $10

$49.99

Reg. 59.99

Bass Pro Shops® Papason Lounger

Durable padded and combed poly/polyester seat with a lightweight high-grade steel alloy frame. Folds into the included carry/storage case.

$4.99

Reg. 9.99

Bass Pro Shops® Roost 'n' Roast

The perfect way to prepare beer-can chicken. This handy grilling accessory holds a whole chicken and your favorite beverage.

SAVE 50%

$2.99

Reg. 3.99

Creole Butter

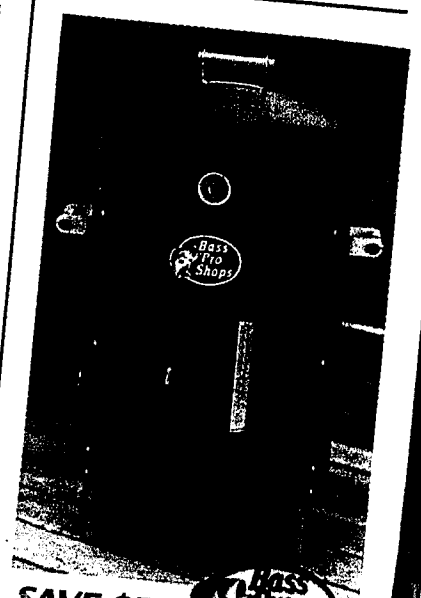
Gives meat a succulent flavor. 16 oz.

SAVE 25%

$18.99

Uncle Buck's® Cottonseed Oil

Perfect for deep frying. 3 gallons.



SAVE $5

$29.99

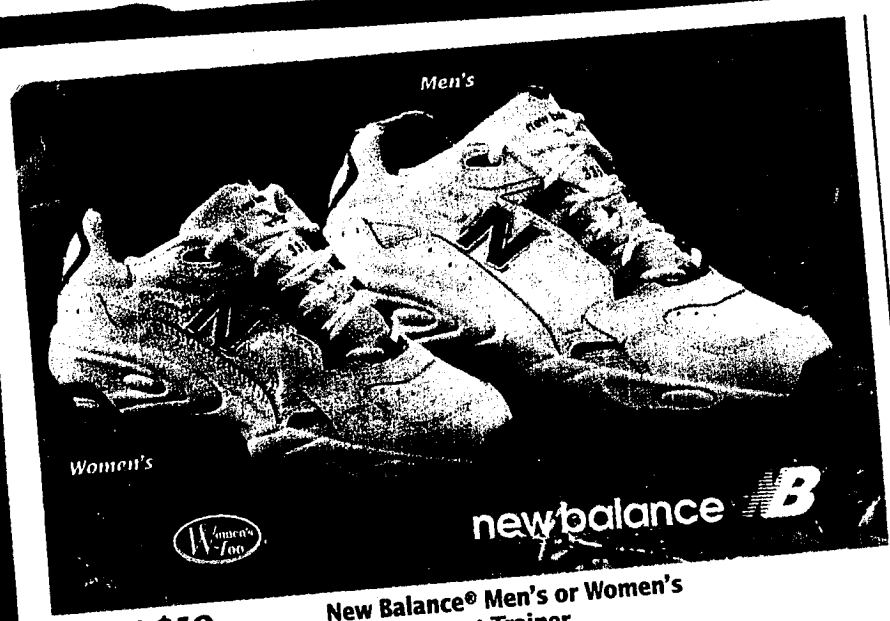
Reg. 34.99

Bass Pro Shops® Charcoal Grill and Meat Smoker

- Smokes up to 50 lbs. of meat
- Strong, rolled-steel construction
- Large front door
- Temperature guage
- Ventilated lid for faster smoking and keeps drippings inside

BP312812 5 -100

BPS-001624



SAVE $10
$29.88
Reg. 39.95

New Balance® Men's or Women's CMX335 Sport Trainer
- Supple leather/mesh upper
- Non-marking rubber outsole
- Available in Medium and Wide widths

RedHead® Men's Keystone Hiker or Women's XTR Hiker

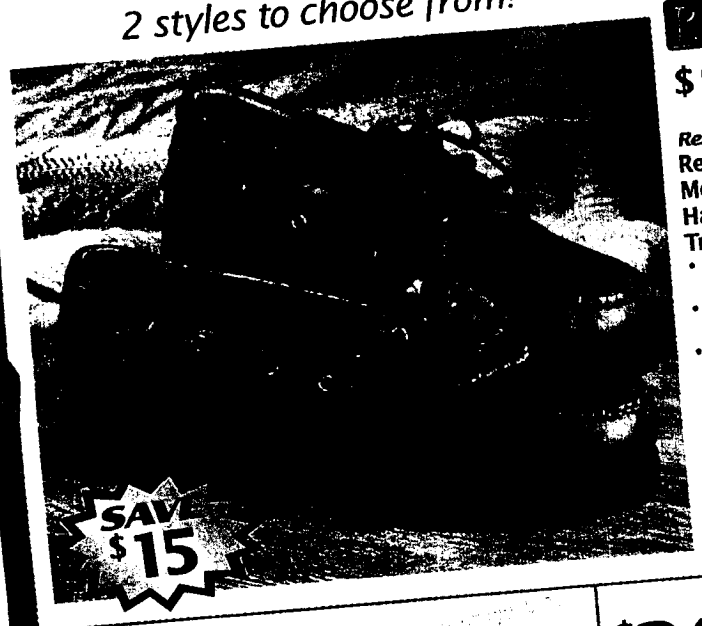
$24.88 YOUR CHOICE
Reg. 39.95

SAVE $15

RedHead® Women's XTR Hiker
- Easy-care suede leather uppers
- Ground-gripping rubber lug outsoles with toe guards
- Flexible EVA midsoles • Water-resistant uppers

RedHead® Men's Keystone Hikers
Water-resistant upper.

2 styles to choose from!



SAVE $15

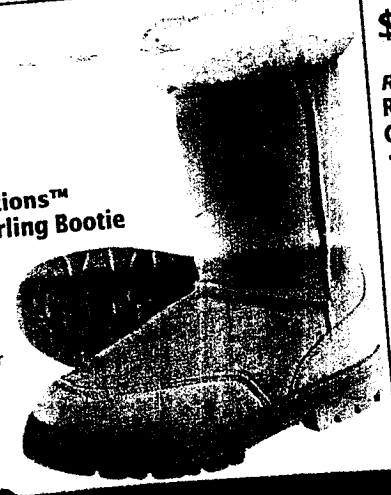
$34.88
Reg. 49.95
RedHead® Men's Handsewn Tru-Mocs
- Premium full-grain leathers
- Genuine Tru-Moc construction
- Slip-on or 3-eye lace

$59.88
Reg. 89.95
RedHead® Bear Creek Hiker
- Men's or Women's
- 100% waterproof GORE-TEX® bootie
- Full-grain waterproof leather/1000 denier Cordura® upper
- Vibram® outsoles

SAVE $30

Natural Reflections

$39.95
Natural Reflections™ Women's Shearling Bootie
- Luxurious genuine shearling lining
- Warm in winter, cool in summer



$24.88
SAVE $15
Reg. 39.95
RedHead® Men's Center Seam Moc
- Water-resistant, oiled leather upper
- Extremely lightweight polyurethane midsole

SAVE $20
$29.88
Reg. 49.95
RedHead® Men's Canoe Mocs
Available in medium and wide sizes. Non-marking ou

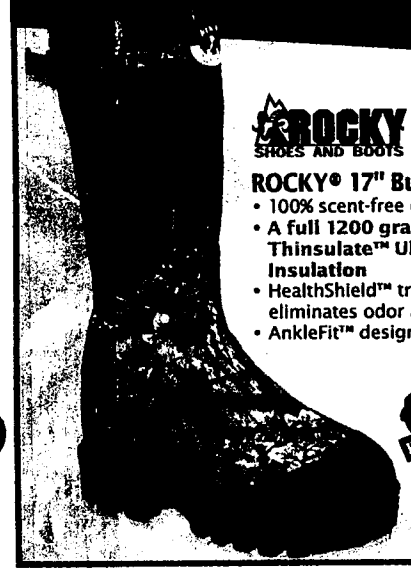
BP312812 6 -01 03 05 06 07 08 09 10 11 12 13 1

BPS-0016

SAVE $30

$69.88 YOUR CHOICE

Reg. 99.95



ROCKY SHOES AND BOOTS

ROCKY® 17" BuckStalker™
- 100% scent-free construction
- **A full 1200 gram Thinsulate™ Ultra Insulation**
- HealthShield™ treated footbed eliminates odor and bacteria
- AnkleFit™ design

Bass Pro Shops EXCLUSIVE

RedHead® Osage Hunting Boot
- **400 gram Thinsulate™ Ultra Insulation**
- 100% waterproof GORE-TEX® bootie
- Vibram® Montana outsole

100% WATERPROOF

GORE-TEX

Vibram

SILVIS

Silvis Denali
- **Non-insulated**
- Waterproof leather/ 1000 denier Cordura® upper
- Tough Vibram® outsoles

100% WATERPROOF

Vibram

Hit the trail with select rugged footwear!

$59.88 Reg. 89.95

RedHead® Women's 8" Madison II
- **800 gram Thinsulate™ Ultra Insulation**
- Waterproof GORE-TEX® liner
- Oil-pressed waterproof leather/ 1000 denier Cordura® upper

SAVE $30

GORE-TEX

Women's Too

$79.88 Reg. 99.95

RedHead® 12" Rancher Boot
- Guaranteed waterproof liner
- **Non-insulated**
- Removable contoured footbed
- Soft and durable all-leather upper

SAVE $20

100% WATERPROOF

$59.88 Reg. 89.95

RedHead® Waterproof Duty Boot
- Men's or Women's
- 100% waterproof membrane
- Oil- and slip-resistant rubber outsole
- Rugged leather upper
- **Non-insulated**

SAVE $30

100% WATERPROOF

Women's Too

$159.95

Irish Setter® 11" Tamarack
- **800 gram Thinsulate™ Ultra Insulation**
- 100% waterproof/breathable 3-bar knit GORE-TEX® fabric lining
- Self-cleaning rubber lug sole
- Scrunch Rio leather/Cordura® upper; Memory Foam footbed with ScentBan™
- TPU Torsion Stabilizer shank
- UltraFlex Opanka midsole

Irish Setter BY RED WING SHOES

GORE-TEX

100% WATERPROOF

$159.95

ROCKY® 9" BearClaw®
- **1000 gram Thinsulate™ Ultra Insulation**
- 100% waterproof/breathable GORE-TEX® fabric
- Super-aggressive NEW BearClaw outsole
- Exclusive 3-D welt construction
- Gaucho leather/1000-denier Cordura® upper
- Perforated extra-thick AirPort footbed

ROCKY SHOES AND BOOTS

GORE-TEX

100% WATERPROOF

BP312812 7 -100

BPS-001626

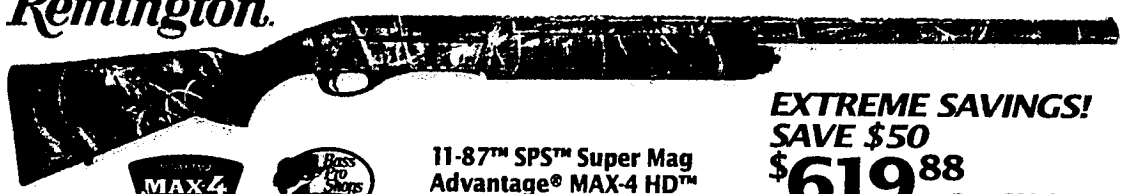
BROWNING

SAVE $30

Browning® Gold Stalker 3.5"
3-1/2" 12 ga. 26" or 28".
Composite/Blued.

$899.88
Reg. 929.99

Remington.

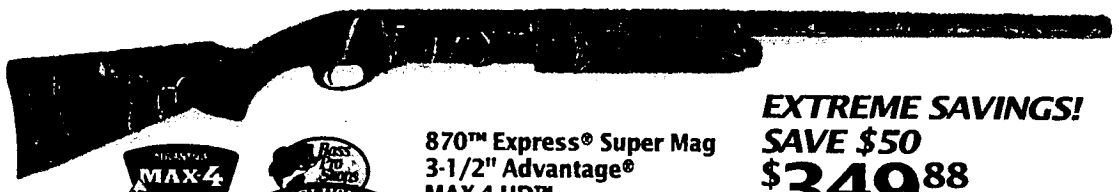


MAX-4 HD

Bass Pro Shops EXCLUSIVE

11-87™ SPS™ Super Mag Advantage® MAX-4 HD™
3-1/2", 12 ga. 28".

EXTREME SAVINGS!
SAVE $50
$619.88
Reg. 699.99



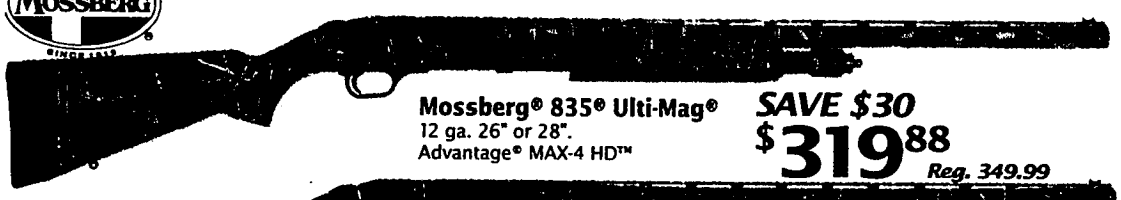
MAX-4 HD

Bass Pro Shops EXCLUSIVE

870™ Express® Super Mag 3-1/2" Advantage® MAX-4 HD™
3-1/2", 12 ga. 28".

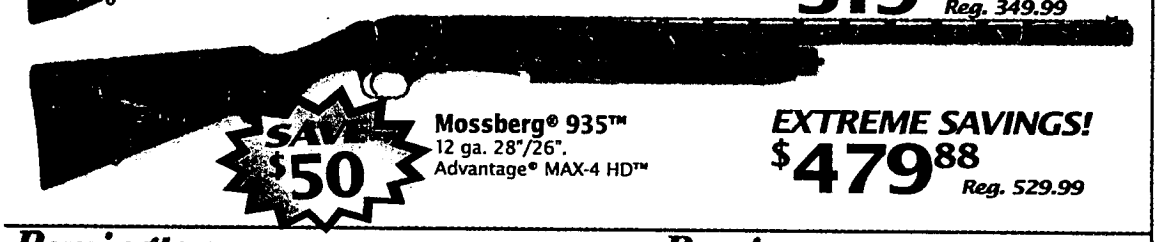
EXTREME SAVINGS!
SAVE $50
$349.88
Reg. 399.99

MOSSBERG



Mossberg® 835® Ulti-Mag®
12 ga. 26" or 28".
Advantage® MAX-4 HD™

SAVE $30
$319.88
Reg. 349.99



SAVE $50

Mossberg® 935™
12 ga. 28"/26".
Advantage® MAX-4 HD™

EXTREME SAVINGS!
$479.88
Reg. 529.99

Remington.

SAVE $3

$13.59 to $16.99
Reg. 15.99-19.99
Remington® HEVI•Shot® HV Waterfowl
1450 fps extends the accuracy and lethality of every shot fired. 10% heavier than lead! 10 rounds per box.

Remington.

SAVE UP TO $3

$11.89 to $16.99
Reg. 13.99-19.99
Remington® Nitro-Steel™
Galvanized Rustless™ steel pellets, Wetproof™ crimp seal, Wetproof lacquer sealant, and a high-density polyethylene wad. Velocities up to 1375 fps. 25 rounds per box.

STORMTEX

100% WATERPROOF BREATHABLE

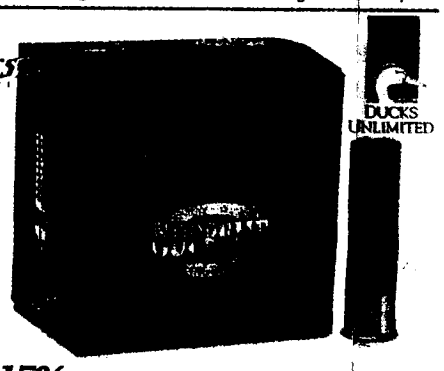
SAVE $10

$39.88 *Reg. 49.95*
Jacket
$29.88 *Reg. 39.95*
Pants
RedHead® StormTex Jacket or Pants
Jacket: Soft mesh lining is lightweight and easy fitting.
Pants: Full elastic waist with draw cord.

MAX-4 HD

SAVE $5
$9.88
Reg. 14.95
RedHead® Neoprene Shooting Gloves
Unlined waterproof gloves offer excellent finger dexterity.

WINCHESTER



DUCKS UNLIMITED

SAVE 15%
$15.29 to $20.39
Reg. 17.99-23.99
Winchester® Supreme® H.V. Steel
Delivers a steel shot charge up to 1450 fps for greater distance and power. 25 rounds per box.

BP312812 8 -03 06 08 12 14 15 19

BPS-001627

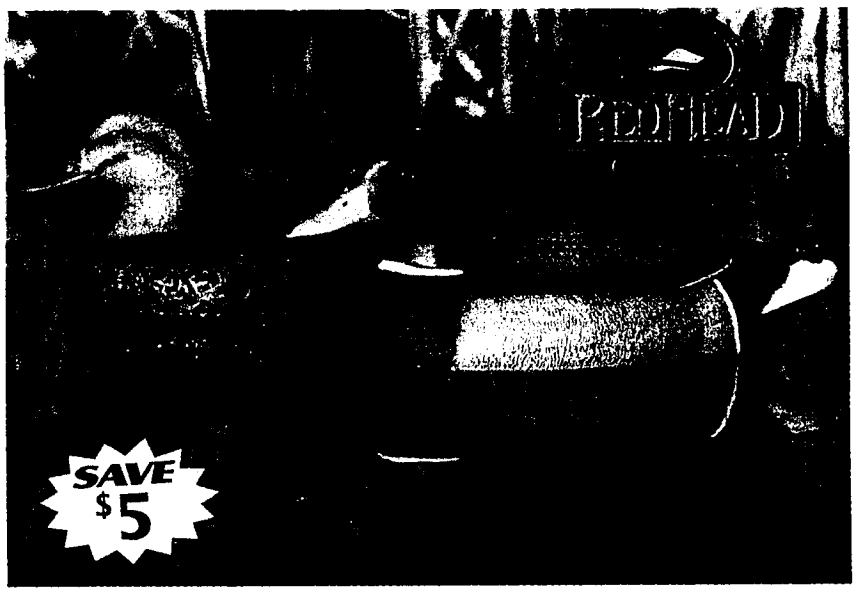
SAVE $10

Blackwater FUD™ (Fold-Up Decoys)
Exhibits unparalleled versatility and can be utilized for floater or field use. These lightweight, less bulky decoys fold flat for unmatched transport and storing capabilities. 3-D, multi-posture bodies allow hunters to set up on land or on the water.

$29.88
Reg. 39.99

$24.88
Reg. 29.99

RedHead® Standard Mallard Decoys
Realistic poly bodies. Water Snap-Lock™ keels. Body length: Drake 16", Hen 16". A full dozen: 8 drakes and 4 hens.



SAVE $5

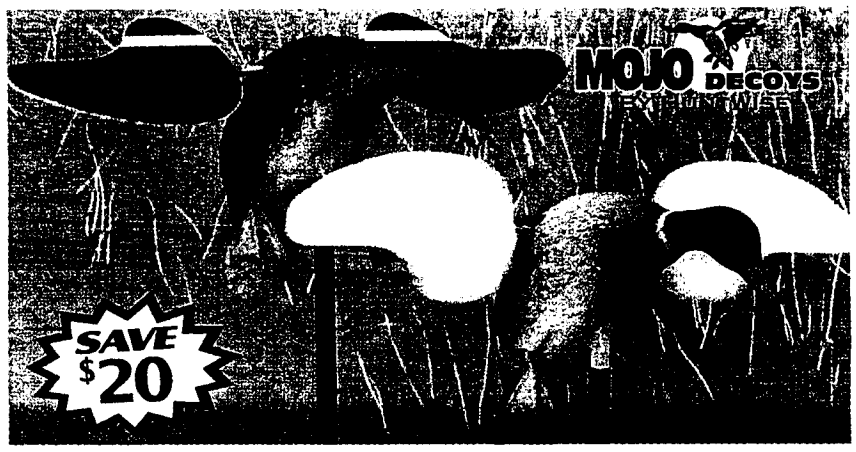
SAVE $10

Air-Lucky™ Duck
Non-motorized spinning-wing decoy is powered by Mother Nature. Its wind-activated Turbo Tri-Wings spin and flash, just like the real thing, in winds as low as 7 mph and as high as 30 mph. Very lifelike; easy to set up. Includes mounting pole.

$39.99
Reg. 49.99

$79.88
Reg. 99.99

MOJO Mallard Junior
Same great look as the original MOJO Mallard, but with a smaller direct-drive motor and corrugated wings.

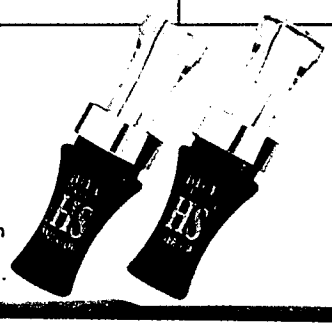


SAVE $20

H.S. WATERFOWL

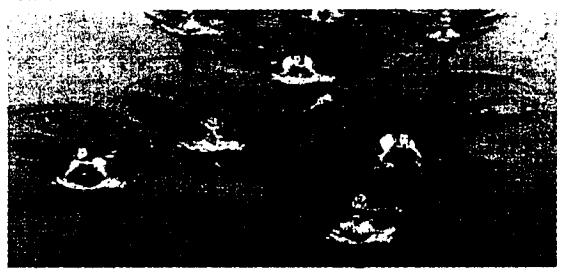
$19.99

H.S. Bill Collector Duck Calls
These polycarbonate calls have a brushed aluminum band and are polished to look like a turned acrylic call. Choose blue/clear 1-reed or green/clear 2-reed.



SAVE $10
$39.88 *Reg. 49.99*

Wings and Legs Jerk-A-Spreader
A unique system that allows you to move a dozen decoys all at once.



SPECIAL PURCHASE!
COMPARE TO $299.99!
$199.88

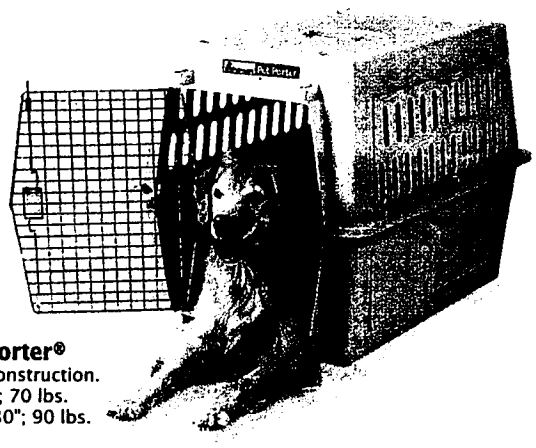
DT Systems

D.T. Systems EDT Super Training System
Up to a 1200 yard range. Positive vibration and neck and constant stimulation. Includes ***FREE*** long-range antenna and auto charger, a $45 value!

SAVE $10
$49.88
Reg. 59.99
Large

SAVE $20
$59.88
Reg. 79.99
X-Large

Petmate® Pet Porter®
Durable polymer construction.
Large: 36"x24"x26; 70 lbs.
X-Large: 40"x27"x30"; 90 lbs.



$19.99

RedHead® Neoprene Dog Vest
3mm neoprene with easy hook 'n' loop closure. Sizes M-2XL.

BP312812 9 -15 19

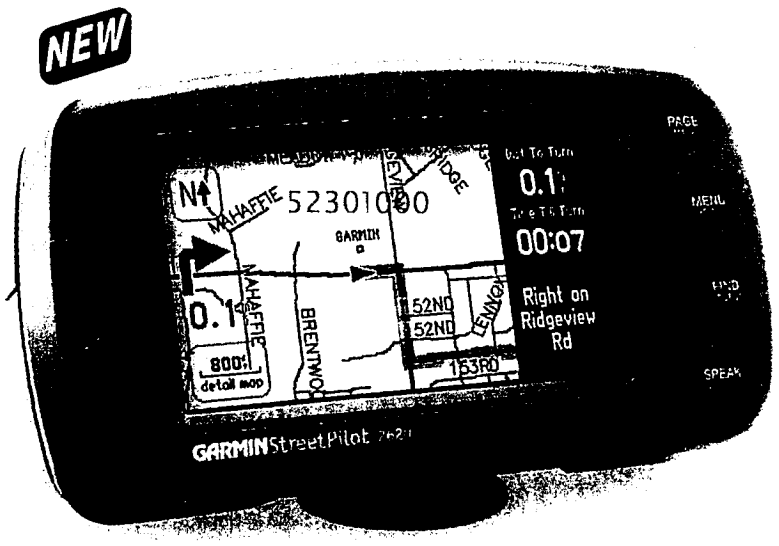
BPS-001628

GARMIN® *Plan your next outdoor adventure with Garmin GPS units!*

NEW

$399.99

Garmin Vista Color
- 256-color, high-resolution screen
- Auto-routing capability
- 36-hour battery life
- Built-in barometric altimeter



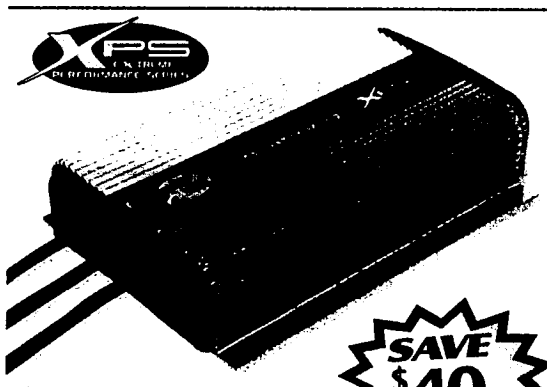
NEW

SAVE $100 After Mail-In Rebate

Receive a $100 rebate with purchase. **Requires mfrs. mail-in coupon. Expires 01/15/05.**

Price After Mfrs. Rebate
$1199.99
Reg. 1299.99

Garmin StreetPilot® 2620
- Pre-loaded with detailed nationwide map data
- 500 MB of additional storage
- Touch screen and IR remote
- Voice prompted turn-by-turn navigation



SAVE $40

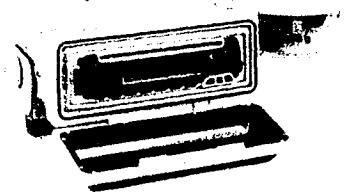
$89.88 *Reg. 129.99*

XPS™ 15-Amp Battery Charger
Extreme performance charger with transfer-on-demand charging that distributes its total available charging amps to meet the demand of each battery onboard—unused amps are transferred on demand to other batteries onboard requiring additional amps.

SAVE $20

$49.88 *Pair* *Reg. 69.99*

Bell South® Camo GMRS Radio
Features up to **7-mile range**, 3-watt power output, rechargeable batteries and charging stand, removable belt clip and keylock. Color: Advantage® MAX-4 HD™.



SAVE $50

EXTREME SAVINGS!
$119.88 *Reg. 169.99*

Sound Barrier AM/FM CD Combo
- Anti-Shock mechanism
- Mechanical detachable panel
- 100 watts • Seek/Scan
- Waterproof enclosure
- Din chassis

SAVE $10

Uniden
$69.88
Reg. 79.99

HH120 Compact Handheld VHF
- Backlit LCD and keypad
- 1W/5W
- Memory Channel scan
- 4 AA alkaline battery capable (batteries not included)
- 8"x2"x13"

DESIGNED TO BRING OUT YOUR BEST BASSMASTER

SAVE $50

EXTREME SAVINGS!
$149.88 *Reg. 199.99*

Bassmaster® Onboard Battery Charger Model Pro 1000
• Charges 2 to 3 times faster when compared to traditional chargers • True 3-stage charging with temperature compensation, advanced high fill rate mode, conditioning mode, and continuous maintenance mode • Full rated charging performance even at 90 VAC • 10 amp

$19.99

Shipshape™ TRAILER PARTS

Canister Vacuum Cleaner
Boasts a powerful 160-watt motor to get the job done. Sucks up water, dirt, sand—even gravel. Powered by a cigarette lighter plug with 15' cord.

Sevylor

SAVE $50

EXTREME SAVINGS!
$99.88 *Reg. 149.99*

Fish Hunter Inflatable Fishing Boat
Built with a superior quality 2-chamber 30-gauge PVC hull and a multichambered floor with twin tunnel chambers for extra stability while fighting fish. Wt. cap.: 700 lbs., 4-person.

BP312812 10 -05 06 07 12 14 15 17 18 19 20 22 23

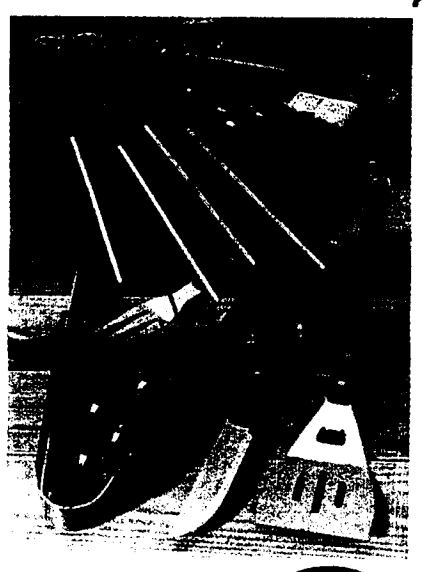
BPS-001629

Bass Pro Shops
DESIGNED TO BRING OUT YOUR BEST
BASSMASTER
BASS
EXTREME SAVINGS!
SAVE 50%
$34.88
Orig. 69.99
Bassmaster® Angler Series Rods
Bass Pro Shops
Wally Marshall™ SIGNATURE SERIES
Spinning Combos
Reel features: 2-ball-bearings
Rod features: IM-6 graphite blanks
• Stainless steel guides and inserts
Spincast Combos
Reel features: Pre-spooled spincast or underspin reel
• Gear-driven Disc drag
Rod features: IM-6 graphite blanks • Stainless steel guides
SAVE $10
$24.88
Reg. 34.99
Wally Marshall Crappie Spin and Spincast Combos
SAVE $20
QUANTUM®
$49.88
Reg. 69.99
Bill Dance Signature Series Baitcast Reels
• 4-bearing system
• Magnetic cast control
Rapala
NEW Size
SAVE 80¢
$4.99
Reg. 5.79
Rapala® DT® (Dives-To) Series
Choose from DT-6, DT-10 and DT-16.
Strike King LURE COMPANY
4.5" Bleeding Flipping Tube
3.5" Bleeding Pro Model Tube
SAVE 20%
$2.79
Reg. 3.49
NEW Bleeding Bait™ Tubes
Bright red strands undulating through the tail section simulate injured prey, triggering a powerful response. Salt impregnated. 3-1/2"-4-1/2". 8 pk.
NEW
SAVE $2
$4.88
Reg. 6.99
Bass Pro Shops® LED Headlamps
Works for 40+ hours on 3 AAA batteries (not included). Available with 3 white LEDs or 3 blue LEDs to view hi-vis fishing line at night.
NEW
SAVE $3
$11.88
Reg. 14.99
Action
Rod Tender® Twin-Pack
Features hi-impact copolymer for strength and durability, adjusts vertically and horizontally to work with any type of trolling.
SAVE $15
Bass Pro Shops
XPS
$44.99
Reg. 59.99
XPS™ 360 System
• Each side pocket holds two 360 boxes
• Includes four 360 boxes
$54.99
Reg. 69.99
XPS™ 370 System
• Each side pocket holds two 360 boxes
• Includes four 370 boxes
Berkley
SAVE $10
$59.99
Reg. 69.99
Berkley® Digital Lip Grip Scale
Safely holds your catch by the lip, protecting you and the fish. Made of corrosion-resistant stainless steel with a powerful spring action jaw and non-slip textured handles. Reads in pounds, ounces and kilograms.

Bass Pro Shops

Sportsman's Warehouse

More Outdoors For Your Money



SAVE $10

$19.88 Reg. 29.99

Bass Pro Shops® 18-Piece BBQ Grill Tool Set

SAVE $30

$39.88 Reg. 69.95

NEW RedHead® Treestand Manager

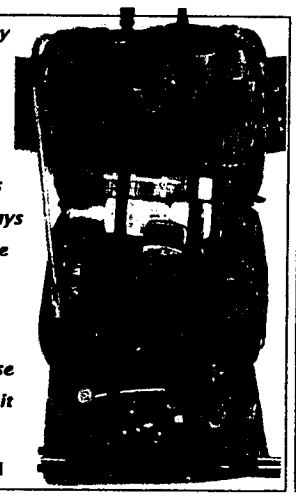
Tri-fold design zips closed for easy packin' and hangs open for easy access in your treestand.

Available online at basspro.com/november

Conveniently holds:

- *Radio*
- *GPS*
- *Flashlight*
- *Binoculars*
- *Scent Sprays*
- *Grunt Tube*
- *Limb Saw*
- *Branch Pruners*
- *Bow release*
- *First Aid Kit*

Accessories shown not included



Rapala

YOUR CHOICE $1.99

SAVE 50¢

$1.99 Reg. 2.49

Rattlin' Rapala®

3/16-, 3/8-, 1/2-, or 3/4-oz.

Available online at basspro.com/november

SAVE 50¢

$1.99 Reg. 2.49

Strike King Diamond Shad® or NEW Strike King Bleeding Hook™ Diamond Shad®

1/4-, 1/2-, or 3/4-oz.

Available online at basspro.com/november

Strike King Lure Company

DESIGNED TO BRING OUT YOUR BEST BASSMASTER

SPECIAL PURCHASE!

$149.88 NEW Orig. 299.99

Bassmaster® Pro 2000 Onboard Battery Charger

20 amps, 2 banks

Available online at basspro.com/november

STORE PRICING POLICY: Generally, merchandise prices in our stores, catalogs and web sites will be the same. Occasionally, however, due to sales, clearance events or market conditions, prices may vary.

Bass Pro Shops® Sportsman's Warehouse®

I-40 at Sycamore View Road, Exit 12
6140 Macon Road
Memphis, TN (901) 213-5800
Hours: Mon-Sat 9am-10pm, Sun 10am-7pm

basspro.com ALWAYS OPEN 24/7

recyclable

Bass Pro Shops OUTDOOR SKILLS WORKSHOPS

Cold Weather Camping
Nov. 3

Hands on Fly Tying
Nov. 3 6pm

For details stop by the Information Desk, call the store or visit our website.

Bass Pro Shops Sportsman's Warehouse
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Memphis, TN 38134

Postmaster: Please deliver between Nov. 3-5

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BASS PRO SHOPS

No mail, phone, internet, COD orders or dealers, please. Bass Pro Shops® reserves the right to limit quantities.
Please be aware that descriptive, typographic or photographic errors may sometimes occur, and are subject to correction.

BP312812 12 -14 15

BPS-001631

KLEER-FAX RECYCLED
80000 SERIES
30% P.C.W.

EXHIBIT 8

Bass Pro Shops

ON ARCTIC CAT®

50s ON 90s

2005 Youth Models Starting at $1,349

STANDARD EDITION PRICES at up to $2,000 2005 LE Models

LE EDITION MODELS INCLUDE:

- Brush Guards
- Chrome Wheels
- Winch
- Speed Rack

BPS-002040

*See back page of boat section for offer details

2005 ATV CLEARANCE

SAVE UP TO $2,000

OR

OR

OR

FOR 6 MONTHS

ACCESSORIES

250 SAVE UP TO $1,000

300 SAVE up to $1,000

400 SAVE up to $1,600

500 SAVE up to $1,800

650 SAVE up to $2,000

Finance up to $1,000 in Genuine ARCTIC CAT® Accessories & Get 2 Year Accessory Warranty Coverage**

w/ Purchase of Your New Arctic Cat ATV

*See back page of boat section for offer details

BPS-002041

Blind Duck® Edition w/ 25 ML

All-Welded Construction • Exclusive BLIND DUCK® Camo, Grassland or woodland pattern • Rod/Gun Box • 2 Camo Fold Down Seats • Aluminum Floor • Trolling Motor Mount w/ Wiring Harness • Navigation Lights • 12 Volts Outlet • Aerated Livewell • BLIND DUCK® trailer with GalvaShield™ protection.

GRIZZLY® BOATS

GRIZZLY® 1654 SC/CC

Length: 15′ 2″
Beam: 67″
Std. Engine: 15 ML

Length: 16′ 2″
Beam: 71″
Std. Engine: 25 EL

Length: 16′ 4″
Beam: 76″
Std. Engine: 25 EL

Length: 17′ 4″
Beam: 76″
Std. Engine: 25 EL

Blind Duck® Edition Included
Length: 18′ 3″
Beam: 83″
Std. Engine: 40 ELPTO

Blind Duck® Edition Included
Length: 20′ 3″
Beam: 95″
Std. Engine: 40 ELPTO

BPS-002042

*See back page of boat section for offer details

LOADED FOR FISHING, HUNTING AND MO

$3,699

$2,699

$2,299

$2,099

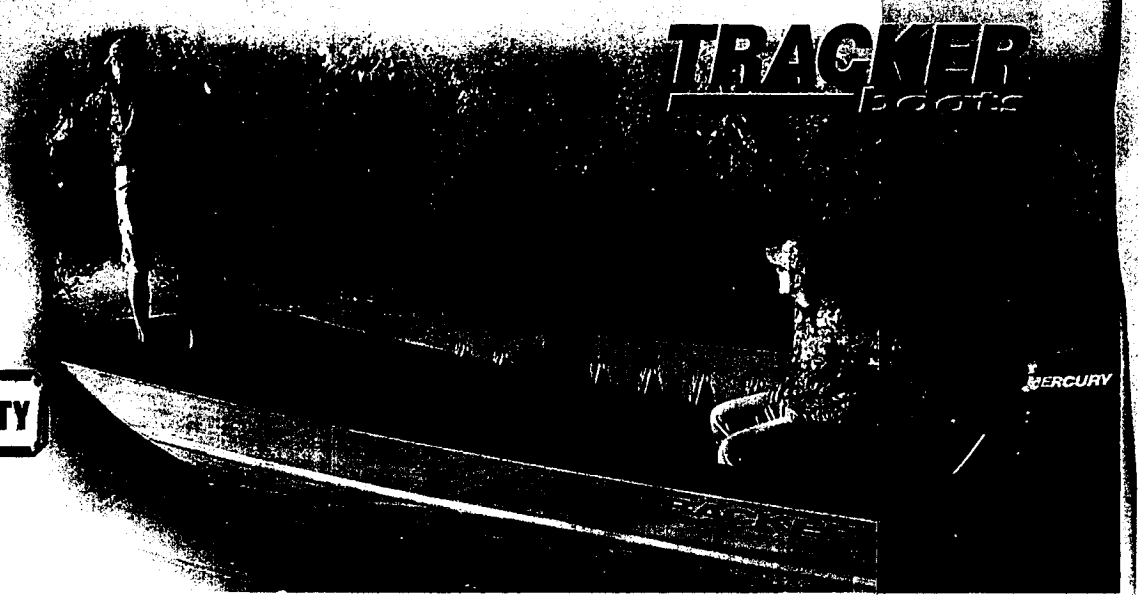
$1,899

$1,799

$1,679

These rugged all-purpose boats are built to last. Their all-welded hulls are made with thick marine-grade aluminum alloy. Structural support is provided bow to stern by extruded transverse ribs placed 12" center. All aluminum transoms are strengthened with sturdy corner braces.

ALL-WELDED LIMITED
LIFETIME WARRANTY
DuraTrack



*See back page of boat section for offer details

SPECIAL PRICING ON ALL 2005 BOATS AND ATVs

ADVENTURE AROUND EVERY CORNER

Distinct architecture, aquariums, displays, wildlife mounts and MORE!

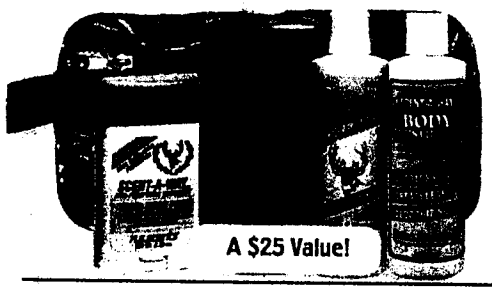
SAVE UP TO 50%

ONLY $9.88 Each

Reg. 12.99–19.99

Scent-A-Way™ Sale

Includes Quart, Plus Quart or Plus Acorn Spray Combos, Anti-Bacterial Liquid Soap, Laundry Detergent and Carbon Clean Laundry Detergent



A $25 Value!

SAVE 25%

$14.88

Reg. 19.99

Scent-A-Way™ Shower Kit

Includes Scent-A-Way 12-oz. liquid soap, 8-oz. shampoo/conditioner, 8-oz. body moisturizer, 2-1/4-oz. antiperspirant/deodorant and a Realtree Hardwoods® HD™ travel toiletry bag.

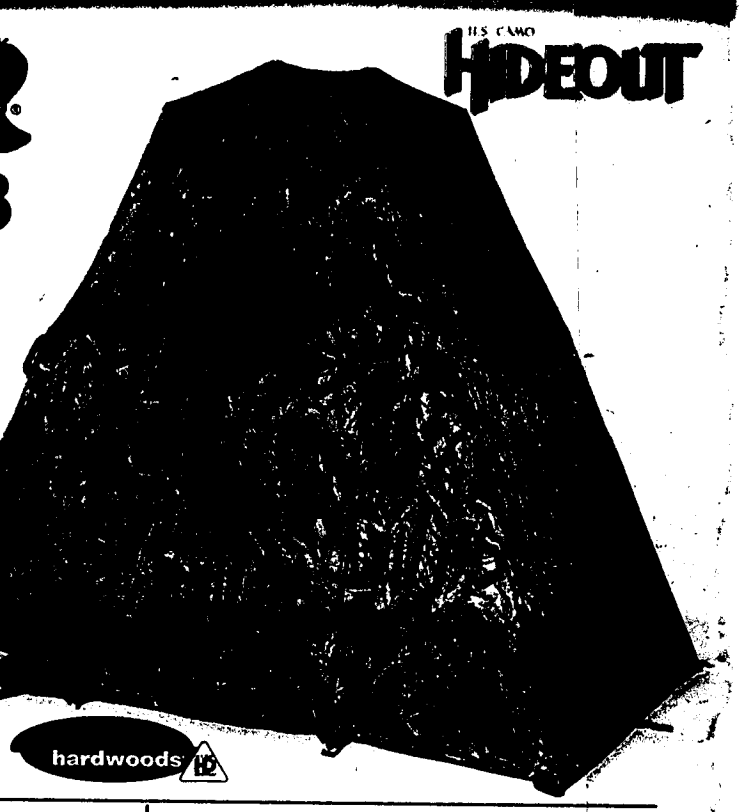
HUNTER'S SPECIALTIES™ "For Sportsmen, by Sportsmen"™

$88.88

Orig. 119.99

Hunter's Specialties® 10-10 Hideout Blind

- Collapses into a compact carrying bag with shoulder strap
- 74"x86"x56"
- Weight: 13-1/2 lbs.



SAVE $30

SAVE $5

$14.88

Reg. 19.99

Hunter's Specialties® Estrus Bleat Calls

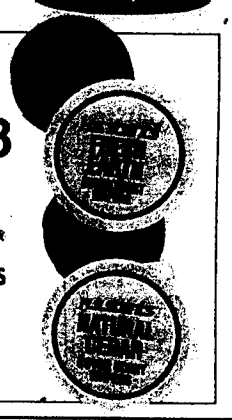
3 pk.

YOUR CHOICE

$4.88

Reg. 6.99

PRIMETIME® Scent Wafers



SAVE $10

$24.88

Orig. 34.99

Hunter's Specialties® Deluxe Scent Safe Travel Bag

Includes 3 Fresh Earth Cover Scent Wafers. 25"x34-1/2"x7-1/2." Color: Hunter Green.

H.S. CALLS

SAVE $5

$9.88

Orig. 14.99

Hunter's Specialties® True Talker Deer Call

SAVE $5

$9.88

Orig. 14.99

Hunter's Specialties® Rattling Bag

SAVE $7

$17.88

Orig. 24.99

Hunter's Specialties® True Talker Deer Call with Rattling Bag

Lohman Real Sound

SAVE $10

NEW!

$39.88

Reg. 49.99

NEW Lohman Digital Invisi-Doe™ or Invisi-Buck™

M.A.D. CALLS

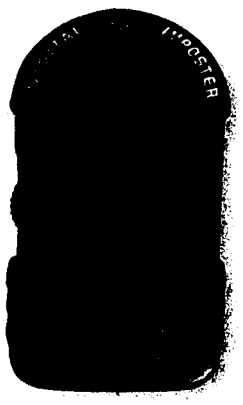
NEW!

$29.88

Reg. 39.99

NEW M.A.D. Digital Imposter Deer/Turkey

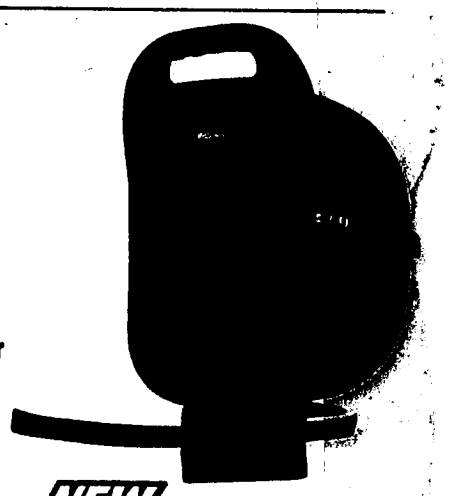
- Multi-function switch selects turkey or deer sounds
- Produces 6 of the most recognizable sounds
- Weather resistant construction



$299.99

NEW M.A.D. Wildlife Eye™ Video System without Camcorder

- Monitor trail activity with a combination of heat and motion.
- Set clock timer to monitor an entire field, food plot, oak ridge, etc. for up to 7 days
- Protected by a sturdy weatherproof housing
- Works with over 125 current and previous models of Sony and Canon camcorders using a simple LANC connection.



NEW!

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2005 FALL HUNTING CLASSIC

Don't Miss it!

Lowest prices of the year!

THE GREATEST HUNTING SALE & SHOW OF THE YEAR

AMERISTEP Quality Hunting Accessories — Three quality blinds from Ameristep!

SAVE $20

$49.88 Reg. 69.99

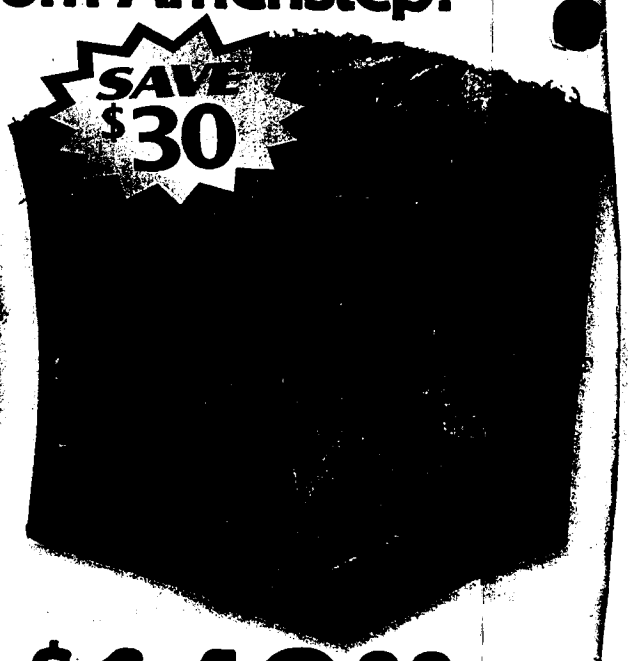
Ameristep Outhouse™ Blinds
Features Edge ReLeaf™, ShadowGuard™, Durashell™ construction, window tie-downs, ground stakes and high-wind tie-downs. 68"x68"x78". Wheelchair accessible. Weight: 7.5 lbs. All patterns.

SAVE $20

$79.88 Reg. 99.99

MOSSY OAK BREAK UP

Ameristep Doghouse™ Blinds
Features Edge ReLeaf™, ShadowGuard™ and Durashell™ construction for durability and extreme stealth. The Doghouse also includes window tie-downs, shoot-thru mesh, and 4 zippered windows/3 portholes. 60"x60"x68". Weight: 14 lbs. All patterns.

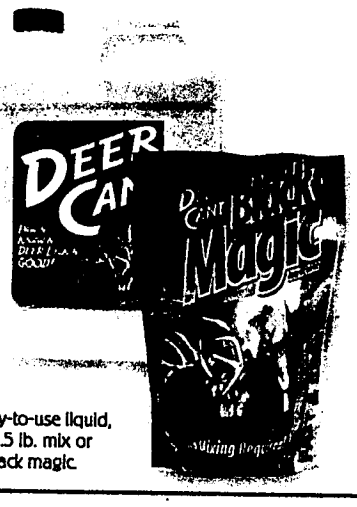


SAVE $30

$149.88 Reg. 179.99

Ameristep Brickhouse TSC™ Blinds
A hub-style blind that features a zip open roof panel, Edge ReLeaf™, ShadowGuard™, Durashell™ construction, and hut-style frame. 60"x60"x67". Weight: 18 lbs. All patterns.

EVOLVED Wildlife Nutritional Products

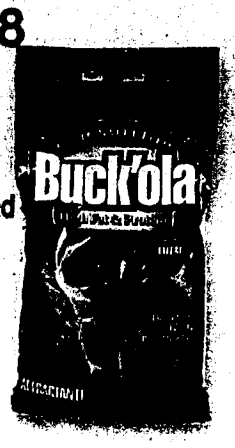


ONLY **$4.88** Reg. 7.99

Deer Cane
Available in 1 gallon ready-to-use liquid, 4 lb. time release block, 6.5 lb. mix or concentrate and 4.5 lb. black magic.

SAVE $5 **$9.88** Reg. 14.99

Buck'ola Candy Sweet Feed
For ground, trough and automatic feeders. 20-lb. bag.

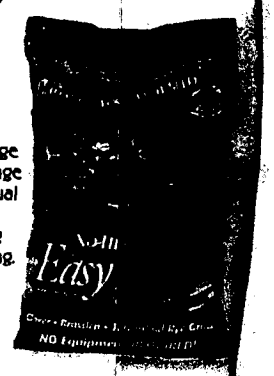


ONLY **$4.88** Reg. 7.99

Buck Jam
Available in Ripe Apple, Wild Persimmon, Sweet Corn, Honey Acorn and Peanut Butter. 1 gallon.

SAVE $5 **$19.88** Reg. 24.99

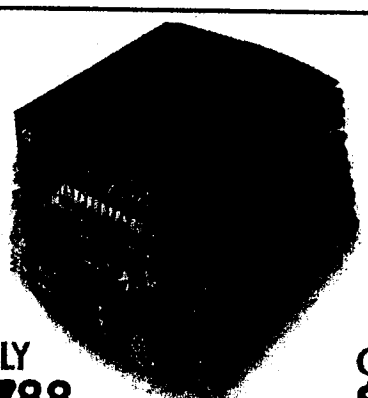
NEW Easy Plot Seed
Includes Tetraploid Forage Rye Grass, Forage Rape, and annual Forage Clovers. Great for Spring or Fall. 15 lb. bag.



Wildgame INNOVATIONS

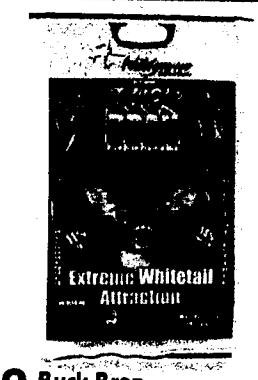
ONLY **$4.88** Reg. 7.99

Peanut Bucker or Peanut Bucker with Apple Swirl
The old "secret ingredient" but without the mess. Loaded with quality nutrients for healthy growth. 3-1/3 lb. bucket.



ONLY **$7.88** Reg. 11.99

Big Buck Crunch
Real peanut butter flavor, with plenty of protein, fat, calcium and phosphorus. 7 lb. block.



ONLY **$9.88** Reg. 17.99

Buck Bran
Vitamins A, D and E and calcium carbonate for dramatic antler and mass growth. 25 lb. bag.

SAVE $5 **$9.88** Reg. 14.99

Honey Hole
Unique mineral mix for spring-thru-fall nutrition. 20 lb. bag.

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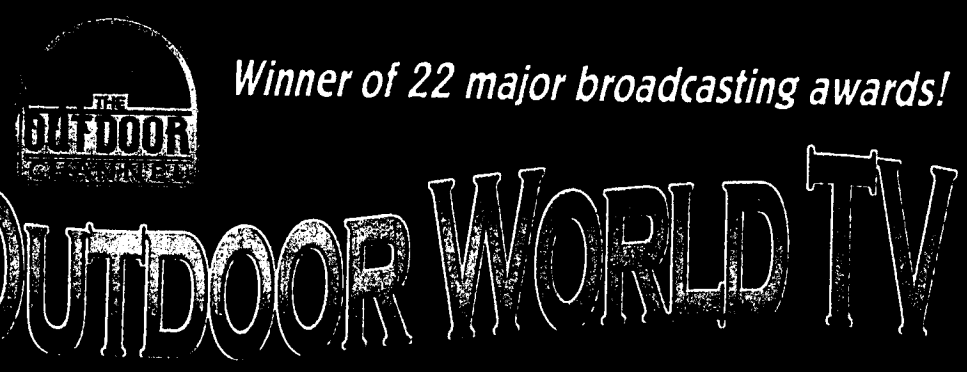
SPECIAL PRICING ON ALL 2005 BOATS AND ATVs



Winner of 22 major broadcasting awards!

OUTDOOR WORLD TV

Hunting–Sunday at 9:30pm EST

MOULTRIE FEEDERS
"WE MAKE THE GAME HUNT YOU"

SAVE $10

$29.88 Reg. 39.99

NEW Econo Plus Feeder Kit
- Adjustable photocell dawn and dusk timer
- ABS plastic housing
- Adjustable feed setting of 4–16 seconds

SAVE $10

$49.88 Reg. 59.99

NEW Econo Plus 6-1/2-Gallon Hanging Feeder
- Durable ABS plastic housing
- Econo Plus adjustable photocell timer
- Feed settings of 4–16 seconds

SAVE $20

$99.88 Reg. 119.99

NEW Game Pro 200 Tripod Feeder
- Includes Pro Econo Adjustable Timer
- Sets up to feed up to 16 times per day
- Hopper holds 200 lbs. of feed
- 360° feed setting

SAVE $20

$49.88 Reg. 69.99

Moultrie® GameSpy 35mm Scouting Camera
- Infrared sensor detects movement
- Adjustable delay timer
- Time/date imprinting on each shot.

ONLY **$9.88** Reg. 12.99

NEW!

NEW C'Mere Deer® Pint Concentrate
- Liquid botanical and synthesized chemical extract

SAVE $5
$14.88 Reg. 19.99

NEW C'Mere Deer® Quart Concentrate

SAVE $5
$19.88 Reg. 24.99

NEW C'Mere Deer® Gallon Ready-to-Use Liquid or Powder

C'Mere Deer®
- Liquid botanical and synthesized chemical extract proven to draw deer of all sizes

---

Code Blue
Perfecting the Science of Hunting

ONLY **$9.88** Reg. 12.99

Code Blue Urine Bottles
Includes:
Whitetail Doe Estrus Urine
Whitetail Doe Urine
Whitetail Buck Urine
Whitetail Doe Urine Gel
Whitetail Buck Urine Gel
Whitetail Tarsal Gland Gel
Whitetail Tarsal Gland

ONLY **$9.88** Reg. 14.99

Code Blue Doe Urine Drag System

Knight&Hale™

Special purchase!

$4.88 SAVE 59%
Reg. 11.99

Knight & Hale™ Adjustable, Hands-Free EZ Grunt-er Plus

SAVE $5
$9.88 Reg. 14.99

Knight & Hale™ Translator

SAVE $10
$19.88 Reg. 29.99

Knight & Hale™ Deer Feeder

SCENTite blinds.
DEER, WATERFOWL & TURKEY BLINDS

SAVE $50

$299.88 Reg. 349.99

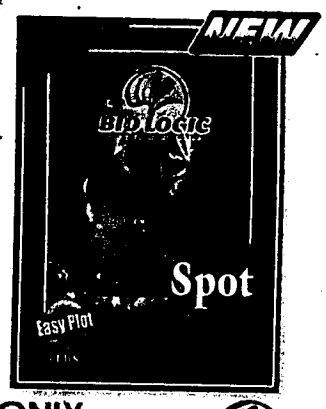
NEW Hunter Blind
- 6 large windows for 360° viewing
- 65 lbs.
- 4'x4'x6'
- High-density polyethlene shell
- Black

WILDLIFE RESEARCH CENTER

SAVE 33%

$9.88 Reg. 14.99

Scent Killer® Quart Combo includes 32-oz. bottle, 4-oz. camo spray bottle and 5-oz. bar soap.



ONLY **$9.88** Reg. 12.99

BIO LOGIC

NEW BioLogic™ Hot Spot
5-lb. bag.

SAVE $5
$14.88 Reg. 19.99

Buck Grub
25-lb. bag.

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2005 FALL HUNTING CLASSIC

Don't Miss it!

Lowest prices of the year!

THE GREATEST HUNTING SALE & SHOW OF THE YEAR

NEW

SAVE $50

Available in 31-1/2" or 35" axle-to-axle lengths

Introducing the NEW RedHead® XP-Series Bows!

100% PERFORMANCE DRIVEN.

SMOOTH, FAST, FORGIVING.

STARTING AT

$399.88 Bow only

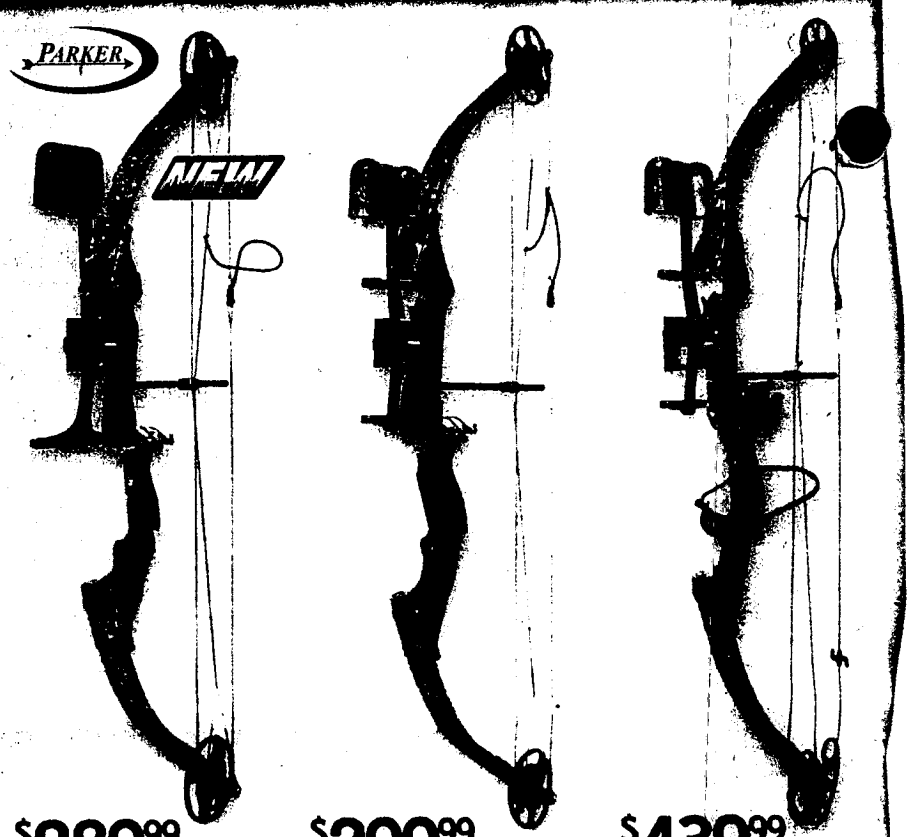
Reg. 449.99

$449.88 to 549.99 Reg. 499.99–599.99

Accessory Combos

Available in 3 combo packages. See store for details.

PARKER



NEW

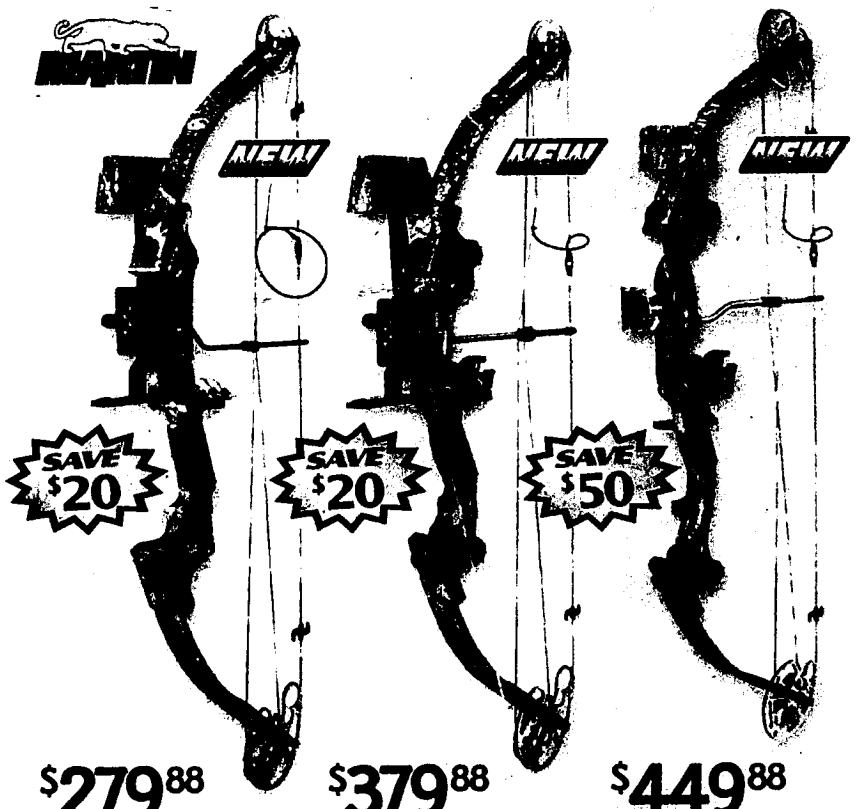
$289.99 NEW Parker Buck-Shot Outfitter

$299.99 Parker Buck Hunter Outfitter

$439.99 Parker Hunter Mag Outfitter

All Parker Outfitters include sight, quivers, arrowrest and peep sight.

MARTIN



NEW

SAVE $20

SAVE $20

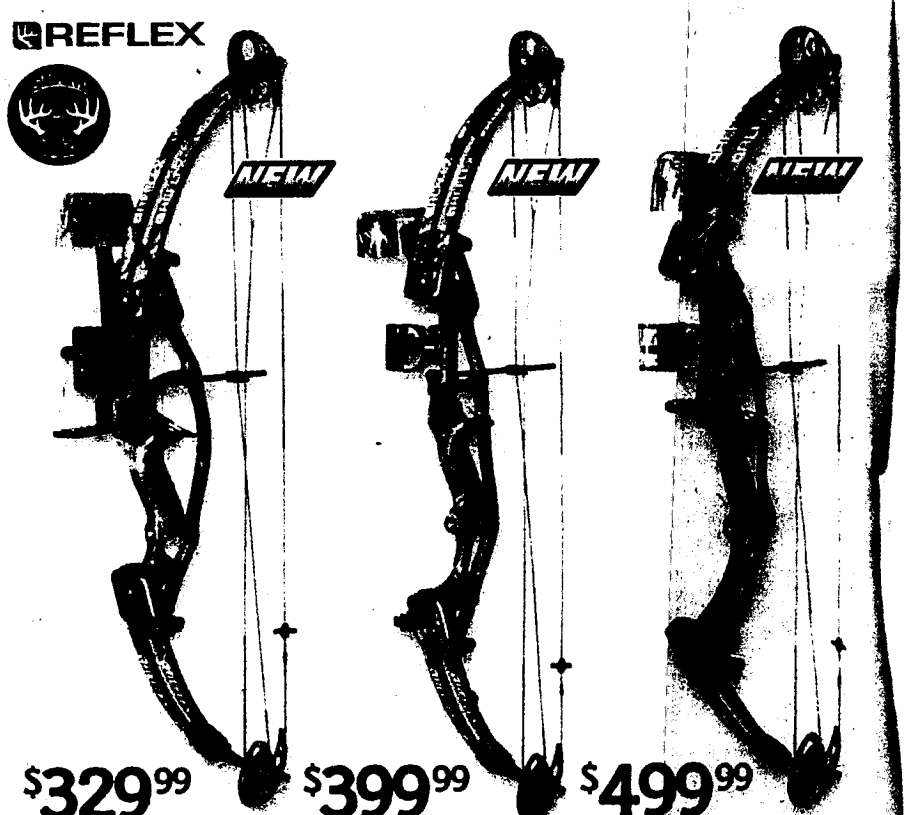
SAVE $50

$279.88 Reg. 299.99 NEW Martin Jaguar Magnum Package
Bow package includes sight, quiver and arrowrest.

$379.88 Reg. 399.99 NEW Martin Orion Magnum Package
Bow package includes sight, quiver and arrowrest.

$449.88 Reg. 499.99 NEW Martin Quest Magnum Package
Bow package includes sight, quiver and arrowrest.

REFLEX



NEW

$329.99 NEW Reflex Excursion Package
Bow package includes sight, quiver and arrowrest.

$399.99 NEW Reflex Grizzly Package
Bow package includes sight, quiver and arrowrest.

$499.99 NEW Reflex Super Slam®

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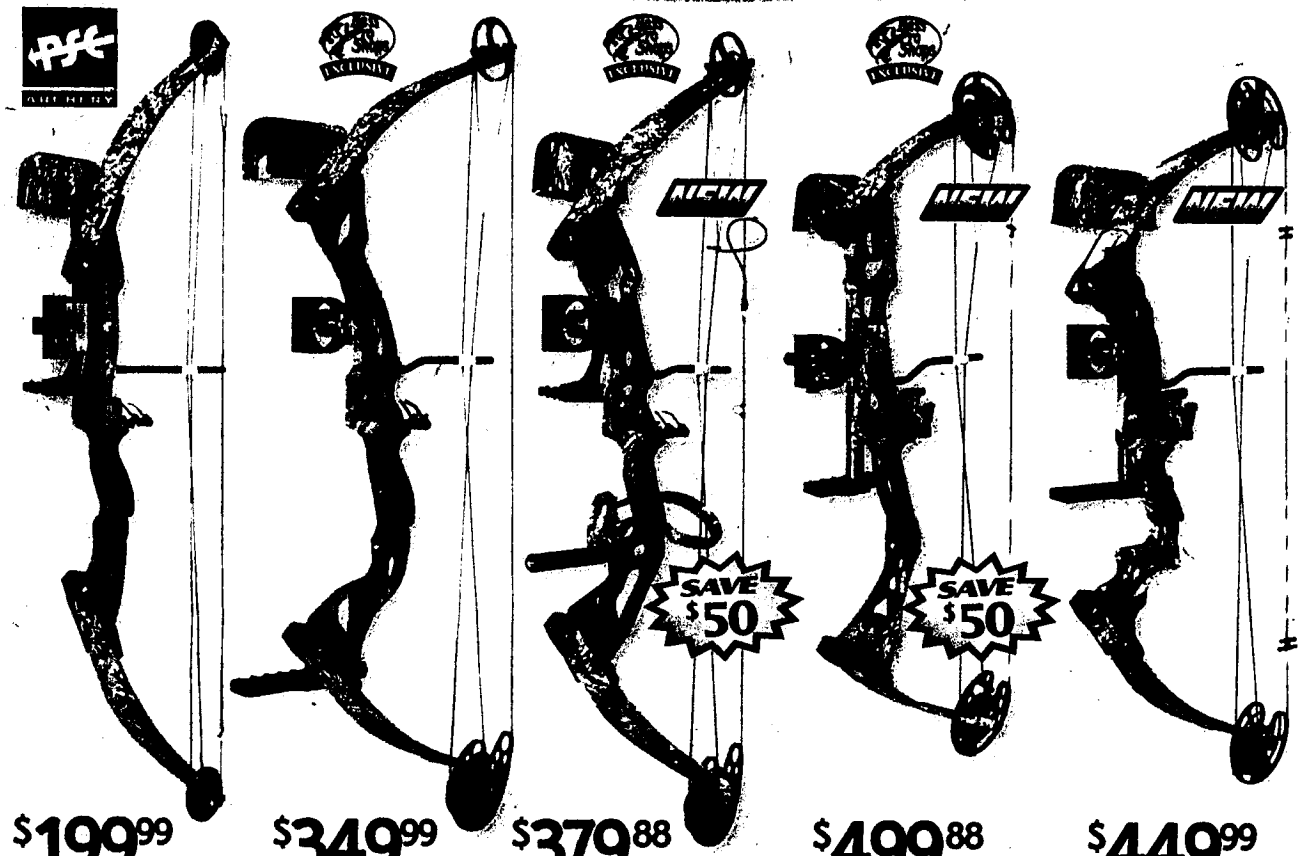
SPECIAL PRICING ON ALL 2005 BOATS AND ATVs

YOUR ARCHERY HEADQUARTERS

All the top brands—plus thousands of archery accessories!

PSE ARCHERY · PARKER · Fred Bear · BROWNING ARCHERY · REFLEX · MARTIN · BEN PEARSON



$199.99
PSE Deer Hunter S3 Package
Includes: sight, quiver and arrowrest.

$349.99
PSE Typhoon CF

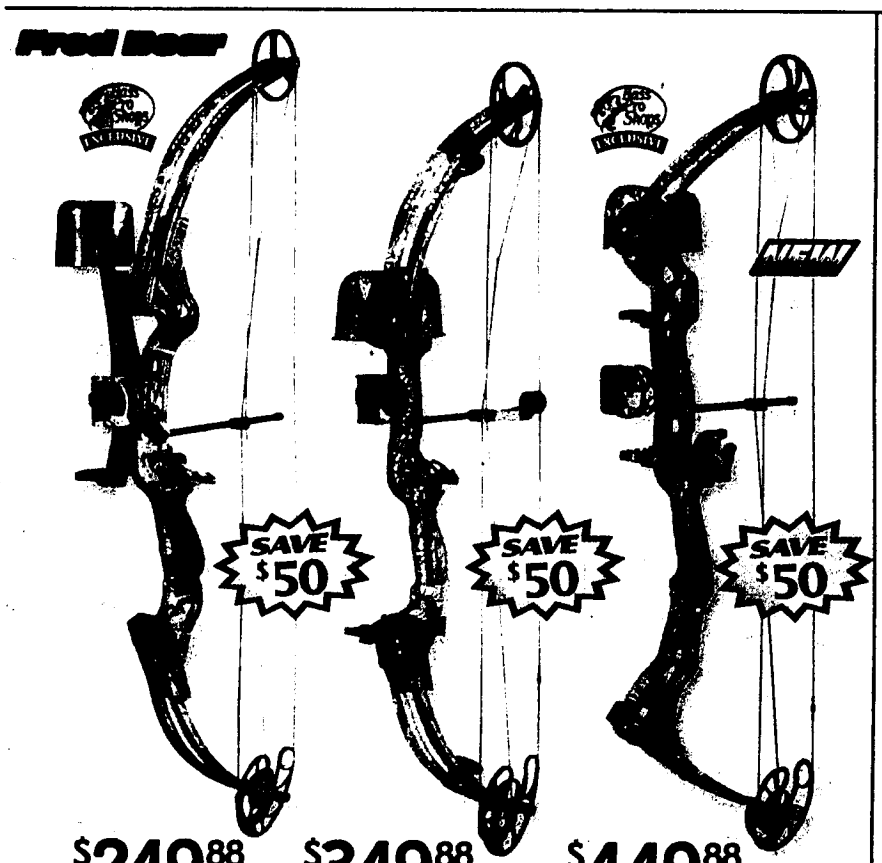
$379.88 Reg. 429.99
NEW PSE Flash Package
Includes: sight, quiver, arrowrest, stabilizer, peep sight and string nocking loop.

$499.88 Reg. 549.99
NEW PSE Whitetail Obsession Package
Includes: sight, quiver and arrowrest.

$449.99
NEW PSE Firestorm Lite NH

Our lowest price of the year!

$279.88
Reg. 329.99
NEW PSE Whitetail Extreme Package
Includes: sight, quiver, arrowrest, stabilizer, peep sight and string nocking loop.



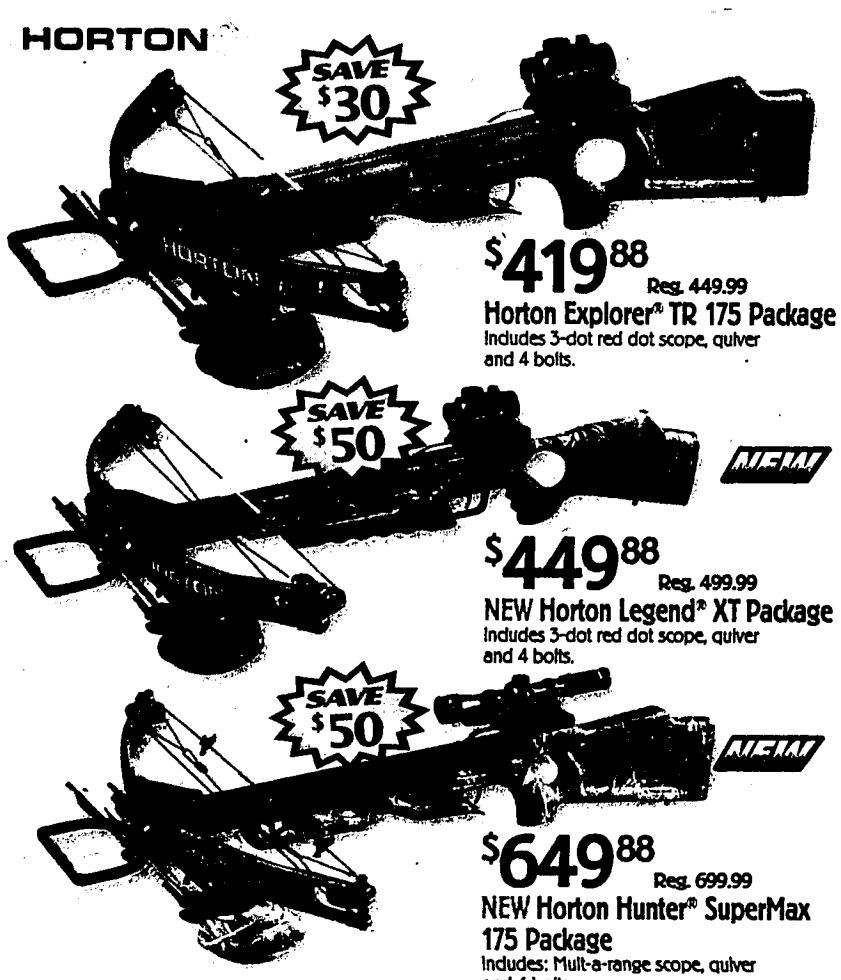
$249.88
Reg. 299.99
Fred Bear GT32 Package
Includes: sight, quiver and arrowrest.

$349.88
Reg. 399.99
Buckmaster® G² SL

$449.88
Reg. 499.99
NEW Fred Bear Pursuit

Some bows on this page are shown with optional sights, quivers and arrowrests.

HORTON



$419.88 Reg. 449.99
Horton Explorer® TR 175 Package
Includes 3-dot red dot scope, quiver and 4 bolts.

$449.88 Reg. 499.99
NEW Horton Legend® XT Package
Includes 3-dot red dot scope, quiver and 4 bolts.

$649.88 Reg. 699.99
NEW Horton Hunter® SuperMax 175 Package
Includes: Mult-a-range scope, quiver and 4 bolts.

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2005 FALL HUNTING CLASSIC

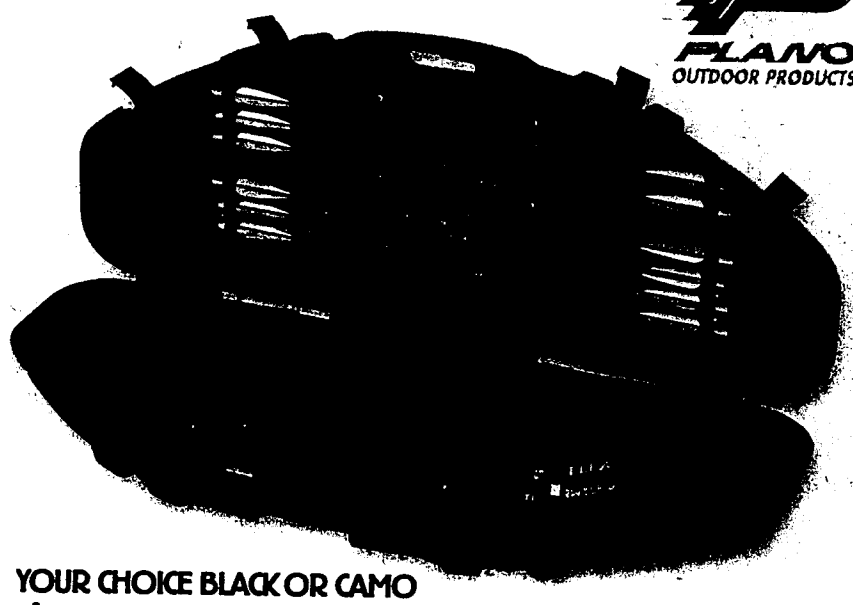
Don't Miss it!

Lowest prices of the year!

THE GREATEST HUNTING SALE & SHOW OF THE YEAR!

Our #1 bow case!

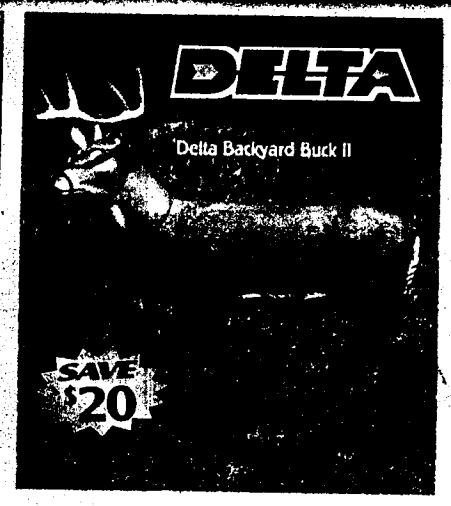
PLANO OUTDOOR PRODUCTS

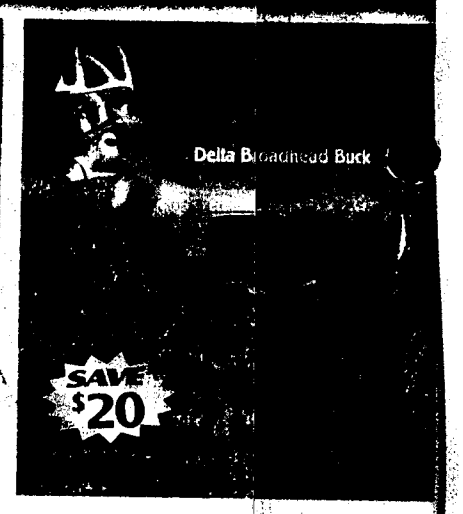


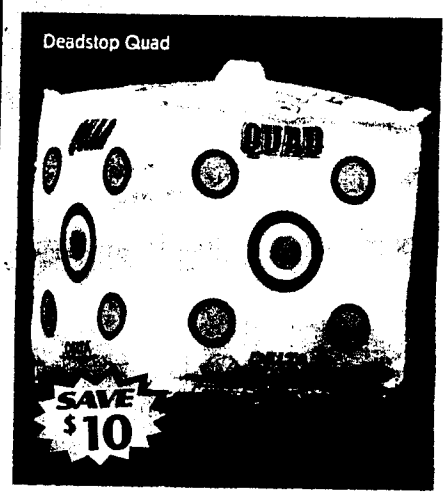
YOUR CHOICE BLACK OR CAMO

$24.88 Plano® Protector Bow Case
49"x19-1/2"x6-1/2".

SAVE UP TO $10





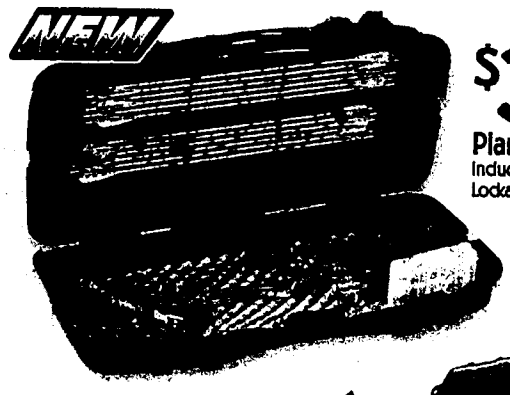


$59.88 Reg. 79.99
Delta Backyard Buck II
Durable replacement vital area core for extending target life. 33" high (to back), 49" high (to antlers), and 43" long.

$89.88 Reg. 109.99
Delta Broadhead Buck
Combines 3-D target foam for field points and broadheads. 34-1/2" high (to back), 51" high (to antlers), and 44" long.

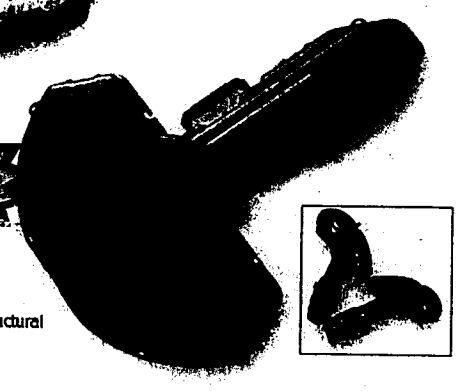
$29.88 Reg. 39.99
Deadstop Quad
Features 5 bull's-eyes on 4 different sides. 18"Hx18"Wx18"D.

NEW



SAVE $10

$39.88 Reg. 49.99
Plano® Protector Deluxe Bow Case
Includes two Plano 3715 ProLatch™ storage boxes. Lockable and airline approved. 43"x23"x9".



SAVE $10

$59.88 Reg. 69.99
Plano® Crossbow Case
Exclusive PillarLock™ feature offers crushproof structural support—great for travel or long-term storage. 42"x11"x33-1/2".

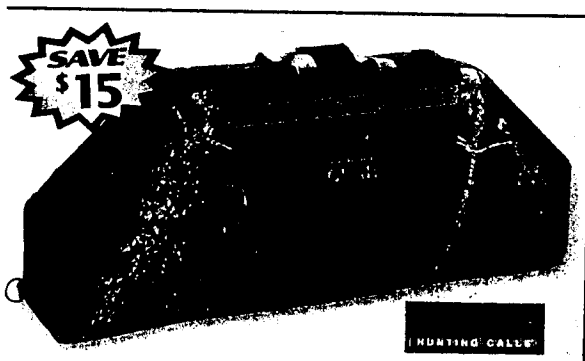
SAVE $10

$19.88 Reg. 29.99
24"Hx24"Wx10"D

$29.88 Reg. 39.99
28"Hx28"Wx10"D

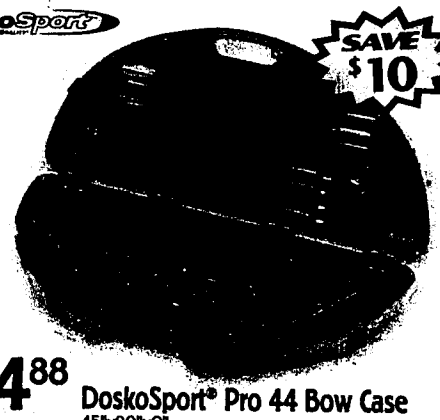
RedHead® Bag Target
32 layers of burlap stuffed with high-grade quilted fiber with a waterproof liner.

SAVE $15



$39.88 Reg. 54.99
Primos® Bow Case
Constructed of 600 denier cross dye fabric with a waterproof coating. Completely padded. Includes an exterior pocket and two interior pockets. 42"x6"x18".

DoskoSport



SAVE $10

$34.88 Reg. 44.99
DoskoSport® Pro 44 Bow Case
45"x20"x9".

The BLOCK

$59.99
The BLOCK™ Field Tip/ Broadhead Targets
The BLOCK'S hundreds of compressed Friction Foam™ layers "grab" the arrow shaft as it slides between them.

BP313173 28 -01 03 04 05 06 07 08 09 10 11 12 13 14 15 17 18 19 20 21 22 23 26

BPS-002049

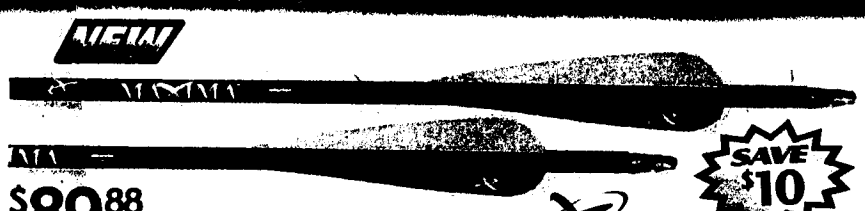
SPECIAL PRICING ON ALL 2005 BOATS AND ATVs

LOW PRICE GUARANTEE

See store for details.

If you find a lower price, we'll match it!

NEW



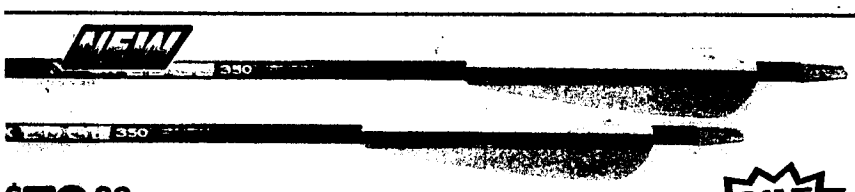
SAVE $10

$89.88 Reg. 99.99 Dozen

Carbon Express® Maxima™ Arrows

All new Buff Tuff™ Plus crossweave technology makes the Maxima the strongest, most durable all carbon arrow on the market.

NEW



SAVE $10

$79.88 Reg. 89.99 Dozen

Carbon Express® Edge Arrows

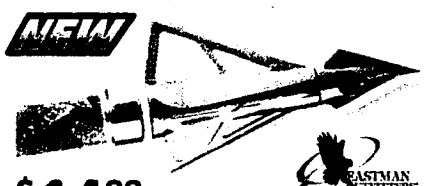
Smaller diameter delivers increased penetration.

$29.88 Reg. 34.99 6 pk.

Carbon Express Crossbolt

Designed for a predse, consistent spine weight of 150 b.o.w., for maximum flight performance.

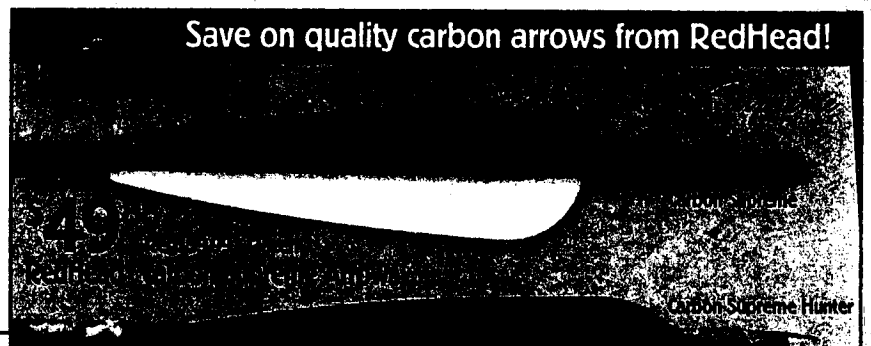
NEW



$14.88 Reg. 17.99 3 pk.

Eastman Tri-Loc ST3 Titanium Broadheads

Save on quality carbon arrows from RedHead!



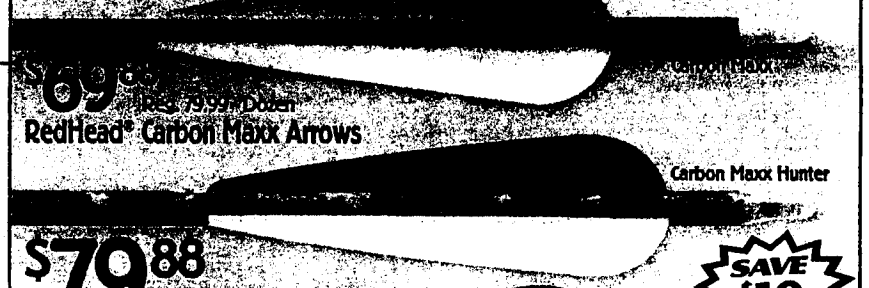
Carbon Supreme Hunter

SAVE $10

$59.88 Reg. 69.99 Dozen

RedHead® Carbon Supreme Hunter Arrows

Ultra-high-grade cross-weave carbon arrows are unmatched for consistency, accuracy and flat trajectory. Smooth, patented Buff-Tuff™ fabric-resin—virtually indestructible. In Realtree Hardwoods Green® HD™.



Carbon Maxx Hunter

$69.88 Reg. 79.99 Dozen

RedHead® Carbon Maxx Arrows

$79.88 Reg. 89.99 Dozen

SAVE $10

RedHead® Carbon Maxx Hunter Arrows

Our ultra-high-grade cross-weave carbon arrows are unmatched for consistency, accuracy and flat trajectory. Smooth, patented Buff-Tuff™ fabric-resin—virtually indestructible. In Realtree Hardwoods Green® HD™.

SAVE $10

SAVE $10

$79.88 Reg. 89.99 Dozen

Beman® ICS Hunter Carbon Arrows with QuikSpin Vanes

BEMAN. CARBON ARROWS

TRU-FIRE

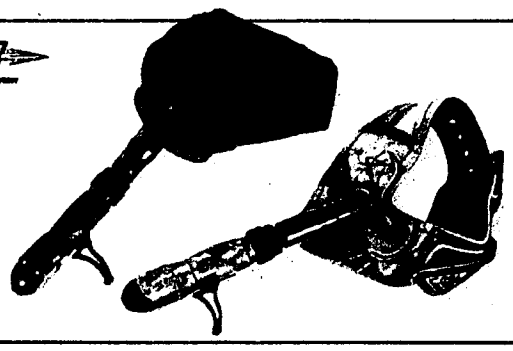
YOUR CHOICE

SAVE UP TO $15

$49.88

Judge Releases

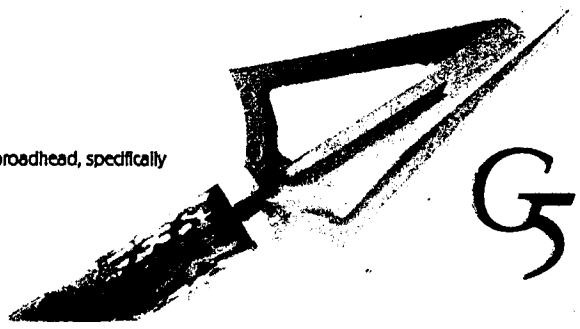
The first release to use a sealed 12-ball bearing unit. Choice of power strap or buckle strap.



$29.99 3 pk.

G5 Montec Broadheads

A solid stainless steel, 3-bladed broadhead, specifically designed for hunting.

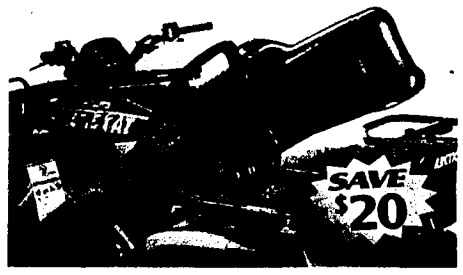


KOLPIN OUTDOOR INNOVATION

$79.88 Reg. 99.99

Kolpin® ATV Gun Boot® 5.0 Impact

Features a polypropylene shell, a universal fit built-in mounting-bracket with tool-free adjustment, and removable and replaceable lining.

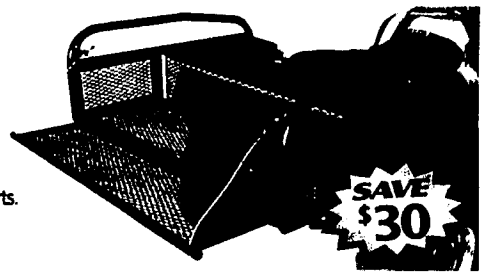


SAVE $20

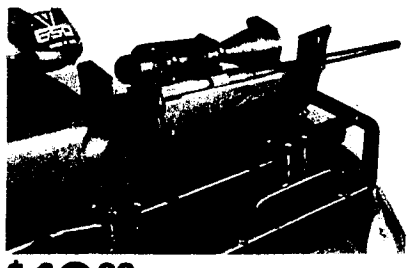
$149.88 Reg. 179.99

Kolpin® ATV Collapsible Rack Basket

Black powder-coated steel construction. Also features a fold-down tailgate with cable supports. 8"x37-1/2".



SAVE $30



$19.88 Reg. 24.99

Kolpin® Gun Grips II

$29.88 Reg. 39.99

Kolpin® ATV Hand Guards With Mirror

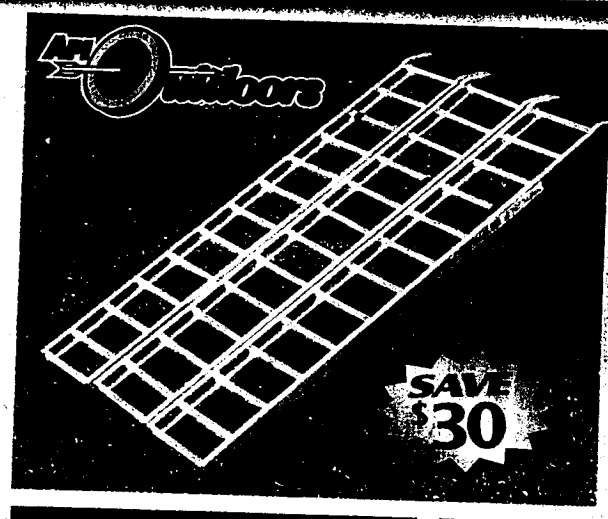
8P313173 29 -01 03 04 05 06 07 08 09 10 11 12 13 14 15 17 18 19 20 21 22 23 26

2005 FALL HUNTING CLASSIC

Don't Miss it!

Lowest prices of the year!

THE GREATEST HUNTING SALE & SHOW OF THE YEAR!



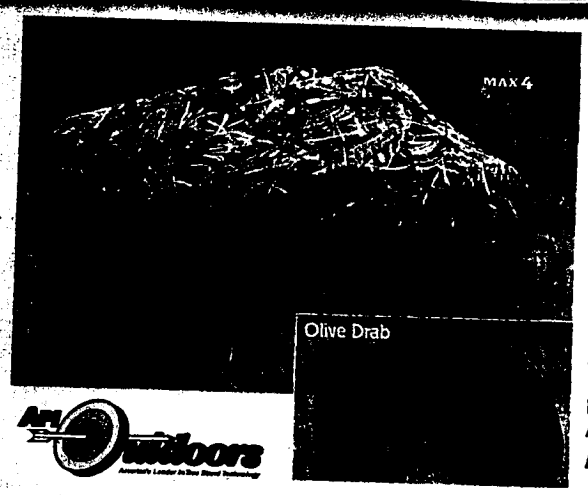
Our #1 selling ramp!

$99.88

Reg. 129.99

API Tri-Fold Ramp

Folds to 17-1/2"x69" and opens to 50"x69". Weight: 28 lbs. Weight capacity: 1500 lbs.



SAVE $10 or more

$19.88 to 24.88

Reg. 29.99–34.99

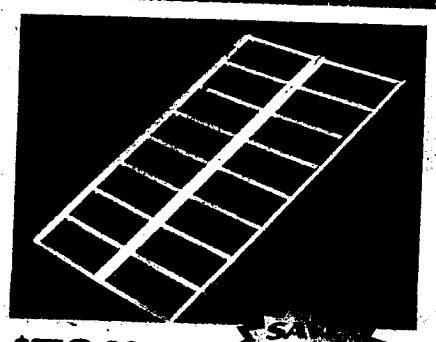
Olive Drab

$34.88 to 39.88

Reg. 44.99–54.99

Advantage® MAX-4 HD™

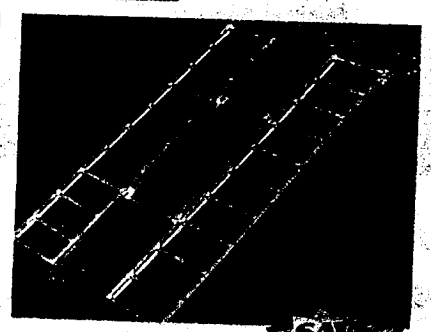
API ATV Covers



$79.88 Reg. 99.99 SAVE $20

API Bi-Fold Ramp

Folds to 24"x69" and opens to 48"x69". Weight: 21 lbs. Weight capacity: 1250 lbs.



$109.88 Reg. 129.99 SAVE $20

API Adjustable Tri-Fold Ramps

Adjusts from 42" to 52" wide, while the panels can independently spread to 60". Capacity: 1250 lbs.

$59.88 to 69.88

Reg. 69.99–79.99

NEW API ATV Rear Rack Organizer

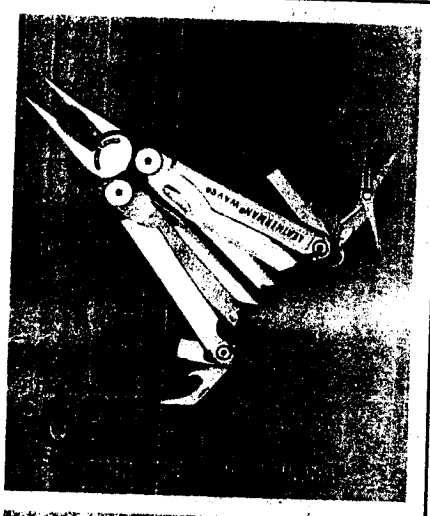
Quickly fits ATV rear racks using adjustable straps and quick-release buckles.

$49.88 to 59.88

Reg. 59.99–69.99

NEW API ATV Front Rack Organizer

Big cargo carrier features top gun or bow mount straps and plenty of pockets and compartments.



$64.99

Browning® Kodiak F.D.T. Drop Point with Guthook/Saw

2 blades. Color: Mossy Oak® New Break-Up®.

$69.99

Browning® Kodiak F.D.T. Drop Point/Saw/Hide Cutter with Guthook

3 blades. Color: Black

$74.99

Browning® Kodiak F.D.T. Drop Point/Saw/Hide Cutter with Guthook

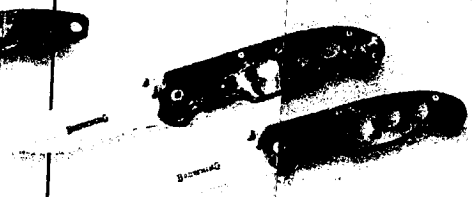
3 blades. Color: Mossy Oak® New Break-Up®.

SPECIAL PURCHASE!

YOUR CHOICE **$39.88** Reg. 79.99 SAVE $40

NEW Buckmark Silhouette Skinner or Drop Point Knives

LIMITED QUANTITIES!



$34.99 to 39.99

NEW Browning® Scorpion Knives

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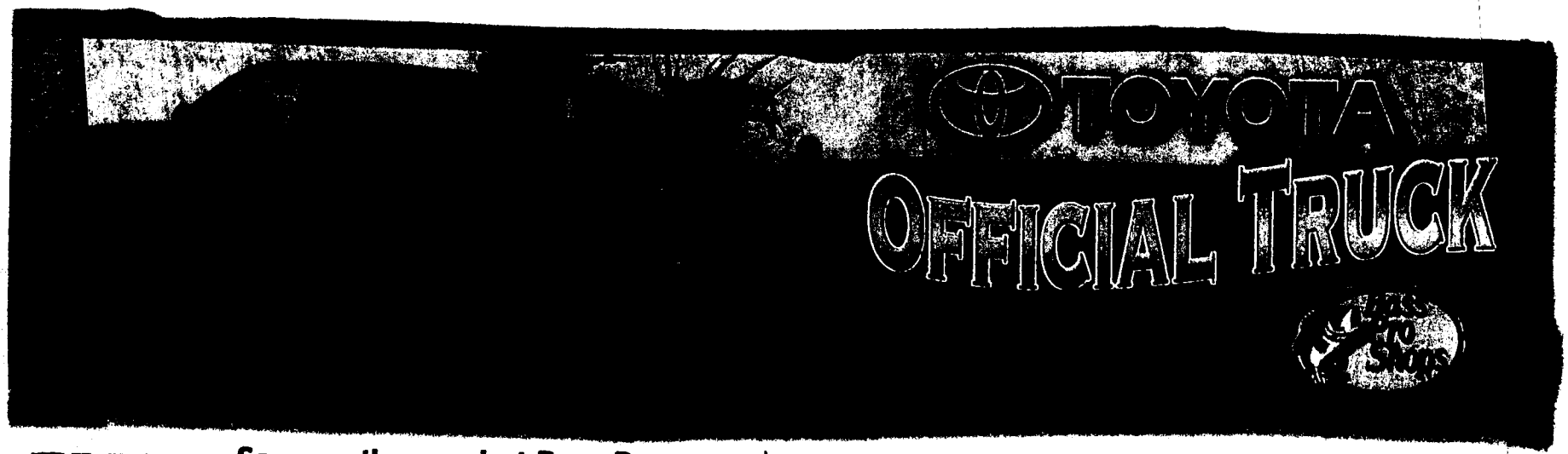
BPS-002051

SPECIAL PRICING ON ALL 2005 BOATS AND ATVs



BUCK KNIVES

Save on these select Bass Pro Exclusive knives from Buck Knives!

YOUR CHOICE
$49.88
Reg. 59.99–69.99
Buck® Camo Alpha Hunter™ Knives

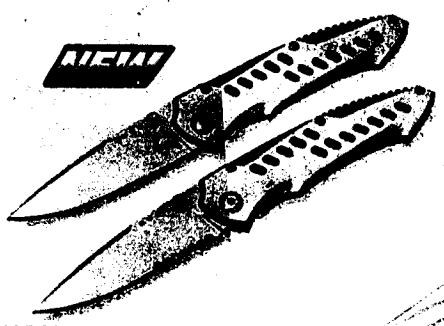
SAVE $10 or more

SAVE $15
$39.88 Reg. 54.99
NEW Buck® Alpha Dorado™

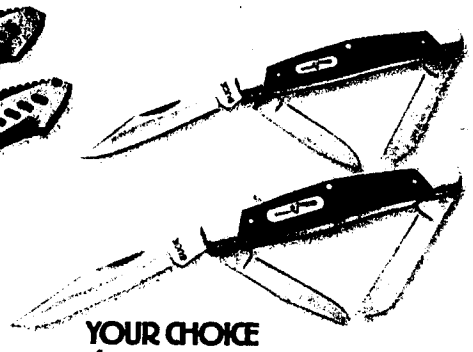
SAVE $10
$24.88 Reg. 34.99
NEW Buck® The 55™

SAVE $15 or more
$34.88 to 59.88
Reg. 49.99–69.99
Buck® Alpha Folding Hunter Knives

SAVE $10
$49.88 Reg. 59.99
Buck® Alpha CrossLock®
Double-bladed locking liner in a new, advanced design. Spear point, saw and gut hook.



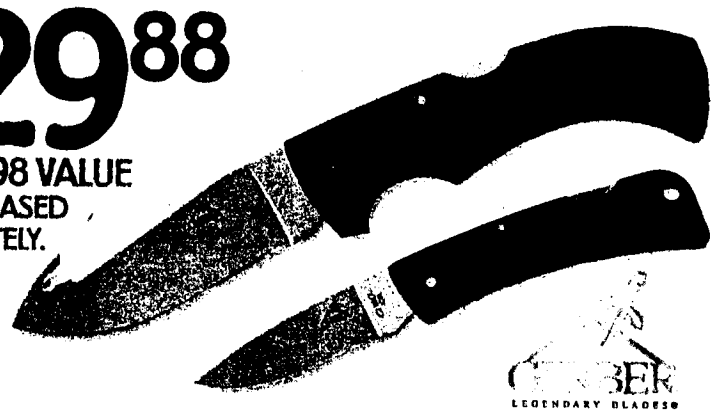
YOUR CHOICE
$19.88 Reg. 24.99
NEW Buck® Mantis™ Folder



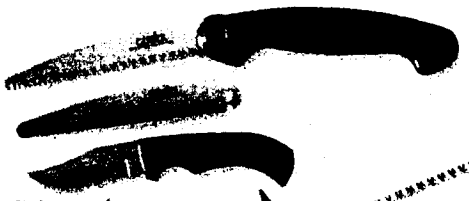
YOUR CHOICE
$14.88 Reg. 19.99
Buck® Trio or Buck® Stockman®

SPECIAL PURCHASE!

$29.88
A $52.98 VALUE IF PURCHASED SEPARATELY.
Gerber® Gator Gut Hook/LST Combo



SAVE $20
$59.88 Reg. 79.99
Gerber® Freeman Exchange-A-Blade Knives



SAVE $10
$39.88 Reg. 49.99
Gerber® Ultimate Game Cleaning Kit

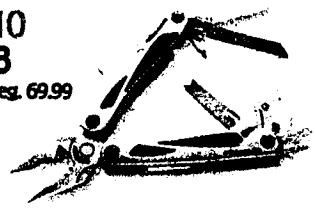
$14.88 Orig. 29.99
SAVE 50%
Gerber® Ultimate Pruning Kit
Features a Gerber Ratchet Pruner and Gerber Exchange-A-Blade Saw.

$39.88 Reg. 49.99
Gerber® Freeman Folder Knives

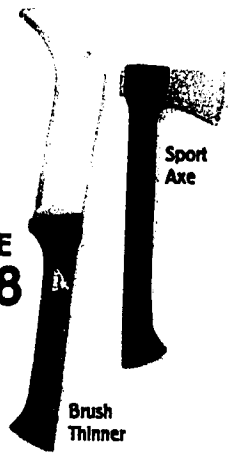
$29.88 Reg. 34.99
Gerber® Gator II Knives

SAVE $10
$39.88 Reg. 49.99
Gerber® Freeman Fixed-Blade Knives

SAVE $10
$59.88 Reg. 69.99
Gerber® MP800 Legend®



YOUR CHOICE
$29.88
Reg. 34.99
Gerber® Brush Thinner or Sport Axe



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2005 FALL HUNTING CLASSIC

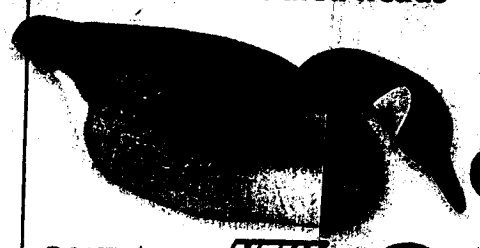
Don't Miss it!

Lowest prices of the year!

THE GREATEST HUNTING SALE & SHOW OF THE YEAR

SAVE $5
$24.88
Reg. 29.99
RedHead® Standard Mallard Decoys
Snap-Lock™ water keels. Body length: Drake 16", Hen 16". A full dozen: 8 drakes and 4 hens.

Features flocked heads



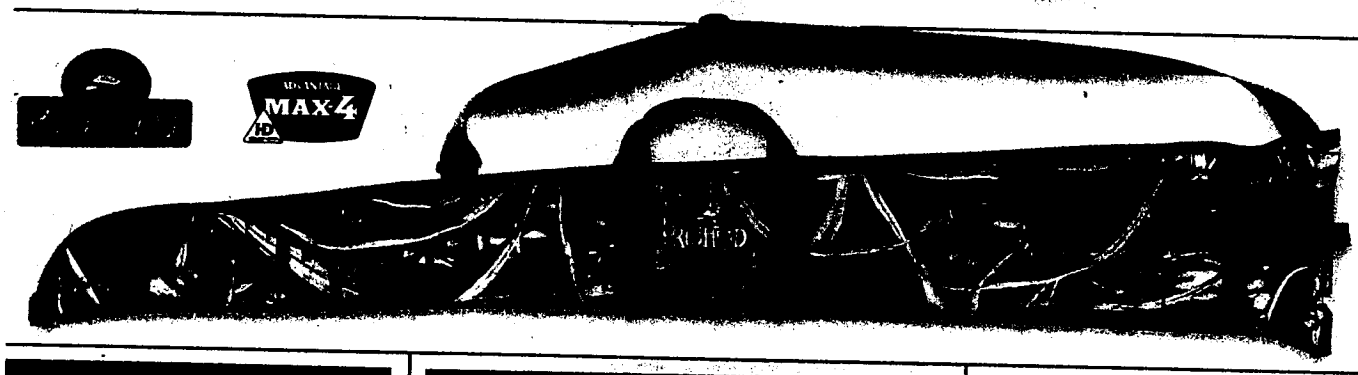
SAVE $10 NEW
$69.88 Reg. 79.99
RedHead® Goose Shell Decoys
Features 6 different head positions... all flocked heads. Dozen.

RedHead® Waterfowl gear is available exclusively in Advantage® MAX-4 HD™

Large Blind Bag — Standard Blind Bag — Timber Bag

Front organizer pocket — Eyewear Case

SAVE UP TO $10
$14.88 to $29.88
Reg. 19.99–39.99
RedHead® Blind Bags or Timber Bag
Heavy-duty 600 denier polyester with a double polyurethane coating, internal PVC liners, adjustable/padded shoulder strap and are available in Advantage® MAX-4 HD™ camo.



SPECIAL BUY!
$12.88
COMPARE TO $24.99
RedHead® Floating Gun Case

$14.88 Reg. 19.99
RedHead® Neoprene Dog Vest
3mm neoprene with easy hook 'n' loop closure. Seams are stitched and glued for long-lasting wear. Color: Advantage® MAX-4 HD™.

$19.88 SPECIAL BUY!
COMPARE TO $39.99
RedHead® Camo Dog Bed
- 30"x40"
- Attractive camouflage top with khaki solid bottom
- Fiber filled for complete comfort
- Zippered outer cover is removable and machine washable

YOUR CHOICE
$9.88
Reg. 11.99–14.99
NEW RedHead® Neoprene Shell Pack or Shell Belt

Shell Pack

Shell Belt

BP313173 32 -04 07 10 13 15 17 19 23

BPS-002053

SPECIAL PRICING ON ALL 2005 BOATS AND ATVs

ADVENTURE AROUND EVERY CORNER

Distinct architecture, aquariums, displays, wildlife mounts and MORE!

$44.88 Reg. 49.99

NEW Eliminator Pro Mallard Decoys 1 Dozen

Double cord lock keels are weighted for stability and can be removed. Two different head positions—high and low. Includes 8 drakes (4 high, 4 low) and 4 hens (2 high, 2 low). Length: 16".

FINAL APPROACH® HUNT SMART. BE INVISIBLE.

$89.88 Reg. 99.99 — SAVE $10

NEW Eliminator Full-Body Goose Decoys

Exclusive Final Approach® weighted Land Keel™ foot base lowers the center of gravity, preventing tippage. Non-glare paint schemes. Choose from 3 body positions. 4 pk.

$229.88 Reg. 249.99 — SAVE $20

MAX-4 or ShadowGrass Final Approach® X-Land'r Backpack Blind™

Field Brown X-Land'r Backpack Blind $199.88 Reg. 219.99

Blind features 3/4" closed cell foam construction, double-lid system and detachable camo face mesh. 26"x84"x14"H.

Mossy Oak® Shadow Grass™ — Field Brown

$199.88 Reg. 249.99 — SAVE $50

MAX-4 or ShadowGrass Final Approach® Eliminator® Sport Utility Blind™ (S.U.B)

Field Brown Sport Utility Blind (S.U.B.) $179.88 Reg. 199.99

Collapses to a compact 36"x48". Spacious 46"x42" cockpit area features a fully adjustable back rest and foot bag along with a padded head and gun rest.

Mossy Oak® Shadow Grass™ — Field Brown

SPECIAL PURCHASE!

$49.88 Reg. 79.99 — SAVE $30

Final Approach® All Seasons Floating Gear Bag

Rugged 900 denier polyester fabric and closed-cell foam for protection. Double urethane waterproof protection.

$34.88 Reg. 49.99 — SAVE $15

Final Approach® Floating Blind Bag

Inside Edge Gun Case — SAVE $10

Interior pockets

Duck Skiff

Features a flag pocket

$49.88 Reg. 59.99

Final Approach® Inside Edge Gun Case

Inside pocket for shooting accessories; floats with shotguns up to 12 lbs.

$34.88 Reg. 39.99

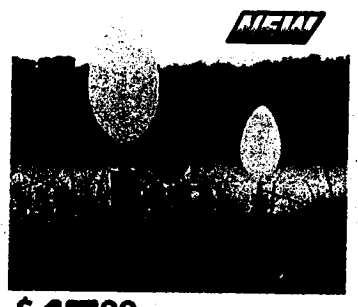
Final Approach® Duck Skiff Gun Case

Features waterproof polyurethane coating; closed-cell foam padding.

$99.88 Reg. 129.99 — SAVE $30

MOJO Mallard®

Features direct-coupled aluminum wings with a direct drive, dual shaft motor. 6V rechargeable battery, charger and 4' mounting pole.



$17.88 Reg. 19.99

NEW MOJO Wing Thang

Highly portable unit delivers tons of spinning wing flash.

$39.88 Reg. 49.99 — SAVE $10

MOJO Dove

Displays alternating dark/white flashes of bird landing.

$39.88 Reg. 49.99 — SAVE $10

NEW Mojo Blind Ghillie

100% synthetic camo cover features true 3-D depth. Rot proof.

113173 33 -04 07 10 13 15 17 19 23

BPS-002054

2005 FALL HUNTING CLASSIC

Bass Pro Shops

Don't Miss it!

Lowest prices of the year!

THE GREATEST HUNTING SALE & SHOW OF THE YEAR!

INNOTEK Quality Training. Better Dogs.

ULTRASMART

NEW!

SAVE $20 after mail-in rebate

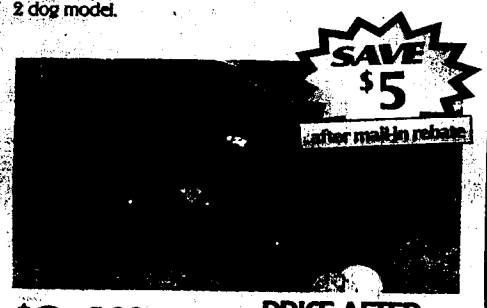
$179.99 Reg. 199.99
PRICE AFTER MAIL-IN REBATE
NEW Innotek® IUT 300 Remote Trainer
Includes NEW ReadyTest™ collar and 300 yard range.

$259.99 Reg. 279.99
PRICE AFTER MAIL-IN REBATE
NEW Innotek® IUT 302 Remote Trainer
2 dog model.

NEW!

$249.99 Reg. 279.99
PRICE AFTER MAIL-IN REBATE
NEW Innotek® IUC-4100 In-Ground Pet Fencing
Includes NEW ReadyTest™ collar and is expandable to cover 25 acres.

SAVE $30 after mail-in rebate



SAVE $5 after mail-in rebate

$34.99 Reg. 39.99 PRICE AFTER MAIL-IN REBATE
Innotek® Free Spirit™ No-Bark Collar
Simple to use no-bark collar features no external controls or settings.

SAVE $40

SPECIAL PURCHASE! DTI

COMPARE TO $229

$159.88
EDT 100
Up to 1200 yds. range. Features nick and constant stimulation with 20 levels of intensity. FREE long range antenna and auto charger. A $30 value!

tri-tronics

$259.99 NEW!
Tri-Tronics® Sport 50 G2 Camo
Features 6 levels of continuous and momentary stimulation with one button for each type of stimulation. Half mile range.

MOSSY OAK Grass

$199.99
200 NCP GOLD Series
Features 1/2-mile range, NIMH battery, and continuous momentary and vibration stimulation.

dogtra World's Finest E-Collars

HUNTER'S SPECIALTIES™ "For Sportsmen, by Sportsmen"

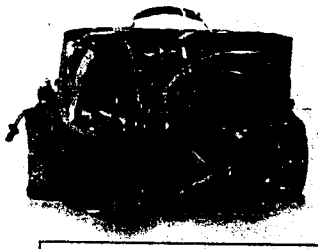
SAVE 50%

$14.88 Reg. 29.99
Hunter's Specialties® Decoy Bag
30"x50" bag holds 3 dozen standard or 2 dozen magnum duck decoys.

20% OFF All Hunter's Specialties® Waterfowl Calls

$49.98 VALUE

SPECIAL PURCHASE! NEW!
$24.88 Gun Case/Flag Combo
600 Denier polyester floating gun case. Fits guns up to 54" with a full body Canada Goose flag.



SAVE $10 MAX 4 NEW!
$19.88 Reg. 29.99
Hunter's Specialties® Magnum Satchel Bag
600 denier polyester bag. Features a gusseted 14"x5"x11" main compartment.

$12.88 Reg. 17.99
SAVE $5
QuickRig™ Kit
Includes 100' of QuickRig decoy cord, one dozen 6 oz. decoy weights, 12 cord crimps and 12 depth adjusters.

SPECIAL PURCHASE!
A $70 VALUE!
$49.88 RNT
NEW Duck Hunter Pro Kit
Includes a RNT Hunter duck call (a custom crafted wooden barrel and a hand-tuned insert), a RNT olive beanie, a single reed replacement set, a Quackhead Skull window decal and a RNT logo window decal.

Remington

COMPARE TO $29.99!
$17.88
Remington® Weighted Keel Mallard Decoy Dozen

$99.99 Swim'N Duck Remote Control Mallard Decoy It can tow additional decoys for added movement. Operating range is 30 yards.

BP313173 34 -01 03 04 05 06 07 08 09 10 11 12 13 14 15 17 18 19 20 21 22 23 26

BPS-002055

SPECIAL PRICING ON ALL 2005 BOATS AND ATVs

LOW PRICE GUARANTEE

See store for details.

If you find a lower price, we'll match it!

RedHead® Neoprene Shooting Gloves

$9.88 Reg. 14.95
RedHead® Neoprene Shooting Gloves

$9.88 Reg. 14.95
8" RedHead® Neoprene Waterfowler's Gloves

$14.88 Reg. 19.95
11" RedHead® Neoprene Waterfowler's Gloves

$19.88 Reg. 24.95
13" RedHead® Neoprene Waterfowler's Gloves

$79.88 Reg. 99.95
2XL $89.88 Reg 109.99
RedHead® Canvasback Insulated Bibs
Features a 2-way zipper with storm flap; 100% waterproof Bone-Dry® membrane reinforced seat and knees; contoured leg seams and **150 gram Thinsulate™ Insulation.**

SAVE $10

SAVE $20

$39.88 Reg. 49.95
RedHead® Canvasback Non-Insulated Pants
Elastic drawcord waist with belt loops; taffeta lining; mesh drainage system; knee-high leg zips; 2 zip handwarmer pockets; rear zip pocket and a 100% Bone-Dry® waterproof, windproof, breathable membrane.

RedHead's Canvasback system features Bone-Dry 100% waterproof breathable, windproof protection!

BONE DRY REDHEAD
100% Waterproof, Windproof, Breathable

Thinsulate INSULATION

SAVE $30

$119.88 Reg. 149.95
2XL & 3XL $129.88 Reg 159.99
RedHead® Canvasback 4 in 1 Parka
Convertible design includes a zip-out reversible liner that can also be worn alone. Hip length. Bone-Dry® 100% waterproof/breathable/windproof membrane with Thinsulate™ Insulation.

Thinsulate INSULATION

SAVE $25

$114.88 Reg. 139.95
2XL & 3XL $124.88 Reg 149.99
RedHead® Canvasback Wader Jacket
Convertible design includes a zip-out reversible liner for extra warmth, that can be worn alone. Waist length with elastic bottom. Bone-Dry® 100% waterproof breathable windproof membrane with Thinsulate™ Insulation.

$129.88 Reg. 169.95
RedHead® Bone-Dry® Extreme™ Waders
- Warm, comfortable 5mm Neoprene/Span Tough upper
- Unique one-piece construction
- Boot lined with **1000 gram Thinsulate™ Ultra Insulation**
- Also available in Mossy Oak® Break-Up®

BONE DRY REDHEAD
100% Waterproof.

$79.88 Reg. 99.95
RedHead® Classic Series Boot Foot Waders
- Waterproof 3.5mm neoprene construction
- **600 gram Thinsulate™ Ultra Insulation**
- Padded knees
- 3 handy D-rings
- Also available in Mossy Oak® Break-Up®

SAVE $20

BONE DRY REDHEAD
100% Waterproof.

$69.88 Reg. 89.95
RedHead® Bone-Dry® Hobbs Creek™ Chest Waders
- Resilient rubber is sandwiched between nylon jersey for a 100% waterproof barrier
- Abrasion resistant
- **600 gram Thinsulate™ Insulation**
- Also available in Mossy Oak® Break-Up®

SAVE $20

BONE DRY REDHEAD
100% Waterproof.

Hip Wader **$49.88** Reg. 69.95

$99.88 Reg. 129.95
RedHead® Bone-Dry® Big Man Neoprene Boot-Foot Waders
- Overcut throughout to fit larger sizes
- Expandable side gussets with adjust-to-fit straps
- Waterproof 3.5mm neoprene construction
- **600 gram Thinsulate™ Insulation** in boot
- Large double handwarmer pocket

SAVE $30

BONE DRY REDHEAD
100% Waterproof.

3173 35 -01 03 04 05 06 07 08 09 10 11 12 13 14 15 17 18 19 20 21 22 23 26

BPS-002056

2005 FALL HUNTING CLASSIC

Lowest prices of the year!

Don't Miss it!

THE GREATEST HUNTING SALE & SHOW OF THE YEAR!

RedHead Snake Boots.

Put a fortress around your feet!

SAVE $30

$99.88

Reg. 129.95

RedHead® 16" Bayou Lace or Zip Snake Boots

- Non-insulated
- 100% waterproof GORE-TEX® membrane
- Full-grain waterproof leather/nylon upper

GORE-TEX

SAVE $20

$79.88

Reg. 99.95

RedHead® Side-Zip Boot

- 800 gram Thinsulate™ Ultra Insulation
- Bone-Dry® 100% waterproof guaranteed
- Gusseted side zipper to ankle for easy on/off
- Ankle fit design

SAVE 33%

$39.88

Reg. 59.95

RedHead® Bone-Dry® 16" 3-Ply-1000

- 1000 gram Thinsulate™ Ultra Insulation
- Tough, 100% waterproof Bone-Dry protection
- Realtree Hardwoods®

SAVE $20

$79.88

Reg. 99.95

RedHead® 12" Rancher Boot

- Non-insulated
- Guaranteed waterproof liner
- Soft and durable all-leather upper
- Oil- and slip-resistant outsole

100% WATERPROOF

ROCKY® Outdoor Gear

SPECIAL PURCHASE COMPARE TO $99!

$69.88

ROCKY® Men's Waterproof Chukka

- 100% waterproof
- Full-grain leather upper
- Removable insole

100% WATERPROOF

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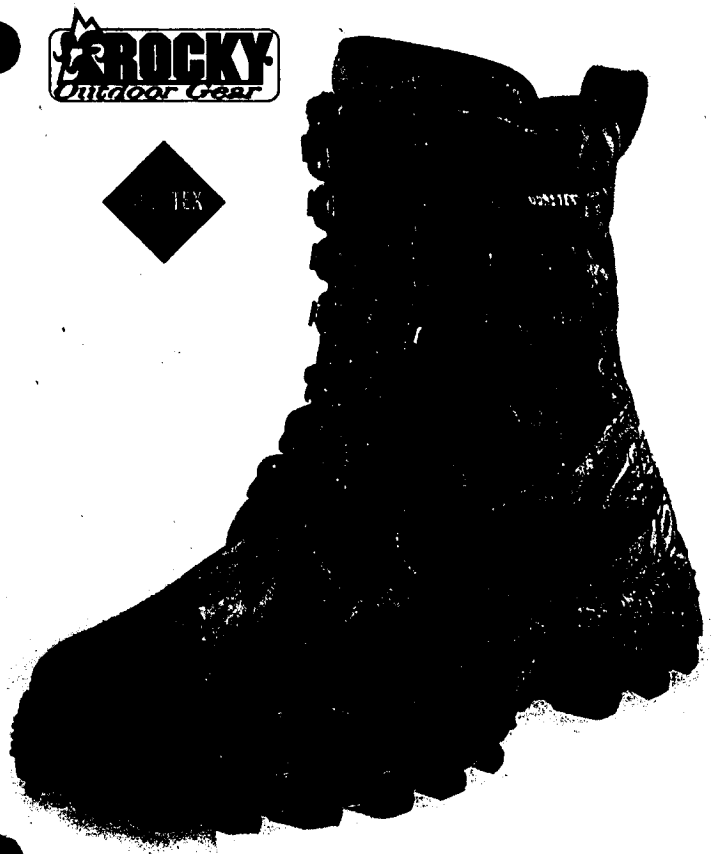
BPS-002057

SPECIAL PRICING ON ALL 2005 BOATS AND ATVs

More Outdoors for Your Money

Earn Rewards points every time you shop as an Outdoors Rewards member. (Points are redeemable on future purchases.)

ROCKY Outdoor Gear



SAVE $20
$79.88
Reg. 99.95

ROCKY® Prowler 7"
- Non-Insulated
- 100% waterproof GORE-TEX® bootie
- Extremely lightweight at 44 oz. per pair
- Realtree Hardwoods® HD™.
- Also available with 800 gram Thinsulate Ultra Insulation.

SPECIAL PURCHASE!
COMPARE TO $99!
$59.88

RedHead® Camo Ridge Tracker
- 600 gram Thinsulate™ Ultra Insulation
- 100% waterproof GORE-TEX® membrane
- Extremely durable stitch-to-sole construction

100% WATERPROOF

SAVE $20
$79.88
Reg. 99.95

RedHead® Path Finder
- Non-Insulated
- 100% waterproof/breathable membrane
- Rugged full grain leather camo construction
- Built-in odor-eliminating scent control

100% WATERPROOF

SAVE $20
$39.88
Reg. 59.95

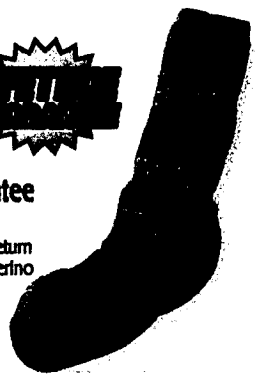
RedHead® Men's or Women's 9" Hunter 600
- 600 gram Thinsulate™ Ultra Insulation
- Rugged 1000 denier upper trimmed with leather
- Oil-resistant PVC stud outsole • 100% waterproof

100% WATERPROOF

Brown

$39.95

RedHead® Youth's Cub II 600
- 600 gram Thinsulate™ Ultra Insulation
- Rugged 1000 denier upper trimmed with Nubuck leather
- 100% waterproof



$9.95

RedHead® Lifetime Guarantee Hunting Socks
Try a pair. If they ever wear out, just return them for a free replacement! 88% merino lamb's wool, 10% stretch nylon, 2% spandex. Leg length: 13".

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2005 FALL HUNTING CLASSIC

Don't Miss it!

Lowest prices of the year!

THE GREATEST HUNTING SALE & SHOW OF THE YEAR

We are your headquarters for the best selection of NEW hunting boots!

$109.95

RedHead® Ridge Stalker
- Non-insulated
- 100% waterproof/breathable GORE-TEX® SCENTLOK™ lining
- Vibram® outsole with camo wrapped EVA midsole
- 1000 denier nylon upper

Warm weather hunters have been looking for this boot for years. 1000 denier nylon upper provides the consummate barrier to briars and brush, while the black rubber toe cap offers even more protection. Camo all around—even on the EVA midsole, which provides a soft comfortable step thanks to a cushy footbed.

$129.95

ROCKY® 8" Prohunter
- 400 gram Thinsulate™ Ultra Insulation
- Waterproof, breathable GORE-TEX® membrane
- Ultra durable 1000 denier Cordura® nylon/full grain leather upper

$129.95

ROCKY® Breathable Rubber Boots
- 800 gram Thinsulate™ Ultra Insulation
- Breathable and waterproof membrane
- Perforated neoprene lining

Air Vents

Air Vents located at calf and arch

$149.95

ROCKY® Revolver
- 600 gram Thinsulate™ Ultra Insulation
- 100% waterproof/breathable GORE-TEX® membrane
- BOA lacing system offers a snug customized fit.

$139.95

Irish Setter Tamarack Non-Insulated
- 100% waterproof GORE-TEX® lining
- Moisture wicking 3 Bar knit lining
- Memory Foam insole for a perfect fit every time

$149.95

Irish Setter Tamarack Zip
- 600 gram Thinsulate™ Ultra Insulation
- 100% waterproof GORE-TEX® lining
- Moisture wicking 3 Bar knit lining
- Memory Foam insole for a perfect fit every time

$159.95

Irish Setter Insulated Tamarack
- 800 gram Thinsulate™ Ultra Insulation
- 100% waterproof GORE-TEX® lining
- Moisture wicking 3 Bar knit lining
- Memory Foam insole for a perfect fit every time

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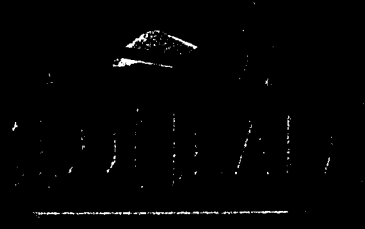
BPS-002059

SPECIAL PRICING ON ALL 2005 BOATS AND ATVs



AN OUTDOOR TRADITION SINCE 1856

For superior fit, comfort and the durability to tackle outdoor activity, choose RedHead®!

NEW RedHead Mountain Stalker Elite™ with BONE·DRY

SAVE UP TO $20

100% WATERPROOF

100% water proof, wind proof, breathable membrane

$109.88
Reg. 129.95
2XL & 3XL $119.95
Reg. 139.95
Mountain Stalker Elite Coveralls

YOUR CHOICE
$69.88
Reg. 89.95
2XL & 3XL $79.88 Reg. 99.95
Youth 44.88 Reg. 59.95
Mountain Stalker Elite Insulated Bibs or Hooded Jacket

$99.88
Reg. 119.95
2XL & 3XL $109.88
Reg. 129.95
Mountain Stalker Elite 4-Way Trophy Jacket

Thinsulate INSULATION

$29.88
Reg. 39.95
2XL & 3XL $34.88 Reg. 44.95
Mountain Stalker Elite Reversible Vest

ENDURA SKIN

NEW RedHead EnduraSkin™ Scent protection, Moisture Management, and Temperature control that feels like a second skin!

EXCLUSIVE

$19.88
Reg. 24.95
EnduraSkin™ Short-Sleeve Shirt

$14.88
Reg. 19.95
EnduraSkin™ Shorts

(Not Shown)

$7.88
Reg. 9.95
Skull Cap

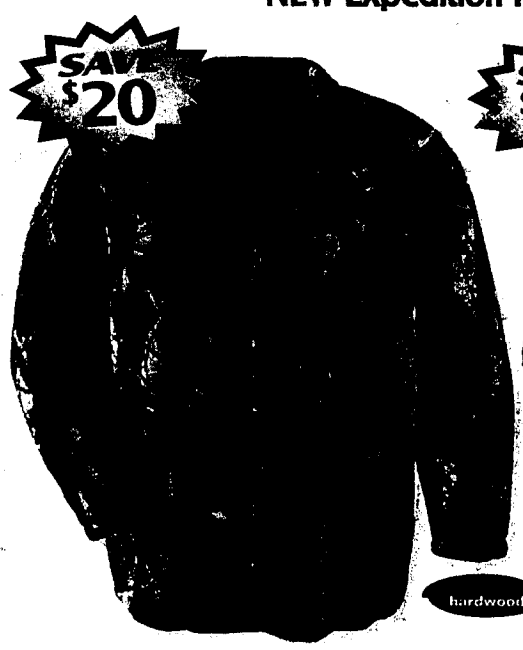
$9.88
Reg. 14.95
Baladava

YOUR CHOICE
$24.88
Reg. 29.95
EnduraSkin™ Long-Sleeve Shirt or Pants

VISAENDURANCE

You Sweat.
VisaEndurance® keeps that sweat from making you and your clothes smell.
HOW? With breakthrough anti-microbial technology. A durable silver ion-based finish prevents the growth of odor-causing bacteria. Moisture-wicking technology pulls sweat away from your body and toward the surface of the garment for quick evaporation.

Warm, strong, and incredibly quiet... there isn't a single winter that NEW Expedition Fleece™ can't beat!



SAVE $20

SAVE $20

$59.88
Reg. 79.95
Expedition Fleece™ Jacket

$49.88
Reg. 69.95
Expedition Fleece™ Pants

BP313173 39 -01 03 04 05 06 07 08 09 10 11 12 13 14 15 17 18 19 20 21 22 23 26

2005 FALL HUNTING CLASSIC

Don't Miss it!

Lowest prices of the year!

THE GREATEST HUNTING SALE & SHOW OF THE YEAR!

ELEMENTS™

GORE-TEX

SAVE $50 YOUR CHOICE

$129.88 Reg. 179.95
2XL $149.88 Reg. 199.95
RedHead® Elements™ GORE-TEX® Low-Profile Bibs
Features waterproof/breathable GORE-TEX and Thinsulate™ Insulation.

$149.88 Reg. 199.95
2XL & 3XL $169.88 Reg. 219.95
RedHead® Elements™ GORE-TEX® Parka
Ultra-warm with waterproof/breathable GORE-TEX and Thinsulate™ Insulation.

EXTREME ELEMENTS™

GORE-TEX

SAVE $50 YOUR CHOICE

$199.88 Reg. 249.95
2XL & 3XL $219.88 Reg. 269.95
RedHead® Extreme Elements™ Parka

$149.88 Reg. $199.95
2XL $169.88 Reg. 219.95
RedHead® Extreme Elements™ Bibs

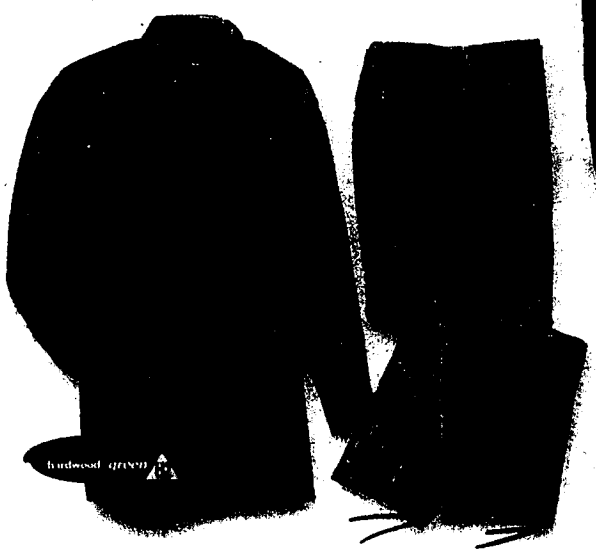
$99.88 Reg. 149.95
2XL $109.88 Reg. 159.95
RedHead® Extreme Elements™ Pants

Silent-Hide™

Silent-Hide for him or her!

YOUR CHOICE
$24.88 Reg. up to 39.95
2XL, 3XL & Talls $29.88 Reg. up to 44.95
RedHead® Men's or Ladies' Silent-Hide™ Long-Sleeve Shirt or BDU Pants

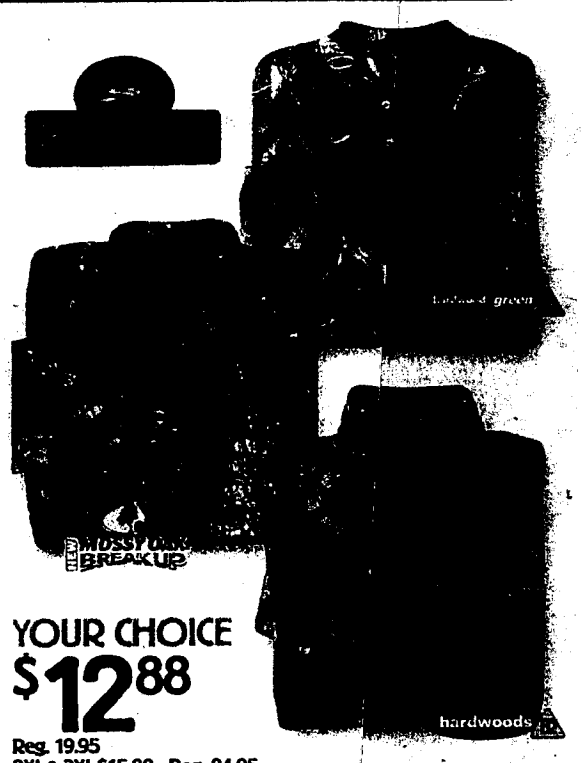
SAVE $15 or more



SAVE $10

$29.88 Reg. 44.95
2XL–3XL & Talls $34.88 Reg. 49.95
RedHead® Men's or Ladies' Silent-Hide™ Non-Insulated Bibs

$39.88 Reg. 49.95
2XL–3XL & Talls $44.88 Reg. 54.95
RedHead® Men's Silent-Hide™ Non-Insulated Coveralls



NEW MOSSY OAK BREAKUP

YOUR CHOICE
$12.88 Reg. 19.95
2XL & 3XL $15.88 Reg. 24.95
RedHead® Henley, Mock Turtleneck or Full Turtleneck
100% 6-oz. cotton– in your choice of styles. Matching camo cuffs and collar. Extra-long cut to stay tucked in.

SAVE 35% or more

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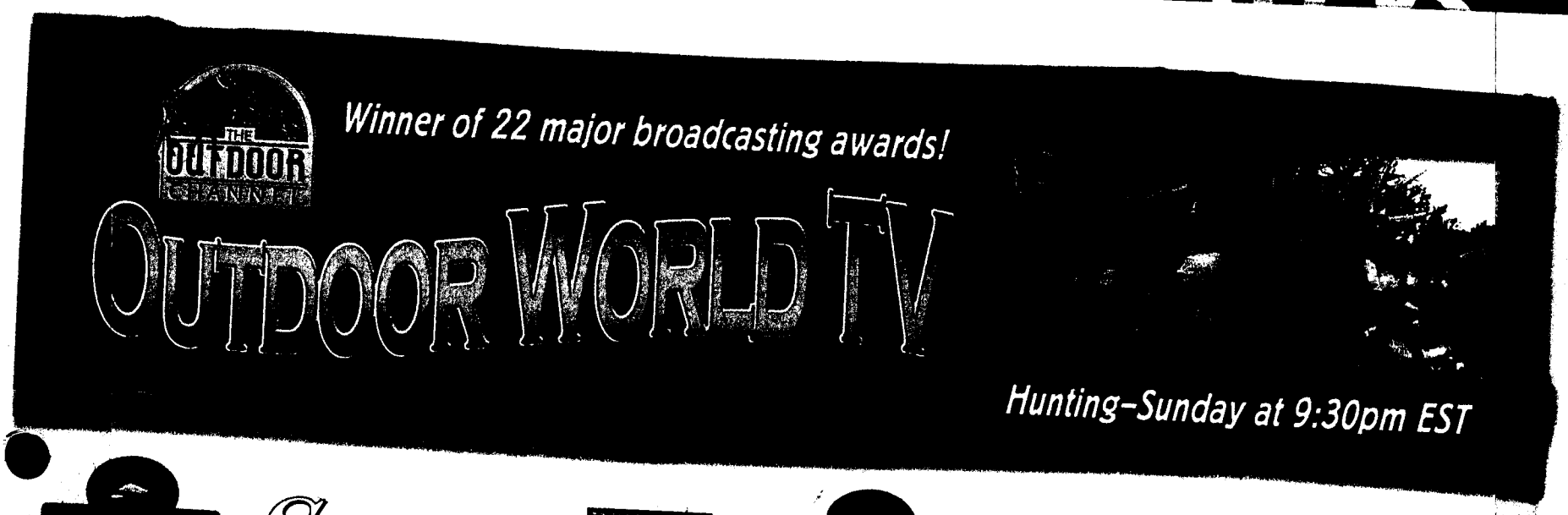
BPS-002061

SPECIAL PRICING ON ALL 2005 BOATS AND ATVs



SQUALTEX®

BONE DRY

Quiet, waterproof, breathable, windproof, durable protection!

SAVE $20

$59.88 Reg. 79.95
2XL, 3XL & Talls $69.88 Reg. 89.95
100% WATERPROOF BREATHABLE
RedHead® Men's or Women's Squaltex® Jacket

$49.88 Reg. 69.95
2XL, 3XL & Talls $59.88 Reg. 79.95
RedHead® Men's or Women's Squaltex® Pants

$59.88 Reg. 79.95
2XL, 3XL & Talls $69.88 Reg. 89.95
RedHead® Squaltex® Bibs

RedHead® Squaltex®
Nothing excels in wet and stormy weather as well as our super quiet Squaltex rainwear. Featuring our 100% waterproof/windproof/breath-able Bone-Dry membrane.

MOSSY OAK BREAKUP

These four hunting packs from RedHead make hunting easier!

Bottom zips off and becomes a fanny pack

SAVE $10
$49.88 Reg. 59.95
RedHead® 2-In-1 Convertible Pack

SAVE $10
$39.88 Reg. 49.95
RedHead® Treestand Manager

SAVE $15
$34.88 Reg. 49.95
RedHead® Extreme Fanny Pack

SAVE $15
$34.88 Reg. 49.95
RedHead® Ripcord Hydration Pack

LOWEST PRICES EVER!

RedHead® Short- or Long-Sleeve T-Shirts
Full cut with taped shoulder seams for added strength and comfort. 100% cotton. Ribbed neck, and cuffs.

$6.88 Reg. 9.95
2XL & 3XL $8.88 Reg. 11.95
4XL/T-6XL/T $14.88 Reg. 17.95
Short Sleeve

$8.88 Reg. 12.95
2XL & 3XL $10.88 Reg. 14.95
4XL/T-6XL/T $15.88 Reg. 19.95
Long Sleeve

YOUR CHOICE
$19.88 Reg. 24.95
2XL & 3XL $24.88 Reg. 29.95
RedHead® Men's or Women's Stalker Lite Long-Sleeve Shirt or 6-Pocket Pants

LITE

Quiet, comfortable concealment for warmer weather!

SAVE $5
$14.88 Reg. 19.95
2XL & 3XL $19.88 Reg. 24.95
RedHead® Stalker Lite Short-Sleeve Shirts

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2005 FALL HUNTING CLASSIC

Don't Miss it!

Lowest prices of the year!

THE GREATEST HUNTING SALE & SHOW OF THE YEAR!

SAVE $60 On a suit

SCENT-LOK SAVANNA

BONE DRY ROBLEE

100% WATERPROOF BREATHABLE

SAVE $30
$139.88 Jacket
Reg. 169.95
2XL, 3XL $149.88
Reg. 179.95

SAVE $30
$99.88 Pants
Reg. 129.95
2XL $109.88 Reg. 139.95

RedHead® Pro Series Fleece
Scent-Lok® lined performance fleece featuring Bone Dry® 100% waterproof, breathable and windproof membrane.

SAVE $10
$9.88 Reg. 19.95
Gloves
with Scent-Lok® lining.

SAVE $5
$19.88 Reg. 24.95
Baladava
with Scent-Lok® lining.

Two NEW camo patterns ONLY available at Bass Pro Shops!

MOSSY OAK BREAK-UP EXCLUSIVE

MAX-4 EXCLUSIVE

SCENT-LOK SAVANNA

SAVE $15
$59.88 Mock Turtleneck
Reg. 74.95
2XL & 3XL 64.88 Reg. $79.95

SAVE $20
$79.88 6-Pocket Pants
Reg. 99.95
2XL 89.88 Reg. $109.95

Scent-Lok® Savanna™ Mock Turtleneck or 6-Pocket Pants
Mock turtleneck and pants give a hunter a powerful advantage in the field—scent control; with superior comfort and protection.

$14.88 Reg. 19.95
Scent-Lok® Savanna™ Headcover
Ultralight, 360° shield cut from Savanna ClimaFlex™ fabric offers maximum coverage.

SCENT BLOCKER CLOTHING

HYDROLITE™

SCENT PROTECTION FACTOR 40

COMFORT RATING 80° & BELOW

SAVE $30

SAVE $20

NEW!

Quiet, soft, waterproof and breathable scent protection!

SAVE $30
$99.88 Jacket
Reg. 129.95
2XL $109.88 Reg. 139.95

SAVE $20
$99.88 Pants
Reg. 119.95
2XL $109.95 Reg. 129.95

ScentBlocker® Hydrolite™ Jacket or Pants
Jacket incorporates an adjustable hood with visor; full zip front with storm flap; 2 front zippered pockets with storm flaps.
Pants feature a BodyLock™ waist with drawcord adjustment and belt loops; 2 front and 1 rear zippered pockets with storm flaps.
Color: Mossy Oak® New Break-Up®.

ROCKY® Outdoor Gear

WATERPROOF SCENT IQ

SAVE $20

SAVE $20

MOSSY OAK BREAK-UP

$79.88 Jacket
Reg. 99.95
2XL & 3XL 89.88
Reg. $109.95

$69.88 Pants
Reg. 89.95

ROCKY® Bowhunter Parka or Pants
Both feature a Scent IQ™ printed brushed tricot lining, plus a tough and comfortable 220-gram polyester micro-fleece outer shell. Color: Mossy Oak® New Break-Up®.

YOUR CHOICE
$24.88 Reg. 29.95

ROCKY® Scent IQ™ Gloves
Color: Mossy Oak® New Break-Up®. Imported.

ROCKY® Scent IQ™ Mask
Color: Mossy Oak® New Break-Up®. Imported.
One size fits most.

BP313173 42 -01 03 04 05 06 07 08 09 10 11 12 13 14 15 17 18 19 20 21 22 23 26

BPS-002063

SPECIAL PRICING ON ALL 2005 BOATS AND ATVs

LOW PRICE GUARANTEE

If you find a lower price, we'll match it!

See store for details.

Whitewater NEW for 2005!

SAVE $20

YOUR CHOICE $79.88 Reg. 99.95
2XL $89.88 Reg. 109.95

NEW Whitewater Outdoors Reversible Sherpa Fleece Jacket or Bibs
Soft Sherpa comfort paired with quiet 100% waterproof/breathable protection.

$12.88 Reg. 14.95
NEW Sherpa Glo-mitt or Stocking Cap

CWS Cold Weather Systems

SAVE $20 — **$129.88** Reg. 149.95
2XL, 3XL & Talls $139.88 Reg. 159.95
RedHead® C.W.S. Parka

SAVE $10 — **$69.88** Reg. 79.95
2XL, 3XL & Talls $79.88 Reg. 89.95
RedHead® C.W.S. Pants

SAVE $15 — **$84.88** Reg. 99.95
2XL, 3XL & Talls $94.88 Reg. 109.95
RedHead® C.W.S. Bibs

Bone Dry RedHead — 100% Waterproof Guarantee — Thinsulate Insulation

RedHead® C.W.S. Parka, Pants or Bibs
Advanced convertible design, 100% waterproof/windproof/breathable Bone Dry™ membrane– provides a level of comfort and versatility you've never experienced before.

ArcticShield NEW for 2005!

Mossy Oak Break Up

SAVE $30

SAVE $20

$99.88 Parka Reg. 129.95
2XL 109.88 Reg. 139.95

$79.88 Bibs Reg. 99.95
2XL 89.88 Reg. 109.95

NEW ArcticShield® H3 Parka or Bibs
Both feature a 280-gram brushed tricot outer shell, coupled with 100% quilted, brushed polyester inner lining boasting patented RE-tain™ technology for a lighter, quieter and more flexible garment.

NEW!

$24.88 Reg. 29.95
NEW H3 Camp Gloves or Handwarmer

ROCKY Outdoor Gear

Thinsulate Insulation — 100% Waterproof Guarantee

SAVE $20 — **$149.88** 4-in-1 Parka Reg. 179.95
2XL, 3XL $169.88 Reg. 199.95

SAVE $20 — **$99.88** Bomber Parka Reg. 119.95
2XL, 3XL $109.88 Reg. 129.95

SAVE $10 — **$89.88** Bibs Reg. 99.95

ROCKY® ProHunter™ Series Camo
Features the Silent Hunter™ Fabric, that's 100% waterproof, windproof, breathable, ultra quiet, abrasion resistant and virtually immune to sticking burrs or seeds.

$14.88 Reg. 19.95
ROCKY® ProHunter™ Gloves

BP313173 43 -01 03 04 05 06 07 08 09 10 11 12 13 14 15 17 18 19 20 21 22 23 26

2005 FALL HUNTING CLASSIC

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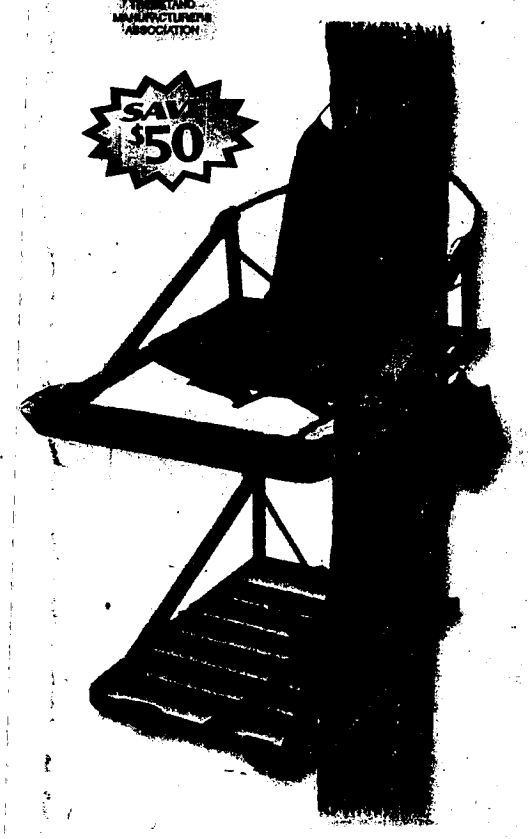
Lowest prices of the year!

THE GREATEST HUNTING SALE & SHOW OF THE YEAR

API Outdoors — America's Leader in Tree Stand Technology

TMA Treestand Manufacturers Association

SAVE $50



Includes full-body safety harness with climbing belt.

$149.88 Orig. 199.99

API Grand Slam™ Climber
- Features a double cushion seat
- Quick-Attach seating takes only seconds to adjust
- Seat platform: 23-1/2"x32" • Sure-Grip foot platform: 20"x29" • Weight: 23 lbs.

SPECIAL PURCHASE!

SAVE $50

COMPARE TO $99.99!

$49.88

Roto Duck Spinning Wing Mallard Drake
Includes: battery charger and stake.

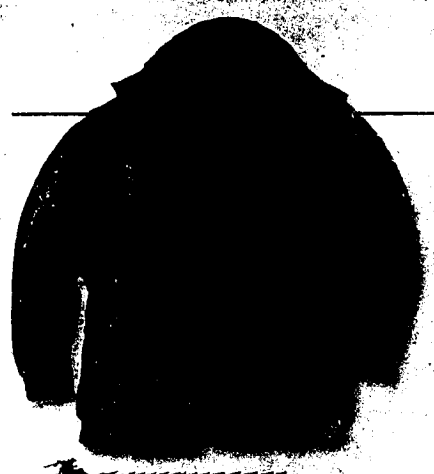
SAVE 200

$599.88 Reg. 799.99

RedHead® Fire Safe by Theftguard
- 12- or 24-gun convertible interior
- Fireproof • Keypad entry • 60"x30"x22"

$19.88 Reg. 34.95

RedHead® 16" 3-Ply Canvas 400
- 400 gram Thinsulate™ Ultra Insulation
- 100% waterproof Bone-Dry® protection
- 100% scent-free
- Women's and Youth's sizes also available



WINCHESTER

COMPARE TO $129.95!

$59.88 SPECIAL PURCHASE!

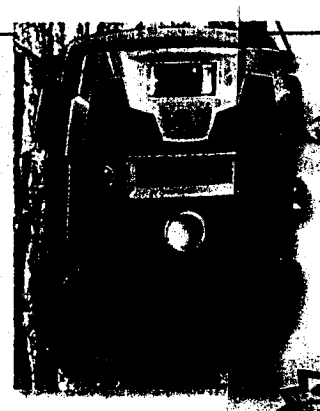
Winchester 4 in 1 Parka
Mossy Oak® New Break-Up® and Realtree Hardwoods® HD™.

Battery-powered for added warmth that lasts and lasts!

SPECIAL PURCHASE!

$19.88 NEW

RedHead® Heated Gloves
- Up to 6 hours of additional warmth!
- Water resistant • 40 gram Thinsulate™ Insulation



SAVE 50%

$99.88 Orig. 199.99

Moultrie® Digital Game Spy Scouting Camera
- 1.3 megapixel images • 16 MB of internal memory
- Imprints time, date and camera ID on each picture
- Takes still images or video clips

STORE PRICING POLICY: Generally, merchandise prices in our stores, catalogs and web sites will be the same. Occasionally, however, due to sales, clearance events or market conditions, prices may vary.

Two stores in Tennessee to serve you

Memphis
I-40 at Sycamore View Road, Exit 12
6140 Macon Road
Memphis, TN (901) 213-5800
Hours: Mon-Sat 9am-10pm, Sun 10am-7pm

Nashville
Next to the Opryland® Hotel
323 Opry Mills Drive
Nashville, TN
(615) 514-5200
Hours: Mon-Sat 9am-10pm, Sun 9am-7pm

Sale Dates: Aug. 6-14 *Event Dates:* Aug. 12-14
Event Hours: Fri 9am-10pm, Sat 8am-10pm, Sun 9am-7pm

basspro.com ALWAYS OPEN 24/7

recyclable

No mail, phone, internet, COD orders or dealers, please. Bass Pro Shops® reserves the right to limit quantities.
Please be aware that descriptive, typographic or photographic errors may sometimes occur, and are subject to correction.

Bass Pro Shops Sportsman's Warehouse
6140 Macon Road
Memphis, TN 38134

Postmaster: Please deliver between July 30-Aug. 2
CURRENT RESIDENT OR

PRSRT STD
U.S. POSTAGE
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BASS PRO SHOPS

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2005 FALL

FREE ADMISSION
FREE PARKING!

HUNTING CLASSIC

LOWEST PRICES OF THE YEAR!

Aug. 6–14 Seminars and Factory Experts: Aug. 12–14

THE GREATEST HUNTING SALE & SHOW OF THE YEAR!

Apply Now

Bass Pro Shops

CUSTOMER

6 Months No Payments & No Interest

If paid within 6 months on purchases over $300 when you use the NEW Bass Pro Shops® credit card. See page 5 for details.

Remington

Remington Game Load

Reg. 3.29
Game Loads

Bushnell

Bushnell

34.88
Reg. 149.99
Yardage Pro Sport™ Rangefinder

MIDLAND

$79.88
Midland Oversized Camo Vanic Pad

SPECIAL PURCHASE!
COMPARE TO $349.99
$249.88
Sevens Rifle

BUCK KNIVES

SAVE 45%

SPECIAL PURCHASE!
$29.88
Reg. 5.99
Brute Zipper Knife
Rubber handle with Cordura® sheath

$29.88
Reg. 34.99
RedHead® Layered Foam Target

PETITIONER
EXHIBIT 8

2005 FALL HUNTING CLASSIC

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Lowest prices of the year!

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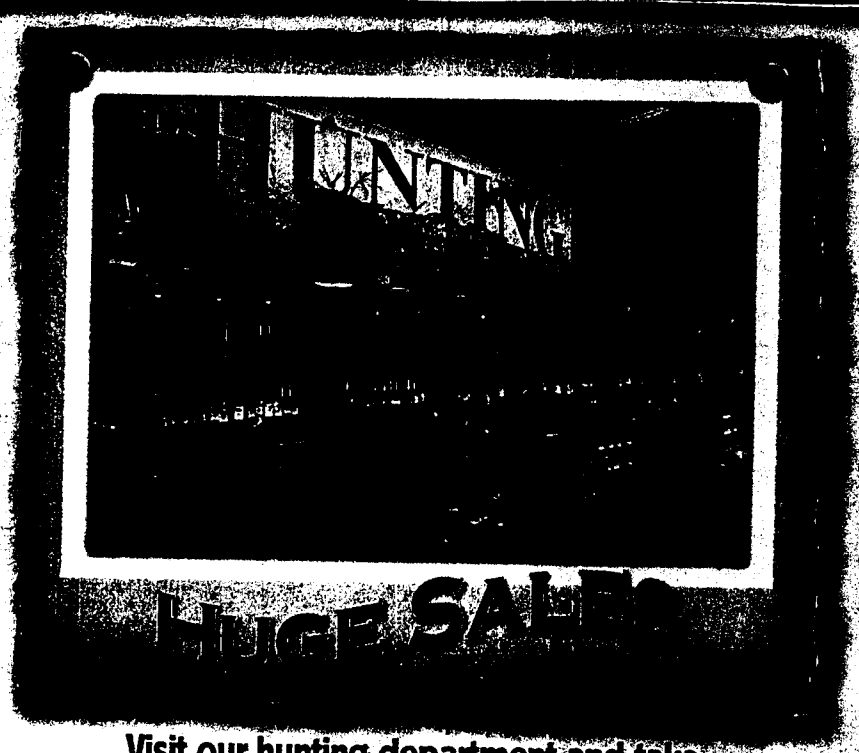
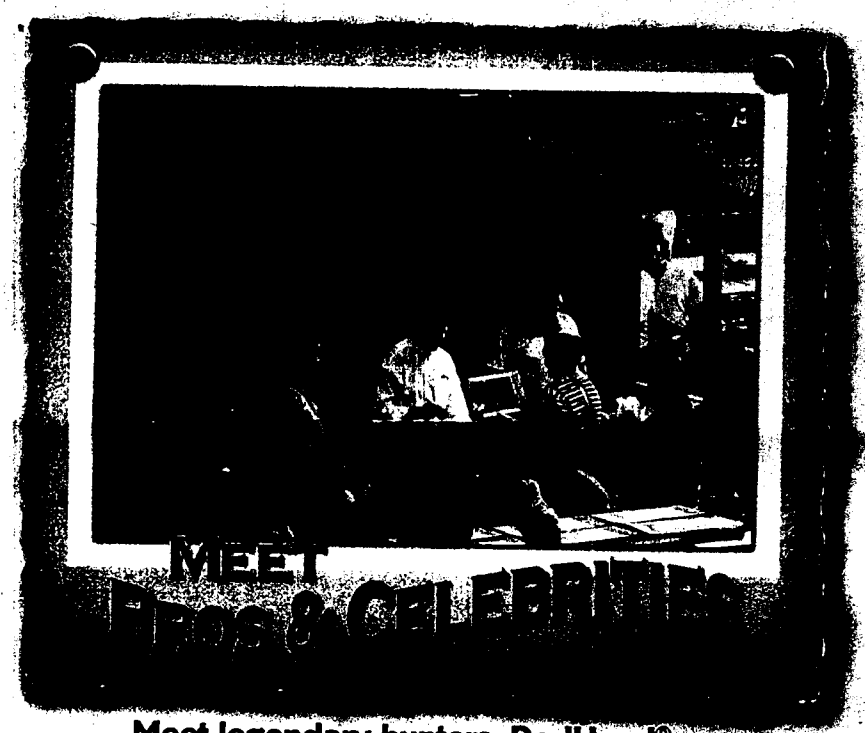


Visit our hunting department and take advantage of unadvertised show specials!

Register to win the Bass Pro Shops® RedHead®/Realtree® Youth Turkey Hunt Sweepstakes.

See box below for rules and regulations!



Meet legendary hunters, RedHead® Pro Team Members and many others!

(Not at all stores; pros' schedules vary.)

Learn advanced strategies and techniques from the world's top hunting pros—local experts, too!

BASS PRO SHOPS® REDHEAD®/REALTREE® YOUTH TURKEY HUNT SWEEPSTAKES OFFICIAL RULES. OPEN ONLY TO CHILDREN 10–18 YEARS OF AGE AND THEIR PARENT/LEGAL GUARDIAN, BOTH OF WHOM MUST BE LEGAL RESIDENTS OF THE 50 UNITED STATES OR DISTRICT OF COLUMBIA. **1. ELIGIBILITY:** NO PURCHASE NECESSARY TO ENTER OR WIN. Open to children 10–18 years of age and their parent/legal guardian, both of whom must be legal residents of the 50 United States or District of Columbia. Employees of Bass Pro Trademarks, L.L.C. (the "Sponsor"), Jordan Outdoor Enterprises, Ltd., their respective subsidiaries, agencies, affiliates and members of the immediate families (spouses and parents, siblings, children and their spouses and in-laws) and persons living in the same household of such individuals are not eligible. Void where prohibited. **2. TO ENTER:** Complete an official entry form (available while supplies last at participating outlets) or hand print child's name, parent/legal guardian's name, parent/legal guardian's complete address, daytime phone number, email address and date of birth of both child and parent/legal guardian on a 3"x5" piece of paper and deposit it in an official ballot box at any participating Bass Pro Shops® Outdoor World®, Sportsmen's Warehouse®,Bass Pro Shops® Sportsman's Center™ or Bass Pro Shops® World Wide Sportsmen™ location. Entries must be deposited by close of business on August 28, 2005. Residents of OH, MI and CA only may mail their entry to be postmarked by August 29, 2005 and received by September 2, 2005 to: Bass Pro Shops RedHead/Realtree Youth Turkey Hunt Sweepstakes, PMI Station, P.O. Box 750, Southbury, CT 06488-0750. Entries become the property of the Sponsor and will not be returned. Limit one entry per child, regardless of method of entry. **3. PRIZES:** On or about September 26, 2005, a random drawing will be conducted by Promotion Mechanics, Inc., an independent judging organization, from among all eligible entries received to award the following prizes:(1) Grand Prizes: a 3 day/3 night turkey hunt trip for winning child and parent/legal guardian of child. Prize consists of round-trip coach air travel from the major airport closest to winner's residence; transportation to/from the airport and Realtree Circle N Lodge in Smith, Georgia; food and lodging at Realtree Circle N Lodge; and hunting guides. Portions of the trip will be filmed and possibly aired on Bill Jordan's Realtree Outdoors show on TNN. Hunting apparel, footwear and equipment to be provided by Bass Pro Shops. Approximate retail value $3,500. Actual value will be determined by winner's residence and seasonal rates. All taxes on the prize and expenses not specified relating to acceptance and use of prize (including travel insurance) are responsibility of winners. Travel, accommodations and hunting are subject to availability and certain restrictions. Trip must be taken on dates and at times specified by Sponsor (anticipated to be in Spring 2006), or prize will be forfeited. Prizes may not be transferred. No cash or other prize substitution except at sole discretion of Sponsor. Winner will be notified by telephone and/or mail. Odds of winning will be determined by the number of eligible entries received. **4. GENERAL:** Prize will be awarded in the name of parent/legal guardian. Winning parent/legal guardian and child will be required to complete an affidavit of eligibility, a liability release and (where legal) a publicity release and such other documents deemed necessary by Sponsor to permit filming of the winners on the trip and for such film to be shown on television and in other media. Failure to return the signed documents within 5 days of attempted notification or return of any prize notification as undeliverable may result in disqualification of winner and selection of an alternate winner. By participating, entrants agree (a) to these official rules and decisions of judges and Sponsor which shall be final in all respects; (b) to release Sponsor, Jordan Outdoor Enterprises, Ltd., their respective subsidiaries, affiliates and agencies, including Promotion Mechanics, Inc., and their respective directors, officers, employees, agents and representatives from any and all liability, losses or damages of any kind resulting from their participation in the promotion or their acceptance, use or misuse of a prize, including liability for personal injury or death; (c) if a winner, to the use of name and/or photograph for advertising and publicity purposes without compensation (unless prohibited by law) and to execute specific consent to such use if asked to do so, and to the announcement of their name, city and state; and (d) that Sponsor and its agents have not made any representation, warranty or guaranty, in whole or in part, in law or in fact, relative to the prize. Sponsor, its officers, directors, affiliates, subsidiaries, agents and representatives and their respective employees are not responsible and shall not be liable for: (a) any human error which may occur in the processing of entries; (b) late, lost, illegible, postage-due, incomplete, damaged or misdirected entries or mail; and (c) any condition caused by events that may cause the promotion to be disrupted or corrupted. Sponsor reserves the right in its sole discretion to cancel or suspend the sweepstakes or any portion thereof should any causes corrupt the administration, security or proper play of the promotion; in which case, all prizes will be awarded via a random drawing from among all eligible entries legitimately received prior to cancellation. **5. WINNERS LIST:** For a list of winners, mail a self-addressed, stamped envelope to be received by September 30, 2005 to: Bass Pro Shops RedHead/Realtree Youth Turkey Hunt Sweepstakes Winners, PMI Station, P.O. Box 750, Southbury, CT 06488-0750. **CONSUMER DISCLOSURE: NO PURCHASE OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. SEE RULE 3 FOR PRIZES, VALUES AND ODDS OF WINNING. IN-STORE ENTRIES MUST BE RECEIVED BY 8/28/05. MAIL ENTRIES MUST BE POSTMARKED BY 8/29/05 AND RECEIVED BY 9/2/05. Sponsor: Bass Pro Trademarks, L.L.C., 2500 E. Kearney, Springfield, MO 65898. Administrator: Promotion Mechanics, Inc., 87 South Main Street, Newtown, CT 06470.** If you do not wish to receive future chance promotion mailings from Sponsor, mail a written removal request, specifying the name and address you are requesting to have removed from the mailing list to: Bass Pro Shops Opt-Out Program, PMI Station, PO Box 750, Southbury, CT 06488-0750. NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

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BPS-002015

SPECIAL PRICING ON ALL 2005 BOATS AND ATVs

SALE: AUG. 6–14

Moonlight Madness: Special deals for 5 Hours: Fri., Aug. 12 5–10pm

FREE SEMINARS

Aug. 12–14
Bass Pro Shops Pro Staff

LEARN FROM THE BEST: AUG. 12–14

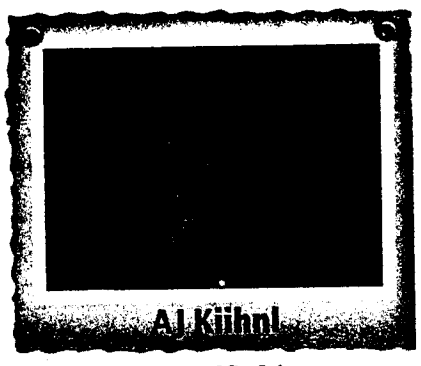
Bubba Primm
Aug. 12–14
Knight & Hale

Ivan Hawthorne
Aug. 13–14
C'Mere Deer

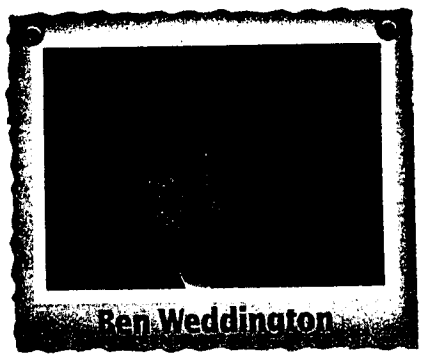
For seminar schedules and more event info, log onto:

basspro.com ALWAYS OPEN 24/7

Aug. 12–14
Hunter's Specialties Pro Staff



Aug. 13–14
HunTeen



Aug. 13–14
HunTeen

* Pros and pro dates are subject to change.

THE EXCITEMENT CONTINUES

Aug. 13–14
Visit with factory experts!
Kids: Don't miss the Archery and Paintball Ranges!

Big Buck Contest

ing: Sat. Aug. 6 Awards: Sun. Aug. 7, 3pm
2 categories: Typical and Non-Typical.
1st Place: $500 2nd Place: $250
for each category.
provide them with an unofficial score if certification is not available.
e-register by calling April Henderson at 901-213-5817 or email alhenderson@basspro.com.
Visit basspro.com for more details.

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Bass Pro Shops

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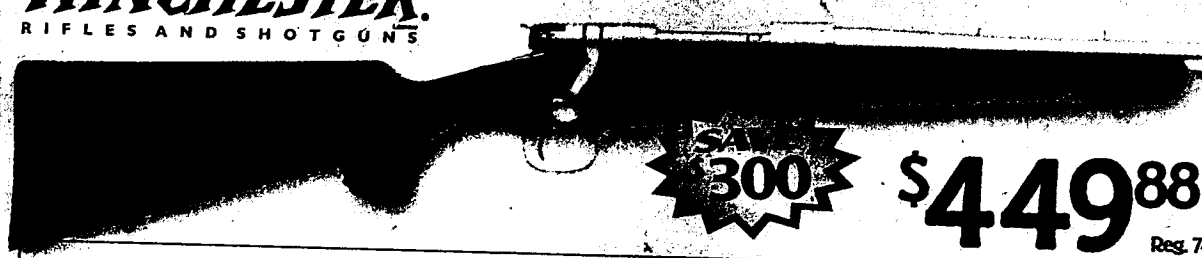
Lowest prices of the year!

THE GREATEST HUNTING SALE & SHOW OF THE Y

WINCHESTER. RIFLES AND SHOTGUNS

SPECIAL PURCHASE



SAVE $300 — $449.88 Reg. 749.99

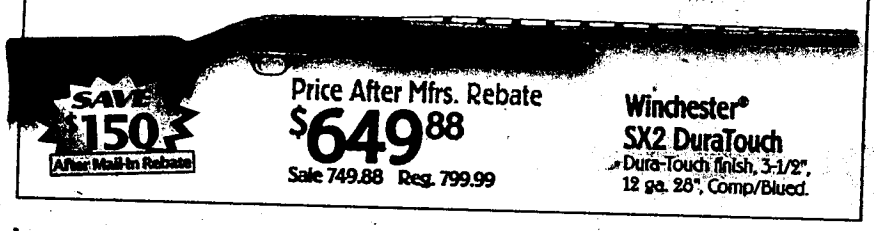
Winchester® Model 70 Ultimate Shadow
.223 WSSM, .243 WSSM, .25 WSSM, .270 WSM, 7MM WSM, .300 WSM. Comp/S/S. Limited quantities. No raincheck.

Get a $100 rebate with purchase of Winchester® SX2!

Receive a $100 rebate with purchase of Winchester® Super X2 Field. Requires mfrs. mail-in coupon. Expires 11/30/05.

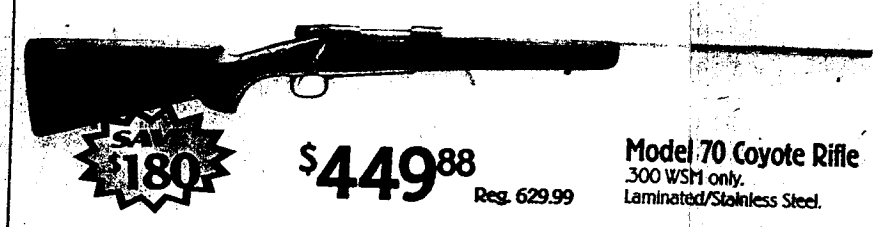
SAVE $150 After Mail-In Rebate — Price After Mfrs. Rebate $549.88 Sale 649.88 Reg. 699.99

Winchester® Super X2 Field
3", 12 ga. 28". Wood/Blued.



SAVE $150 After Mail-In Rebate — Price After Mfrs. Rebate $649.88 Sale 749.88 Reg. 799.99

Winchester® SX2 DuraTouch
Dura-Touch finish, 3-1/2", 12 ga. 28", Comp/Blued.



SAVE $180 — $449.88 Reg. 629.99

Model 70 Coyote Rifle
.300 WSM only. Laminated/Stainless Steel.

SAVE $30 — $299.88 Reg. 329.99

Winchester® Model 94 Ranger 30-30
Top-tang safety. Wood/Blued.

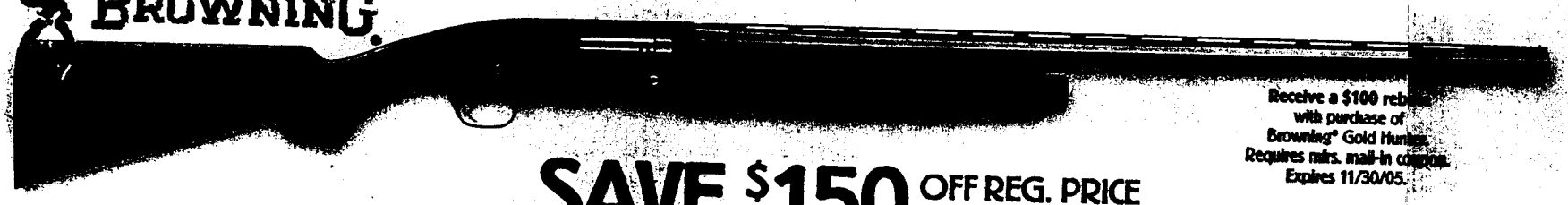
SAVE $90 — $279.88 Reg. 369.99

Winchester® 1300 Deluxe Walnut
12 ga. 28". Walnut/Blued.

SAVE $50 — $229.88 Reg. 279.99

Winchester® 1300 Black Shadow™
3", 12 ga. 26" or 28". 20 ga. 26". Comp/Blued.

BROWNING.

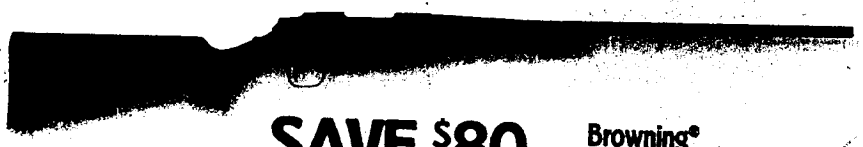


Receive a $100 rebate with purchase of Browning® Gold Hunter. Requires mfrs. mail-in coupon. Expires 11/30/05.

SAVE $150 OFF REG. PRICE AFTER MFRS. REBATE — **Browning® Gold Hunter** 3", 12 ga. 28" Walnut/Blued.

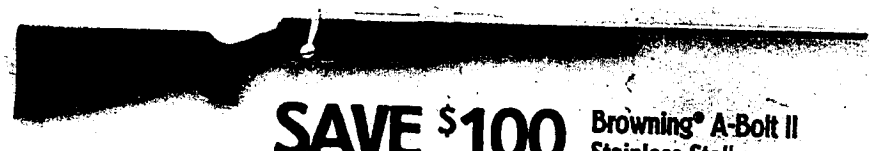
SAVE $100 OFF REG. PRICE — **Browning® A-Bolt II Hunter** .204 Ruger only. Walnut/Blued.

SAVE $50 OFF REG. PRICE — **Browning® BPS Hunter** 3", 12 ga. Walnut/Blued or Composite/Blued.

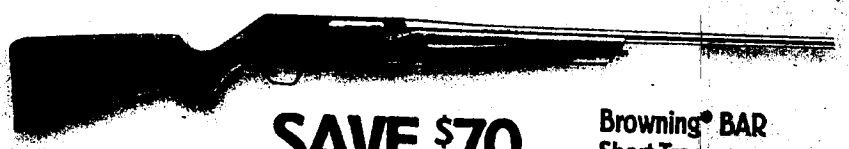


SAVE $80 OFF REG. PRICE — **Browning® A-Bolt II Stalker** Composite/Blued.

SAVE $50 OFF REG. PRICE — **Browning® Auto 22** 22 LR. Walnut/Blued.



SAVE $100 OFF REG. PRICE — **Browning® A-Bolt II Stainless Stalker** Composite/Stainless Steel.



SAVE $70 OFF REG. PRICE — **Browning® BAR Short Trac** .270 WSM or .300 WSM. Walnut/Blued.

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BPS-002017

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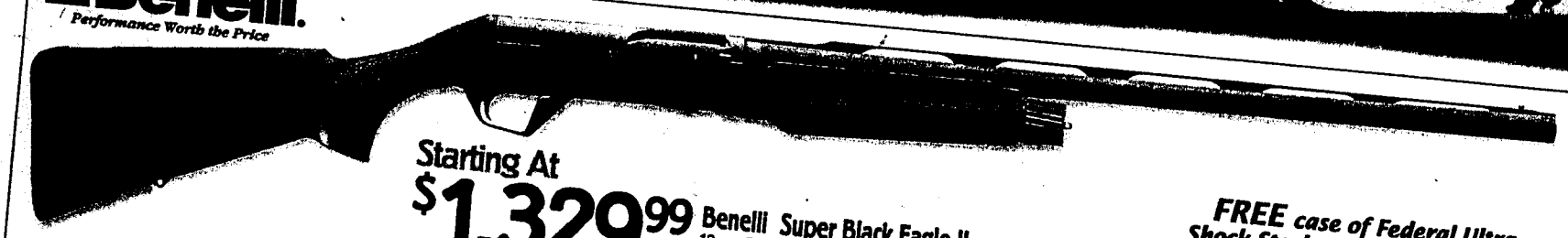
Offer only good for a limited time.
See store for details.
*Applies to purchases of $300 or more made on a Bass Pro consumer credit card account. Under the promotion, no monthly payments are required on the promotional purchase and no finance charges will be assessed on the promo purchase as long as: (1) you pay the promo purchase amount in full within 6 months (the "promo period"), and (2) you pay, when due, the minimum monthly payments on any other balances on your account. If you fail to satisfy either condition, all special promo terms may be terminated and finance charges may be assessed on the promo purchase amount from the date of the purchase. Payments are not required on your promo purchase during the promo period. Optional credit insurance/debt cancellation charge on your promo purchase are not deferred and are not subject to the promo terms. Standard account terms apply to non-promotional purchases. Variable APR is 22.65% as of 4/18/05. Fixed APR of 26.99% applies if the minimum payment is not made by the payment due date two times in any six consecutive billing periods. Minimum finance charge is $1.00. Existing cardholders should see their credit card agreement for standard terms. Offer is subject to credit approval by GE Money Bank. Offer not valid on purchases of boats, Tracker Parts and Services, ATVs, RVs, fishing and hunting licenses, taxidermy, store restaurant food and drinks, or any outside vendor services.

6 Months
No Payments & No Interest

If paid within 6 months on purchases over $300 when you use the NEW Bass Pro Shops® credit card.*

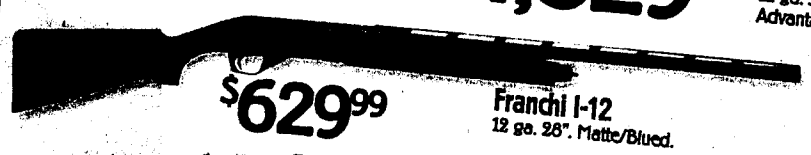
Apply Now

Benelli
Performance Worth the Price



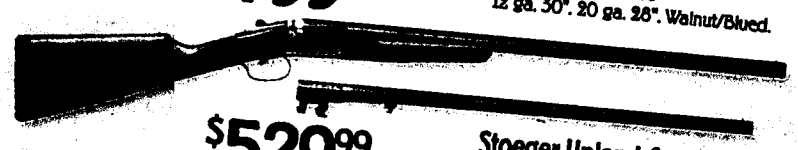
Starting At **$1,329.99** Benelli Super Black Eagle II
12 ga. 3-1/2". Composite/Blued or Advantage® MAX-4HD™.

FREE case of Federal Ultra Shock Steel ammo with purchase of any Benelli SBEII or M2. Expires 12/31/05. A $130 value.



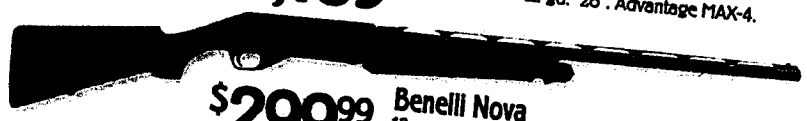
$629.99 Franchi I-12
12 ga. 28". Matte/Blued.

$799.99 Franchi 712/720
12 ga. 30". 20 ga. 28". Walnut/Blued.

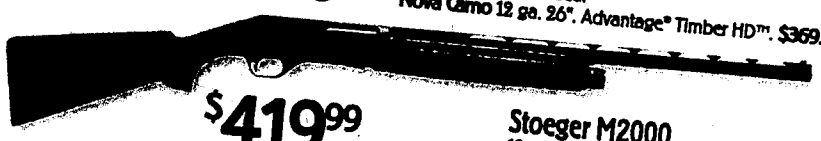


$529.99 Stoeger Upland Combo
12/20 ga. or 20/28 ga. Wood/Blued.

$1,169.99 Benelli M2
12 ga. 28". Advantage MAX-4.



$299.99 Benelli Nova
12 ga. 26". Comp/Blued.
Nova Camo 12 ga. 26". Advantage® Timber HD™. $369.99



$419.99 Stoeger M2000
12 ga. 28". Synthetic/Blued.

Beretta

$1,199.99 Beretta Xtrema 2
12 ga. 28". 3-1/2". Synthetic/Blued.

$949.99 Beretta® 391 Urika Optima
12 ga. 28". Walnut/Blued.

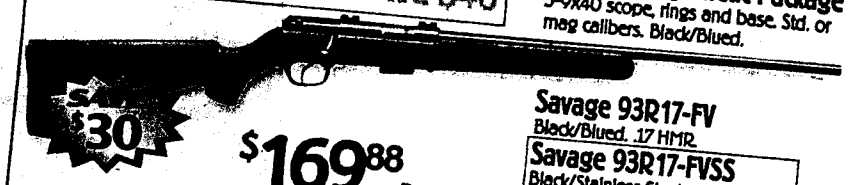
Savage

$319.88 Savage Clip Package
.270, .30-06, 7mm Mag or 300 Mag. 3–9x40 scope, rings and base.

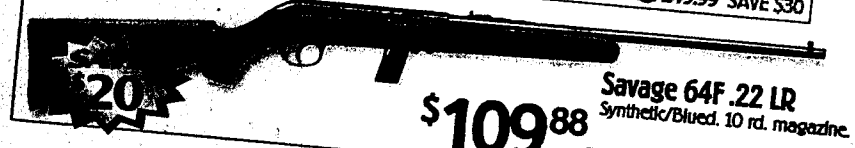
SAVE $60
$429.88 Reg. 489.99
Savage 10 Wood Package
Wood/Blued. Std or Mag. 3–9x40 scope rings and base. Std or mag calibers.

Savage 11 Youth Package .243
$419.88 Reg. 459.99 SAVE $40

SAVE $50
$419.88 Reg. 469.99
Savage 11 Synthetic Package
3-9x40 scope, rings and base. Std. or mag calibers. Black/Blued.



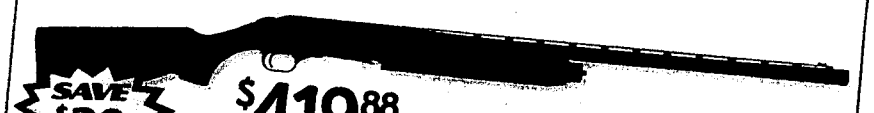
SAVE $30
$169.88 Reg. 199.99
Savage 93R17-FV
Black/Blued. .17 HMR.
Savage 93R17-FVSS
Black/Stainless Steel. .17 HMR.
$219.88 Reg. 249.99 SAVE $30



SAVE $20
$109.88 Reg. 129.99
Savage 64F .22 LR
Synthetic/Blued. 10 rd. magazine.

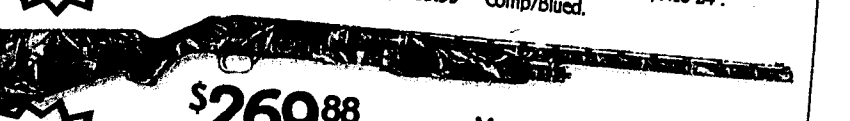
Mossberg

SAVE $30
$499.88 Reg. 529.99
Mossberg 935 Waterfowl
12 ga. 28" or 12 ga. 26". Advantage® Max-4 HD™



SAVE $30
$419.88 Reg. 449.99
Mossberg 935 Synthetic
12 ga. 28". Synthetic/Blued.

SAVE $20
$219.88 Reg. 239.99
Mossberg 500 All Purpose
12 ga. 28", 20 ga. 26", .410 24". Comp/Blued.



SAVE $30
$269.88 Reg. 299.99
Mossberg 535 ATS Waterfowl
12 ga. 28" 3-1/2". Advantage® MAX-4 HD®.

SAVE $40
$249.88 Reg. 289.99
Mossberg 500 Bantam
20 ga. 22", adjustable stock. Realtree Hardwoods Green® HD™.

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Remington.

Scope comes mounted and bore sighted!

SAVE $60 — $319.88 Reg. 379.99

Remington® Model 710™ Rifle Package
.30-06, .270, 7mm Mag. or .300 Win. Mag. Composite/Blued. With 3–9X40mm scope, rings, and bases.

SAVE $40 — $399.88 Reg. 439.99

NEW Remington® 700 SPS
Standard and mag calibers. Composite/Blued.

SAVE $50 — $799.88 Reg. 849.99

Scope comes mounted and bore sighted!

EXCLUSIVE

700 CDL w/Leupold Scope
.270 and 30-06 only. Walnut/Blued. 3-9x40 Rings and Base.

SAVE $40 — $399.88 Reg. 439.99

NEW Remington® 700 SPS Youth
.243. Composite/Blued.

SAVE $30 — $569.88 Reg. 599.99

Remington® Model 700™ CDL™
.243, .270 or .30-06 cal. Walnut/Blued.

SAVE $40 — $479.88 Reg. 519.99

NEW Remington® 700 SPS Stainless
.243, .270, 30-06, 7mm mag. or .300 Winchester mag. Composite/Stainless Steel

SAVE $30 — $599.88 Reg. 629.99

Remington® Model 700™ CDL™
7mm Mag. or .300 Win. Walnut/Blued.

SAVE $80 — $699.88 Reg. 749.99–779.99

NEW Remington® 700 XCR
.270, 30-06, 7 mm Mag., .300 WM, .300 WSM, .270 W
Composite/Stainless Steel.

SAVE $30 — $399.88 Reg. 429.99

Remington® 7600
30-06 or .270. Composite/Blued. Pump

SAVE $100 — $529.88 Reg. 629.99

Remington® Model 700™ BDL™ SS
7mm Short Action Ultra M
or .300 Short Action Ultra
only. Composite/ Stainles

SAVE $30 — $499.88 Reg. 529.99

Remington® 7400
.270 or 30-06. Walnut/Blue

Our best selling .22 just got bett

Remington.

SAVE $40

SPECIAL PURCHASE $139.88

EXCLUSIVE

Remington® Model 597™ .22 LR with Scope
- Composite/Blued
- 4X scope and rings

SAVE $20 — $279.88 Reg. 299.99

Remington® Model 597™/Magnum
Synthetic/Blued. 17HMR or 22WMR

SAVE $20 — $579.88 Reg. 599.99

Remington® M 504™ Bolt Ac
.22 LR. Walnut/Blue
or 17HM2.

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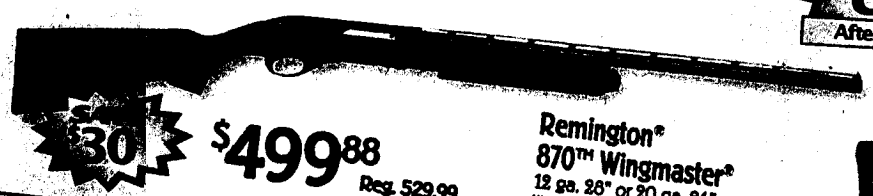
Remington.

Receive a $50 rebate with purchase of 3-1/2" 870 Express Super Mag. Requires mfrs. mail-in coupon. Expires 12/31/05.

SAVE $80 After Rebate

Price After Mfrs. Rebate **$249.88**
Sale $299.88 Reg. 329.99

Remington® 870™ Express® Super Mag™
3-1/2", 12 ga. 28". Wood/Blued.



SAVE $30 **$499.88** Reg. 529.99

Remington® 870™ Wingmaster®
12 ga. 28" or 20 ga. 26"
Walnut/Blued.

SAVE $100 After Mail-In Rebate

Price After Mfrs. Rebate **$349.88**
Sale 399.88 Reg. 449.99

Remington® 870™ Express® Super Mag™ 3-1/2" Advantage® MAX-4 HD™
3-1/2", 12 ga. 28".

Receive a $50 rebate with purchase of 3-1/2" 870 Super Mag Express Max-4 HD. Requires mfrs. mail-in coupon. Expires 12/31/05.

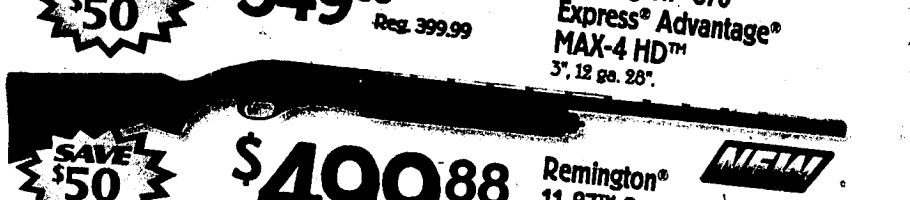
Our best selling pump shotguns

SAVE $10 **$239.88** Reg. 249.99

Remington® 870™ Express® Youth
20 ga. 21".
Wood/Blued.

SAVE $10 **$239.88** Reg. 249.99

Remington® 870™ Express®
12 ga. or 20 ga. 26" or 28".
Wood/Blued.



SAVE $50 **$349.88** Reg. 399.99

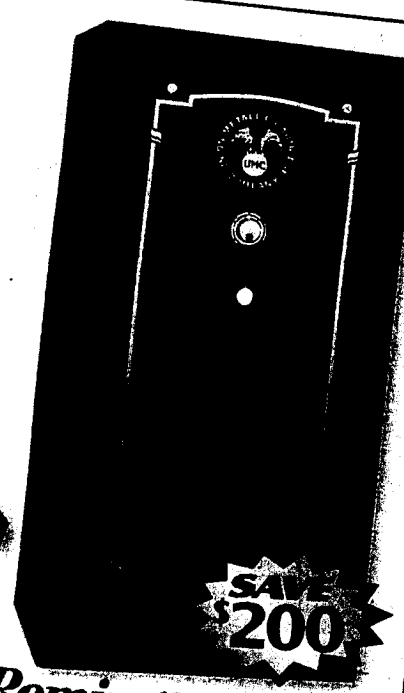
Remington® 870™ Express® Advantage® MAX-4 HD™
3", 12 ga. 28".

SAVE $50 **$499.88** Reg. 549.99

NEW!

Remington® 11-87™ Sportsman®
12 ga. or 20 ga. 26" or 28", or 20 ga. 21" youth. Comp/Blued.

$12.88 Reg. 17.99
Remington® 1" Leather Military Sling



SAVE $200

SAVE $20 **$279.88** Reg. 299.99

TC Classic 22 LR
22 LR. 5 Rd magazine.
Blued/Walnut.

SAVE $40 **$499.88** Reg. 539.99

TC Encore Rifles
Blued/Walnut.

SAVE $20 **$299.88** Reg. 319.99

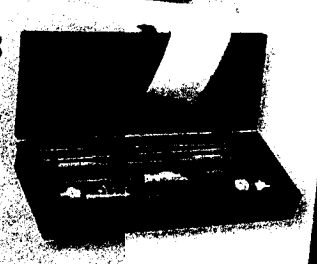
TC Encore Frames
Blued/Walnut or S/S/Composite.

SAVE UP TO $30
$219.88 Reg. 239.99
Blued.

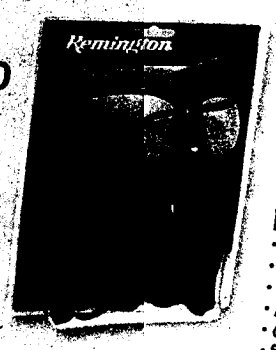
$239.88 Reg. 269.99
Stainless steel or 12 ga. slug.

Thompson Center Encore Barrels

$17.88 Reg. 24.99
Remington® Fieldmaster Universal Cleaning Kit



SAVE $10
$19.88 Reg. 29.99
Remington® T40 Muff/ Shooting Glasses Combo



Remington.
$999.88 Reg. 1199.99
Remington® UMC 25 Gun Fire Safe
- Cam-driven S&G Group II lock
- External hinges
- 5 active and 5 fixed bolts
- Antique Satin Black exterior finish
- 60.5"x30"x22"
- 23.11 cu. ft.

EXCLUSIVE

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Receive a $10 rebate with purchase of 2 boxes.* Receive a $4 rebate with purchase of 1 box.* *Any combo of Premier Gold box ammo. Requires mfrs. mail-in coupon. Expires 12/31/05.

$21.98 to 31.98 Reg. 23.99–33.99
Remington® Core-Lokt® Ultra Rifle
20 rounds per box.

$11.98 to 25.98 Reg. 13.99–27.99
Remington® Premier Accu-Tip Rifle Ammo
20 rounds per box.

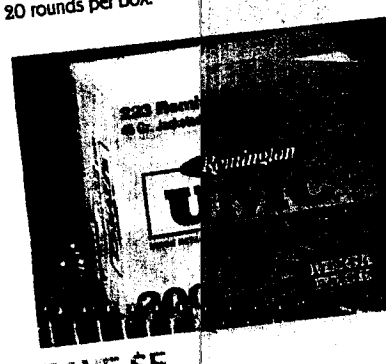
$9.98 to 22.98 Reg. 11.99–24.99
Remington® Core-Lokt® Rifle
20 rounds per box.

Receive a $5 rebate with purchase of 2 boxes. Requires mfrs. mail-in coupon. Expires 12/31/05.

$13.98 to 17.98 Reg. 15.99–19.99
Remington Managed Recoil
20 rounds per box.

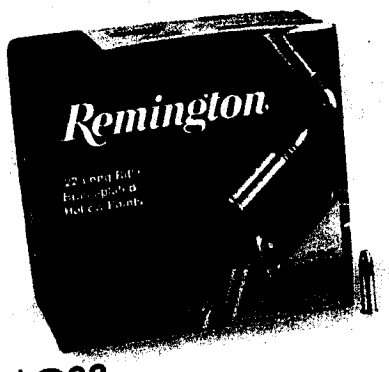
$7.88 Reg. 9.99
Remington 17 HMR Ammo
50 rounds per box.

SAVE $7
$39.88 Reg. 46.99
Remington UMC 40 S & W Mega Pack
250 rounds per box. 180 gr. metal case.



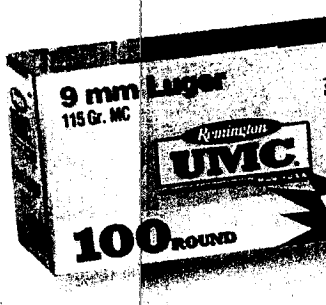
SAVE $5
$47.88 Reg. 52.99
Remington® UMC .223 Cal. Mega
200 rounds per box. 45 gr. JHP.

$5.88 Reg. 6.99
Remington® Pheasant Loads
Great for upland hunts. 25 rounds per box. 12 or 20 ga.



$8.88 Reg. 10.49
Remington® .22LR Golden® Bullet
36 grains. 525 per box.

SAVE $5
$57.88 Reg. 62.99
Remington UMC 45 ACPMega Pack
250 rounds per box. 230 gr. metal Case.



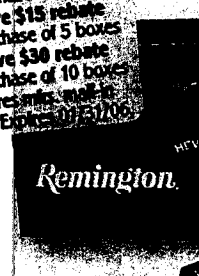
$11.88 Reg. 14.99
Remington® UMC 9mm Valu
100 rounds per box. 115 gr. metal cas

Receive $5 rebate with purchase of 2 boxes. Receive $15 rebate with purchase of 5 boxes. Receive $30 rebate with purchase of 10 boxes. Requires mfrs. mail-in coupon. Expires 01/31/06.

$3.68 Reg. 4.39
Remington ShurShot® Heavy Dove Loads
12 and 20 ga. 25 rounds per box.

$7.79 to 17.29 Reg. 9.79–19.29
Remington® Sportsman™ High Speed™ Steel
12 ga. Up to 1550 fps. 25 rounds per box.

$10.88 to 17.88 Reg. 12.99–19.99
Remington® Nitro-Steel™ High-Velocity Magnum Loads
25 rounds per box.



$14.79 to 18
Remington® HEVI-Shot
1450 fps. 10% heavier than lea

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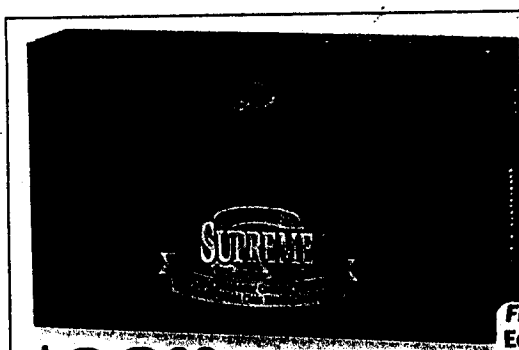
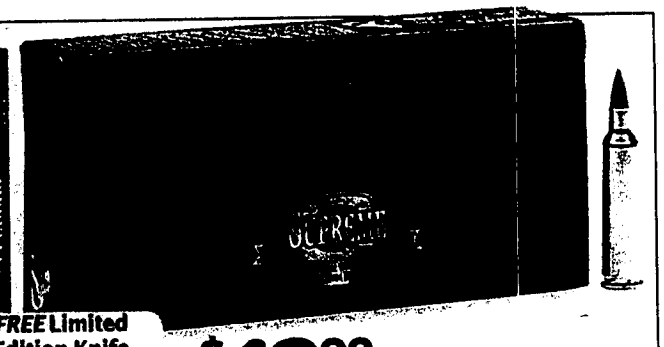
$8.98 to 17.98 Reg. 10.99–19.99
Winchester® Super-X® Power Point Rifle Ammo
Exposed soft nose jacketed bullet. 20 rounds per box.



$22.88 to 32.88 Reg. 24.99–34.99
Winchester® Supreme® Accu-Bond CT
20 rounds per box.

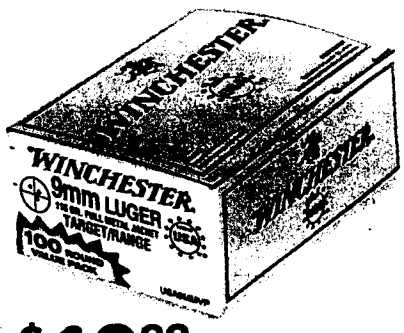
FREE Limited Edition Knife with purchase of 2 boxes of Winchester Supreme ammo. Expires 12/31/05.



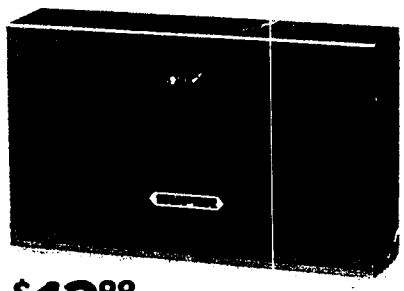
$13.98 to 23.98 Reg. 15.99–25.99
Winchester® Supreme® Ballistic Silvertip™ Rifle Ammo 20 rounds per box.

$11.49 Reg. 12.99
Winchester® USA 40 S&W
50 rounds per box. 180gr. JHP

$13.49 Reg. 15.49
Winchester® USA 45 ACP
50 rounds per box. 230gr. JHP.



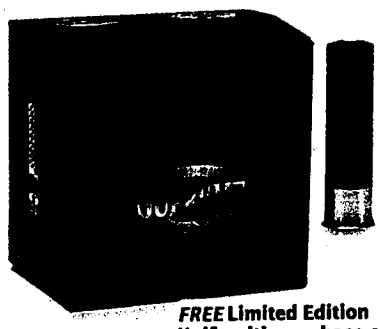
$10.88 Reg. 12.99
Winchester® USA 9mm bulk pack
100 Rnds. 115gr. FMJ.



$13.88 to 16.88
Reg. 15.99–18.99
Winchester® Silvertip™ Rifle Ammo
20 rounds per box.

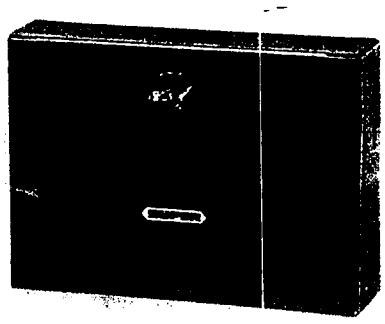
$3.69 Reg. 4.19
Winchester® Texas Heavy Dove Loads
12 ga. or 20 ga. only. 25 rounds per box.

$7.49 to 10.88
Reg. 8.49–11.99
Winchester® XPert® H.V. Steel
12 ga. only. 25 rounds per box. Velocity up to 1550 FPS.

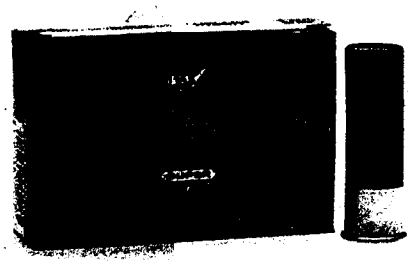


FREE Limited Edition Knife with purchase of 4 boxes Supreme H.V. Steel. Expires 12/31/05.

$15.98 to 21.98 Reg. 17.99–23.99
Winchester® Supreme® H.V. Steel
25 rounds per box. 3-1/2", 12 ga. 1-3/8 oz., 10 ga. Velocity up to 1450 FPS.



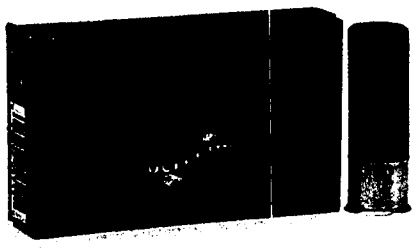
$2.48 to 7.48
Reg. 2.99–8.49
Winchester® Super X® Buckshot
12 ga. 2-3/4". 5 rounds per box.



$2.48 to 2.78
Reg. 2.99–3.49
Winchester® Super-X® Rifled Slug
2-3/4", 12 or 20 ga. 5 rounds per box.

$7.88 to 9.88
Reg. 8.99–10.99
Winchester® Super-X® BRI® Sabot Slug
For moderate recoils in rifled bores. 5 rounds per box.

$8.88 Reg. 10.99
Winchester® Supreme® Platinum Tip Slug
5 rounds per box.



$11.88 Reg. 13.99
Winchester® Supreme® Partition Gold Sabot Slug
12 or 20 ga. 5 rounds per box.

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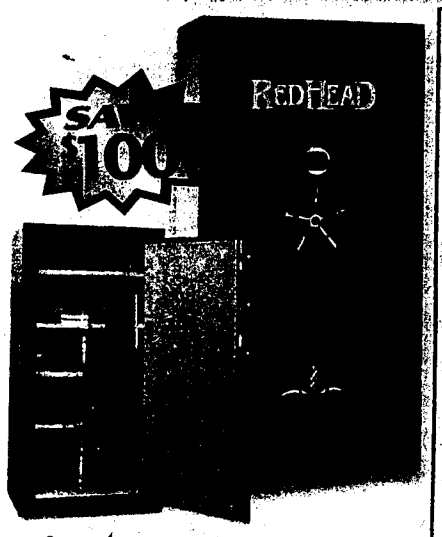
$1199.88 Reg. 1299.99

NEW RedHead® King of Bucks™ Del Austin Buck Fire Safe

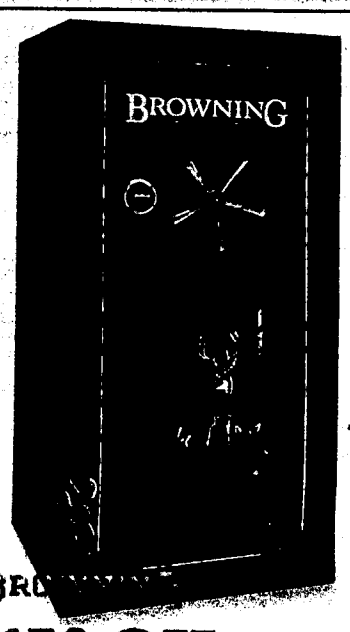
Commemorates the exciting story of "Old Mossy Horns," the world record non-typical Pope & Young Buck. Includes:
- 12-gauge steel with strong 3/16" plate door
- Omega Point certified 1200°F/30 minute fire protection
- Internal re-locker and 1" diameter locking bolts.



$888.88 Reg. 999.99

NEW RedHead® E-lock Safe

This attractive safe is fire rated at 1200° for 30 minutes. Features include:
- Electronic lock • 12-gauge steel
- 5-arm satin brass spoke handle
- 12 active 1" bolts
- 12/22 gray interior



$150 OFF REG. PRICE

Browning® Medallion Fire Safes

Boasts a heavy duty 10 gauge steel body and a massive 1-5/16" DuoFormed door that protects against prying.

$300 OFF REG. PRICE

Browning® Gold Fire Safe

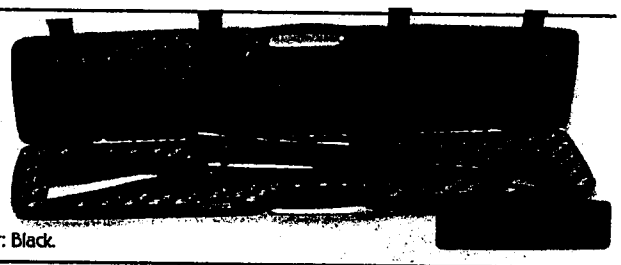
Features 4 additional locking bolts and extra Uni-Force cam for unmatched door security, a drill-resistant deflector plate, and an outstanding 1550°F 30 minute fire rating.

$9.88 Reg. 12.99

RedHead® Single Scoped Rifle Case

by DoskoSport®

Holds up to a 50mm scoped rifle. Size: 48"x10-1/4"x4". Color: Black.



SAVE $10

$34.88 Reg. 44.99

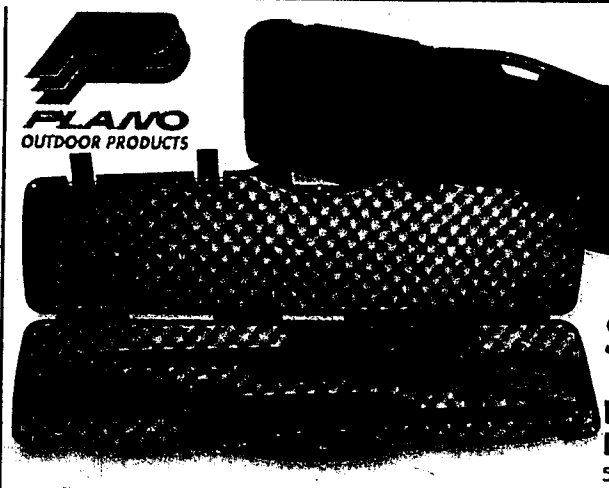
Shooters Ridge Rock Mount™ Bi-Pod

SAVE $20

$59.88 Reg. 79.99

Shooters Ridge Rock Steady™ Point Deluxe Rest

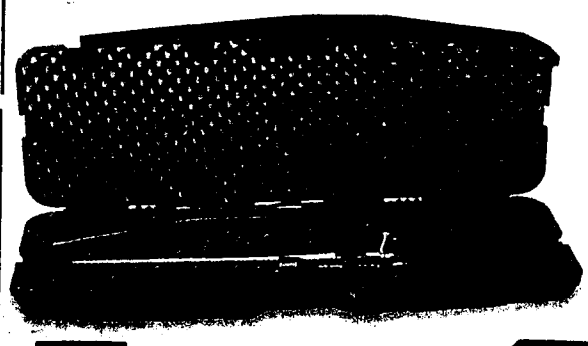
PLANO OUTDOOR PRODUCTS



$14.88 Reg. 19.99

Plano® Protector Series™ Double Scoped Rifle Case

52"Lx15"Wx4"H.



SAVE $13

$39.88 Reg. 52.99

Plano® PRO-Max Pillard Double Gun Case
- Crush-resistant
- Lockable
- 53-13/16"x19"x5-5/8"

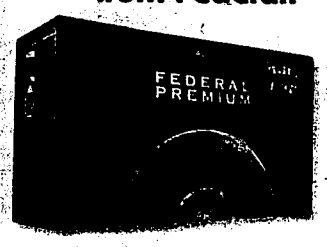
FEDERAL Ammunition

Save on select high-tech ammo from Federal!

$11.88 to 21.88 Reg. 13.99–23.99

NEW Federal Fusion Rifle Ammo

Features a jacket that has been fused into the core one molecule at a time to totally eliminate component separation, assure mass integrity and deliver extremely high energy to the target. 20 rounds per box.



$2.88 Reg. 3.99

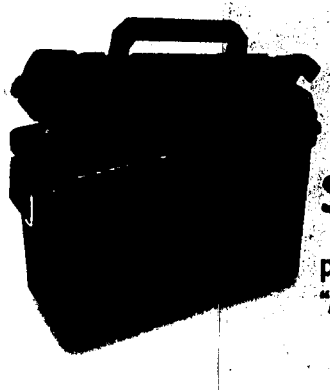
NEW Federal TruBall™ Slug

Unique slug-centering design locks the slug and wad in place, for tight, 2" groups at 50 yards. 5 rounds per box.

2 for $5 Reg. 4.99

Plano Inhibitor V-80 Oil

Displaces moisture, cleans, lubricates and protects. 6 oz. can.



$6.88

Plano® "Ammo Can"

8P313173 10 -01 03 04 05 06 07 08 09 10 11 12 13 14 15 17 18 19 20 21 22 23 2(

BPS-002023

SPECIAL PRICING ON ALL 2005 BOATS AND ATVs

6 Months No Payments & No Interest

If paid within 6 months on purchases over $300 when you use the NEW Bass Pro Shops® credit card. See page 5 for details.

Apply Now

GARMIN®

$249.99

Rino™ 120
- 22 channels (14 FRS/8 GMRS)
- 38 privacy codes
- Voice scrambler/vibration alert
- Built-in detailed basemap
- 8 MB for optional downloaded maps
- Waterproof
- Runs 15 hours on 3 AA batteries (not included)

WAAS enabled

GARMIN®

$349.99

Garmin® Rino® 130
- Weather receiver with 7 NOAA weather channels
- Electronic compass
- Barometric altimeter
- 24 MB for optional downloaded maps
- Waterproof
- 2-way GMRS/FRS built-in radio

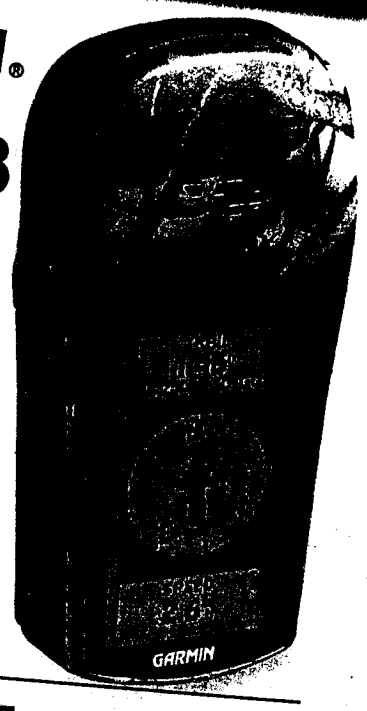
WAAS enabled

GARMIN®

$99.88

Reg. 109.99

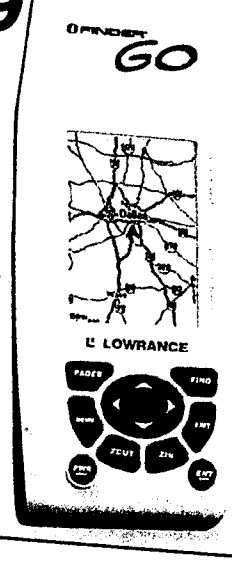
eTrex® Camo
- Low-cost, easy-to-use GPS
- 500 waypoints
- Waterproof
- Runs 22 hours on 2 AA batteries (not included)



LOWRANCE

$79.99

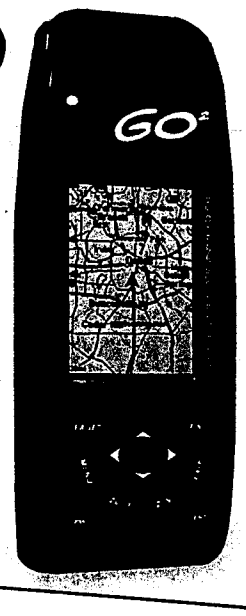
NEW iFINDER® GO
- Waterproof 16-channel GPS+WAAS+EGNOS receiver
- Built-in 16MB background map coverage
- Up to 1,000 way points and 100 routes
- Up to 100 retraceable plot trails and up to 10,000 points ina trail
- WAAS enabled



LOWRANCE

$99.99

NEW iFINDER® GO2
- Same great features as the GO with 64MB of higher detail built-in mapping; including interstate exit services
- WASS enabled

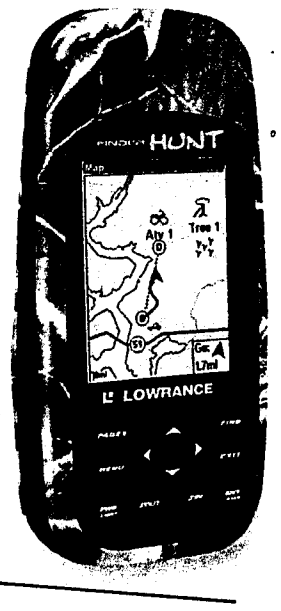


LOWRANCE

$299.99

iFINDER® Hunt
- Watertight with sure-grip rubber welt seal; waterproof to IPX7 standards
- Sleek, easy one-handed use, with Realtree Hardwoods® HD™ camo case
- Built-in electronic compass and barometric altimeter
- Higher-detail 240Vx180H pixel resolution in a 3" diag., sunlight-readable LCD
- Advanced white LED screen backlighting for excellent visibility in low-light
- Compatible with MapCreate, Navionics and Freedom Maps plug and play

hardwoods HD



MAGELLAN

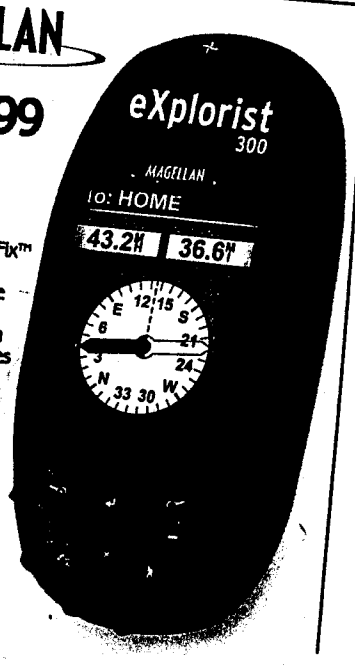
$149.99

Magellan® eXplorist 200
Carry Case $9.99
- 14 channel
- TrueFix™
- 500 Waypoins, 20 routes
- Keyboard plus joystick
- WAAS enabled

MAGELLAN

$199.99

Magellan® eXplorist™ 300
- 14-parallel-channel TrueFix™ technology
- Barometer for up-to-date weather info
- Altimeter shows elevation
- Electronic compass defines your direction
- WAAS enabled



MIDLAND®

$49.88

Reg. 59.99

Midland® LXT350VP Camo Value Pack
- 10-mile range!
- 22 channels
- 38 privacy codes
- NOAA weather and all-hazards info
- Includes 2 radios, AC charger and rechargeable battery packs

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Bass Pro Shops

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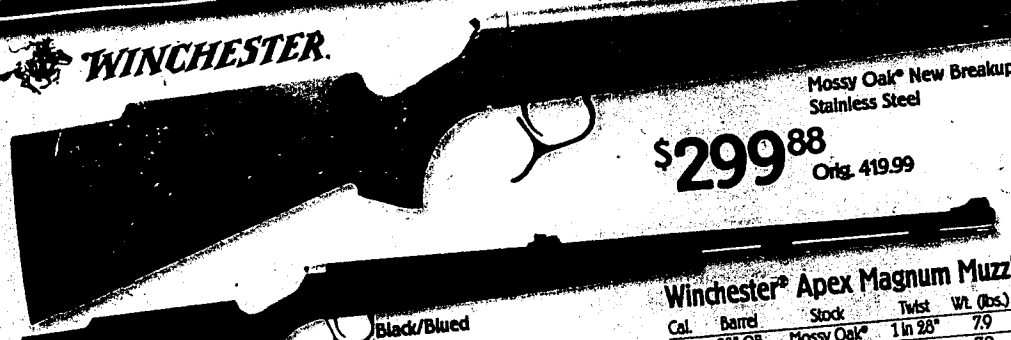
Lowest prices of the year!

THE GREATEST HUNTING SALE & SHOW OF THE YEAR!

WINCHESTER.



Mossy Oak® New Breakup®/ Stainless Steel

$299.88 Orig. 419.99

SAVE UP TO $130

Black/Blued

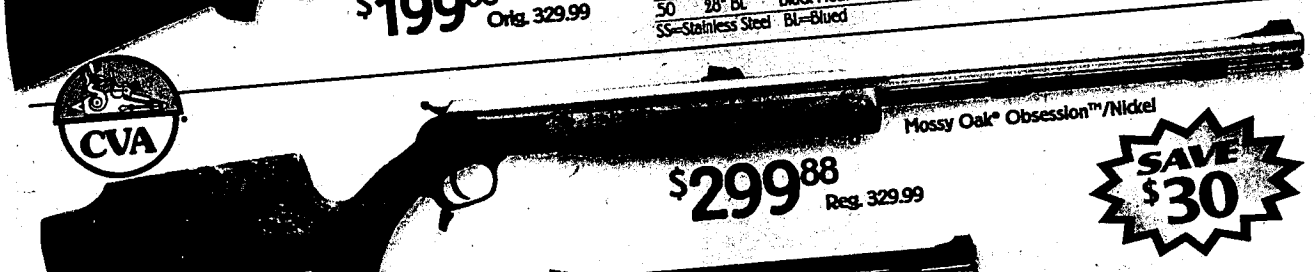
$199.88 Orig. 329.99

Winchester® Apex Magnum Muzzleloader

Cal.	Barrel	Stock	Twist	Wt. (lbs.)	Total Lgth.	Orig.	Sale
50	28" OB	Mossy Oak®	1 in 28"	7.9	42"	419.99	299.88
50	28" BL	Black Fleck	1 in 28"	7.9	42"	389.99	199.88

SS=Stainless Steel BL=Blued

CVA



Mossy Oak® Obsession™/Nickel

$299.88 Reg. 329.99

SAVE $30

Black/Blued

$219.88 Reg. 249.99

CVA® Optima Pro™ 209 Muzzleloader

Cal.	Barrel	Stock	Twist	Wt. (lbs)	Total Lgth.	Reg.	Sale
.45	29" NK	Mossy Oak®	1 in 28"	8.8	44-1/4"	389.99	299.88
.50	29" NK	Mossy Oak®	1 in 28"	8.8	44-1/4"	389.99	299.88
.50	29" BL	Black Comp.	1 in 28"	8.8	44-1/4"	249.99	219.88

NK=Nickel BL=Blued

Black/Blued

$179.88 Reg. 199.99

SAVE $20

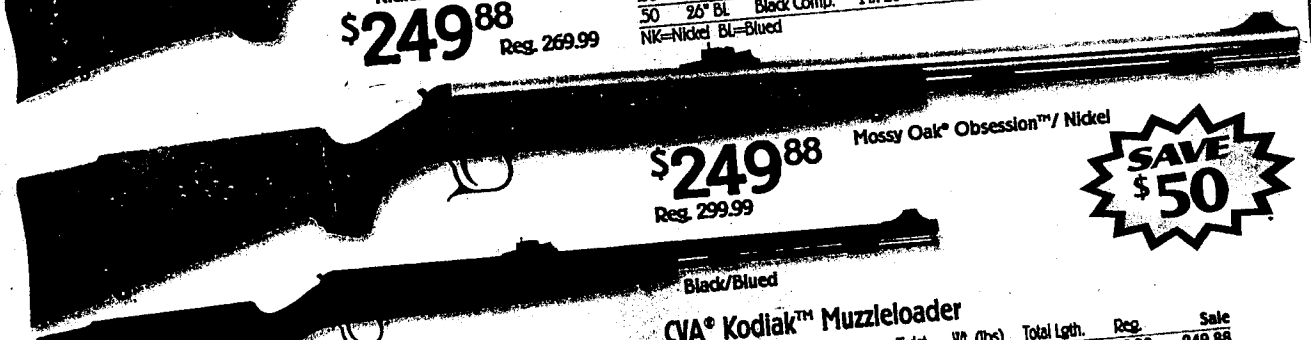
Mossy Oak® New Breakup®/ Nickel

$249.88 Reg. 269.99

CVA® Optima 209™ Muzzleloader

Cal.	Barrel	Stock	Twist	Wt. (lbs)	Total Lgth.	Reg.	Sale
.50	26" NK	Mossy Oak®	1 in 28"	8.2	41-1/4"	269.99	249.88
.50	26" BL	Black Comp.	1 in 28"	8.2	41-1/4"	199.99	179.88

NK=Nickel BL=Blued



$249.88 Reg. 299.99

Mossy Oak® Obsession™/ Nickel

SAVE $50

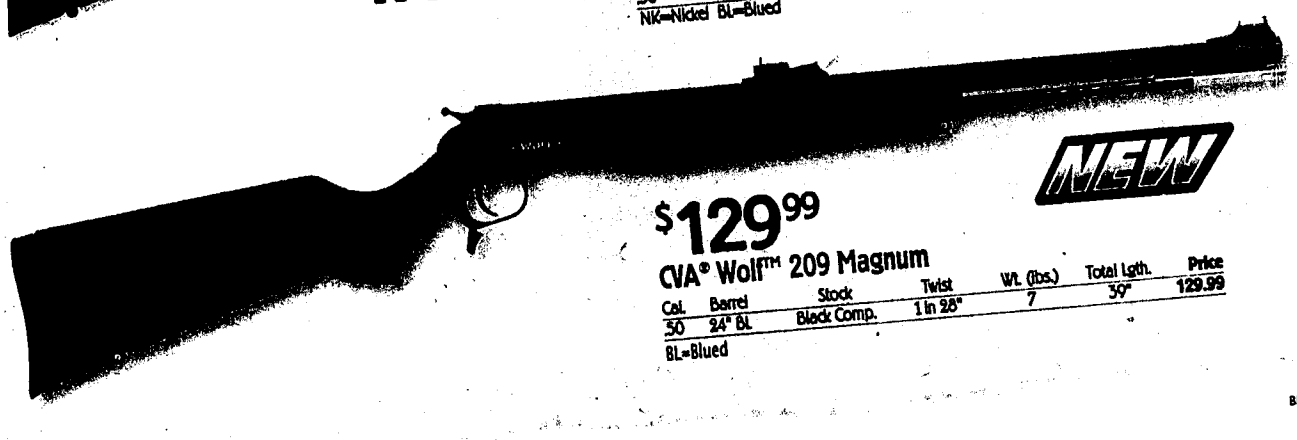
Black/Blued

$179.88 Reg. 229.99

CVA® Kodiak™ Muzzleloader

Cal.	Barrel	Stock	Twist	Wt. (lbs)	Total Lgth.	Reg.	Sale
.50	28" NK	Mossy Oak®	1 in 28"	7.5	42"	299.99	249.88
.50	28" BL	Black Comp.	1 in 28"	7.5	42"	229.99	179.88

NK=Nickel BL=Blued



NEW

$129.99

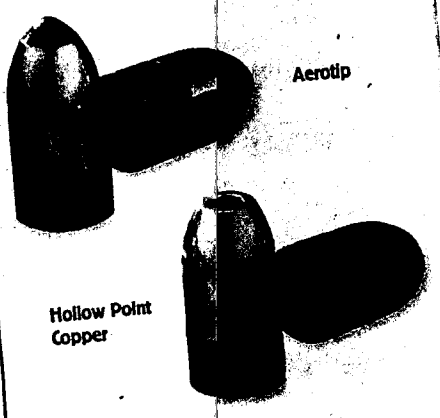
CVA® Wolf™ 209 Magnum

Cal.	Barrel	Stock	Twist	Wt. (lbs.)	Total Lgth.	Price
.50	24" BL	Black Comp.	1 in 28"	7	39"	129.99

BL=Blued

POWERBELT™ BULLETS

THE BULLETS THAT MAKE SABOTS OBSOLETE



Aerotip

Hollow Point Copper

YOUR CHOICE

$14.99

PowerBelt™ Aerotip™ Bullets

Copper-coated. 15 pk.

PowerBelt™ HollowPoint Bullets

Available in copper-coated or pure lead. 20 pk.

$49.88 Reg. 69.99

SAVE $20

CVA Muzzleloader Scope Kit

- Bushnell® 3–9x32 scope
- CVA scope mounts and rings for installation o virtually any in-line muzzleloader
- Fits all CVA, Knight and Traditions in-lines

$39.88 Reg. 49.99

CVA Pellet Shooters Kit

- Bore brush
- Universal hollow/polymer point bullet starter with 9 attachments
- 2 oz. breech plug grease • 3 speed load
- 50 cleaning patches • Breech plug/nipp
- 16 PowerBelt™ bullets • Large breech bru
- Small breech brush • Instructional DVD
- 4 oz. cleaning solvent • .45 cal. and .50

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Apply Now

PERFORMANCE FIREARMS

Black/Blued **$169.88** Reg. 179.99

Receive a coupon for 6 FREE T-shock bullets with purchase of a Traditions Muzzleloading Rifle. 7/1/05 to 12/31/05

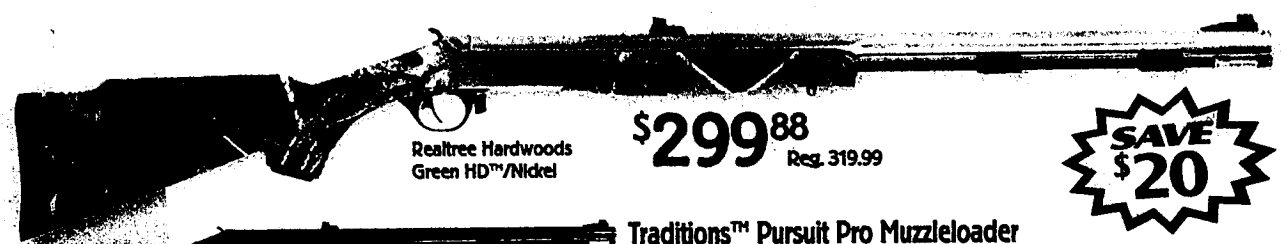
SAVE $10

Mossy Oak New Break-Up/Nickel **$239.88** Reg. 249.99

Traditions™ Pursuit LT Muzzleloader

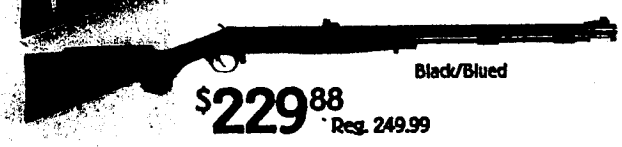
Cal.	Barrel	Stock	Twist	Length	Wt. lbs.	Reg.	Sale
.50	26" BL	Black	1 in 28"	42"	6–3/4	179.99	169.88
.50	26" NI	MO	1 in 28"	42"	6–3/4	249.99	239.88

BL=Blued NI=Nickel MO=Mossy Oak® New Break-Up®



Realtree Hardwoods Green HD™/Nickel **$299.88** Reg. 319.99

SAVE $20



Black/Blued **$229.88** Reg. 249.99

Traditions™ Pursuit Pro Muzzleloader

Cal.	Barrel	Stock	Twist	Length	Wt. lbs.	Reg.	Sale
.50	28" NK	HW	1 in 28"	44"	8–1/4	319.99	299.88
.50	28" BL	Black	1 in 28"	44"	8–1/4	249.99	229.88

BL=Blued NK=Nickel HW=Realtree Hardwoods Green® HD™

OMEGA

Realtree Hardwoods HD/Stainless Steel **$419.88** Reg. 469.99

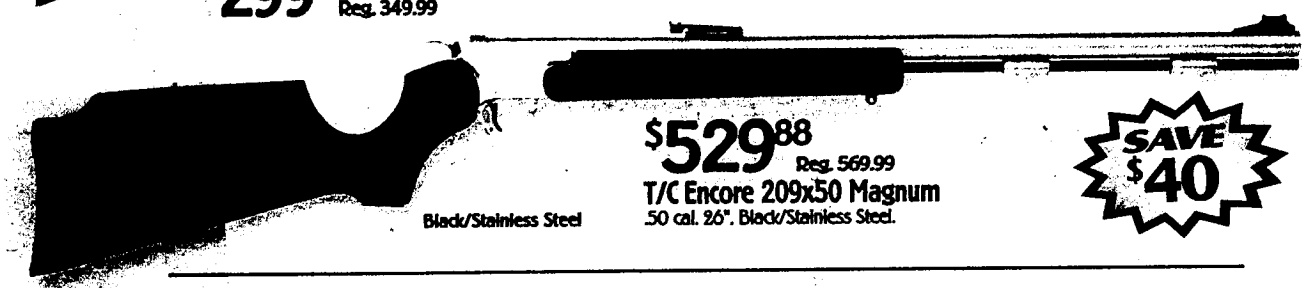
SAVE $50

Black/Blued **$299.88** Reg. 349.99

T/C Omega™ Muzzleloader

Cal.	Barrel	Stock	Twist	Length	Wt. lbs.	Reg.	Sale
.50	28" SS	HW	1 in 28"	42"	7	469.99	419.88
.50	28" BL	Black	1 in 28"	42"	7	349.99	299.88

SS=Stainless Steel BL=Blued HW=Realtree Hardwoods HD™

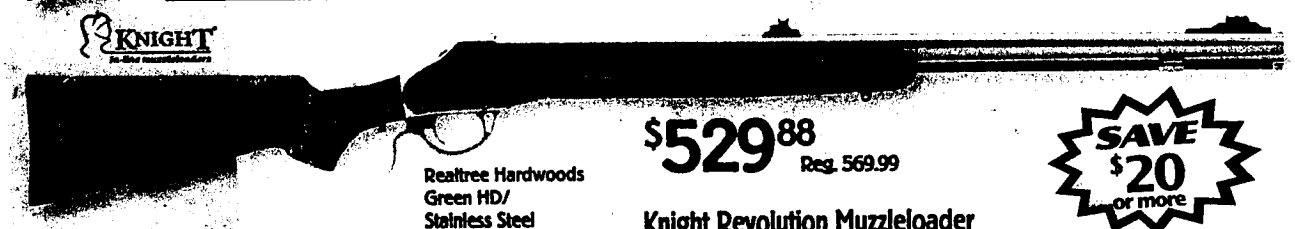


Black/Stainless Steel **$529.88** Reg. 569.99

SAVE $40

T/C Encore 209x50 Magnum
.50 cal. 26". Black/Stainless Steel.

KNIGHT



Realtree Hardwoods Green HD/ Stainless Steel **$529.88** Reg. 569.99

SAVE $20 or more

Black/Blued **$379.88** Reg. 399.99

Knight Revolution Muzzleloader

Cal.	Barrel	Stock	Twist	Length	Wt.	Reg.	Sale
.50	27" SS	HW	1 in 28"	43-1/4"	7 lbs. 14 oz.	519.99	499.88
.50	27" BL	Black	1 in 28"	43-1/4"	7 lbs. 14 oz.	399.99	379.88

BL=Blued SS=Stainless Steel HW=Realtree Hardwoods Green®HD™

Realtree Hardwoods Green HD **$399.99**

NEW

Knight Vision™ Muzzleloader

Cal.	Barrel	Stock	Twist	Length	Wt. lbs.	Price
.50	26" Camo	HW	1 in 28"	44"	7.15	399.99

HW=Realtree Hardwoods Green®HD™

Walnut/ Brass/ Blued **$129.88** Reg. 149.99

SAVE $20

1851 Colt® Navy Revolver

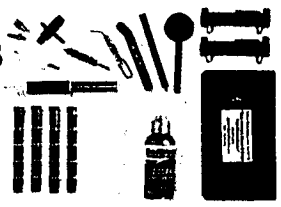
SAVE $5 **$16.88** Reg. 21.99

Traditions™ T-Shock™ Sabot Bullets 20 pk.

SAVE $5 **$12.88** Reg. 17.99

Traditions™ T-Shock™ XLR Sabot Bullets 15 pk.

SAVE $10 **$39.88** Reg. 49.99



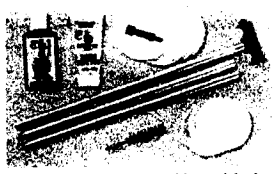
Traditions™ Pellet Shooters Kit

Includes: .33 oz. breech plug grease; nipple pick; cotton swab; bronze bristle brush; 2 quick loaders; 20 XTP® Hunter saboted bullets with re-usable ammo tubes; #11capper; #209 primer capper; loading/ cleaning jag; bullet/ball puller; cleaning patches; bullet starter; 4 oz. bore solvent; field nipple wrench; and instructional video. .50 cal.

$7.88 Reg. 9.99

T/C Shock Wave Sabot Bullets 15 pk.

$9.88 Reg. 12.99



T/C Black Powder Cleaning Kit

Includes 3-pc. aluminum cleaning rod with molded handle; bronze bore brush; molded jag; 20 cotton cleaning patches; .75 oz. tube of Natural Lube 1000 Plus Bore Butter; 1 oz. bottle of Number 13 Bore Cleaner; pre-lubed seasoning patches. .50 caliber.

$14.88 Reg. 16.99

Knight® Ultimate Slam Series Sabot Bullets 10 pack.

$14.88 Reg. 17.99

Knight® Cleaning Pack

Includes bore brush mop, brass bore brush, 50 cleaning patches, 3/4-oz. tube of breech plug grease, 4-oz. bottle of Knight Oil with rust inhibitor and 4-oz. bottle of solvent concentrate for .50 caliber rifles.

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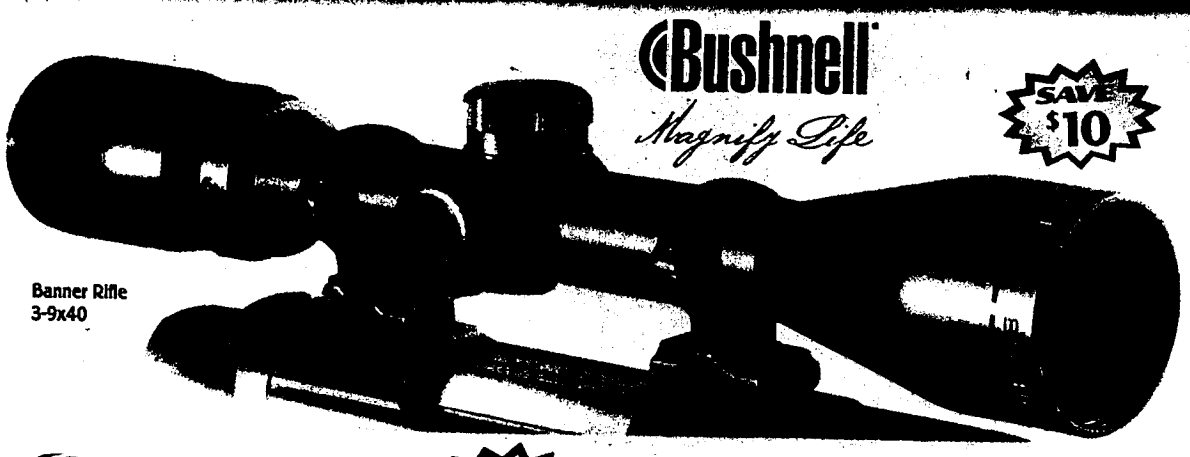
Lowest prices of the year!

THE GREATEST HUNTING SALE & SHOW OF THE YEAR!



SAVE $10

Banner Rifle 3-9x40

Bushnell® Banner® Dusk & Dawn Rifle and Shotgun/Muzzleloader Scopes

Includes a fast-focus eyepiece, 1/4-MOA fingertip audible/resettable windage and elevation adjustments, and 100% waterproof/fogproof performance.

Power	Obj. Dia. (mm)	Finish	Reticle	Eye Relief (in.)	FOV @ 100 Yds. (ft.)	Lgth. (in.)	Wt. (oz.)	Reg.	Sale
Rifle Scopes									
1.5–4.5x	32	Matte	Multi-X	4	67–23	10.5	10.5	79.99	69.88
3–9x	40	Matte	Multi-X	3.5	40–14	12	13	79.99	69.88
3–9x	40BDC	Matte	Multi-X	4	40–14	12	13	89.99	79.88
3–9x	40LER	Matte	Multi-X	6	40–14	12	13	89.99	79.88
3.5–10x	36 AO	Matte	Multi-X	3.4	30–10	15	12.5	99.99	89.88
3–9x	50	Matte	Multi-X	3.8	26–12	16	19	119.99	109.88
4–12x	40 AO	Matte	Multi-X	3.3	29–11	12	15	99.99	89.88
6–16x	50 AO	Matte	Multi-X	3.5	17–6	16	18	129.99	119.88
6–24x	40 AO	Matte	Mil Dot	3.4	17–5	16	19.5	149.99	139.88
Shotgun/Muzzleloader Scopes									
4x	32	Matte	Circle-X	3.5	31.5	11.3	11.1	69.99	59.88
1–4x	32*	Matte	Circle-X	4.3	76–25	10.5	12.2	79.99	69.88
1.75–4x	32LER	Matte	Circle-X	6	73–30	10.5	10.8	89.99	79.88
3–9x	40	Matte	Circle-X	4	36–13	11.5	12.5	99.99	89.88

* 50 yd. Parallax Setting

SAVE $10

Trophy Shotgun 1.75–4x32 Camo

Bushnell® Trophy Rifle and Shotgun Scopes

Exclusive Amber-Bright™ high contrast lens coating with multi-coated optics. Features fast-focus eyepiece; 100% waterproof, fogproof and shockproof protection. Multi-X reticle.

Power	Obj. Dia. (mm)	Finish	Reticle	Eye Relief (in.)	FOV @ 100 yds. (ft.)	Lgth. (in.)	Wt. (oz.)	Reg.	Sale
Trophy Rifle Scope									
3–9x	40	Matte	Multi-X	3.4	42–14	11.7	13.2	99.99	89.88
3–9x	40	Silver	Multi-X	3.4	42–14	11.7	13.2	99.99	89.88
Trophy Shotgun Scope									
1.75–4x	32	Matte	Circle-X	4	73–30	10.8	10.9	99.99	89.88
1.75–4x	32	Camo*	Circle-X	4	73–30	10.8	10.9	119.99	109.88
3–9x	40	Matte	Circle-X	3.4	42–14	11.7	13.2	119.99	109.88

*Mossy Oak® New Break-Up®

100% WATERPROOF

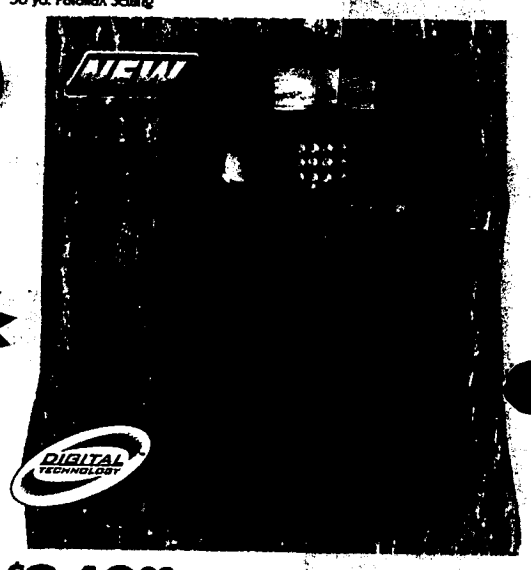
SAVE UP TO $40

Trophy 10x42

Bushnell® Trophy® Binoculars

Made for the long haul, with O-ring seals and nitrogen-purging for complete waterproof/fogproof protection and ribbed, non-slip rubber armoring. Glass roof prisms and fully multicoated optics for optimum light transmission.

Pwr./Obj. Dia. (mm)	Field of View @ 1000 yds. (ft.)	Close Focus Distance	Wt. (oz.)	Ht. (in.)	Reg.	Sale
8x27	370	7	11	4-1/2	69.99	59.88
10x27	298	7	12	4-1/2	79.99	69.88
8x42	360	12	27	6-1/2	149.99	119.88
10x42	304	12	28	6-1/2	169.99	129.88

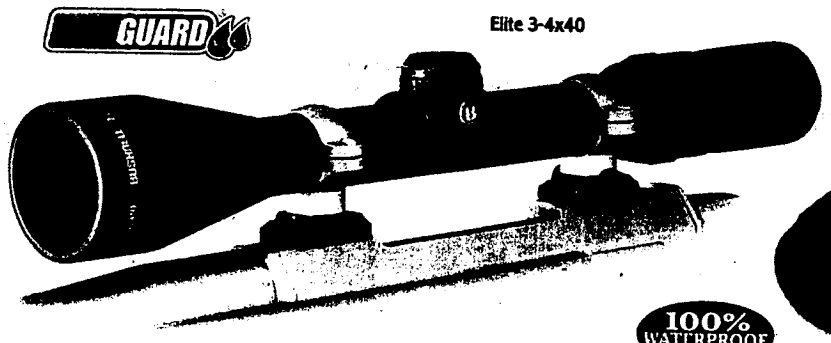


$349.99 Trail Scout Camera includes a 32MB SD memory card.

NEW Bushnell® Digital Trail Scout 2.1 MP with Night Vision

Choose from regular camera flash or stealthy LED flash, which enables you to discreetly take pictures at night without a flash. Laser aiming device for easy setup.

GUARD



Elite 3-4x40

Bushnell® Elite® 3200 Rifle Scopes

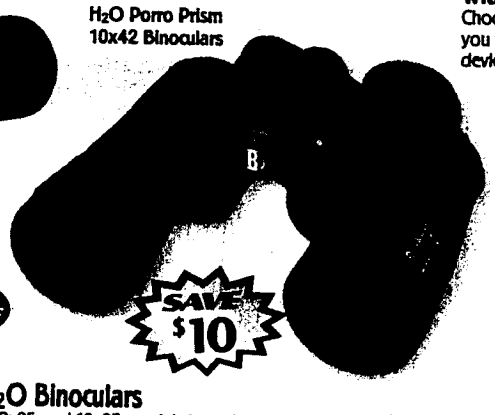
Premium optics combine to provide a bright, clear sight picture with the world's most advanced rifle scope features. Precise finger-adjustable, 1/4-MOA windage and elevation click adjustments.

Bushnell® Elite® 3200 Rifle Scopes with FireFly™ Glowing Reticle

FireFly

Developed for the lowest light situations, the FireFly reticles illuminate the crosshairs after a quick 10-second charge with a flash light. Glows green.

Power	Obj. Dia. (mm)	Finish	Reticle	Eye Relief (in.)	FOV @ 100 Yds. (ft.)	Lgth. (in.)	Wt. (oz.)	Price
Elite® 3200 Rifle Scopes								
3–9x	40	Matte	Multi-X	3.3	33.8–11.5	12.6	13	199.99
3–9x	40	Silver	Multi-X	3	33.8–11.5	12.6	13	199.99
3–9x	50	Matte	Multi-X	3.3	31.5–10.5	15.7	19	249.99
Elite® 3200 Rifle Scopes with FireFly™ Glowing Reticle								
3–9x	40	Matte	FF	3.3	33.8–11.5	12.6	13	229.99
3–9x	50	Matte	FF	3.3	31.5–10.5	15.7	19	269.99



H_2O Porro Prism 10x42 Binoculars

100% WATERPROOF

SAVE $10

Bushnell® H_2O Binoculars

Compact 8x25, 10x25 and 12x25 models have fully coated lenses. The full-size 8x42, 10x42 and 12x42 models feature multicoated lenses and twist-up eyecups.

Pwr./Obj. Dia. (mm)	FOV @ 1000 yds. (ft.)	Close Focus Distance	Wt. (oz.)	Ht. (in.)	Reg.	Sale
H2O Roof Prism Binoculars						
8x25	370	15	13	4-1/4	44.99	34.88
10x25	310	15	13	4-1/4	49.99	39.88
10x25 Camo	310	15	13	4-1/4	49.99	39.88
12x25	255	20	13	4-1/4	59.99	49.88
8x42	365	12	25	5-1/2	99.99	89.88
10x42	305	12	25	5-1/2	119.99	109.88
H2O Porro Prism Binoculars						
8x42	430	18	27	5-3/4	79.99	69.88
10x42	346	15	27	5-3/89.99	89.99	79.88
12x42	288	15	27	5-3/4	99.99	89.88

Includes 25x eyepiece!

SAVE $20

Bushnell® Spacemaster Collapsible Spotting Scope

Compact scope features fully-coated optics. Extra-long eye relief, with a built-in window mount for easy viewing from your vehicle. Includes hard case, soft case, tripod, bonus 25x eyepiece and scope glove.

Power	Obj. Dia. (mm)	Color	Field of View @ 1000 yds. (ft.)	Lgth. (in.)	Wt. (oz.)	Reg.	Sale
15–45x	50	Green/Black	113@15x–58@45x	8	22.8	149.99	129.88

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Team REALTREE

Nikon ProStaff

ProStaff Laser 440
Starting At
$199.99

$199.99 Prostaff Green

$219.99 Team Realtree Hardwoods Green® HD™

Nikon® Prostaff™ Laser 440 Rangefinders

Performance packed and water-resistant with a 437-yard range for a true reading on game. Integrates 8x multicoated optics and a focusing diopter. Operates on a 3V CR2 lithium battery (Included).

$349.99 Monarch Black

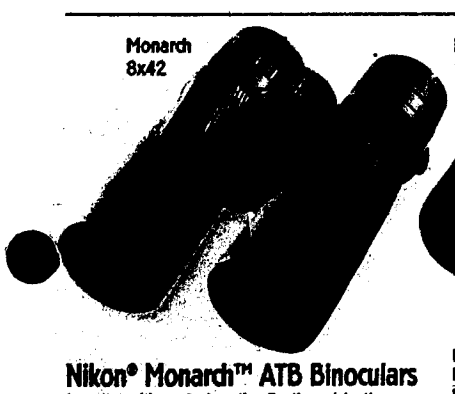
$369.99 Team Realtree Hardwoods Green® HD™

Nikon® Monarch™ Laser 800 Rangefinders

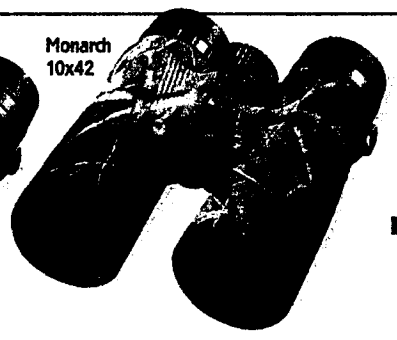
Tru-Target™ Ranging System lets you prioritize smaller, harder-to-range targets at the push of a button. 1/2-yard precision at 400 yards. Backlit LCD display, 6x multicoated optics, completely waterproof and fogproof.

Monarch Laser 800
Starting At
$349.99

Nikon™
The trusted name in optics™



Monarch 8x42



Monarch 10x42

ATB

Team REALTREE

100% WATERPROOF

Action 8x40

Action Zoom 10-22x50

Nikon® Monarch™ ATB Binoculars

Large, multi-coated, anti-reflective objective lenses. Sure-Grip armor-coated body; 100% waterproof/shockproof/fogproof. Ergonomic roof prism styling with center focusing and extended eye-relief for eyeglass wearers.

Pwr./Obj. Dia. (mm)	FOV @ 1,000 yds. (ft.)	Close Focus	Wt. (oz.)	Ht. (in.)	Price
Monarch ATB Black					
8x42	330	8.5	21	5-3/4	289.99
10x42	314	8.5	21	5-3/4	299.99
12x42	262	8.5	22	5-3/4	329.99
Monarch ATB Realtree Hardwoods Green® HD™					
8x42	330	8.5	21	5-3/4	309.99
10x42	314	8.5	21	5-3/4	319.99
12x42	262	8.5	22	5-3/4	349.99

SAVE UP TO $20

Nikon® Action and Action Zoom Binoculars

A very popular porro prism style binocular with multicoated optics, and an easy-gripping rubber-armored body. Large exit pupils deliver bright images at dusk and dawn. Ergonomic body; quick with center focus system.

Pwr./Obj. Dia. (mm)	FOV @ 1,000 yds. (ft.)	Close Focus	Wt. (oz.)	Ht. (in.)	Reg.	Sale
7x35	489	16	25.2	4-3/4	69.99	59.88
8x40	429	16	26.8	5-1/2	79.99	69.88
10x50	342	23	34.2	7-1/4	99.99	89.88
7-15x35	288@7x-193@15x	36	28.4	5-1/2	129.99	109.88
10-22x50	199@10x-131@22x	49	36.2	7-3/4	149.99	129.88

NEW Nikon® Buckmasters® Rifle Scopes

The new 2005 Buckmasters rifle scopes are highlighted by a rounder, more sleek look. BrightVue™ anti-reflective lens coating system. Other features include a side focus (SF) adjustment on long range models, precise, positive hand turn 1/4 MOA click windage and elevation adjustments 18x40SF has 1/8 MOA for precise sightings and in the field adjustments), and guaranteed waterproof, fogproof and shockproof construction.

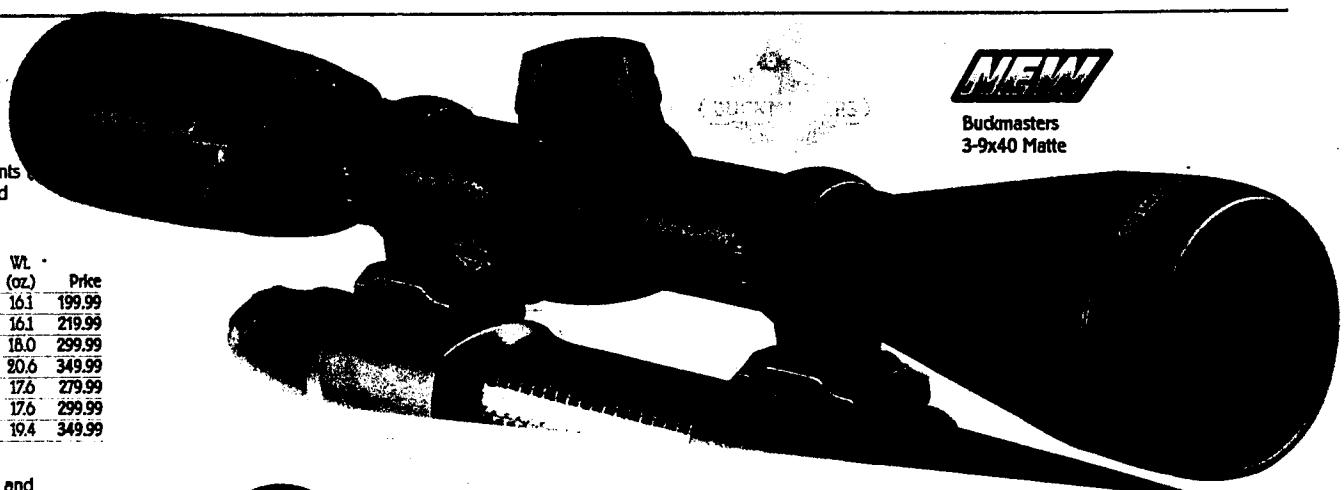
Power	Obj. Dia. (mm)	Finish	Reticle	Eye Relief (in.)	FOV @ 100 yds.(ft.)	Lgth. (in.)	Wt. (oz.)	Price
3-9x	40	Matte	NP	3.6	35.7-11.9	13.1	16.1	199.99
3-9x	40	Silver	NP	3.6	35.7-11.9	13.1	16.1	219.99
3-9x	50	Matte	NP	3.6	35.7-11.9	13.4	18.0	299.99
4-12x	50SF	Matte	NP	3.7	24.3-8.0	13.9	20.6	349.99
4.5-14x	40SF	Matte	NP	3.7	19.9-6.8	14.4	17.6	279.99
4.5-14x	40SF	Silver	NP	3.7	19.9-6.8	14.4	17.6	299.99
6-18x	40SF	Matte	NP	3.7	16.1-5.9	14.7	19.4	349.99

Nikon® ProStaff™ Rifle Scopes

Featuring multi-coated lenses, 1/4 MOA click adjustments and waterproof, fogproof, shockproof construction. The 2—7x32 Shotgun Hunter™ provides a wide power range and long eye relief. 3—9x40 is a universal, all-around scope that will fit most hunting styles.

Power	Obj. Dia. (mm)	Finish	Reticle	Eye Relief (in.)	FOV @ 100 yds. (ft.)	Lgth. (in.)	Wt. (oz.)	Price
3-9x	40	Matte	NP	3.6	33.8-11.3	12.3	13.1	149.99
3-9x	40	Silver	NP	3.6	33.8-11.3	12.3	13.1	169.99
3-9x	40	Camo*	NP	3.6	33.8-11.3	12.3	13.1	179.99

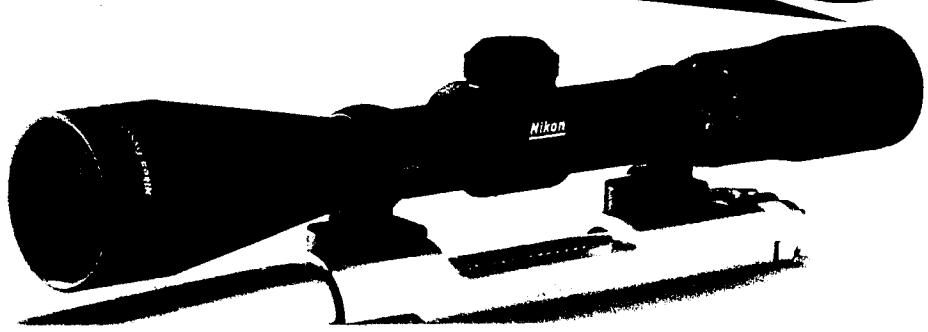
*Realtree Hardwoods Green® HD™



NEW

Buckmasters 3-9x40 Matte

Nikon ProStaff



ProStaff 3–9x40 Matte

Bass Pro Shops

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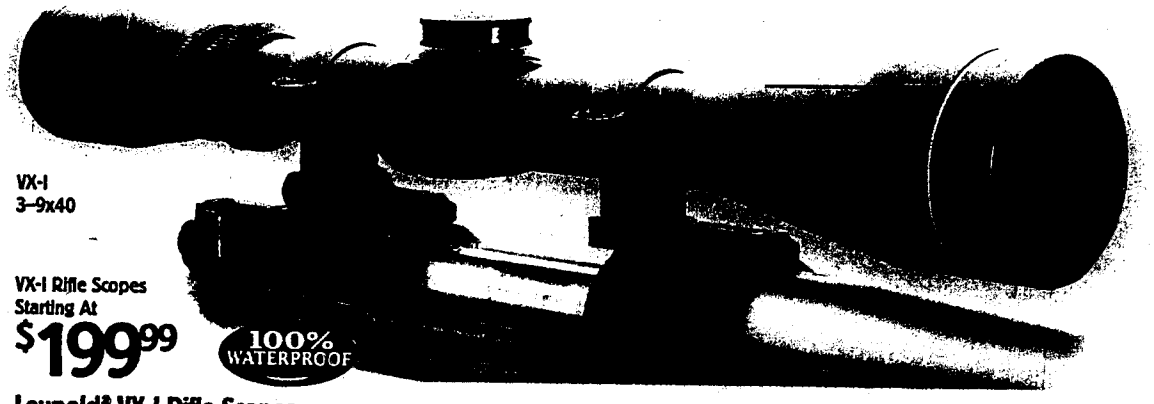
Lowest prices of the year!

THE GREATEST HUNTING SALE & SHOW OF THE YEAR!

LEUPOLD® MADE RIGHT, MADE HERE.

Built for performance, guaranteed for life!



VX-I 3–9x40

VX-I Rifle Scopes Starting At **$199.99**

100% WATERPROOF

Leupold® VX-I Rifle Scopes

Multi-coat lens system provides exceptional clarity, brightness and contrast. Micro-friction windage and elevation adjustment dials in 1/4-MOA increments for fine-tuning. Parallax has been factory preset to 150 yards. Waterproof/fogproof performance.

Power	Obj. Dia.	Finish	Reticle	Eye Relief	FOV @ 100 yds.	Lgth. (in.)	Wt. (oz.)	Price
2–7x	33	Matte	D	3.7	43.2–17.3	11	10.5	199.99
3–9x	40	Matte	D	3.7	32.9–13.1	12.3	12	219.99
4–12x	40	Matte	D	3.7	19.9–9.4	12.3	13	269.99
3–9x	50	Matte	D	3.7	32.3–14	12.3	13.7	299.99

100% WATERPROOF

Cascade 10x42

SAVE $20

Wind River® Cascade™ Binoculars

In-line roof prism design gives a sharp, bright image and full contrast.

Pwr./Obj. Dia. (mm)	Field of View @ 1000 yds. (ft.)	Close Focus Distance	Wt. (oz.)	Ht. (in.)	Reg.	Sale
8x42	280	10	22	5–1/2	249.99	229.88
8x42 Camo	280	10	22	5–1/2	279.99	259.88
10x42	262	10	22	5–1/2	269.99	249.88
10x42 Camo	262	10	22	5–1/2	299.99	279.88

VX-III 3.5–10x40 Matte

100% WATERPROOF

Leupold® Golden Ring VX®-III Rifle Scopes

These scopes are 100% waterproof and fogproof. The exclusive Index Matched Lens System™ effectively manages available light, transmitting up to 98% for an incredibly bright, crisp sight picture. Fast-focus eyepiece lets you zero in on your target.

Power	Obj. Dia.	Finish	Eye Reticle	Relief	FOV @ 100 yds.	Lgth. (in.)	Wt. (oz.)	Sale
Leupold® Golden Ring VX-III Rifle Scopes with 1" tubes								
3.5–10x	40	Matte	D	3.5	29.7–11	12.6	13	469.99
3.5–10x	50	Matte	D	3.5	29.8–11	12.9	15.1	549.99
4.5–14x	40	Matte	D	3.6	19.9–7.4	12.6	13.2	499.99
4.5–14x	50	Matte	D	3.6	19.1–7.4	12.6	16	599.99
Leupold® Golden Ring VX-III Rifle Scopes with 30mm tubes								
4.5–14x	50 SF	Matte	D	3.6	19.1–7.4	12.6	17	679.99

$299.88 Reg. 329.99

100% WATERPROOF

Leupold® Wind River Sequoia™ Spotting Scope Kit

Includes Wind River Sequoia 15–45x60 spotting scope, lightweight adjustable compact tripod with multi-directional tilting head and a protective case.

SAVE $30

Leupold Wind River Sequoia 15–45x60 Spotting Scope Kit

$199.99

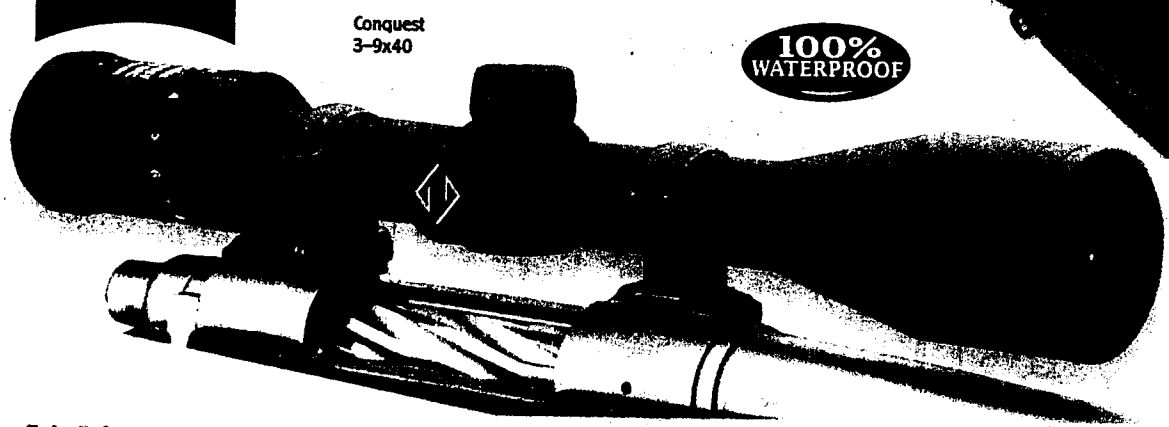
100% WATERPROOF

NEW Leupold® VX-I Shotgun Muzzleloader Scope

Factory-adjusted parallax for 75 yards. Multicoated lenses for a crisp, clear picture with the contrast you need to pick out game from cover.

Power	Obj. Dia.	Finish	Reticle	Eye Relief	FOV @ 100 yds. (ft.)	Lgth. (in.)	Wt. (oz.)
2–7x	33	Matte	HD	3.8	42.5–17.8	11	10.5

ZEISS We make it visible



Conquest 3–9x40

100% WATERPROOF

Conquest 10x30

Conquest 10x40

100% WATERPROOF

Zeiss® Conquest Rifle Scopes

Legendary German engineering delivers superb optical clarity. MC multicoatings on all air-to-glass surfaces enhance image brightness and detail with true-to-life color and high contrast. Guaranteed waterproof and dustproof; nitrogen-filled to eliminate fogging.

Power	Obj. Dia.	Finish	Reticle	Eye Relief	FOV @ 100 yds.	Lgth. (in.)	Wt. (oz.)	Price
3–9x	40	Matte	Z-Plex	4	34–11	13.25	15	449.99
3.5–10x	44	Matte	Z-Plex	3.5	35–11.6	12.75	15.8	599.99
3.5–10x	50	Matte	Z-Plex	3.5	35.1–11.7	13	17	599.99
4.5–14x	44 AO	Matte	Z-Plex	3.5	25–8.3	13.75	17.5	699.99

Zeiss® Conquest Binoculars

Best-in-class optics, with waterproof, nitrogen purged Zeiss T* multicoated optics and P* phase coated prisms for bright, high contrast viewing. High-impact glass fiber reinforced polyimide body features protective rubber armoring.

Pwr./Obj. Dia.(mm)	Close Focus Distance	Field of View @ 1000 yds. (ft.)	Ht. (in.)	Wt. (oz.)	Price
10x30	10	288	5.5	16.5	599.99
12x45	16	240	6.75	19.5	699.99
10x40	10	315	6.5	29	949.99

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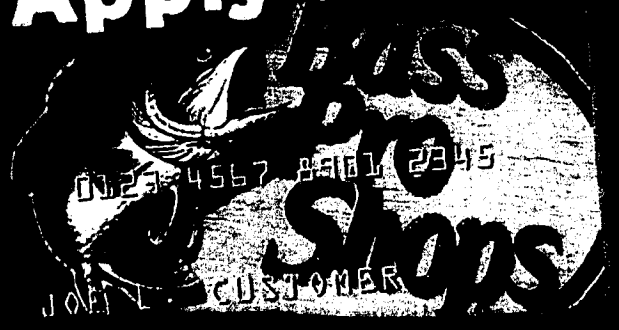
Apply Now



$249.99
NEW Simmons Yardage Master 800 Laser Rangefinder

Accurate to within 1' from 10 to 800 yards. Automatic shot recalibration delivers increased accuracy. Includes a CR2 lithium battery that uses 1/3 the power of most other rangefinders. Displays distance in feet, yards or meters. 6X magnification.

NEW! Yardage Master 800

SIMMONS® SPECIAL PURCHASE!

Simmons Aetec® Rifle Scopes

Simmons has created an aspherical lens system for rifle scopes with a completely flat image with no distortion at the edges that are just as bright at the center as they are throughout. Plus a longer eye relief than most conventional wide-angle scopes. Features fully multicoated lenses, 1/4-MOA windage and elevation click adjustments, and are waterproof, shockproof, and fogproof. Also available with illuminated Truplex reticle.

Power	Obj. Dia. (mm)	Finish	Reticle	Eye Relief (in.)	FOV @ 100 yds. (ft.)	Lgth. (in.)	Wt. (oz.)	Reg.	Sale
2.8–10X	44 WA	Matte	Truplex	5	44–14	11.9	15.5	169.99	119.88

Master Series SIMMONS® BINOCULARS

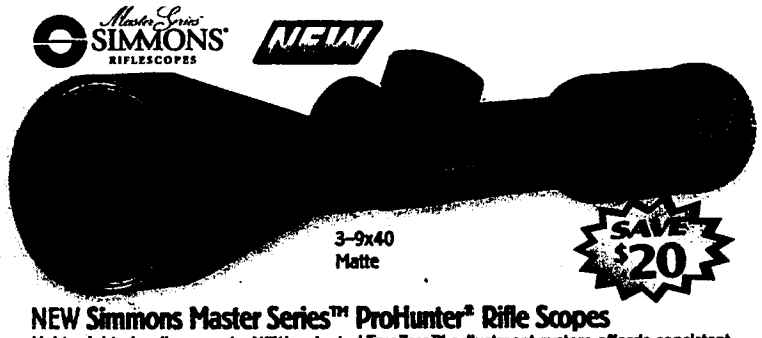
STARTING AT $169.99
NEW Simmons Master Series™ Binoculars

Premium quality, precision-ground optical glass. Multi-layered broadband coatings maximize light transmission for extended dusk/dawn viewing. Nitrogen purged; fully sealed waterproof and fogproof construction.

Power	Obj. Dia. (mm)	FOV @ 1000 yds. (ft.)	Close Focus (ft.)	Wt. (oz.)	Price
10x	42	390	5	23.5	169.99
10x	42	341	5	23.5	179.99

NEW! 3–10x44

Master Series SIMMONS® RIFLESCOPES NEW!



NEW Simmons Master Series™ ProHunter® Rifle Scopes

Lightweight, deadly accurate. NEW patented TrueZero™ adjustment system affords consistent shot placement under any conditions. QTA™ eyepiece delivers constant eye relief of up to 4.25" throughout the magnifying range—the largest eyeboxes available. Precision-ground optical glass with high-transmission lens coatings.

Power	Obj. Dia. (mm)	Finish	Reticle	Eye Relief (in.)	FOV @ 100 Yds. (ft.)	Wt. (oz.)	Reg.	Sale
2–7x	32	Matte	TP	3.75	49–12.3	9.8	99.99	79.88
3–9x	40	Matte	TP	3.75	33–11	10.3	119.99	99.88
3–9x	40	Silver	TP	3.75	33–11	10.3	119.99	99.88
4–12x	40	Matte	TP	3.75	23.8–8.2	12.3	179.99	159.88
4–12x	44SF	Matte	TP	3.75	23.8–8.2	13.3	199.99	179.88

BSA® NEW!

FREE
BSA Boresighter kit with purchase of a BSA Panther Rifle Scope.
A $49.99 value!

$99.88
Reg. 129.99

NEW BSA Panther 3–10x40 Rifle Scope

Totally waterproof, with dual O-ring seals in the objective cell along with dual O-rings in the longer European style ocular. Exposed windage and elevation turrets have a push/pull locking system for easy adjustment. Very bright in low light conditions, with fully multi-coated camera quality glass lenses. 1-piece aluminum 1" tube.

Power	Obj. Dia. (mm)	Finish	Reticle	Eye Relief (in.)	FOV @ 100 yds. (ft.)	Lgth. (in.)	Wt. (oz.)	Reg.	Sale
3–10x	40	Matte	STD	3	29–10.5	13.5	17.5	129.99	99.88

FREE
Landmark 8x32 Binoculars with purchase of Fullfield II 3-9x40 Ballistic Plex Rifle Scope.

$219.99
Burris 3–9x40 Fullfield II Rifle Scope with Ballistic Plex Reticle

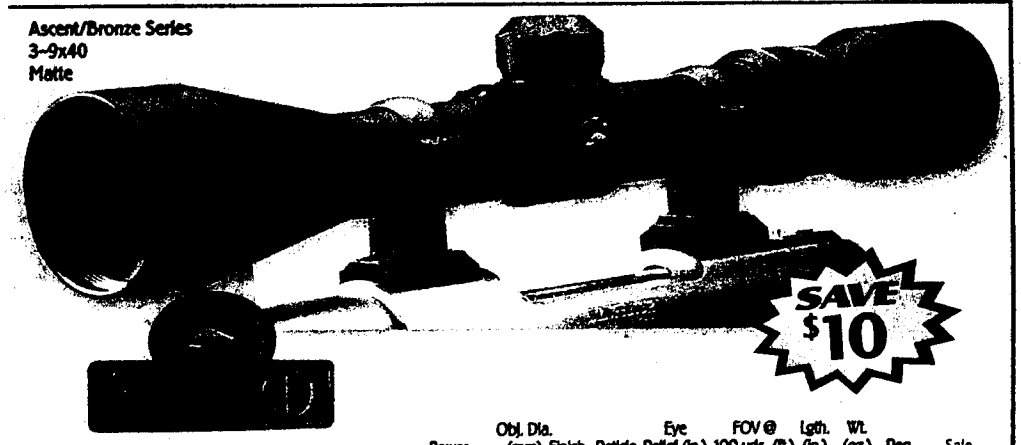
FREE
12-24x50 Compact Spotting Scope with purchase of Fullfield II 4–14x42 Ballistic Plex Rifle Scope.

$399.99
Burris 4–14x42 AO Fullfield II Rifle Scope With Ballistic Plex Reticle

95% light transmission, premium glass and fully multicoated lenses. Features a 1-pc. main tube, steel-on-steel windage and elevation adjustments, rubber eyeguard and a quick-adjusting 1-pc. power ring/eyepiece. The result is a waterproof, fogproof and shockproof scope that will withstand recoil from any magnum-caliber rifle.

Power	Obj. Dia. (mm)	Finish	FOV @ 100 yds. (ft.)	Lgth (in.)	Wt. (oz.)	Price
3–9x	40	Matte	33–13	12.25	13	219.99
4–14x	42	Matte	22-7.5	13	18	399.99

Ascent/Bronze Series
3–9x40
Matte



RedHead® Ascent/Bronze Series Rifle Scopes

Great power and clarity; waterproof, fogproof and shockproof. Fully coated optics, fast-focus eyepiece, 1/4-MOA audible click fingertip adjustable windage and elevation adjustments, extra-wide field of view.

Power	Obj. Dia. (mm)	Finish	Reticle	Eye Relief (in.)	FOV @ 100 yds. (ft.)	Lgth. (in.)	Wt. (oz.)	Reg.	Sale
1.5–4.5x	32	Matte	S	3.5	78–23	11.5	10.5	49.99	39.88
2–7x	32	Matte	S	3.5	45–13	11.5	12	59.99	49.88
3–9x	40	Matte	S	3.5	41–15	12.5	13.5	49.99	39.88
3–9x	50	Matte	S	3.5	41–13	12.5	16	69.99	59.88
4–12x	40 AO	Matte	S	3.5	31–10	13	18	79.99	69.88
6–18x	50 AO	Matte	S	3	17–6	13.25	18	99.99	89.88

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Lowest prices of the year!

THE GREATEST HUNTING SALE & SHOW OF THE YEAR!

API Outdoors — America's Leader in Tree Stand Technology

The #1 brand in treestands!

All API stands come with a full body safety harness.

$169.88 Reg. 199.99

API Grand Slam® Extreme Bowhunter Stand

- Quick-Attach seat adjusts in seconds
- Weight: 20 lbs.
- **Max. weight capacity: 300 lbs.**

SAVE $30

$219.99

API Grand Slam® Extreme Stand

- Sure-Grip foot platform gives hunters a wider traction tread.
- Weight: 23 lbs.
- **Max. weight capacity: 300 lbs.**

Our #1 selling climbing treestand

Shown with optional shooting rail and footrest.

$219.88 Reg. 249.99

API Grand Slam® Star Extreme Stand

- Provides sit-down/stand-up climbing and instantly transforms for bowhunting or gunhunting.
- Weight: 23 lbs.
- **Max. weight capacity: 300 lbs.**

SAVE $30

SAVE $20

$129.88 Reg. 149.99

API Grandstand® Baby Grand Stand

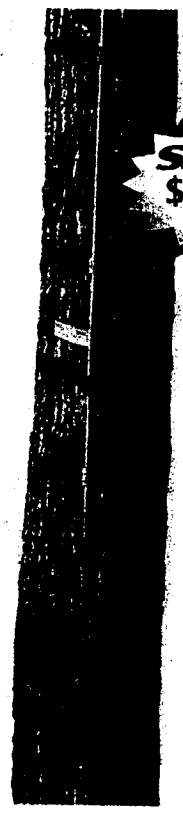
- 24"x30" SureGrip platform with ribbed treads
- Weight: 16 lbs.
- **Max. weight capacity: 300 lbs.**

All API Stands include a full body safety harness.

$249.99

API 15' Grandstand® Telescoping Packmaster Stand

- 19"x24" foot platform
- Weight: 24 lbs.
- **Max. weight capacity: 300 lbs.**



SAVE $20

$79.88 Reg. 99.99

API 20' Pro Quik Stik

- Incorporates strong, yet lightweight aluminum construction
- Weight: 20 lbs.
- **Max. weight capacity: 300 lbs.**

SAVE $30

$149.88 Reg. 179.99

API 16' Grandstand V-Lock Ladder Stand

- 2-position, adjustable V-Lock stabilizer support bar secures ladder in 2 positions on 2 separate sections
- Weight: 64 lbs.
- **Max. weight capacity: 300 lbs.**

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Apply Now

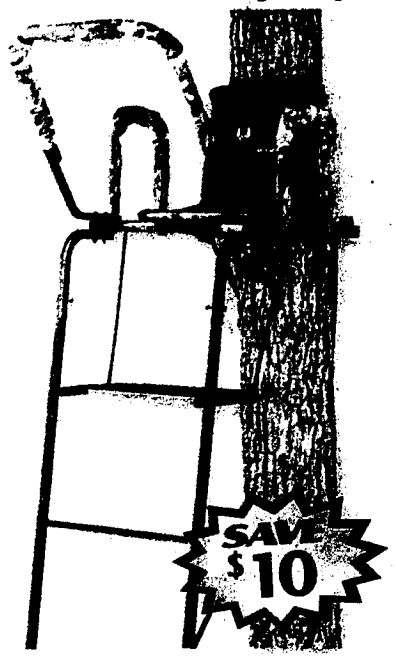
Save up to $30 on select Big Game stands!

BIG GAME TREESTANDS

All Big Game and Remington stands come with a full body safety harness (excluding tripods).

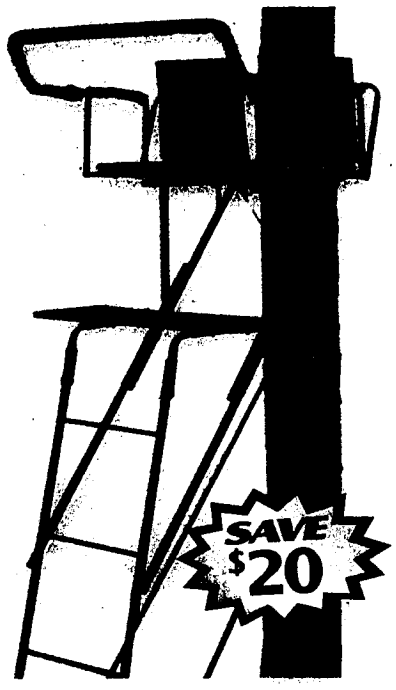
$219.88 Reg. 249.99

Big Game Apex® Deluxe Tripod
- Wide 36" diameter foot platform
- Weight: 140 lbs.
- **Max. weight capacity: 300 lbs.**



$89.88 Reg. 99.99

Big Game 15' Stealth Deluxe® Ladder Stand
- Padded bench style 20"x15" seat
- Weight: 50 lbs.
- **Max weight capacity: 300 lbs.**



$129.88 Reg. 149.99

Big Game Big Buddy® Ladder Stand
- Large 40"x14" seating and foot platforms
- Weight: 70 lbs.
- **Max weight capacity: 500 lbs.**

$219.88 Reg. 249.99

Big Game Partner® Ladder Stand
- 44"x14" padded bench seat
- Weight: 125 lbs.
- **Max weight capacity: 500 lbs.**

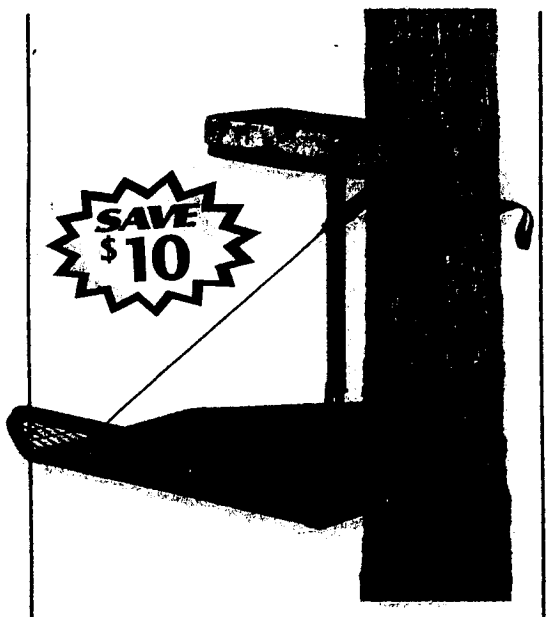
Remington. TREESTANDS

$89.88 Reg. 99.99

Remington® 300 Mag Stand
- 19"x12"x3" seat
- 22" tall backrest
- Weight: 27 lbs.
- **Max. weight capacity: 300 lbs.**

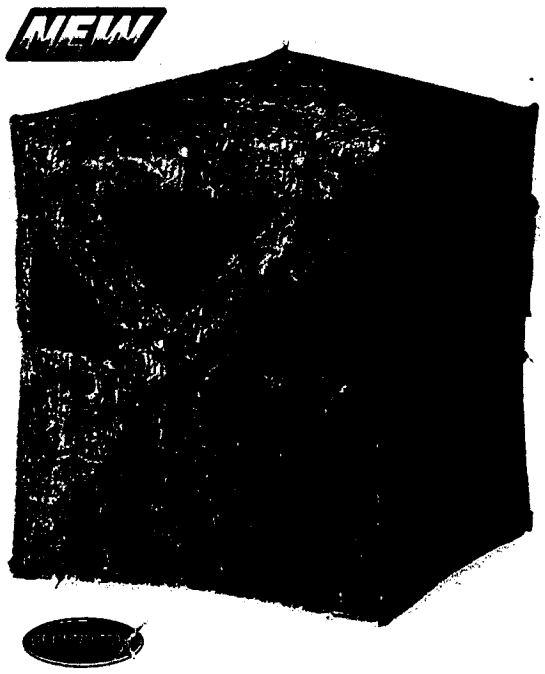
$49.88 Reg. 59.99

Big Game 16' Quick Steps® Ladder
- Steps come in four 4' sections for a total height of 16'
- Weight: 30 lbs.
- **Max. weight capacity: 300 lbs.**



$69.88 Reg. 79.99

Big Game Boss XL®
- Non-slip, expanded metal 25"x34" platform with built-in footrest
- Weight: 17 lbs.
- **Max. weight capacity: 300 lbs.**



$149.99

Big Game Escape Deluxe® Ground Max Blinds
- 600 denier polyurethane backed polyester
- Complete Scent Elimination® coating
- Phantom Pro® black interior
- 70"x70"x75"
- Weight: 14 lbs.

BP313173 19 -01 04 07 09 10 12 13 14 15 17 18 19 21 22 23

2005 FALL HUNTING CLASSIC

Don't Miss it!

Lowest prices of the year!

THE GREATEST HUNTING SALE & SHOW OF THE YEAR!

Get a bird's eye view with StrongBuilt!

StrongBuilt®

All StrongBuilt stands come with a full-body safety harness (excluding Tripods & Stick Ladders)

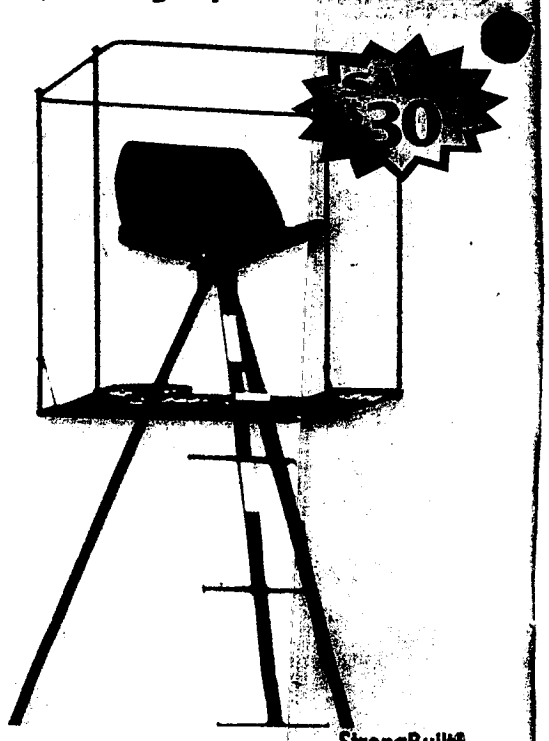
Includes 2 full-body safety harnesses.

$99.88 Reg. 129.99

StrongBuilt® 2-Man Basic 12' Ladder Stand
- Max. weight capacity: 450 lbs.
- 13"x40"x2" padded seat and foot platforms
- Padded seat platform

$99.88 Reg. 119.99

StrongBuilt® Comanche Cable Climbing Stand
- Max. weight capacity: 250 lbs.
- 20"x28" foot platform
- Padded climbing seat bar

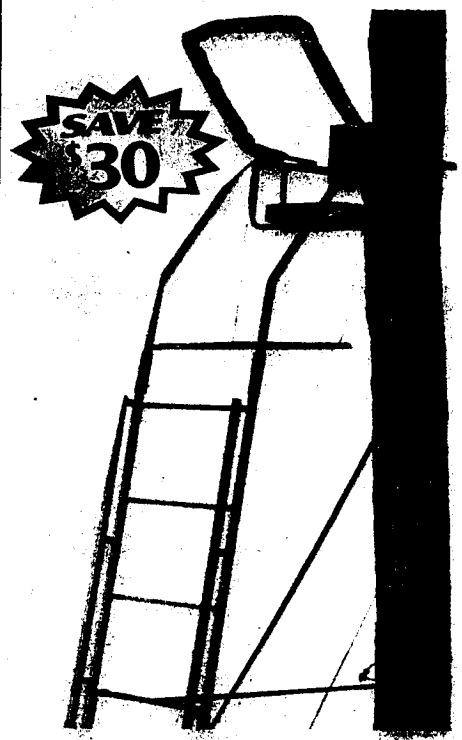


$149.88 Reg. 179.99

StrongBuilt® Deluxe 12' Tripod Stand
- Max. weight capacity: 300 lbs.
- 34"x34" metal mesh platform

$79.88 Reg. 99.99

StrongBuilt® Sling Seat Chain-On Stand with Shooting Rail
- 18"x35" steel mesh platform
- Soft 3" thick foam-padded adjustable seat
- Max. weight capacity: 250 lbs.



$169.88 Reg. 199.99

StrongBuilt® 20' Comfort Hunter Ladder Stand
- With 18"x21" foot platform
- Max. weight capacity: 300 lbs.

$59.88 Reg. 69.99

StrongBuilt® Comfort Hunter 20' Portable Double Step Stick
- Double step design
- Assembles in three or four 5' sections
- Max. weight capacity: 250 lbs.

$39.88 Reg. 49.99

StrongBuilt® Comfort Hunter 20' Portable Stick
- Assembles in three or four 5' sections
- Cam-buckle and strap system
- Max. weight capacity: 250 lbs.

$69.88 Orig. 99.99

RedHead® Big Game Cart
- 70"x19" · 21" wheel base
- Easily carries loads up to 250 lbs.

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BPS-002033

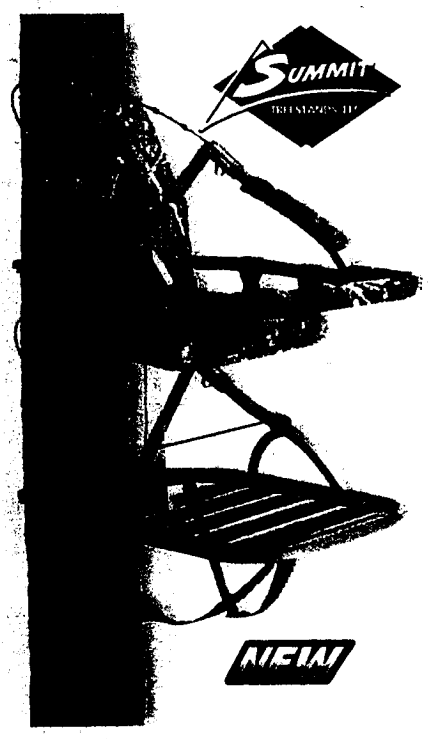
SPECIAL PRICING ON ALL 2005 BOATS AND ATVs

LOW PRICE GUARANTEE

See store for details.

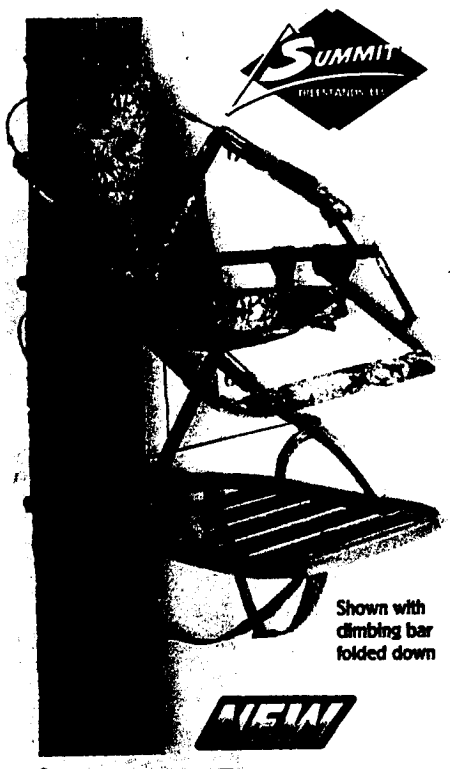
If you find a lower price, we'll match it!

All Summit and Gorilla Stands come with a full body safety harness



$239.99

Summit™ Viper X5 Stand
- Large overall platform size, 20"x36".
- Weight: 20 lbs.
- Max. weight capacity: 300 lbs.



Shown with climbing bar folded down

$249.99

Summit™ Razor X5 Stand
- Overall platform size, 20"x36" for shooting mobility.
- Weight: 21 lbs.
- Max. weight capacity: 300 lbs.

$49.88

Baby Gorilla Stand
- Platform size: 18"x24".
- Weight: 14.5 lbs.
- Max. weight capacity: 300 lbs.

$69.88 Reg. 79.99

Gorilla Kong Stand
- Platform size: 21"x27".
- Weight: 15 lbs.
- Max. weight capacity: 300 lbs.

$89.88 Reg. 99.99

SAVE $10

Gorilla King Kong Stand
- Platform size: 24"x30.
- Weight: 18 lbs.
- Max. weight capacity: 300 lbs.

$99.88 Reg. 109.99

Gorilla Kong Lounger XLS Stand
- Platform size: 21"x27".
- Weight: 22 lbs.
- Max. weight capacity: 300 lbs.

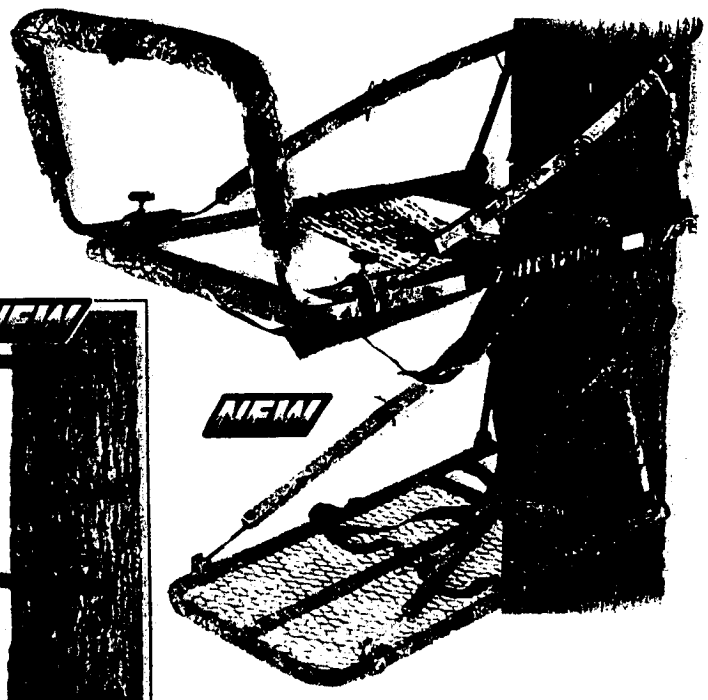
$119.88 Reg. 129.99

SAVE $10

Gorilla King Kong Lounger XLS Stand
- Platform size: 24"x30".
- Weight: 25 lbs.
- Max. weight capacity: 300 lbs.

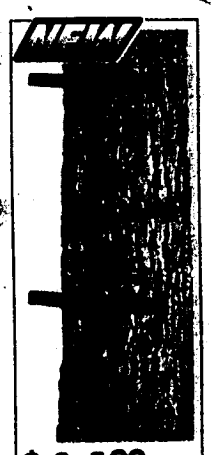
$169.99

NEW Gorilla GreyBack Climber
- Platform size: 18"x30"
- Weight: 19 lbs.
- Max. weight capacity: 275 lbs.



$229.99

NEW Gorilla GreyBack Deluxe Hunter Climber
- Platform size: 18"x30".
- Weight: 19 lbs.
- Max. weight capacity: 275 lbs



$14.99

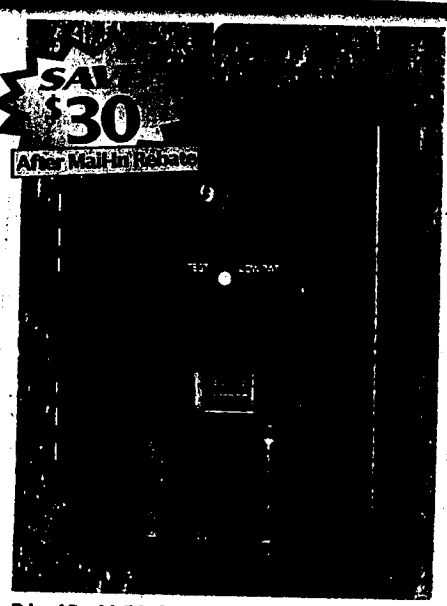
Gorilla 3' Climbing Sticks
- 3 T-welded slip-resistant steps per section
- Cam buckle attachment strap
- Weight: 5 lbs. Max. wt. capacity: 250 lbs.

2005 FALL HUNTING CLASSIC

Don't Miss it!

Lowest prices of the year!

THE GREATEST HUNTING SALE & SHOW OF THE YEAR!



SAVE $30 After Mail-In Rebate

Price After Mail-In Rebate

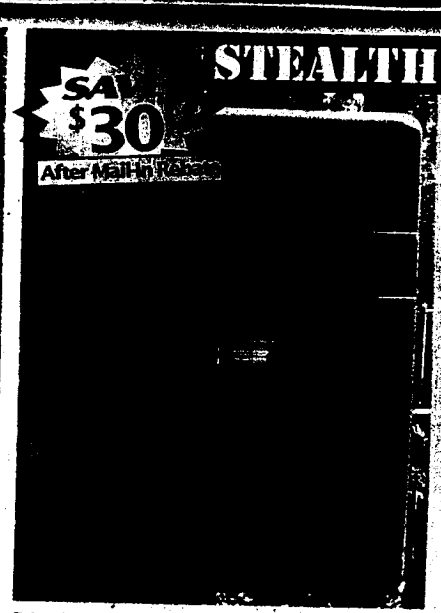
$39.88

Sale $49.88 Reg. 69.99

Stealth Cam MC2-G 35mm Scouting Camera

- Wide angle 60° activation area
- Effective flash up to 30'
- Fixed PIR (Passive Infrared) sensor detects up to 24'

Receive a $10 mfrs. rebate with purchase of a Stealth Cam MC2-G 35mm Scouting Camera. Requires mail-in coupon. Expires 12/31/05.



SAVE $30 After Mail-In Rebate

Price After Mail-In Rebate

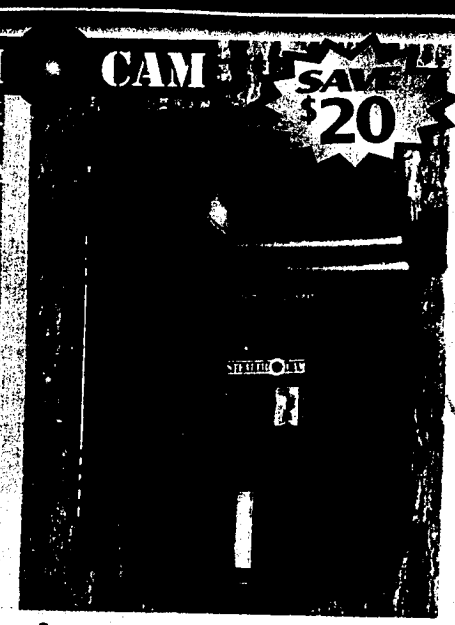
$89.88

Sale $99.88 Reg. 119.99

Stealth Cam Wildview Digital Scouting Camera

- Passive Infrared (PIR) technology
- Built-in 0.3 megapixel digital camera
- 8 MB built-in memory and an expandable SD card slot

Receive a $10 mfrs. rebate with purchase of a Stealth Cam Wildview Digital Scouting Camera. Requires mail-in coupon. Expires 12/31/05.



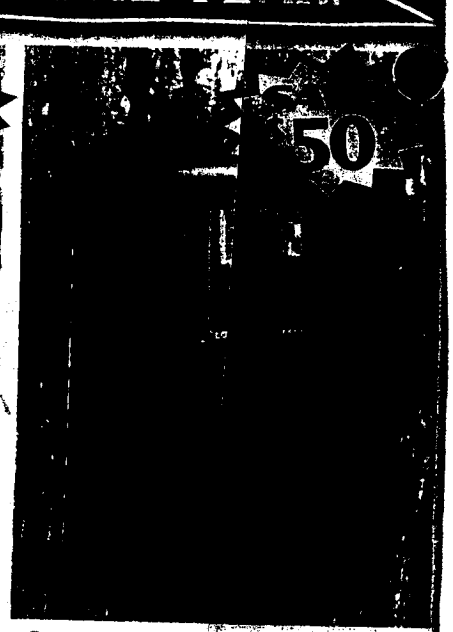
SAVE $20

$179.88

Reg. 199.99

Stealth Cam 2.1 Megapixel Digital Scouting Camera

- Films 10 seconds of video
- 16 MB of built-in memory



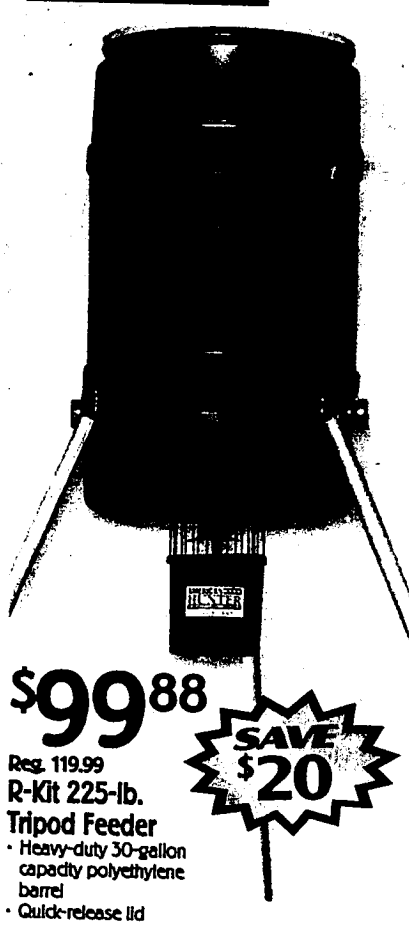
$349.88

Reg. 399.99

Stealth Cam 3.0 Megapixel Advanced Digital Scouting Camera with color TFT screen

- 32 MB of internal built-in memory
- Plug-and-play compatibility for Windows users
- Adjustable PIR of 19—30 ft.

OUTDOOR PRODUCTS



$99.88

Reg. 119.99

SAVE $20

R-Kit 225-lb. Tripod Feeder

- Heavy-duty 30-gallon capacity polyethylene barrel
- Quick-release lid

SAVE $10

$39.88

Reg. 49.99

R-50 6-Gallon Hanging Feeder

- R-Kit feeder timer kit with built-in vermint guard.
- Portable 6-gal. (50 lbs.) capacity feeder with Realtree Hardwoods* camo bucket

SAVE $20

$79.88

Reg. 99.99

R-Kit 225-lb. Capacity Hanging Feeder

- Heavy-duty 30-gallon (225-lb.) capacity charcoal gray polyethylene barrel
- Quick-release lid.

SAVE $10

$29.88

Reg. 39.99

R-Kit Feeder Timer Kit

- Feeds 1 to 24 times per day
- Easy-to-use mechanical analog clock timer
- Easy-to-install tripper pins

$49.88

Reg. 59.99

RD-Kit Feeder Timer Kit

- Feeds 1 to 16 times per day
- Easy-to-use digital clock equipped
- Built-in clock battery

SAVE $5

$19.88

Reg. 24.99

R-Kit/RD-Kit Feeder Timer Solar Panel Charger

- Charges 6V rechargeable batteries
- Weatherproof, rustproof and corrosion resistant
- Includes mounting bracket and wiring harness

SAVE $20

$79.88

Reg. 99.99

Feeder Max Digital Timer Kit

- All-metal construction
- Round metal slinger plate
- Metal downspout resists wind and grain trickle
- High-torque industrial motor

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BPS-002035

SPECIAL PRICING ON ALL 2005 BOATS AND ATVs

YEAR END CLEARANCE

SAVE ON FISHING BOATS, PONTOON BOATS, RUNABOUTS, JON BOATS, UTILITY BOATS, MERCURY® MOTORS & ARCTIC CAT® ATVs

ARCTIC CAT®
MORE TO GO ON.™

TRACKER NITRO

TRACKER boats

HUNTING, RECREATION & YOUTH MODELS

HUNTING, FISHING & WATER SPORTS

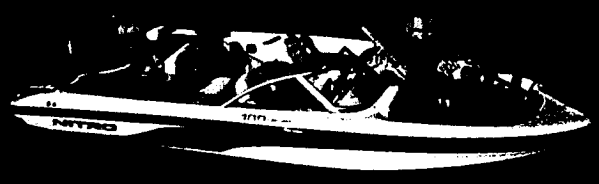
&

Starting at

SAVE $1,700
ON A BASS BUGGY® 18 W/ 50 ELPTO

SAVE $2,000
On Remaining

SAVE $4,300
ON A NITRO® 189 W/ 150 XR6



TURN PAGE FOR MORE GREAT CLEARANCE SAVINGS

SAVE UP TO $7,000 on 2005 BOATS in STOCK

MORE SELECTION. MORE VALUES. MORE SERVICE.

www.trackerboatcenter.com

*See back page of boat section for offer details
1, 5, 7, 9, 13, 14, 15, 20, 21, 25

JON BOAT SALE

TRACKER boats

14′ HD
$799
(Reg. $949)
SAVE $150

14′
$629
(Reg. $779)
SAVE $150

12′
$469
(Reg. $594)
SAVE $125

10′
$419
(Reg. $519)
SAVE $100

UNBEATABLE PRICES ON RUGGED JON BOATS

UP TO $150 OFF
COMPARED TO 2004 PRICES

$1,669 $1,449 $1,349

$1,199

$1,299

$1,859

FROM THE LARGEST MERCURY® OUTBOARD DEALER IN THE WORLD

LES, ACCESSORIES, FULL SERVIC
D REPOWER MERCURY ENGINES

Why pay more? Our size and volume work to your benefit.

You will always receive the best possible price on Mercury® outboards.

We will meet or beat any competitor's lowest advertised price. See store for details.

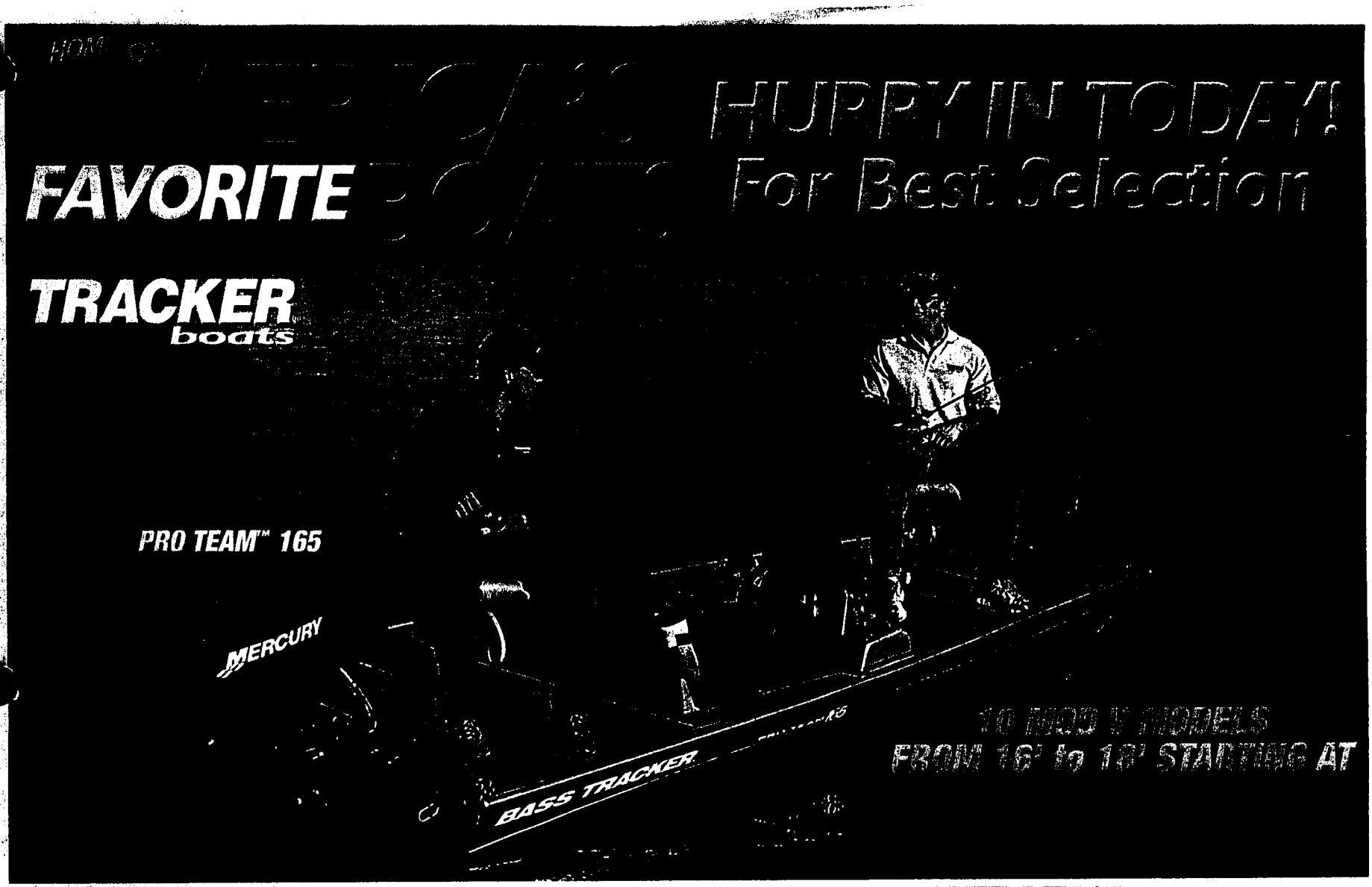
PRICING: All prices shown exclude dealer prep and destination charges. Prices are based on United States Currency or Funds. Prices are subject to change without notice.
PRODUCTS. Features and specifications for boat models and other products presented here are subject to change without notice. Accordingly, features on boats and products may be different from those available from your dealer. Some models products are shown with optional equipment.
ATV: Offer valid on new 2005 Arctic Cat ATVs, excluding the Arctic Cat 50, 90. $2,000 savings based on dealer discount, manufacturer rebate & retail value of 2 year warranty. 2-year warranty available on new 2004 and 2005 models, excluding the Arctic Cat 50, 90; other offer options do not apply. 2 year accessory wa
applies to ATV mounted accessories. All financing promotions are subject to credit approval; not all applicants will qualify for credit. See dealer for details. 2-YEAR EXTENDED WARRANTY consists of six-month manufacturer's warranty and 18-month extended service contract that mirrors manufacturer's warranty and i
able in the state of Florida. See your store for other options. NO MONEY DOWN, NO INTEREST AND NO PAYMENTS FOR 8 MONTHS for a term up to 48 months. 7.9% APR FINANCING FOR 4 Years requires 48 monthly payments with an annual percentage rate of 7.9%. Financing promotions void where prohibited. Win
tion not included. Excludes tax, freight and dealer setup. For your safety always wear a helmet, eye protection, and protective clothing. The Arctic Cat ATV may not be ridden by anyone under 16 years of age. Arctic Cat recommends that all riders take a training course, and that they read and understand their owner's ma
operation. Along with concerned conservationists everywhere, Arctic Cat urges you to "Tread Lightly" on public and private lands. Ride only on designated areas or trails. Preserve your future riding opportunities by showing respect for the environment, local laws, and the rights of other recreationists when riding. For ea
ing information in the U.S., call the ATV Safety Institute at (800) 887-2887.

BPS-002037

HOME OF

HURRY IN TODAY!
For Best Selection

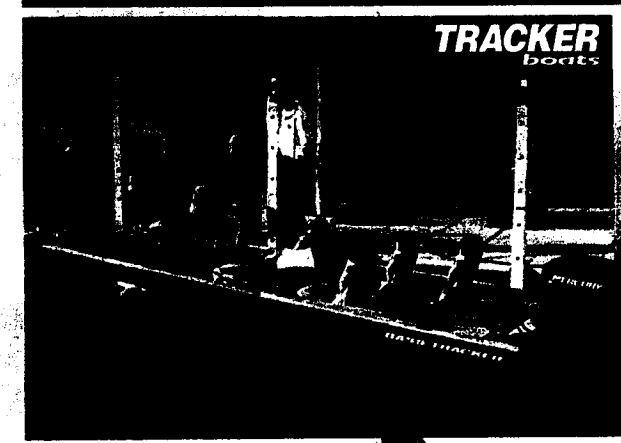
FAVORITE TRACKER boats



PRO TEAM™ 165

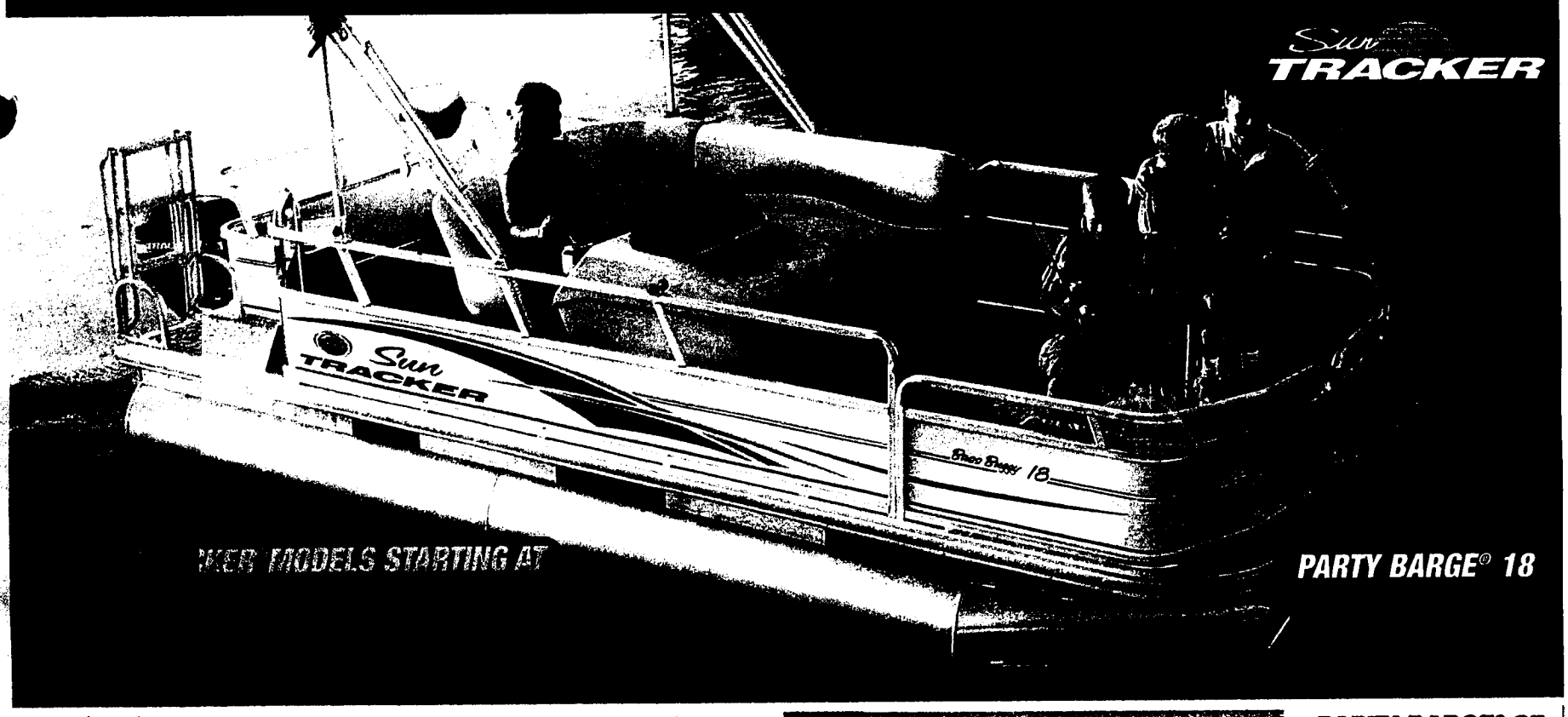
MERCURY

10 MOD V MODELS
FROM 16' to 18' STARTING AT



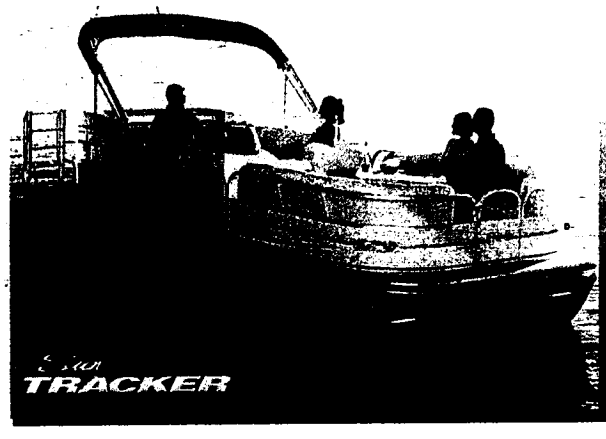
PRO CRAPPIE™ 175
Boat, Motor & Trailer
W/ MERCURY® 50 ELPTO
$10,795*
SAVE
$800

TOURNAMENT™ V-18 All Fish
Boat, Motor & Trailer
W/ MERCURY® 90 ELPTO
$14,895*
SAVE
$1,400

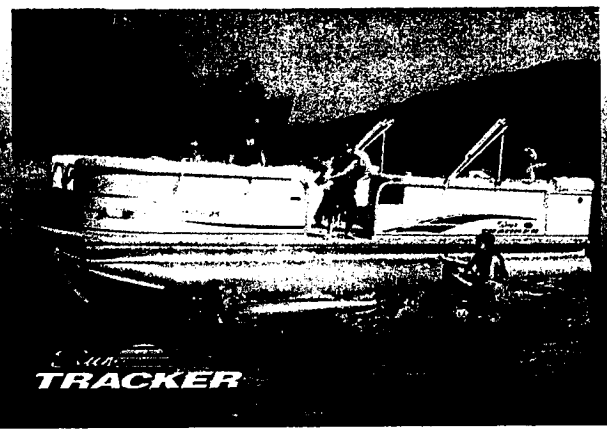


TRACKER MODELS STARTING AT

PARTY BARGE® 18



PARTY BARGE® 22
Boat & Motor
OPTIONAL TRAILER AVAILABLE
W/ MERCURY® 50 ELPTO
$15,595*
SAVE
$700

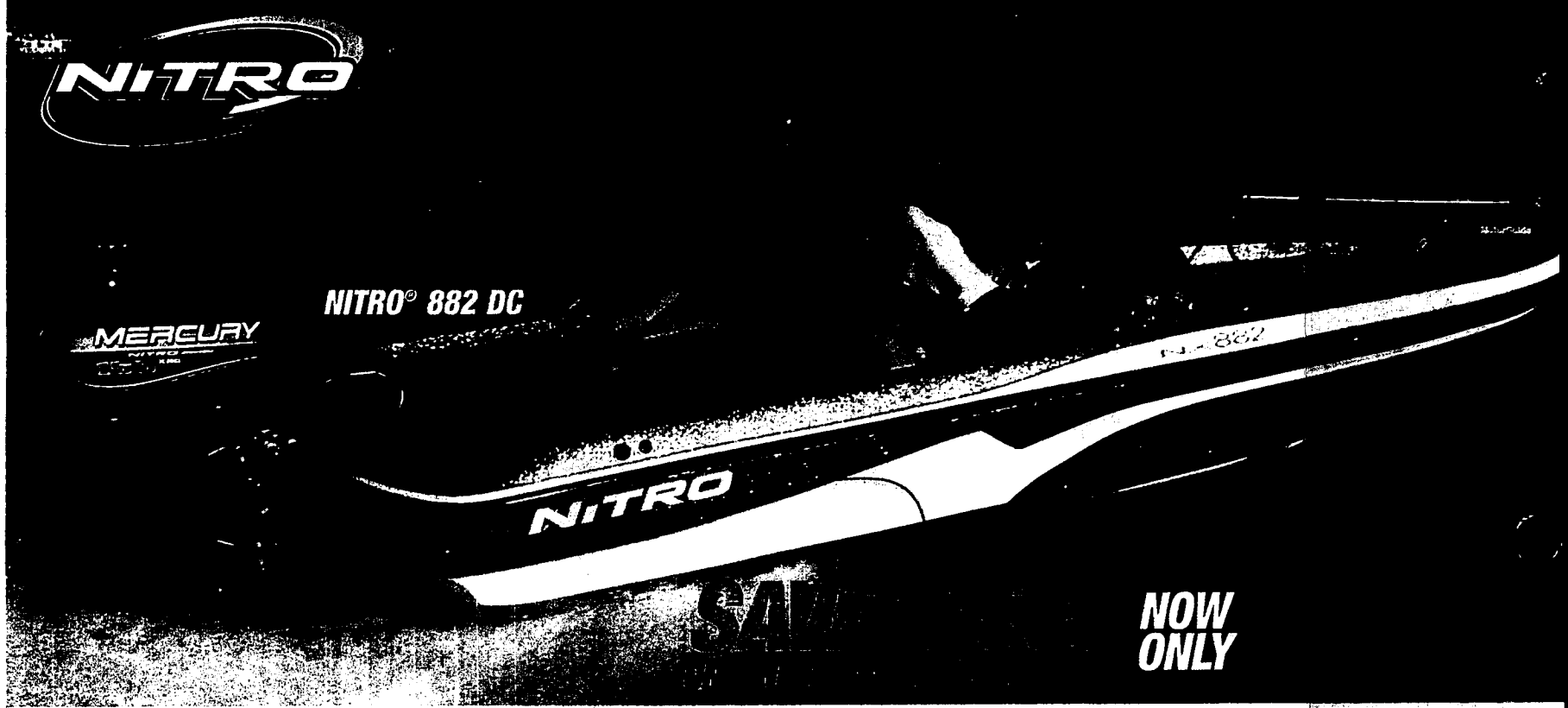


PARTY BARGE® 25
Boat & Motor
OPTIONAL TRAILER AVAILABLE
W/ MERCURY® 50 ELPTO
$16,595*
SAVE
$800

BPS-002038

*See back page of boat section for offer details

YEAR-END CLEARANCE!



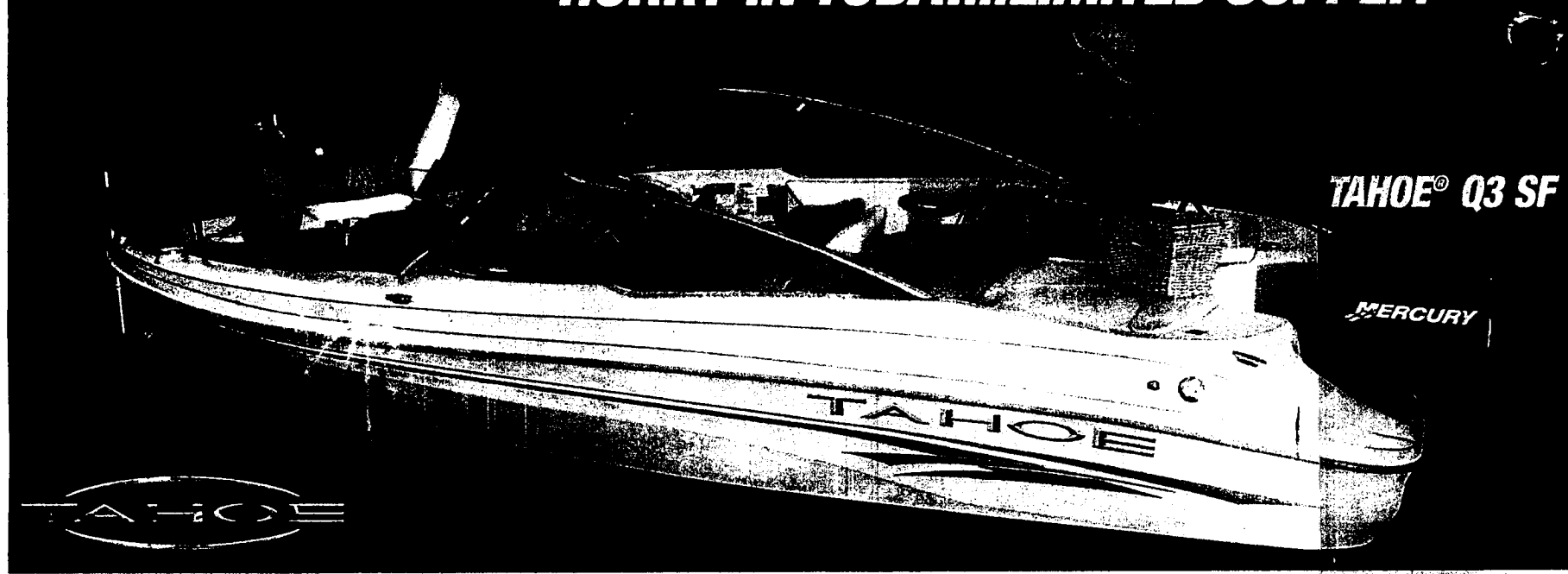
NITRO® 882 DC

NOW ONLY

NITRO® 901 CDX SC
Boat, Motor & Trailer
W/MERCURY 150 XR6

NITRO® 929 CDX S
Boat, Motor & Trailer

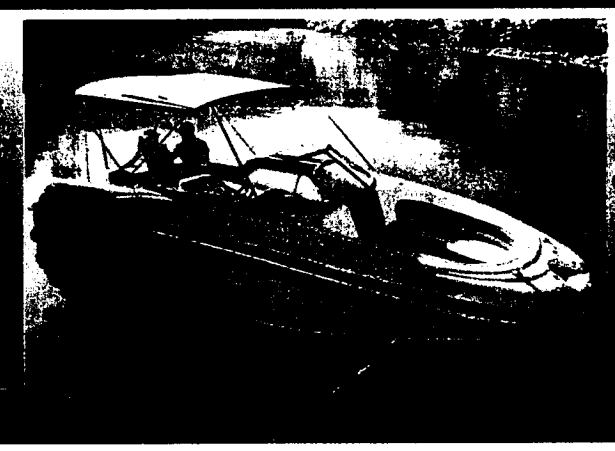
HURRY IN TODAY...LIMITED SUPPLY!



TAHOE® Q3 SF

TAHOE® Q8i
Boat, Motor & Trailer
W/MERCURY 5.0 MPI 260 HP V-8

Life Looks Better In A



TAHOE® 234
Boat & Motor

*See back page of boat section for offer deta

EXHIBIT 9

KLEER-FAX RECYCLED
80000 SERIES
30% P.C.W.

EXHIBIT 9

11/4
Memphis
Comm
Appeal

Bass Pro Shops

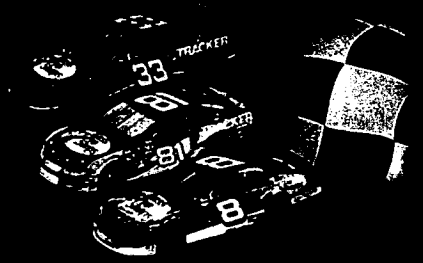
Sportsman's Warehouse

More Outdoors For Your Money

Sale Dates: Now Thru Nov. 11

Deer Hunting Sale!

FAST CARS...FREE DIECASTS!



Drive in to Bass Pro Shops Sportsman's Warehouse to receive #8, #81 and #33 diecast cars with qualified purchases. When you collect all 3, get the #3 Bass Pro Shops diecast gold car driven by Dale Earnhardt, Sr., as a bonus.

Pick up stamp card to begin collecting at Bass Pro Shops Sportsman's Warehouse. Available while supplies last.

AIR FORCE ★ ARMY ★ COAST GUARD ★ MARINES ★ NAVY

Bass Pro Shops

Armed Forces Special

10% DISCOUNT

Some exceptions apply. See store for details.

Reeling in support for the U.S. Troops—Donate $1 or $5 to support the USO Care Package.
See Store for details.

Remington.

Bass Pro Shops EXCLUSIVE

COMPARE TO $529.99!

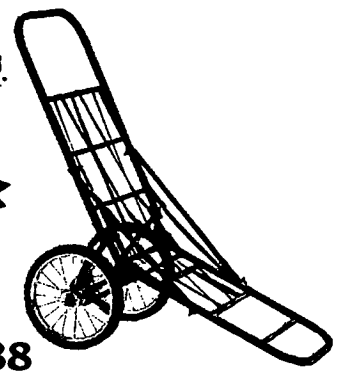
$429.88

Remington® 700™ ADL Package
.270 or .30-06 only. Includes RedHead® 3-9X40 scope, matte finish. Scope comes mounted and bore sighted.

$11.98
Reg. 14.99
.270, .30-06, .308
Remington® Core-Lokt® Rifle Cartridges
20 rounds per box.

Cal.	Grain	Reg.	Sale
.243	100	13.99	**10.98**
30-30	170	10.99	**8.98**
300 Win Mag	180	19.99	**16.98**
.7mm Mag	150	18.99	**15.98**

STRONG BUILT

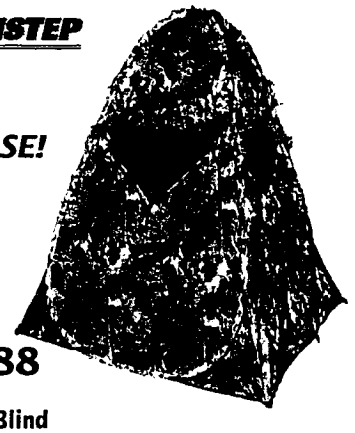


SAVE $30

$69.88 *Reg. 99.99*
StrongBuilt® Big Game Cart
Easily carries loads up to 250 lbs.

AMERISTEP

SPECIAL PURCHASE!



$39.88
Outhouse™ Blind
Ameristep Tangle™ Camo only.

REDHEAD

600 Gram Thinsulate Ultra INSULATION

MOSSY OAK BREAKUP

SAVE $15

$34.88 *Reg. 49.95*
RedHead® Bone-Dry® 16" 3-Ply Stretch—600
- 600 gram Thinsulate™ Ultra Insulation
- Scent-free rubber boot

MOSSY OAK BREAKUP

REDHEAD

$39.88 *Reg. 59.95*
RedHead® Men's or Women's 9" Hunter 600
- 600 gram Thinsulate™ Ultra Insulation

SAVE $20

100% WATERPROOF

Silencer

SAVE 25%

$14.88 *Reg. 19.99*
Cough Silencer
Baffle system takes the sound waves out of the cough.

API Outdoors

SAVE $20

Shown with optional shooting rail and footrest.

Includes Full-Body safety harness with climbing belt and treestand safety video!

$199.88 *Reg. 219.99*
API Grand Slam™ Extreme
Max. weight capacity: 300 lbs.

OUTDOOR SKILLS WORKSHOPS

Hands-On Fly Tying Class
Nov. 8 6pm
Hunting Camo & Boot Selection
Nov. 17

STORE PRICING POLICY: Generally, merchandise prices in our stores, catalogs and web sites will be the same. Occasionally, however, due to sales, clearance events or market conditions, prices may vary.

I-40 at Sycamore View Road, Exit 12
6140 Macon Road, Memphis, TN (901) 213-5800
Hours: Mon-Sat 9am-10pm, Sun 10am-7pm

basspro.com
ALWAYS OPEN 24/7

BP313322

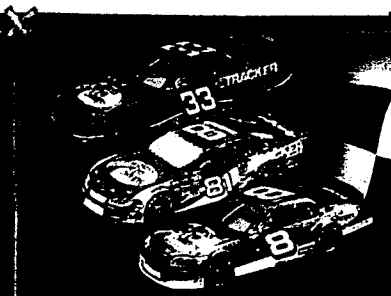
PETITIONER
EXHIBIT 9

BPS-001548

Bass Pro Shops Sportsman's Warehouse

More Outdoors For Your Money

Sale Dates: Now Thru Nov. 17



FAST CARS... FREE DIECASTS!

Drive in to Bass Pro Shops® Sportsman's Warehouse® to receive *FREE* #8, #81 and #33 diecast cars with qualified purchases. When you collect all 3, get the #3 Bass Pro Shops diecast gold car driven by Dale Earnhardt, Sr., as a bonus.*

Pick up stamp card to begin collecting at Bass Pro Shops Sportsman's Warehouse. Available while supplies last.

*See store and stamp card for details.

ARMY ★ COAST GUARD ★ MARINES ★ NAVY ★ AIR FORCE

Bass Pro Shops

Armed Forces Special

10% DISCOUNT

Some exceptions apply. See store for details.

Reeling in support for the U.S. Troops—Donate $1 or $5 to support the USO Care Package. See Store for details.

USE YOUR VISA CARD AND YOU COULD

WIN A TRIP TO SUPER BOWL XXXIX.

SUPER BOWL XXXIX — VISA — NFL

"GETS YOU READY FOR THE GAME"

No Purchase or Obligation Necessary to Enter or Win. Non-Purchase Entries and Purchase Entries have an Equal Chance of Winning. Sweepstakes is open to legal U.S. residents, 18 or older as of 10/1/04. The Sweepstakes begins on 10/1/04, and ends on 11/30/04. An eligible Visa* card-holder automatically receives one (1) sweepstakes entry for each eligible Visa purchase made with his/her Visa card during the Promotional Period at any participating Bass Pro Shops location in the United States, basspro.com, or from any Bass Pro Shops catalog. To enter without purchase or obligation, hand-print your name, address, city, state, zip, day and evening phone numbers and the words Visa "Gets You Ready for the Game" sweepstakes at Bass Pro Shops on a 3"x5" card, and mail in a stamped #10 envelope, hand-printed, to: Visa "Gets You Ready for the Game" sweepstakes at Bass Pro Shops, P.O. Box 4180, Grand Rapids, MN 55730-4180. Mail-in entries must be postmarked by November 30, 2004 and received by December 7, 2004. Enter as often as you wish; however, only one entry per stamped envelope will be accepted. No mechanical reproductions permitted. Prize/Value: (1) Grand Prize: A trip for two (2) to Super Bowl XXXIX in Jacksonville, FL on 2/6/05, (ARV) $12,230. Estimated odds of winning are 1:846,240. However, the actual odds of winning depend upon the total number of actual eligible entries received. Sweepstakes subject to complete official rules, which may be obtained at basspro.com/football or by sending a self-addressed, stamped envelope to Visa "Gets You Ready for the Game" Sweepstakes at Bass Pro Shops Rules, P.O. Box 5000, Manhasset, NY 11030, for receipt by 11/30/04. VT Res. omit return postage. Void where prohibited. NFL Properties LLC, NFL Enterprises, L.P., the NFL, its Member Clubs and each of their respective affiliates, officers, directors, agents, and employees (collectively the "NFL Entities") will have no liability or responsibility for any claim arising in connection with participation in this sweepstakes or any prize awarded. The NFL Entities have not offered or sponsored this sweepstakes in any way.

RedHead

EXTREME SAVINGS!

$9.88

Reg. 14.95

RedHead® Hearing Enhancer

SAVE 33%

AMERISTEP

SPECIAL PURCHASE!

$39.88

Outhouse™ Blind Ameristep Tangle™ Camo only.

Tink's

EXTREME SAVINGS! SAVE 35%

$6.48

Reg. 9.99

Tink's® #69/Scent Bomb™ Combo

API Outdoors

SAVE $20

Shown with optional shooting rail and footrest.

$199.88

Reg. 219.99

API Grand Slam™ Extreme

Remington

Bass Pro Shops EXCLUSIVE

COMPARE TO $529.99!

$429.88

Remington® 700™ ADL Package

.270 or .30-06 only. Includes RedHead® 3-9X40 scope, matte finish. Scope comes mounted and bore sighted.

$11.98

Reg. 14.99

.270, .30-06, .308

Remington® Core-Lokt® Rifle Cartridges

20 rounds per box.

Cal.	Grain	Reg.	Sale
.243	100	13.99	**10.98**
30-30	170	10.99	**8.98**
300 Win Mag	180	19.99	**16.98**
.7mm Mag	150	18.99	**15.98**

RedHead

EXTREME SAVINGS! SAVE $15

$34.88

Reg. 49.95

RedHead® Bone-Dry® 16" 3-Ply Stretch—600

- 600 gram Thinsulate™ Ultra Insulation
- Scent-free rubber boot

MOSSY OAK

EXTREME SAVINGS! SAVE 33%

$39.88

Reg. 59.95

RedHead® Men's or Women's 9" Hunter 600

- 600 gram Thinsulate™ Ultra Insulation

MOSSY OAK BREAKUP

Bass Pro Shops OUTDOOR SKILLS WORKSHOPS

How to Select the Right Hunting Camo Footwear

Nov. 17

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Hours: Mon-Sat 9am-10pm, Sun 10am-7pm

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Bass Pro Shops

Sportsman's Warehouse

More Outdoors For Your Money

YOUR HOLIDAY OUTFITTER

Open 8am–6pm Thanksgiving Day

Outdoor Rewards℠ Members!

DOUBLE POINTS

ALL DAY THANKSGIVING DAY!

Membership is FREE, sign up at customer service. Points available 24 to 48 hours following purchase.

Give a Bass Pro Shops® Gift Card. The perfect choice for that hard-to-buy-for person!

Pick up a copy of our 40-page ad for more Extreme Savings!

5-Hours-Only Extreme Savings Sale *Fri., Nov. 26, 6–11am*

$49.88

A $129.98 VALUE!

Bass Pro Shops® Qualifier Baitcast Combo

Reel Features: 10-bearing system • Aluminum frame and spool • Magnetic cast control

Rod Feature: IM-8 Graphite construction • Fuji® Guides

Fri., Nov. 26, 6–11am only!

Carhartt

$29.88

COMPARE TO $64.00

Fri., Nov. 26, 6–11am only!

Carhartt® Heavyweight Zip Sweatshirt

REDHEAD

$9.88

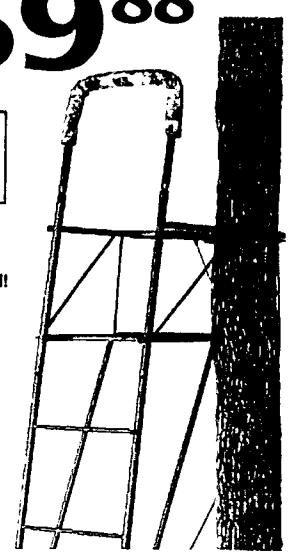
Reg. 19.95

RedHead® Men's Jeans or Natural Reflections® Ladies' Jeans

Fri., Nov. 26, 6–11am only!

STRONG BUILT

$59.88



TMA The Treestand Manufacturers Association

FREE **padded shooting rail! A $19.99 value.**

Includes a full-body safety harness.

Reg. 79.99

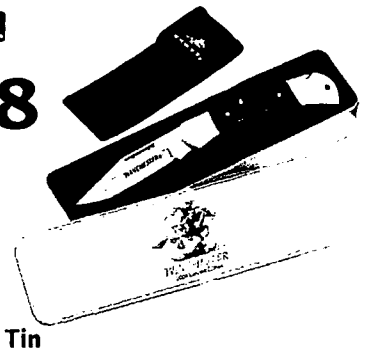
StrongBuilt® Basic 15' Ladder Stand

• **Maximum weight cap.: 250 lbs.**

Fri., Nov. 26, 6–11am only!

WINCHESTER

$9.88



COMPARE TO $39.98!

Winchester® Brass Folding Knife with Tin

Fri., Nov. 26, 6–11am only!

MIDLAND

$9.88

Reg. 19.99

Midland® GMRS G226

• 7-mile range over water

• 38 Privacy Codes • 22 Channels

Fri., Nov. 26, 6–11am only!

- **No Rain Checks**
- **Limited Quantities**
- **While Supplies Last**

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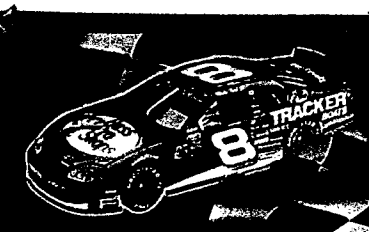
Bass Pro Shops

Sportsman's Warehouse

More Outdoors For Your Money

Sale Dates: Now Thru Nov. 24

Open Thanksgiving Day 8am-6pm



Nov. 20

Watch the #8 car driven by Martin Truex Jr. in the Ford 300 at the Homestead-Miami Speedway on NBC.

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10% DISCOUNT

Some exceptions apply. See store for details.

Reeling in support for the U.S. Troops—Donate $1 or $5 to support the USO Care Package. See store for details.

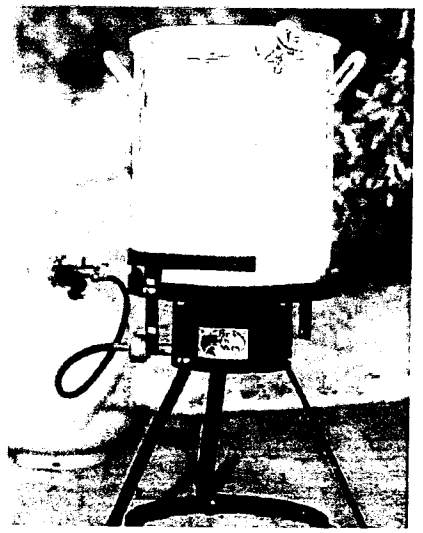
USE YOUR VISA CARD AND YOU COULD WIN A TRIP TO SUPER BOWL XXXIX.

SUPER BOWL XXXIX — VISA — NFL

"GETS YOU READY FOR THE GAME"

No Purchase or Obligation Necessary to Enter or Win. Non-Purchase Entries and Purchase Entries have an Equal Chance of Winning. Sweepstakes is open to legal U.S. residents, 18 or older as of 10/1/04. The Sweepstakes begins on 10/1/04, and ends on 11/30/04. An eligible Visa® card-holder automatically receives one (1) sweepstakes entry for each eligible Visa purchase made with his/her Visa card during the Promotional Period at any participating Bass Pro Shops location in the United States, basspro.com, or from any Bass Pro Shops catalog. To **enter without purchase or obligation**, hand-print your name, address, city, state, zip, day and evening phone numbers and the words Visa "Gets You Ready for the Game" sweepstakes at Bass Pro Shops on a 3"x5" card, and mail in a stamped #10 envelope, hand-printed, to: Visa "Gets You Ready for the Game" sweepstakes at Bass Pro Shops, P.O. Box 4180, Grand Rapids, MN 55730-4180. Mail-in entries must be postmarked by November 30, 2004 and received by December 7, 2004. Enter as often as you wish; however, only one entry per stamped envelope will be accepted. No mechanical reproductions permitted. Prize/Value: (1) Grand Prize: A trip for two (2) to Super Bowl XXXIX in Jacksonville, FL on 2/6/05, (ARV) $12,230. Estimated odds of winning are 1:846,240. However, the actual odds of winning depend upon the total number of actual eligible entries received. Sweepstakes subject to complete official rules, which may be obtained at basspro.com/football or by sending a self-addressed, stamped envelope to Visa "Gets You Ready for the Game" Sweepstakes at Bass Pro Shops Rules, P.O. Box 5000, Manhasset, NY 11030, for receipt by 11/30/04. VT Res. omit return postage. Void where prohibited. NFL Properties LLC, NFL Enterprises, L.P., the NFL, its Member Clubs and each of their respective affiliates, officers, directors, agents, and employees (collectively the "NFL Entities") will have no liability or responsibility for any claim arising in connection with participation in this sweepstakes or any prize awarded. The NFL Entities have not offered or sponsored this sweepstakes in any way.

Bass Pro Shops — SAVE 40%



EXTREME SAVINGS!

$29.99 *Reg. 49.99*

Bass Pro Shops® 30-qt. Turkey Fryer

Propane tank not included.

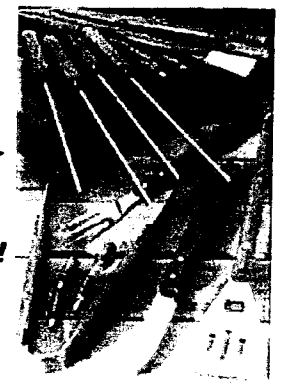
Bass Pro Shops — SAVE $5

$29.99 *Reg. 34.99*

Bass Pro Shops® Charcoal Grill and Meat Smoker

Smokes up to 50 lbs. of meat.

Bass Pro Shops — SAVE 33%



EXTREME SAVINGS!

$19.88 *Reg. 29.99*

Bass Pro Shops® 18-Piece BBQ Grill Tool Set

Uncle Buck's

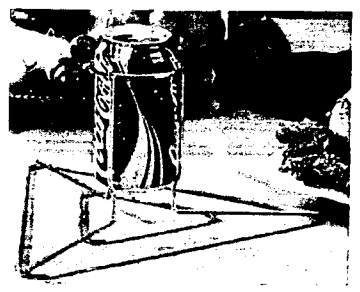
$18.99

Uncle Buck's® Cottonseed Oil

Perfect for deep frying. 3 gallons.

Bass Pro Shops — SAVE 50%

EXTREME SAVINGS!



$4.99 *Reg. 9.99*

Bass Pro Shops® Roost 'n' Roast

The perfect way to prepare beer-can chicken.

$4.99 ***Injector Included***

$3.49 ***Marinade Refills***

Uncle Buck's® Marinades

Zesty marinades are low in fat but big on taste. 13 oz.

Bass Pro Shops Outdoor Skills Workshops

Marine GPS Electronic Selection

Dec. 1

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EXHIBIT 10

Johnny Morris

Bass Pro Shops®

NATIONAL HEADQUARTERS
SPRINGFIELD, MO

1995 CATALOG

More Outdoors For Your Money!™

PETITIONER
EXHIBIT 10

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Bass Pro Shops®
NATIONAL HEADQUARTERS SPRINGFIELD, MO

More Ou for Your M

PRICE
Lowest possible prices on every item we offer.

QUALITY
Top quality merchandise from world renowned manufacturers.

SERVICE
The fastest service in the industry. 98% of your orders leave our warehouse in 24 hours [illegible] IT QUICK?!

Dear Friends,

Our commitment to you in 1995 is to provide even more outdoors for your money. Both you and your friends here at BASS PRO SHOPS® share a strong love for the woods and water and it is our goal to help you enjoy it more than ever before.

Whether you fish, hunt, hike, camp or boat, we will give you the very best value and highest quality goods available to make sure you enjoy the out-of-doors.

If you would prefer to shop in person, BASS PRO SHOPS® now has two great locations to visit. We are pleased to announce the opening of The Bass Pro Shops Sportsman's Warehouse in Atlanta this spring. See our map and directions on page 5 and come see us there. We hope you will enjoy both locations, get expert advice from our trained and experienced staff and find the very best values around.

We also hope you will learn from our wildlife displays. Our outdoor resources are precious and the more we learn about them, the more we find they need our support and protection. We hope you will join in our efforts to protect and conserve our wildlife heritage so it will be as bountiful for our children as it is for [illegible]s. Remember, we all live [illegible]wnstream.

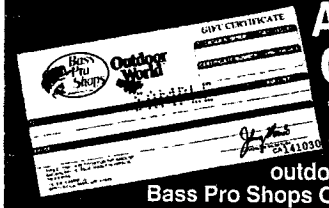
[illegible]nd Fishing,

[illegible] Morris

President,
Bass Pro Shops®

[illegible]hops®, Springfield MO 65898
[illegible]76

Order with confidence
100% SATISFACTION GUARANTEED



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With a Bass Pro Shops® Gift Certificate, your favorite outdoor enthusiast can make his own choice from the Bass Pro Shops Catalog. Simply send your name along with the name and address of the person receiving the Gift Certificate. We'll send it immediately along with a FREE Catalog. State the amount you wish to give and enclose your remittance. Let us custom [illegible] certificate for any rounded amount you would like. Sorry, [illegible] EM 989-945

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SELECTION

Everything you need for the outdoors-fishing, hunting, camping, sporting and all outdoor equipment.

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Look for Bass Pro Shops® Exclusive products

BASS PRO SHOPS® has been outfitting successful sportsmen for more than 20 years. Our growth came only through building a solid reputation for delivering the best selection of top quality gear at the lowest possible prices. Whether you are looking for topnotch fishing tackle, or high-quality RedHead® hunting gear, you can count on BASS PRO SHOPS® to deliver!

Committed to Quality and Value!

The Largest Master Catalog Ever

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- Archery
- Offshore Angler
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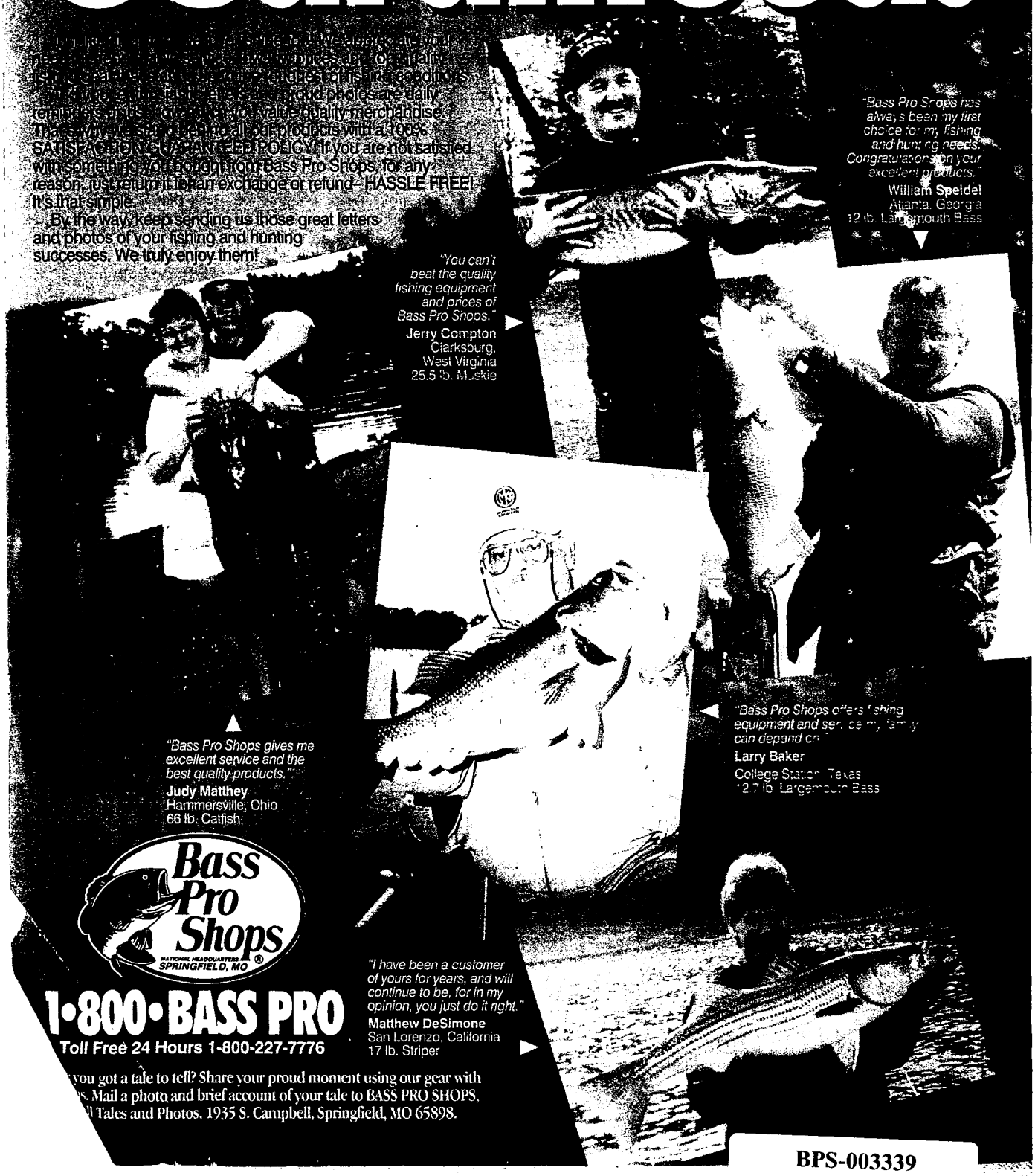
Satisfaction Guaranteed!

[illegible] We appreciate your [illegible] prices and for quality [illegible] request of fishing conditions. [illegible] proud photos are daily [illegible] you value quality merchandise. That's why we stand behind all our products with a 100% SATISFACTION GUARANTEED POLICY. If you are not satisfied with something you bought from Bass Pro Shops, for any reason, just return it for an exchange or refund—HASSLE FREE! It's that simple.

By the way, keep sending us those great letters and photos of your fishing and hunting successes. We truly enjoy them!



"Bass Pro Shops has always been my first choice for my fishing and hunting needs. Congratulations on your excellent products."
William Speidel
Atlanta, Georgia
12 lb. Largemouth Bass

"You can't beat the quality fishing equipment and prices of Bass Pro Shops."
Jerry Compton
Clarksburg, West Virginia
25.5 lb. Muskie

"Bass Pro Shops gives me excellent service and the best quality products."
Judy Matthey
Hammersville, Ohio
66 lb. Catfish

"Bass Pro Shops offers fishing equipment and service my family can depend on."
Larry Baker
College Station, Texas
12.7 lb. Largemouth Bass

"I have been a customer of yours for years, and will continue to be, for in my opinion, you just do it right."
Matthew DeSimone
San Lorenzo, California
17 lb. Striper

Bass Pro Shops
NATIONAL HEADQUARTERS SPRINGFIELD, MO

1•800•BASS PRO

Toll Free 24 Hours 1-800-227-7776

[illegible] you got a tale to tell? Share your proud moment using our gear with [illegible]s. Mail a photo and brief account of your tale to BASS PRO SHOPS, [illegible]ll Tales and Photos, 1935 S. Campbell, Springfield, MO 65898.

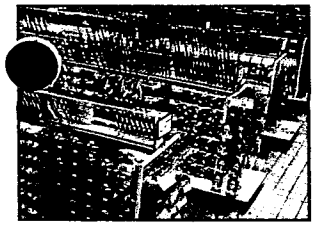
BPS-003339

EXHIBIT 11

Attention Fishermen!

BASS PRO SHOPS® COMES TO ATLANTA!

THE MOST OUTDOORS THE SOUTH HAS EVER SEEN! BASS PRO SHOPS®.



More fishing tackle than you can imagine. Big Saltwater and Fly Shops!

Whether you hunt quail, deer, turkey, dove or duck, we have it all.

Now, under one roof, more fishing tackle, hunting gear, camping equipment, Tracker and Nitro boats than ever before! Located in the heart of the South in Atlanta near Lake Lanier on I-85 at Steve Reynolds Blvd.

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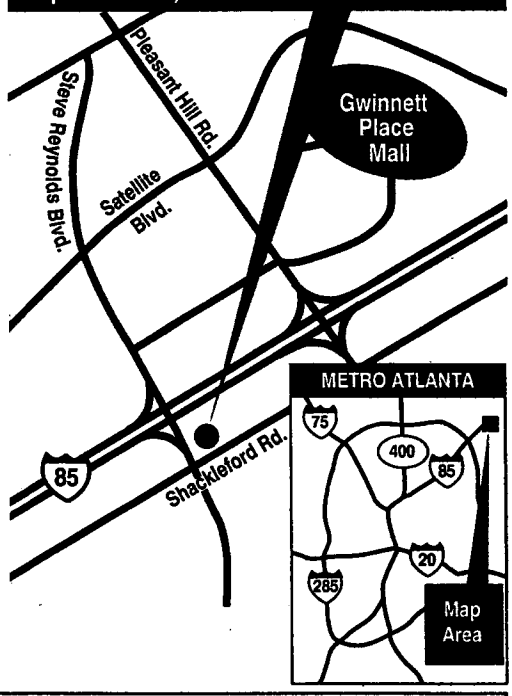
Bass Pro Shops Sportsman's Warehouse
Opens Mar. 1, 1995 • *3825 Shackleford Rd.*



TRACKER MARINE AND RV CENTER

Giant selection of SunTracker Pontoons, Bass Tracker and Nitro fishing boats, plus a big selection of Outdoor Inn R.V.'s.

Bass Pro Shops® National Headquarters Springfield, MO

SPORTSMAN'S WAREHOUSE™

IN ATLANTA
PHONE 404-931-1550

WANTED

Knowledgeable outdoorsmen with retail management experience to join the Outdoor World team for our future expansion. Send personal letter or resume to: 1935 S. Campbell, Springfield MO 65898. Attn: Retail Staffing

RACKER.

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Pop-Up Campers
From $3,595*

Truck Campers
From $7,995*

Travel Trailers
From $8,895*

Fifth Wheels
From $17,995*

Class C
Motorhomes
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Special 1998 Close Out
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Absolutely the best place to buy a boat!

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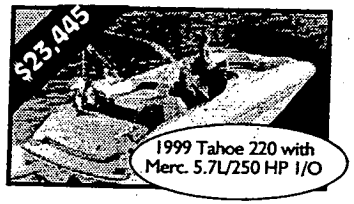
Sun TRACKER.

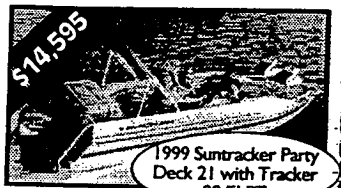
1999 Fun Fish 20 with Tracker 25 EL

Come make your selection from our huge inventory of your favorite fishiing, skiing or party packages.



1999 Tahoe 220 with Merc. 5.7L/250 HP I/O

TAHOE



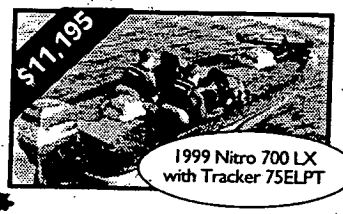
1999 Suntracker Party Deck 21 with Tracker 90 ELPT

TARGA

MERCURY The Water Cells

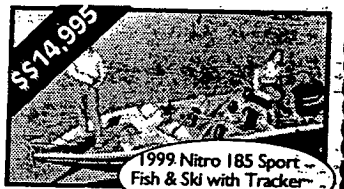
NITRO Savage

STORE HOURS:
9:00 a.m. to 10:00 p.m.
Mon. - Sat.,
Sun. 11:00 a.m.
to 7:00 p.m.



1999 Nitro 700 LX with Tracker 75ELPT

TRACKER boats Fish the Finest!



1999 Nitro 185 Sport Fish & Ski with Tracker 120 ELPT

Bass Pro Shops

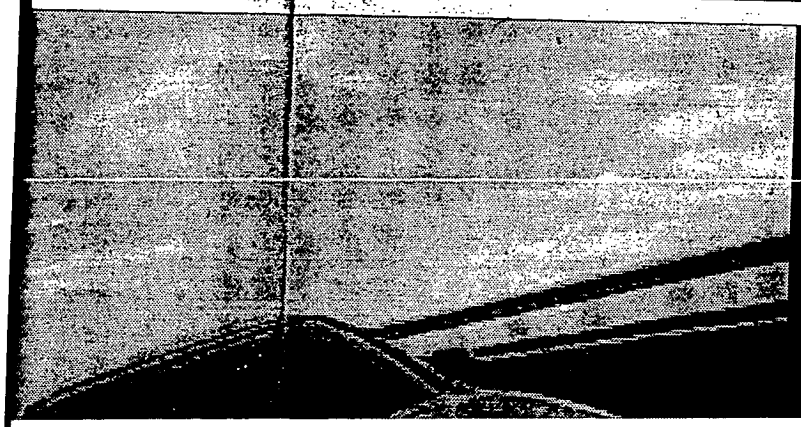
Sportsman's Warehouse

Where Everyday Is A Boat Show!

3825 Shackleford Road • Duluth, GA 30096 • **770-931-1550**

Complete Professional Marine Service and Parts Center

*Plus Freight & Prep.



PETITIONER

BPS-002288

THE 1999 INFINITI I30©
SIGN & DRIVE LEASE

EXHIBIT 12

Request #9

Bass Pro retail locations formerly known as Sportsman's Warehouse
Gross Sales, 1995 - 2005

	Y1995	Y1996	Y1997	Y1998	Y1999	Y2000	Y2001	Y2002	Y2003	Y2004	Y2005
Sportsman's Center - St. Charles						-	$17,169,283	$40,543,110	$38,962,258	$39,906,980	$41,124,373
Sportsman's Center - Memphis						$3,469,000	$4,218,329	$22,372,271	$26,787,731	$27,264,579	$28,566,821
Sportsman's Center - Lawrenceville	$29,164,000	$36,947,000	$41,664,000	$46,210,000	$46,634,000	$45,933,478	$34,436,481	($372)	-	-	-

PETITIONER
EXHIBIT 12

CONFIDENTIAL

Request # 12

Bass Pro retail locations formerly known as Sportsman's Warehouse
Advertising and Promotional Expenses

	Y1995	Y1996	Y1997	Y1998	Y1999	Y2000	Y2001	Y2002	Y2003	Y2004	Y2005	
Sportsman's Center - St. Charles	$0	$0	$0	$0	$0	$0	$363,973	$678,715	$994,237	$1,021,862	$1,144,846	
Sportsman's Center - Memphis	$0	$0	$0	$0	$0	$29,424	$33,975	$412,653	$715,221	$798,555	$918,394	
Sportsman's Center - Lawrenceville	$615,618	$600,947	$598,513	$649,105	$731,443	$831,031	$708,308	$563	$0	$0	$0	

CONFIDENTIAL

BPS-001306

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the matter of Trademark Registration No. 2,390,988

For the mark SPORTSMAN'S WAREHOUSE HUNTING FISHING CAMPING RELOADING OUTERWEAR FOOTWEAR and Design

Date registered: October 3, 2000

Bass Pro Trademarks, L.L.C., PETITIONER, v. Sportsman's Warehouse, Inc., RESPONDENT	CANCELLATION NO. 92045000

PETITIONER'S RESPONSES TO REGISTRANT'S FIRST SET OF INTERROGATORIES AND REQUESTS FOR PRODUCTION OF DOCUMENTS

Petitioner Bass Pro Trademarks, L.L.C. ("Petitioner" or "Bass Pro"), by and through counsel of record, hereby objects and further responds to Respondent Sportsman's Warehouse, Inc.'s ("Respondent" or "Registrant") First Set of Interrogatories and Requests for Production of Documents as follows:

PETITIONER
EXHIBIT 14

GENERAL OBJECTIONS AND STATEMENTS

1. Bass Pro objects to each and every interrogatory and request to the extent that it seeks information protected from discovery by the attorney-client privilege, the work product immunity doctrine or any other privilege.

2. Bass Pro objects to each and every interrogatory and request to the extent that it purports to require Bass Pro to search for information not within Bass Pro's possession, custody or control. To do so would place an undue added burden upon Bass Pro.

3. Bass Pro objects to each definition, instruction, interrogatory, and request to the extent that it infers a duty to provide discovery or a burden to supplement beyond the permissible scope of the Rules of the Trademark Trial and Appeal Board and/or the Federal Rules of Civil Procedure.

4. Bass Pro objects to each and every interrogatory and request to the extent it seeks a discovery response via a request when the information sought may be more readily obtainable by other, less burdensome or less invasive means, including without limitation by deposition wherein specific questions may be posed and answered (if proper) without providing unnecessary information to a competitor. Pursuant to Fed. R. Civ. P. 33 (d), Bass Pro has the option to produce business records in lieu of providing a response to an interrogatory. Bass Pro believes, where this option is asserted below, that (1) it would be a burden upon it to answer the interrogatories in the traditional matter, and (2) that the relative burdens of deriving an answer to the interrogatory are substantially the same between Bass Pro and Registrant.

5. Bass Pro objects to each interrogatory and request to the extent that it seeks discovery which is neither relevant, nor reasonably calculated to lead to the discovery of admissible evidence.

6. These responses are made without waiver of and with preservation of:

(a) all questions as to competency, relevancy, materiality, privilege and admissibility of the responses and the subject matter thereof as evidence for any purpose and in any further proceeding in this action (including the trial of this action) and in any other action;

(b) the right to object to the use of any such responses or the subject matter thereof, on any ground in any further proceeding in this action (including the trial of this action) and any other action;

(c) the right to object on any ground at any time to a demand or request for further response to these or any other requests or other discovery proceedings involved or related to the subject matter of the discovery to which these responses are provided; and

(d) the right at any time to review, correct, add to, supplement or clarify any of the responses contained herein.

7. The following responses are based upon a good faith review by Bass Pro and based upon information and documents presently available to and located by Bass Pro and its attorneys.

8. Bass Pro is willing to discuss its objections and to attempt in good faith to resolve them or narrow the differences between the parties.

9. Bass Pro is still in the process of gathering documents and acquiring information about which the interrogatories and requests inquire. Bass Pro therefore reserves the right to amend and supplement its responses to the interrogatories and requests for production as further information and documents become known and available.

10. The word usage and sentence structures in these responses are that of the attorneys who have prepared the responses and are not purported to be the exact language of Bass Pro.

11. These general objections and statements apply to all of Registrant's interrogatories and requests for production. To the extent that the specific objections and/or statements are made herein in response to specific interrogatories, those specific citations are provided because they are believed to be particularly applicable to the request and are not to be construed a waiver of any other General Objection or Statement applicable to information or documents and things falling within the scope of these interrogatories and requests for production.

RESPONSES TO INTERROGATORIES

Interrogatory No. 1

Describe the nature of Petitioner's business in the United States, including any business in the United States through licensees.

ANSWER: Bass Pro objects to this Interrogatory on the grounds that it is overbroad and unduly burdensome in that it is not limited in time.

Subject to and without waiving any objections, Bass Pro states that the general nature of its business in the United States from 1995 to the present relates to retail sales of consumer goods primarily, but not exclusively, related to outdoor recreational activities, including, but not limited to, hunting, fishing, camping, hiking, boating, archery, through catalog, internet, and brick and mortar stores. In addition, Bass Pro operates outdoor-themed destination resorts and provides educational services relating to outdoor recreational activities and conservation. Bass Pro also provides ancillary services, including financing and vacation travel planning.

Interrogatory No. 2

With respect to Petitioner's Marks:

(1) State the date and geographic location of the first use of Petitioner's Marks anywhere in the United States in relation to each of the services comprising Petitioner's Services and describe the circumstances of each such first use, including the manner of use and the details of any sale involved, including customer name, number of units sold, and unit price charged;

(2) State whether or not Petitioner's Marks are currently use in commerce on or in connection with all of the services identified in U.S. Trademark No. 2,071,417. If

Petitioner's Marks are not currently in use in commerce on or in connection with all of the services identified in connection with U.S. Trademark No. 2,071,417, identify the particular services on or in connection with which Petitioner's Marks are not in use and (ii) state the date or dates upon which Petitioner's Marks ceased to be used on or in connection with any of Petitioner's Services.

ANSWER: Bass Pro objects to this Interrogatory on the grounds that it is overbroad and unduly burdensome in that it seeks details of specific sales made in each of Bass Pro's Sportsman's Warehouse retail stores. These stores sell thousands of completely different types of merchandise to hundreds of thousands of different retail customers every year. As indicated below, Bass Pro's Lawrenceville, Georgia store had over $29 million in sales in its first year of operation.

Subject to and without waiving any objections, Bass Pro states that its first use of the SPORTSMAN'S WAREHOUSE marks, including use of the registered mark (BASS PRO SHOPS SPORTSMAN'S WAREHOUSE with Design) as well as use of the common law marks BASS PRO SHOPS SPORTSMAN'S WAREHOUSE and SPORTSMAN'S WAREHOUSE, occurred when it opened its Lawrenceville, Georgia retail store in 1995. All store signage and advertising referring to that store location made use of the SPORTSMAN'S WAREHOUSE marks. Documents reflecting such usage will be produced to the extent available. The full range of consumer goods sold by Bass Pro, including, but not limited to, clothing, fishing supplies, and sporting goods, was sold at the Lawrenceville store. Bass Pro made $29,164,000 in retail sales at the Lawrenceville Sportsman's Warehouse store in 1995.

Bass Pro currently uses the SPORTSMAN'S WAREHOUSE marks and has continuously used the marks since 1995. Such use has been in connection with all services identified in U.S.

Trademark No. 2,071,417, including retail stores featuring clothing, fishing supplies, and sporting goods. In 2000, Bass Pro opened a second retail store operating under the SPORTSMAN'S WAREHOUSE marks in Memphis, Tennessee. All store signage and advertising referring to that store location made use of the SPORTSMAN'S WAREHOUSE marks until Registrant entered the Memphis market and began confusing customers. During the week of July 26, 2005, the sign on the building was changed from SPORTSMAN'S WAREHOUSE to SPORTSMAN'S CENTER (U.S. Trademark No. 2,929,833), and the sign on the pylon was also changed on or about August 2, 2005, but Bass Pro continues to use the SPORTSMAN'S WAREHOUSE marks in its advertisements. Documents reflecting such usage will be produced to the extent available. The full range of consumer goods sold by Bass Pro is sold at the Memphis Sportsman's Warehouse store. Bass Pro also operates a Sportsman's Warehouse retail store in St. Charles, Missouri.

Interrogatory No. 3

Describe in detail Petitioner's selection and adoption of Petitioner's Marks, including, without limitation, the origin of Petitioner's Marks for adoption, Petitioner's reasons for selecting Petitioner's Marks for adoption, the date upon which Petitioner adopted the mark and the meaning or impression intended to be conveyed by each of Petitioner's Marks.

ANSWER: Subject to and without waiving any objections, Bass Pro states that the SPORTSMAN'S WAREHOUSE marks were selected for initial use at the Lawrenceville, Georgia retail store because this was the first store Bass Pro opened after the store in Springfield, Missouri which was known as OUTDOOR WORLD (U.S. Trademark No. 2100712) and since the SPORTSMAN'S WAREHOUSE store was significantly scaled-down in size from the

OUTDOOR WORLD store and was using a pre-existing warehouse store space, Bass Pro did not want to call it OUTDOOR WORLD and potentially dilute the brand for OUTDOOR WORLD stores if customers were disappointed with a warehouse store space. Accordingly, the term Warehouse fit the type of store being named and Sportsman fit the type of customer that may be attracted to the store. The terms sounded nice together and fit the business so they became the trademark.

Interrogatory No. 4

State the date upon which Petitioner first became aware of Registrant's Mark and describe the manner in which Petitioner's initial awareness of Registrant's Mark came about.

ANSWER: Subject to and without waiving any objections, Bass Pro states that it first became aware of Registrant's business generally in 1998 and states further that it first became aware of Registrant's use of the SPORTSMAN'S WAREHOUSE mark in 2002 when a search was made of all trademarks belonging to Registrant.

Interrogatory No. 5

Describe the channels of trade and types or classes of purchasers for each of the services comprising Petitioner's Services that have been sold, offered for sale, advertised, or distributed by or for Petitioner in the United States in connection with any of Petitioner's Marks.

ANSWER: Bass Pro objects to this Interrogatory on the grounds that it is overbroad and unduly burdensome in that it is not limited in time.

Subject to and without waiving any objections, Bass Pro states that its Sportsman's Warehouse retail stores are, in effect, their own channel of trade - they are retail stores. The

consumers who patronize Bass Pro's Sportsman's Warehouse retail stores come from every socioeconomic background. However, they do share an interest in recreational activities for which Bass Pro sells products.

Interrogatory No. 6

Identify each state, territory or possession of the United States in which Petitioner has sold, offered for sale, advertised, or distributed each of the services comprising Petitioner's Services in connection Petitioner's Marks.

ANSWER: Bass Pro objects to this Interrogatory on the grounds that it is overbroad and unduly burdensome in that it is not limited in time.

Subject to and without waiving any objections, Bass Pro states that it has operated retail stores under the SPORTSMAN'S WAREHOUSE mark in Georgia, Tennessee, and Missouri.

Interrogatory No. 7

State the dollar amounts, by type of media and by date, that have been expended by Petitioner in advertising and promoting each of the services comprising Petitioner's Services in connection with Petitioner's Marks for each calender year from 1995 through the present date.

ANSWER: Bass Pro objects to this Interrogatory on the grounds that it is unduly burdensome and seeks discovery that is neither relevant nor reasonably calculated to lead to the discovery of admissible evidence in that it purports to require Bass Pro to break out its advertising and promotional budgets by type of media.

Subject to and without waiving any objections, Bass Pro states that its advertising and promotional expenses for each of its Sportsman's Warehouse retail stores to date is as follows:

	Sportsman's Warehouse Lawrenceville, Georgia	Sportsman's Warehouse Memphis, Tennessee	Sportsman's Warehouse St. Charles, Missouri
1995	$615,618		
1996	$600,947		
1997	$598,513		
1998	$649,105		
1999	$731,443		
2000	$831,031	$29,424	
2001	$708,308	$33,975	$363,973
2002	$563	$412,653	$678,715
2003		$715,221	$994,237
2004		$798,555	$1,021,862
2005		$918,394	$1,144,846

Interrogatory No. 8

Identify and describe in detail all of the types of media, including publications, radio and television, through which Petitioner has advertised each of the services comprising Petitioner's Services in connection with Petitioner's Marks in the United States, and state the amounts, by type of media and by date, that have been expended by Petitioner in advertising each of Petitioner's Services in connection with Petitioner's Marks for each calender year from 1995 through to the present date.

ANSWER: Bass Pro objects to this Interrogatory on the grounds that it is unduly burdensome to the extent that it seeks information that is duplicative and/or cumulative to Interrogatory No. 7.

Subject to and without waiving any objections, Bass Pro incorporates in full its response to Interrogatory No. 7. Bass Pro further states that it has used newspaper, magazine, radio, internet, and television advertisements to promote each of its Sportsman's Warehouse retail stores.

Interrogatory No. 9

For each of the services comprising Petitioner's Services that Petitioner has sold under Petitioner's Marks in the United States, state, by unit and dollar volume, the amount of sales in the United States for each calender year from 1995 through the present date.

ANSWER: Bass Pro objects to this Interrogatory on the grounds that it is unduly burdensome and irrelevant in that it seeks details of specific sales made in each of Bass Pro's Sportsman's Warehouse retail stores. These stores sell thousands of completely different types of merchandise to hundreds of thousands of different retail customers every year.

Subject to and without waiving any objections, Bass Pro states that its gross sales for each of its Sportsman's Warehouse retail stores to date is as follows:

	Sportsman's Warehouse Lawrenceville, Georgia	Sportsman's Warehouse Memphis, Tennessee	Sportsman's Warehouse St. Charles, Missouri
1995	$29,164,000		
1996	$36,947,000		
1997	$41,664,000		
1998	$46,210,000		
1999	$46,634,000		
2000	$45,933,478	$3,469,000	
2001	$34,436,481	$4,218,329	$17,169,283
2002		$22,372,271	$40,543,110
2003		$26,787,731	$38,962,258
2004		$27,264,579	$39,906,980
2005		$28,566,821	$41,124,373

Interrogatory No. 10

For each of the services comprising Petitioner's Services in connection with which Petitioner's Marks have been used, identify the individuals who are most familiar with Petitioner's marketing, advertising, promotion, and selling of the services.

ANSWER: Subject to and without waiving any objections, Bass Pro states that the individual most familiar with marketing, advertising, and promotion in connection with its

Sportsman's Warehouse retail stores is Stan Lippleman. The individuals most familiar with sales at Bass Pro's Sportsman's Warehouse retail stores are Jim Osborne, Pete Perkins, and Hayden Holley. Each of these individuals is an employee of Bass Pro and may be contacted through undersigned counsel.

Interrogatory No. 11

Identify all persons having any knowledge or responsibility, directly or indirectly, relating to the selection, use and registration of Petitioner's Marks, including all persons having any knowledge or responsibility, directly or indirectly, relating to any applications to register Petitioner's Marks, assignments of Petitioner's Marks, or other documents pertaining to Petitioner's Marks that have been filed with the United States Patent and Trademark Office.

ANSWER: Subject to and without waiving any objections, Bass Pro states that the person most knowledgeable about the selection, use, and registration of Bass Pro's SPORTSMAN'S WAREHOUSE marks is Toni M. Miller, vice-president and chief financial officer of Bass Pro.

Interrogatory No. 12

Identify all persons having any knowledge or responsibility, directly or indirectly, relating to the selection, use and registration of Petitioner's Marks, including all persons having any knowledge or responsibility, directly or indirectly, relating to any applications to register Petitioner's Marks, assignments of Petitioner's Marks, or other documents pertaining to Petitioner's Marks that have been filed in any court or judicial body in the United States.

ANSWER: Bass Pro objects to this Interrogatory on the ground that it is unduly

burdensome to the extent that it seeks information that is duplicative and/or cumulative to Interrogatory No. 11.

Subject to and without waiving any objections, Bass Pro states that with the exception of the present proceeding, no documents pertaining to Petitioner's Marks have been filed in any court or judicial body in the United States.

Interrogatory No. 13

Identify each and every third party whom Petitioner believes to be using trademarks or service marks consisting in whole or in part of any combination of the word "SPORTSMAN" (or a synonym for the word "SPORTSMAN") and the word "WAREHOUSE" (or a synonym for the word "WAREHOUSE") in connection with retail sales of sporting goods.

ANSWER: Bass Pro objects to this Interrogatory on the grounds that it is unduly burdensome and seeks discovery that is neither relevant nor reasonably calculated to lead to the discovery of admissible evidence in that it seeks information relating to third party use of marks that contain neither the word "sportsman" nor "warehouse."

Subject to and without waiving any objections, Bass Pro states that it is aware of the following third party uses, consisting in whole or in part of any combination of the word "SPORTSMAN" (or a synonym for the word "SPORTSMAN") and the word "WAREHOUSE" (or a synonym for the word "WAREHOUSE"), in connection with retail sales of sporting goods:

West GA Sportsman Warehouse (706-845-1004)
105 Sage Commercial Dr, Lagrange, GA 30240-1401

C's Sportsmen's Warehouse Ltd (717-261-1121)
33 N Main St, Chambersburg, PA 17201-1810

Hawk's Warehouse For Sportsmen & Outdoor Enthusiasts (717-567-7824)
432 W Juniata Pkwy, Millerstown, PA 17062-9210

Asay's Sportsman's Store
909 SE Quincy St
Topeka, KS 66612-1115
Phone: (785) 354-7766

Bishop's Sportsman Store
Highway 461
Mount Vernon, KY 40456
Phone: (606) 256-3731

Brady's Sportsman's Surplus/Hi Country
Trempers Shopping Center
Missoula, MT 59801
Phone: (406) 721-5500

Carrollton Sportsman Shop
Highway 17
Carrollton, VA 23314
Phone: (757) 238-2006

Country Sportsman's General Store
401 N Williams St
Rose City, MI 48654-9544
Phone: (989) 685-2940

Dickson Sportsman Store
586 Highway 46 S
Dickson, TN 37055-2538
Phone: (615) 446-5505

Don's Sportsman Shop
24545 Hwy 1
Baton Rouge, LA 70788
Phone: (225) 687-8369
www.donssportsman.com
Huntington's Sportsman's Store
601 Oro Dam Blvd E
Oroville, CA 95965-5718
Phone: (530) 534-8000
www.huntingtons.com

L and M Sportsman Surplus
PO Box 35475
Dundalk, MD 21222-7475
Phone: (410) 780-0300

Memories Sportsman Shop
702 Main St
Pittsburgh, PA 15215-2208
Phone: (412) 781-9323

S & B Sportsman Shop
2166 Us Highway 130
North Brunswick, NJ 08902
Phone: (732) 297-5129

Schultz's Sportsmen's Stop
1146 State Route 56 E
Apollo, PA 15613-9725
Phone: (724) 478-2538

Sohal Sportsman Market
6330 County Road 9
Orland, CA 95963-9288
Phone: (530) 865-9273

Sourland Sportsmen's Shop
61 E Broad St
Hopewell, NJ 08525-1831
Phone: (609) 466-1050

Sportman's Market
Lakeland, FL 33801
Phone: (863) 644-8692

Sportsman Market
420 Highway 434
Cumberland City, TN 37050
Phone: (931) 827-2873

Sportsman's Market
2315 E 16th St
Yuma, AZ 85365-2213
Phone: (928) 783-4996

Sportsman's Market
42854 Highway 105
Batson, TX 77519
Phone: (936) 262-2095

Sportsman Shop
126 E Main St
Crawfordsville, IN 47933-1794
Phone: (765) 362-1907

Sportsman Shop
154 Robert Smalls Pkwy
Beaufort, SC 29906-4281

Sportsmen's Shop
166 State Highway 67
Amsterdam, NY 12010-7310
Phone: (518) 843-0589

The Sportsman Shop
5914 S Manitou Blvd
Glen Arbor, MI 49636 Phone: (231) 334-3872
www.thesportsmanshop.com

The Sportsman's Shop
State Hwy 35 & 3r N
Neptune, NJ 07753 Phone: (732) 775-9044

Tillery Sportsman Store
48130 NC 24 27 73 Hwy
Albemarle, NC 28001-6803
Phone: (704) 983-4707

Timber Creek Sportsman Shop
1 Pumphouse Rd
Vestal, NY 13850-1604 Phone: (607) 754-9112
www.timbercreeksports.com

Interrogatory No. 14

Describe all instances in which Petitioner's use or registration of Petitioner's Marks have been the subject of an objection of any kind by a third party.

ANSWER: Subject to and without waiving any objections, Bass Pro states that it is unaware of any instance in which a third party has objected in any manner to its use or registration of the SPORTSMAN'S WAREHOUSE marks.

Interrogatory No. 15

Describe all instances of actual confusion between any of Petitioner's Marks and Registrant's Mark.

ANSWER: Subject to and without waiving any objections, Bass Pro states that beginning in June 2005, following the opening of Registrant's Memphis store, customers began coming into Bass Pro's Memphis Sportsman's Warehouse retail store with coupons and advertising materials having sale prices for Registrant's store. Several customers also brought receipts from purchases made at Registrant's store for credit on their Bass Pro rewards card. Such incidents of actual customer confusion occurred between fifteen and twenty times per week after Registrant opened its Memphis store. Even after Bass Pro changed the signage associated with its Memphis store to use the SPORTSMAN'S CENTER mark, these incidents of actual customer confusion continued to occur at the rate of five to ten times per week. These incidents continue to occur. Bass Pro's investigation of past and current incidents of actual customer confusion is ongoing and documents relating to such incidents will be produced. Additionally, job applicants have also been confused between the two stores.

Interrogatory No. 16

Identify all parties to any agreements or understandings relating to the sale of Petitioner's Services under Petitioner's Marks, including, without limitation, all license agreements.

ANSWER: Bass Pro objects to this Interrogatory on the grounds that it is vague and ambiguous in that the phrase "agreements or understandings relating to the sale of Petitioner's Services under Petitioner's Marks" is unclear. Furthermore, Bass Pro objects to this Interrogatory on the grounds that it is unduly burdensome, overbroad, irrelevant, and not reasonably calculated to lead to the discovery of admissible evidence in that it arguably encompasses every single agreement, contract, and transaction ever entered into by Bass Pro with respect to each of its Sportsman's Warehouse retail stores. Finally, Bass Pro objects to this Interrogatory as being overbroad and unduly burdensome in that it is not limited in time.

Subject to and without waiving any objections, Bass Pro states that there are no license agreements relating to the sale of Petitioner's Services under Petitioner's Marks.

Interrogatory No. 17

Identify each and every person whom Petitioner intends to call as a witness in the captioned proceeding, including, but not limited to, expert witnesses, and describe the nature of each witness's expected testimony, including the identification of all documents about which each witness is expected to testify.

ANSWER: Bass Pro objects to this Interrogatory on the grounds that it is premature as discovery in this matter has just commenced and Bass Pro has not yet received responses to its discovery requests.

Subject to and without waiving any objections, Bass Pro states that currently anticipates

calling on the following individuals to provide testimony in this matter:

Toni Miller – Bass Pro's selection, registration, and use of its SPORTSMAN'S WAREHOUSE marks

Stan Lipplemen – marketing, advertising, and promotion in connection with Bass Pro's Sportsman's Warehouse retail stores

Jim Osborne – sales at Bass Pro's Sportsman's Warehouse retail stores

Pete Perkins – sales at Bass Pro's Sportsman's Warehouse retail stores

Hayden Holley – sales at Bass Pro's Sportsman's Warehouse retail stores

Jamie Hensley, David Hagel, Chris Croxdale, April Henderson – instances of actual confusion of consumers concerning Bass Pro's Sportsman's Warehouse retail stores and Registrant's stores.

Each of the above individuals is an employee of Bass Pro. Bass Pro expressly reserves the right to supplement its response to this Interrogatory as more information becomes available through discovery in the matter and through Bass Pro's ongoing investigation of the actual confusion that has occurred and is occurring.

Interrogatory No. 18

For each and every Interrogatory above, identify the individual or individuals answering the Interrogatory, and each person who provided any information including opinions, advice, reports, studies or facts on which your answer to any of the foregoing interrogatories was based, specifying each Interrogatory to which he or she contributed information.

ANSWER: Subject to and without waiving any objections, Bass Pro states that counsel for Bass Pro prepared the specific language of each response based on information

provided by Toni Miller, Ken Vaught, Pete Perkins, John Winters, James Osborne, Haden Holley, and Jim Hagale, each of whom is an employee of Bass Pro.

RESPONSES TO REQUESTS FOR PRODUCTION

Request No. 1:

Any documents identified in response to the preceding interrogatories.

RESPONSE: Subject to and without waiving any objections, including all objections set forth in response to Bass Pro's answers to Registrants First Set of Interrogatories, Bass Pro will produce all responsive, non-privileged documents.

Request No. 2:

All documents that in any way support or relate to Petitioner's answers to the preceding interrogatories.

RESPONSE: Subject to and without waiving any objections, including all objections set forth in response to Bass Pro's answers to Registrants First Set of Interrogatories, Bass Pro will produce all responsive, non-privileged documents.

Request No. 3:

Documents that demonstrate that Petitioner's Marks are currently being utilized as trademarks or service marks on or in connection with each of the services comprising Petitioner's Services.

RESPONSE: Subject to and without waiving any objections, Bass Pro will produce all responsive, non-privileged documents.

Request No. 4:

All documents that refer to or relate to the market for each of the services comprising Petitioner's Services offered under or by reference to Petitioner's Marks in the United States, including, but not limited to, documents that refer to the class or type of customers for each such product.

RESPONSE: Subject to and without waiving any objections, Bass Pro will produce all responsive, non-privileged documents.

Request No. 5:

Such documents as will permit the identification of all retail outlets at which Petitioner uses Petitioner's marks in connection with Petitioner's services.

RESPONSE: Subject to and without waiving any objections, Bass Pro will produce all responsive, non-privileged documents.

Request No. 6:

Copies of any current marketing plans and each prior marketing plan that Petitioner has utilized in relation to any of Petitioner's Services offered or intended to be offered under or by reference to Petitioner's Marks.

RESPONSE: Subject to and without waiving any objections, Bass Pro will produce all responsive, non-privileged documents.

Request No. 7:

All documents relating to the dates or approximate dates upon which Petitioner commenced use of Petitioner's Marks on or in connection with each of the services comprising Petitioner's Services anywhere in the United States.

RESPONSE: Subject to and without waiving any objections, Bass Pro will produce all responsive, non-privileged documents.

Request No. 8:

All documents relating to any survey, poll or similar investigation conducted by or on behalf of Petitioner relating to recognition of Petitioner's Marks by the public or the trade.

RESPONSE: Subject to and without waiving any objections, Bass Pro will produce all responsive, non-privileged documents.

Request No. 9:

All documents that evidence, refer to or otherwise relate to Petitioner's actual annual gross sales, in terms of units and dollars, for each of the service comprising Petitioner's Services sold under Petitioner's Marks for each calendar year from 1995 through to the present date.

RESPONSE: Subject to and without waiving any objections, Bass Pro will produce all responsive, non-privileged documents.

Request No. 10:

Each document that contains any reference to a conflict or potential conflict between Petitioner's Marks and Registrant's Mark.

RESPONSE: Bass Pro objects to this request to the extent it seeks

Subject to and without waiving any objections, Bass Pro will produce all responsive, non-privileged documents.

Request No. 11:

A sample of each different print media advertisement, catalog, direct mail piece, shelf talker, sign, brochure or other printed promotional material bearing Petitioner's Marks that Petitioner has used in connection with each of the service comprising Petitioner's Services in the United States.

RESPONSE: Bass Pro objects to this request as being overbroad and unduly burdensome in that it requests samples of each and every different print media advertisement, catalog, direct mail piece, shelf talker, sign, brochure or other printed promotional material bearing the SPORTSMAN'S WAREHOUSE marks.

Subject to and without waiving any objections, Bass Pro will produce representative samples of print media advertisement, catalog, direct mail piece, shelf talker, sign, brochure or other printed promotional material bearing the SPORTSMAN'S WAREHOUSE marks that are available.

Request No.12:

All documents that evidence, refer to or otherwise relate to Petitioner's annual monetary expenditures made in connection with the advertising and promotion of each of the services comprising Petitioner's Services in the United States for each calendar year from 1995 through the present date.

RESPONSE: Subject to and without waiving any objections, Bass Pro will produce all responsive, non-privileged documents.

Request No. 13:

All correspondence between Petitioner and any advertising agency relating or referring to the advertising or promotion of any of Petitioner's Services sold or offered or intended to be sold or offered under or by reference to Petitioner's Marks.

RESPONSE: Subject to and without waiving any objections, Bass Pro will produce all responsive, non-privileged documents.

Request No. 14:

All documents relating or referring to the creation, selection and adoption of Petitioner's Marks and/or the commercial impression intended to be created by Petitioner's Marks.

RESPONSE: Subject to and without waiving any objections, Bass Pro will produce all responsive, non-privileged documents.

Request No. 15:

All documents relating to market research or competitive research done by or for Petitioner and referring or relating to Petitioner's Marks.

RESPONSE: Subject to and without waiving any objections, Bass Pro will produce all responsive, non-privileged documents.

Request No. 16:

All documents relating in any way to Registrant and/or Registrant's Mark, including all documents pertaining to the date upon which and manner in which Petitioner first become aware of Registrant and/or Registrant's Mark.

RESPONSE: Bass Pro objects to this request on the grounds that it is overbroad, unduly burdensome and that it seeks discovery which is neither relevant nor reasonably calculated to lead to the discovery of admissible evidence in that it seeks documents relating in any way to Registrant including documents that bear no relation to either Bass Pro's SPORTSMAN'S WAREHOUSE marks or Registrant's use of those marks.

Subject to and without waiving any objections, Bass Pro will produce all responsive, non-privileged documents.

Request No. 17:

Copies of all letters and other communications published, sent to and/or addressed to third parties by Petitioner relating or referring to the subject matter of this action.

RESPONSE: Bass Pro objects to this request on the ground that it is not reasonably calculated to lead to the discovery of admissible evidence.

Subject to and without waiving any objections, Bass Pro will produce all responsive, non-privileged documents.

Request No. 18:

All documents, correspondence, or internal memoranda that refer or relate to any instances where a person has been confused, mistaken or deceived as to the source of any of Petitioner's Services offered or intended to be offered under or by reference to Petitioner's Marks.

RESPONSE: Subject to and without waiving any objections, Bass Pro will produce all responsive, non-privileged documents.

Request No. 19:

All documents referring or relating to any investigation, including any inquiry, survey, poll, credit check or other type of investigation Petitioner has ever conducted or caused to be conducted in relation to Registrant, Registrant's business and/or Registrant's Mark.

RESPONSE: Subject to and without waiving any objections, Bass Pro will produce all responsive, non-privileged documents.

Request No. 20:

All documents relating or referring to the actual or intended use by any third party of a trademark or service mark consisting in whole or in part of any combination of the word "SPORTSMAN" (or a synonym for the word "SPORTSMAN") and the word "WAREHOUSE" (or a synonym for the word "WAREHOUSE") in connection with retail sales of sporting goods.

RESPONSE: Bass Pro objects to this request on the grounds that it is unduly burdensome and seeks discovery that is neither relevant nor reasonably calculated to lead to the discovery of admissible evidence in that it seeks information relating to third party use of marks that contain neither the word "sportsman" nor "warehouse."

Subject to and without waiving any objections, Bass Pro will produce all responsive, non-privileged documents.

Request No. 21:

All written agreements to which Petitioner is a party that relate to the acquisition, use, promotion, licensing and/or assignment of Petitioner's Marks, any written modification to such agreements, and all correspondence regarding or referring to such agreements and any modifications thereto.

RESPONSE: Bass Pro objects to this request on the grounds that it is overbroad and unduly burdensome and that it seeks discovery that is neither relevant nor reasonably calculated to lead to the discovery of admissible evidence.

Subject to and without waiving any objections, Bass Pro will produce all responsive, non-privileged documents.

Request No. 22:

All documents relating to any unsolicited publicity or recognition obtained or received by Petitioner in relation to any of Petitioner's Services that are sold under or by reference to Petitioner's Marks.

RESPONSE: Bass Pro objects to this request on the grounds that its overbroad and

unduly burdensome and that it seeks discovery that is neither relevant nor reasonably calculated to lead to the discovery of admissible evidence to the extent it seeks publicity related documents that do not refer to the SPORTSMAN'S WAREHOUSE marks.

Subject to and without waiving any objections, Bass Pro will produce all responsive, non-privileged documents.

Request No. 23:

All documents relating or referring to each and every application to register Petitioner's Marks as trademarks or service marks that Petitioner has filed or intends to file with the U.S. Patent and Trademark Office, the equivalent agency of any nation outside the United States, or any State government agency, including, but not limited to, copies of the applications, copies of any specimens of use filed in connection with the applications, copies of any filing receipt issued in connection with the applications, copies of any official actions issued in connection with the applications and of Petitioner's responses thereto, copies of any Amendments to Allege Use or Statements of Use filed in connection with the applications and copies of any registrations that have arisen from those applications.

RESPONSE: Bass Pro objects to this request to the extent it seeks production of privileged documents, including applications or other documents that have not been filed with the U.S. Patent and Trademark Office or other government office or otherwise disclosed beyond attorney/client communications.

Subject to and without waiving any objections, Bass Pro will produce all responsive, non-privileged documents.

Request No. 24:

All documents relating to referring or to each and every application to register any trademark or service mark consisting in whole or in part of any combination of the word "SPORTSMAN" (or a synonym for the word "SPORTSMAN") and the word "WAREHOUSE" (or a synonym for the word "WAREHOUSE") in connection with retail sales of sporting goods that Petitioner has filed or intends to file with the U.S. Patent and trademark Office, the equivalent agency of any nation outside the United States, or any State government agency, including, but not limited to, copies of the applications, copies of any specimens of use filed in connection with the applications, copies of any filing receipts issued in connection with the applications, copies of any official actions issued in connection with the applications and of Petitioner's responses thereto, copies of any Amendments to Allege Use or Statements of Use filed in connection with the applications, and copies of any registrations that have arisen from those applications.

RESPONSE: Bass Pro objects to this request on the grounds that it is unduly burdensome to the extent that it seeks information that is duplicative and/or cumulative to Request No. 23. Bass Pro also objects to this request on the grounds that its overbroad and unduly burdensome and that it seeks discovery that is neither relevant nor reasonably calculated to lead to the discovery of admissible evidence to the extent it seeks publicity related documents that do not refer to the SPORTSMAN'S WAREHOUSE marks. Bass Pro further objects to this request to the extent it seeks production of privileged documents, including applications or other documents that have not been filed with the U.S. Patent and Trademark Office or other government office or otherwise disclosed beyond attorney/client communications.

Subject to and without waiving any objections, Bass Pro will produce all responsive, non-

privileged documents.

Request No. 25:

The results of each and every trademark search conducted by or on behalf of Petitioner for purposes of determining the availability of Petitioner's Marks, or any other mark consisting in whole or in part of any combination of the word "SPORTSMAN" (or a synonym for the word "SPORTSMAN") and the word "WAREHOUSE" (or a synonym for the word "WAREHOUSE") in connection with retail sales of sporting goods, for use or registration in the United States, its territories and/or possessions, and any documents relating to said searches that would provide the date upon which each search was ordered, each set of records or database searched, and the person who conducted the search and his/her qualifications.

RESPONSE: Bass Pro objects to this request on the grounds that its overbroad and unduly burdensome and that it seeks discovery that is neither relevant nor reasonably calculated to lead to the discovery of admissible evidence to the extent it seeks publicity related documents that do not refer to the SPORTSMAN'S WAREHOUSE marks. Bass Pro also objects to this request to the extent it seeks discovery of documents protected by the attorney/client communication, attorney work product, or any other applicable privilege.

Subject to and without waiving any objections, Bass Pro will produce all responsive, non-privileged documents.

Request No. 26:

All documents prepared by any present or former director, officer, manager, partner, or employee of Petitioner's that refer to or in any manner mention Registrant or Registrant's Mark.

RESPONSE: Bass Pro objects to this request on the grounds that its overbroad and unduly burdensome and that it seeks discovery that is neither relevant nor reasonably calculated to lead to the discovery of admissible evidence in that it seeks documents relating in any way to Registrant including documents that bear no relation to either Bass Pro's SPORTSMAN'S WAREHOUSE marks or Registrant's use of those marks. Bass Pro objects to this request to the extent it seeks discovery of documents protected by the attorney/client communication, attorney work product, or any other applicable privilege.

Subject to and without waiving any objections, Bass Pro will produce all responsive, non-privileged documents.

Request No. 27:

All documents prepared by any present or former director, officer, manager, partner, or employee of Petitioner that refer to or in any manner mention use by any third party of a trademark or service mark consisting in whole or in part of any combination of the word "SPORTSMAN" (or a synonym for the word "SPORTSMAN") and the word "WAREHOUSE" (or a synonym for the word "WAREHOUSE").

RESPONSE: Bass Pro objects to this request on the grounds that its overbroad and unduly burdensome and that it seeks discovery that is neither relevant nor reasonably calculated to lead to the discovery of admissible evidence to the extent it seeks publicity related documents that do not refer to the SPORTSMAN'S WAREHOUSE marks.

Subject to and without waiving any objections, Bass Pro will produce all responsive, non-privileged documents.

Request No. 28:

All documents that refer to or relate to the circumstances surrounding Petitioner's becoming aware of the use by any third party of any a trademark or service mark consisting in whole or in part of any combination of the word "SPORTSMAN" (or a synonym for the word 'SPORTSMAN") and the word "WAREHOUSE" (or a synonym for the word "WAREHOUSE") in connection with retail sales of sporting goods.

RESPONSE: Bass Pro objects to this request on the grounds that its overbroad and unduly burdensome and that it seeks discovery that is neither relevant nor reasonably calculated to lead to the discovery of admissible evidence to the extent it seeks publicity related documents that do not refer to the SPORTSMAN'S WAREHOUSE marks.

Subject to and without waiving any objections, Bass Pro will produce all responsive, non-privileged documents.

Request No. 29:

All correspondence sent to Petitioner from any individual or company not a party to these proceeding in which the use by a third party of any trademark or service mark consisting in whole or in party of nay combination of the word "SPORTSMAN" (or a synonym for the word "SPORTSMAN") and the word 'WAREHOUSE" (or a synonym for the word "WAREHOUSE") in connection with retail sales of sporting goods is referred to or mentioned.

RESPONSE: Bass Pro objects to this request on the grounds that its overbroad and unduly burdensome and that it seeks discovery that is neither relevant nor reasonably calculated to lead to the discovery of admissible evidence to the extent it seeks publicity related documents that do not refer to the SPORTSMAN'S WAREHOUSE marks.

Subject to and without waiving any objections, Bass Pro will produce all responsive, non-privileged documents.

Request No. 30:

All letters, memoranda, notes, or other documents relating to any mail, telephone calls, or other communications that have been received by Petitioner that were intended for some other party using a trademark or service mark consisting in whole or in part of any combination of the word "SPORTSMAN" (or a synonym for the word "SPORTSMAN") and the word "WAREHOUSE" (or a synonym for the word "WAREHOUSE").

RESPONSE: Bass Pro objects to this request on the grounds that its overbroad and unduly burdensome and that it seeks discovery that is neither relevant nor reasonably calculated to lead to the discovery of admissible evidence to the extent it seeks publicity related documents that do not refer to the SPORTSMAN'S WAREHOUSE marks.

Subject to and without waiving any objections, Bass Pro will produce all responsive, non-privileged documents.

Respectfully submitted with respect to all objections made herein,

DENNIS JM DONAHUE III, Esq.

Date: January 26, 2006

Husch & Eppenberger, LLC
190 Carondelet Plaza, Suite 600
St. Louis, Missouri 63105
(314)-480-1500 Telephone
(314)-480-1505 Telefax
dennis.donahue@husch.com

STATE OF MISSOURI)
) SS
COUNTY OF _____)

_____, being duly sworn on oath, states that she is personally familiar with the facts referred to in these interrogatory answers, that she has the authority to answer these interrogatory answers, and that the statements made herein are true to the best of her knowledge, information and belief.

_____

Subscribed to and sworn before _____, a notary public, this _____ day of January, 2006.

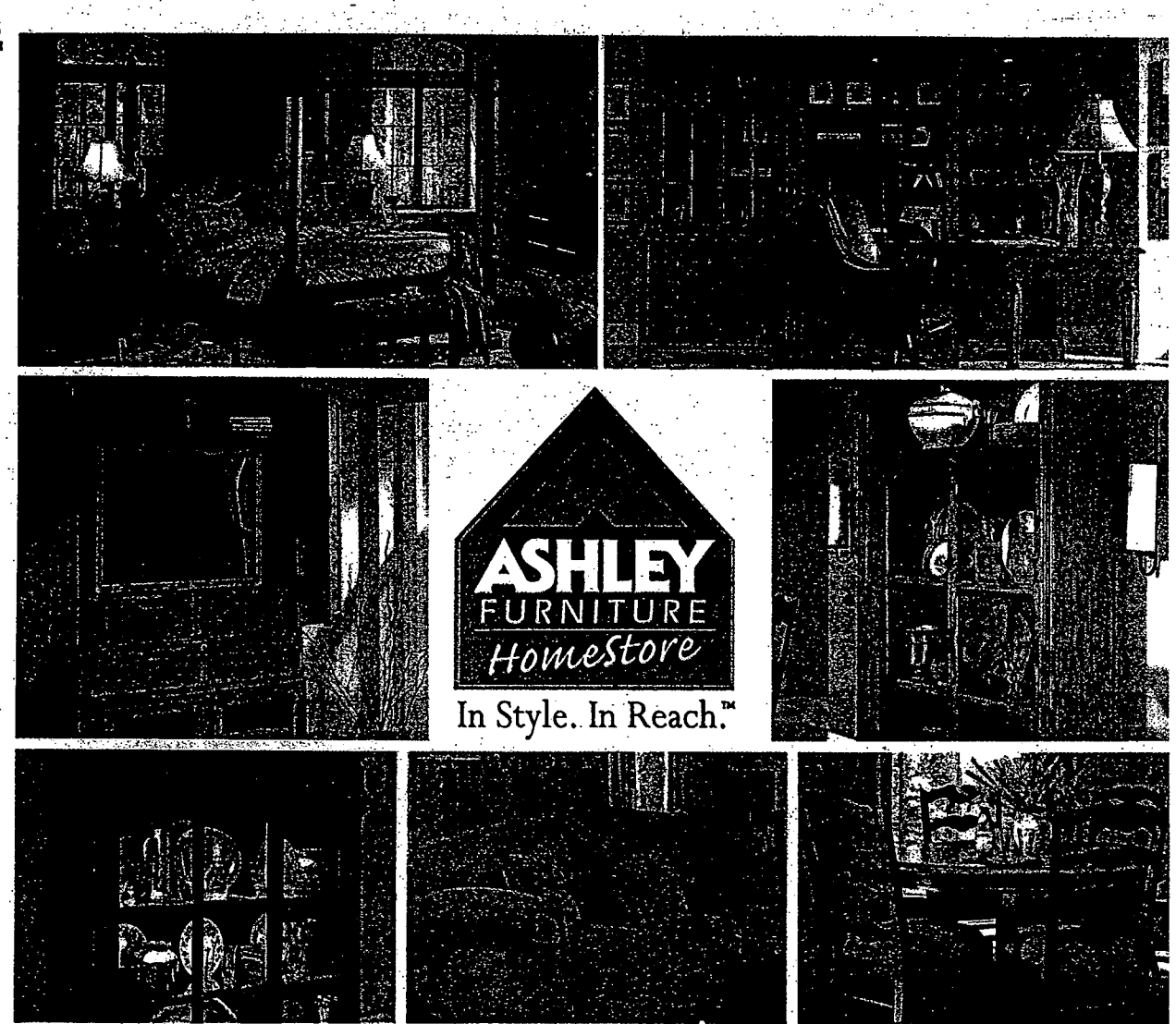
_____
Notary Public

My commission expires: _____

CERTIFICATE OF SERVICE

It is hereby certified that a true and correct copy of the foregoing Petitioner's Responses to Registrant's First Interrogatories and Requests for Production of Documents was served by first class mail, postage prepaid, on Garrett M. Weber, Lindquist & Vennum, PLLP, 80 South 8th Street, 4200 IDS Center, Minneapolis, MN 55402-2205, the attorney for Respondent, on this 24th day of January, 2006.

M. R



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SP 01114

Readers' CHOICE AWARDS

YOUR PICKS FOR THE BEST OF MEMPHIS

SP 01067

COVER STORY

And your winners are ...

By Chris Peck / peck@commercialappeal.com

THE VOTERS have spoken.

No, not in Tennessee's U.S. Senate race. That comes in November so you still have time.

But this is big in its own way.

Readers of The Commercial Appeal filled out thousands of ballots over the last few weeks touting their favorite places to eat, shop and play. They picked their favorites in 115 categories as part of the newspaper's Readers' Choice Awards.

Now, the results are in.

Here is what we know. We love our barbecue.

More than 2,500 voters cast ballots for the best barbecue sandwich in the region. Barbecue generated more voting interest than any of the 115 topics.

A clue about the barbecue winner: the establishment's name rhymes with the plural of that famous pig, Porky's.

OK, that was easy.

But do you know who the readers voted as the top country/western bar? The leading public golf course? The best place to work?

The winning results, three and all 115 Readers' Choice categories are inside.

We tallied more than 132,000 responses to our ballot. In many cases, the top three vote-getters were very close. So, we've listed the top three vote-getters in each category.

After all, variety is the spice of life and we want to make sure the best of the best get mentioned in the Readers' Choice Awards.

The top vote-getters in each category also have been invited to answer five questions about their operations.

What makes them tick?

What do the employees strive to do?

What do you want your customers to know about you?

What do you want your customers to tell others?

What little known fact can you share about your business?

Answers to these questions provide some interesting insights into what makes these successful operations tick.

Enjoy the Readers' Choice Awards.

Keep the winners in mind the next time you are out and about in Greater Memphis.

All the Readers' Choice winners share a special relationship with their customers. When someone votes for you, it's a sign that you have gained their trust, their respect and their business.

We'll do it again next year!

Chris Peck is editor of The Commercial Appeal. Contact him at 529-2390 or at peck@commercialappeal.com.

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READERS ARE WINNERS

Readers who completed a Readers' Choice ballot with at least 40 responses became eligible for a drawing to win one of 12 five-night packages at the Sandestin Golf and Beach Resort in northwestern Florida.

And the winners are:

- Melissa Crown, Memphis
- Mark David, Lakeland
- Shannon Hatcher, Lake Cormorant, Miss.
- Lequita Kilpatrick, Memphis
- Jim Lefler, Germantown
- Nancy Magness, Memphis
- Pam Newman, Memphis
- R.W. Olson, Germantown
- Carolyn Perkins, Collierville
- Wes Pitt, Cordova
- Terri Roberts, Germantown
- Martha Thweatt, Bartlett

FACTS 'N' FIGURES ABOUT READER CHOICES

- 2,893 ballots were returned.
- More than 132,000 responses tallied.
- The reader completed an average of 40-60 of the categories.
- Barbecue sandwich was the category with the most responses (2,529), followed by fast-food franchise (2,526), place for pizza (2,522), grocery store (2,514) and place for hamburgers (2,512).
- Humorous and surprising answers: best hearing aid center — "what?" or "huh?"; best weekend getaway — "anywhere without kids"; best place for an oil change or car wash — "my dad, boyfriend, husband, driveway"; most unlikely — "my wife."

SP 01068

Continued from page 46

CONTACT

38120. 226-1111. baptistonline.org

Entertainment

Bowling alley: Billy Hardwick's All-Star Lanes, 1576 White Station, Memphis, Tenn. 38117. 683-2695.

Hotel and place to go dressed up: The Peabody, 149 Union, Memphis, Tenn. 38103. 529-4000. peabodymemphis.com.

Night club: Senses, 2866 Poplar, Memphis, Tenn. 38111. 454-4081. sensesthenightclub.com.

Place to take a date and movie theater: Any Malco theatre and Paradiso Cinema. 5851 Ridgeway Center Parkway, Memphis, Tenn. 38120. 761-3480. malco.com.

Weekend getaway: Hot Springs, Ark. hotsprings.org.

Country/western bar: Cactus Jack's, 4069 Lamar, Memphis, Tenn. 38118. 566-1109.

Place for a child's birthday: Chuck E. Cheese, P.O. Box 152077, Irving, Texas 75015. (888) 778-7193. chuckecheese.com.

Sports bar and tavern/pub: Fox & Hound English Tavern, 1551 N. Waterfront Parkway, Suite 310, Wichita, Kan. 67206. (800) 229-2118.

Video rental store: Blockbuster. (800) 406-6843. blockbuster.com.

Education

College or University: University of Memphis, Central at Patterson, Memphis, Tenn. 38152. 678-2000. memphis.edu.

Private School: Memphis University School, 6191 Park, Memphis, Tenn. 38119. 260-1300. musowls.org.

Pets

Veterinarian: McGehee Clinic for Animals, 712 Mt. Moriah, Memphis, Tenn. 38117. 682-5684.

Pet shop: Petco, 9125 Rehco Road, San Diego, Calif. 92121. 1-888-824-PALS. petco.com.

Favorites

City/town in which to live: Memphis. cityofmemphis.org.

Overall employer: FedEx. 800-GoFedEx. fedex.com.

Place to worship: Bellevue Baptist Church, 2000 Appling Road, Cordova, Tenn. 38016. 347-2000. bellevue.org.

Media

Local Magazine: Memphis Magazine, 460 Tennessee Street, Memphis Tenn. 38103. 521-9000. memphismagazine.com.

Television Station: WMC-TV, 1960 Union, Memphis, Tenn. 38104. 726-0555. wmctv.com.

Radio Station: WMC-FM 100, 1960 Union, Memphis, Tenn. 38104. 726-0555. fm100memphis.com.

Hobbies

Antique shop: Sheffield Antiques Mall, 684 W. Poplar, Collierville, Tenn. 38017. 853-7822.

Crafts/hobbies store: Hobby Lobby, 7707 S.W. 44th Street, Oklahoma City, Okla. 73179. hobbylobby.com.

Casinos

Horseshoe Casino: 1021 Casino Center Drive, Robinsonville, Miss. 38667. (800) 303-7463. harrahs.com/casinos/horseshoe-tunica/hotel-casino/property-home.shtml.

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SP 01113

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Continued from page 45

CONTACT

N.C. 27408. (800) 520-1556. thefreshmarket.com.

Place to buy produce: Easy Way, 4545 S. Mendenhall, Memphis, Tenn. 38141. 527-6256. easywayproduce.com.

Shoe store: DSW (Designer Shoe Warehouse), 4150 E. 5th Ave., Columbus, Ohio 43219. (800) 477-8595. dswshoes.com.

Sporting goods store: The Sports Authority. thesportsauthority.com.

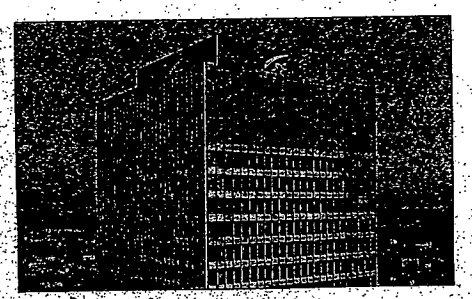
Automotive

Car Repair Shop: Firestone Tire & Auto Center, 5010 Park, Memphis, Tenn. 38117. 767-0551. firestonecompleteautocare.com.

Car Wash: Mr. Pride, 612 Waring, Memphis, Tenn. 38122. 685-1160. mrpride.com.

Domestic Car Dealership: Chuck Hutton Dealerships, 2471 Mt. Moriah, Memphis, Tenn. 38115. 365-9700. chuckhutton.com.

Import Car Dealership: Roadshow BMW/Mini, 405 N. Germantown Parkway, Cordova, Tenn. 38018. (888) 876-8792. roadshowbmw.com.



First Tennessee stands high above the rest as the Best Bank in the Readers Choice awards.

Luxury Car Dealership: Lexus of Memphis, 2600 Ridgeway, Memphis, Tenn. 38119. 362-8833. lexusofmemphis.com/en_US/.

Motorcycle Shop: Bumpus Harley Davidson, 2160 Whitten, Memphis, Tenn. 38133. 372-1121. bumpusharleydavidson.com.

Place for an Oil Change: Jiffy Lube, P.O. Box 4427, Houston, Texas 77210. (713) 546-4100. jiffylube.com.

Tire Store: Gateway Tire & Service, P.O. Box 720, Batesville, Miss. 38606. (800) 647-6133. gateway-tire.com.

Used Car Dealership: CarMax, 7771 U.S. 64, Memphis, Tenn. 38133. 382-1315. carmax.com.

Health

Health Club: YMCA of Memphis and the Mid-South, 777 W. Poplar, Suite 103, Collierville, Tenn. 38017. 850-0987. ymcamemphis.org.

Hearing Aid Center: Shea Hearing Aid Center, 6133 Poplar Pike, Memphis, Tenn. 38119. 415-6667. sheaclinic.com.

Hospital: Baptist Memorial Hospital (Health Care) 50 Humphreys Blvd., Memphis, Tenn.

Please see CONTACT, PAGE 47

Lenny's sub shop
Headquartered in Memphis, TN
Lenny's Sub Shop
Thank you to the readers of the Commercial Appeal for voting Lenny's "Best Place for a Sandwich"
Thank you to our Memphis area franchise locations:
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SP 01112

3 The Commercial Appeal | Sunday, September 24, 2006

Thanks Memphis for voting Hot Springs National Park, Arkansas, best weekend getaway.
Hot Springs National Park is America's Easy Resort where life's spa treatments, fabulous restaurants and unique shopping opportunities are simply the way of life. Hot Springs is perfect for either a romantic weekend escape or a family experience that will leave you with lasting memories. With our vibrant fall colors, holiday festivals, ice skating and live thoroughbred horse racing at Oaklawn, there's never been a better time to experience the Spa City.
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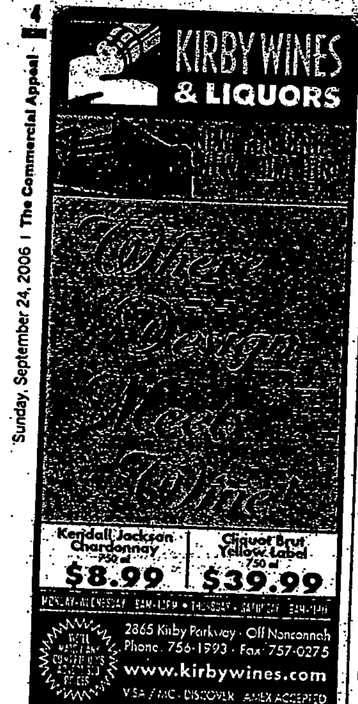
hotsprings.org
OCTOBER
32nd Arkansas Oktoberfest
Hot Springs Documentary Film Festival
Magic Screams weekends at Magic Springs
38th Annual Hot Springs Arts and Crafts Fair
NOVEMBER-DECEMBER
Garvan Woodland Gardens "Holiday HIGHlights 2006"
Ice Skating in the Park
19th Annual Winter Wonderland Arts and Crafts Festival
Gallery W
JANUARY-APRIL
Live season runs Jan
SP 01069



SERVICES

DAY SPA, HAIR SALON

Gould's Day Spa & Salon

What makes us the best: The quality of our staff. We have the most experienced, well-trained employees in the city providing services in state of the art environments. Members of the staff are sent quarterly to various advanced training academies in New York.

Our employees strive to: keep customers informed of new products and trends. Gould's experts evaluate skin, hair and nails, then suggest appropriate treatments to maximize health and beauty.

We want our customers to: anticipate their experience and understand new technology and its amazing capabilities. Clientele should leave relaxed, looking beautiful, and looking forward to next visit.

Little-known fact about us: Elvis Presley and Priscilla were regular clients while residing at Graceland. Numerous notables, including entertainment and sports celebrities, frequent Gould's spas when visiting the city.

What's next for us: Along with plans for exciting expansion in North Mississippi, Gould's continues to investigate and research the latest in skin and haircare technology.

FINALISTS
- Day Spa: Germantown Day Spa, Mona Spa & Laser Center
- Hair Salon: Capelli, diVa colour studio

Nikki Boertman/The Commercial Appeal

Gould's Day Spa & Salon took the Readers Choice top award in both the day spa and hair salon categories.

HOME BUILDER

Matthews Brothers

What makes us the best: Matthews Brothers Homes was founded as a family business and it is this spirit that prevails among all the dedicated professionals as they come together to ensure the success and stability of your investment. The cooperation of sales, construction, warranty, development and office staff is proof that the family spirit is alive and growing at Matthews Brothers. We will all work with an energy and enthusiasm born of believing in what we do.

Our employees strive to: create the ultimate buyer experience. We realize that buying a home is an important event. So we treat every home is if it were our own.

We want our customers to: enjoy the home-buying experience and know that we will take care of them throughout the process.

Little-known fact about us: We are truly a family, an attitude started with the owners and embraced by every member of the Matthews Brothers Family.

What's next for us: Matthews Brothers will continue to develop strong communities and family values in Memphis and we are branching out to Mississippi and Arkansas.

FINALISTS
- Chamberlain & McCreery
- Brad Rainey Homes

LANDSCAPING SERVICE

Stringer's Garden Centers

What makes us the best: We have a long tradition of excellence as a garden center in the Mid-South striving to improve all aspects of our two-store operation. Customer service is the hallmark of Stringer's Garden Centers. Our employees are courteous and knowledgeable and work to make shopping a pleasant experience, whether discussing plant options or merely offering a cold bottle of water on a hot afternoon. Our selection of plants, garden supplies, and outdoor living accessories is another strong point of our garden center. Our landscape division provides a variety of levels of support, from advice to installation, that our customers have come to appreciate.

Our employees strive to: make shopping at Stringer's fun and rewarding for our customers. Our goal is to have our customers enjoy their time and to provide a unique shopping experience for them.

We want our customers to: come back again. By creating a unique shopping experience, we enjoy seeing repeat customers. Some stop by just to look at our displays and browse the store.

Little-known fact about us: Our landscape division is rapidly expanding. We offer services from we-plan, you-plant to full-scale landscape installation. We carry Smith & Hawken line of outdoor accessories and furniture.

What's next for us: Continued growth of our landscape division and excellence in customer service, pursuit of the finest quality and selection of plants and lawn and garden supplies in the Mid-South.

FINALISTS
- Adsit Landscaping
- Pettit's Lawnscapes

RETIREMENT COMMUNITY/FACILITY

Kirby Pines Retirement Community

What makes us the best: Kirby Pines has been serving the Mid-South community for over 23 years. We are a leader in anticipating the needs of senior adults. By providing amenities and services that enable seniors to remain independent active citizens we are.

Our employees strive to: see their job as a ministry, and to share in the lives of over 650 residents. They are service-oriented with residents' concerns being a daily priority. The

SP 01070

Continued from page 44

CONTACT

Dry Cleaner: Bensinger's Fine Cleaners, 1856 Vanderhorn, Memphis, 38134. 937-4800.

Florist: Holliday's Flowers, 1149 Union, Memphis, Tenn. 38104. 725-1153.

Home Center: Lowe's Home Improvement Centers, P.O. Box 1111, North Wilkesboro, N.C. 28656. (800) 445-6937. lowes.com.

Insurance Agency: State Farm Insurance Cos., One State Farm Plaza, Bloomington, Ill. 61710. (877) 734-2265. statefarm.com.

Recreation

Children's Gymnastics: The Little Gym, 6645 Poplar, Germantown, Tenn. 38138. 755-1323. tlggermantowntn.com.

Dance Studio: Fred Astaire Dance Studio, 10 Bliss Road, Longmeadow, Mass. 01106. (413) 567-3200. fredastaire.com.

Martial Arts Studio: Kang Rhee Institute of Karate & Yoga/Tai Chi, 706 N. Germantown Parkway, Memphis, Tenn. 38138. 757-7000. kangrhee.com.

Public Golf Club: The Links at Galloway, 3815 Walnut Grove, Memphis, Tenn. 38111. 685-7805.

Private Golf Club: TPC Southwind, 3325 Club at Southwind, Memphis, Tenn. 38125. 748-0330. tpcatsouthwind.com.

Retail

Candy store: Dinstuhl's Fine Candies, [illegible] Pleasant View, Memphis [illegible]. (888) 91-CANDY. dinstuhls.com.

Department store: Macy's. (800) BUY-MACY. macys.com.

Gift shop: Babcock Gifts, 4626 Poplar, Memphis, Tenn. 38117. 763-0700. babcockgifts.com.

Golf store: Edwin Watts Golf, 20 Hill Avenue, Fort Walton Beach, Fla., 32548. (800) 874-0146. edwinwatts.com.

Grocery store: Kroger, 1014 Vine Street, Cincinnati, Ohio 45202. (866) 221-4141. kroger.com.

Jewelry store: Mednikow Jewelers, 474 Perkins Ext., Memphis, Tenn. 38117. 767-2100. mednikow.com.

Liquor store and place to buy wine: Buster's Liquors & Wine, 191 S. Highland, Memphis, Tenn. 38111. 458-0929. bustersliquors.com.

Women's specialty store: Talbots, One Talbots Drive, Hingham, Mass. 02043. (800) 992-9010. talbots.com.

Bike shop: Peddler Bicycle Shop, 575 S. Highland, Memphis, Tenn. 38111. 327-4833. peddlerbikeshop.com.

Computer store: Best Buy, P.O. Box 9312, Minneapolis, Minn. 55440. (888) BEST-BUY. bestbuy.com.

Garden/nursery store: Dan West Garden Center, 4763 Poplar, Memphis, Tenn. 38117. 767-6743.

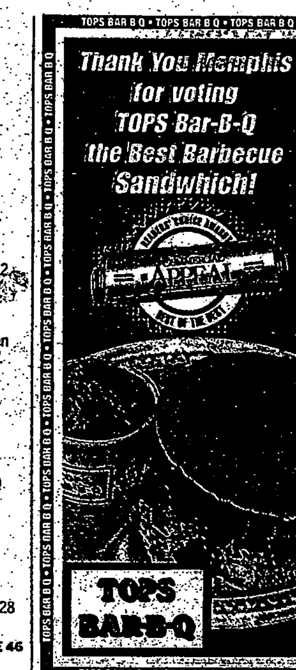
Men's specialty store: Oak Hall, 6150 Poplar, Memphis, Tenn. 38119. 761-3580. oakhall.com.

Office supply store: Office Depot, 2200 Old Germantown Road, Delray Beach, Fla. 33445. (800) GO-DEPOT. officedepot.com.

Outdoors store: Bass Pro Shop. (800) 465-2628. basspro.com.

Place to buy meat: The Fresh Market, 628 Green Valley Road, Suite 500, Greensboro,

Please see **CONTACT, PAGE 46**



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HOW TO CONTACT THE WINNERS

Dining

Asian restaurant: P.F. Chang's China Bistro, 7676 E. Pinnacle Peak Road, Scottsdale, Ariz. 85255. 1-866-PFCHANGS.

Bagel shop: Bagel Co. of Memphis, 6698 Poplar, Memphis, Tenn. 38119. 754-2660.

Bakery: La Baguette, 3088 Poplar, Memphis, Tenn. 38111. 458-0900.

Barbecue sandwich & ribs: Corky's Bar-B-Q, 5259 Poplar, Memphis, Tenn. 38119. 1-800-9-CORKYS. www.corkysbbq.com.

Buffet: Piccadilly Cafeteria, P.O. Box 2467, Baton Rouge, La. 70821. (800) 552-7422. piccadilly.com.

Business lunch: Houston's Restaurant, 5000 Poplar, Memphis, Tenn. 38117. 683-0915.

Caterer: Abuelo's Roadside Attraction, 679 Adams, Memphis, Tenn. 38105. 525-2624.

Family restaurant: Cracker Barrel Old Country Store and Restaurant, P.O. Box 787, Lebanon, Tenn. 37088. (800) 333-9566. crackerbarrel.com.

Grant Ellis

Readers chose Perkins as their favorite place for breakfast.

Fast-food franchise: Back Yard Burger, 1657 N. Shelby Oaks Drive, Suite 105, Memphis, Tenn. 38134. 367-0888. backyardburgers.com.

Gourmet restaurant: Erling Jensen, 1044 S. Yates, Memphis, Tenn. 38119. 763-3700. ejensen.com.

Greek restaurant: Jim's Place East, 5560 Shelby Oaks Drive, Memphis, Tenn. 38134. 388-7200. jimsplaceeast.com.

Italian restaurant: Ronnie Grisanti & Sons, 2855 Poplar, Memphis, Tenn. 38111. 323-0007.

Meat & three: The Cupboard, 1400 Union, Memphis, Tenn. 38104. 276-8015.

Mexican restaurant: El Porton Mexican Restaurant, 5959 Winchester, Memphis, Tenn. 38115. 366-1871.

Neighborhood restaurant: Chili's Grill and Bar. (800) 983-4637. www.chilis.com.

Place for breakfast: Perkins Restaurant & Bakery. (877) 325-7881. perkinsrestaurants.com.

Place for chicken: Gus's World Famous Hot & Spicy Chicken, 310 S. Front, Memphis, Tenn. 38103. 527-4877.

Place for hamburgers: Huey's, 1910 Madison, PMB 506, Memphis, Tenn. 38104. 726-9693. hueys.cc.

Place for hotdogs: AutoZone Park, 200 Union, Memphis, Tenn. 38103. 721-6000. www.memphisredbirds.com, click AutoZone Park link.

Place for pizza: Memphis Pizza Café. For more information: memphispizzacafe.com.

Place for a sandwich: Lenny's Sub Shop, 8395 Tournament Drive, Suite 200, Memphis, Tenn. 38125. 753-4002. 1-877-705-SUBS. lennyssubshop.com.

Restaurant patio: Bahama Breeze, 7200 Monetary Row, Orlando, Fla. 32809. bahamabreeze.com.

Seafood restaurant: Red Lobster, 5900 Lake Ellenor Drive, Orlando, Fla. 32809. (800) LOBSTER. redlobster.com.

Steak house: Folks Folly Prime Steak House, 551 S. Mendenhall, Memphis, Tenn. 38117. (800) 467-0245. folksfolly.com.

Sunday brunch: Owen Brennan's, 6150 Poplar, Memphis, Tenn. 38119. 761-0990. brennansmemphis.com.

Sushi: Sekisui, 50 Humphreys Center, Suite 16, Memphis, Tenn. 38120. 747-0001. sekisuiusa.com.

Services

Day Spa, Hair Salon: Gould's Day Spa & Salons, 1203 Park Place Centre, Suite 204, Memphis, Tenn. 38119. 682-3737. gouldsalons.com.

Home Builder: Matthews Brothers, 8134 Country Village Drive, Suite 101, Cordova, Tenn. 38016. 755-0069. matthewsbrothers.com.

Landscaping Service: Stringer's Garden Centers, 2974 Poplar, Memphis, Tenn. 38111. 458-3109. stringersgardencenters.com.

Retirement Community/Facility: Kirby Pines Retirement Community, 3535 Kirby Road, Memphis, Tenn. 38115. 365-3665. kirbypines.com.

Travel Agency: Regency Travel, 397 Perkins Ext., Memphis, Tenn. 38117. 682-9065. regencytravel.net.

Attorney: Leslie Ballin, 200 Jefferson, Suite 1250, Memphis, Tenn. 38103. 525-6278.

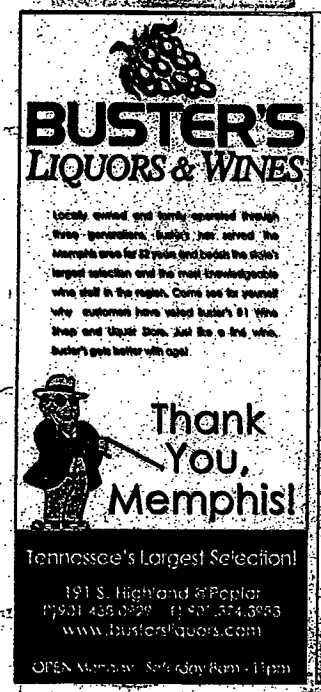
Bank: First Tennessee Bank, 165 Madison, Memphis, Tenn. 38103. 523-4444. firsttennessee.com.

Carpeting Store: Kisers Floor Fashions, 3050 Walnut Grove, Memphis, Tenn. 38111. 458-8000. kisers.com.

Cosmetic Clinic: Merle Norman Cosmetic Studio, Los Angeles, Calif. (800) 406-3753. merlenorman.com.

Day Care Facility: La Petite Academy, 130 S. Jefferson St., Suite 300, Chicago, Ill. 60661. 1-800-527-3848. lapetite.com/public. Lindenwood Christian Child Care Center, 2400 Union, Memphis, Tenn. 38112. 458-8687.

Please see **CONTACT, PAGE 45**



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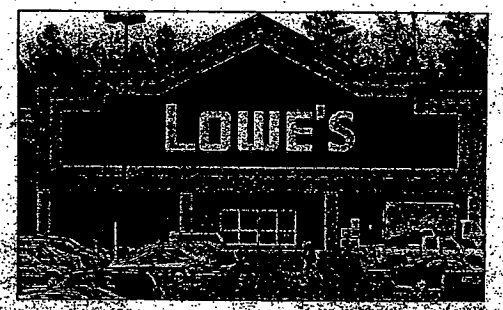

Readers picked Lowe's as their favorite home center.

File
Associated Press

provide a personal touch, whether it is a well-needed hug or listening to residents talk about their concerns.

We want our residents to: feel satisfied every day of the year.

Little-known fact about us: Kirby Pines, a not-for-profit organization offering refundable contracts (up to 90 percent) for entrance fees.

What's next for us: Striving to offer more services and amenities with the highest value for the dollar, we are proud to be expanding to the Collierville area with an additional community.

FINALISTS
- Trezevant Manor Retirement Community
- Wesley Meadows, DeSoto County Retirement Community

TRAVEL AGENCY

Regency Travel

What makes us the best: Regency strives to bring to the traveler an experience and not just reservation confirmations. Our attention to lodging, dining, nightlife and sites, plus our affiliates all over the world bring to our customers attention to every detail pertaining to their itinerary. We provide the traveler with all types of tips and details and we follow through during the trip and after their return to assure that all arrangements are provided and that the traveler receives the value for the monies paid.

Our agents care about our travelers and look forward to them returning to us for the next travel experience. Our clients expect the best and we strive to avoid them having any disappointments.

Our employees strive to: go to extra lengths to have the scoop on any destination. We research every hotel, tour company and sightseeing experience before we recommend it.

We want our customers to: come home happy and plan their next vacation with us.

Little-known fact about us: Focused strictly on the leisure traveler.

What's next for us: Increasing our network of affiliate offices and providers worldwide.

FINALISTS
- A&I Travel
- Gulliver's Travel

ATTORNEY

Leslie Ballin

FINALISTS
- Corey B. Trotz
- Glankler Brown

Please see **SERVICES, PAGE 6**

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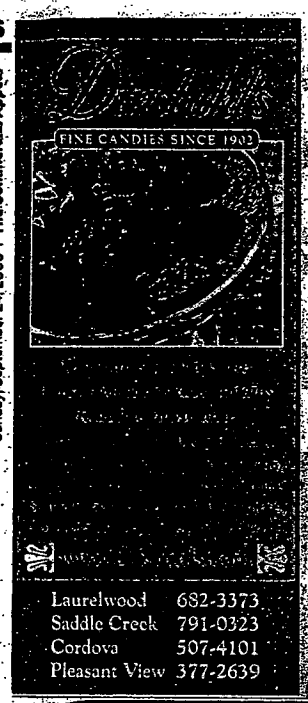

Laurelwood 682-3373
Saddle Creek 791-0323
Cordova 507-4101
Pleasant View 377-2639

MEDNIKOW

thanks the readers of

The Commercial Appeal

for choosing us as the

"BEST OF THE BEST"

among jewelers in

Memphis!

RECREATION

DANCE STUDIO

Fred Astaire Dance Studio

What makes us the best: Originally inspired by Fred Astaire's superb style of dancing, the Fred Astaire curriculum stands today as the most up-to-date dance instruction resource in the world. Our commitment to personalized, quality instruction is as strong as ever.

Instructors follow a consistent professional development program that makes them teach you better, faster and with more value. Most students enjoy our three-way system of individual lessons, group lessons and practice sessions. Just tell us what you want, from social dancing to wedding packages, to performing, to competition, you'll get the best at Fred Astaire.

Our employees strive to: communicate with the students. Everyone is different. Every lesson is taught with conviction, sincerity, enthusiasm and [illegible]

We want our customers to: know that our mission statement is to reach the lives of [illegible] and everyone who is associated with [illegible]

Little known fact about us: Many students take lessons just for fun, as a hobby, an outlet from stress and for exercise.

What's next for us: Our goal is to continuously train instructors and managers to open studios in other cities and suburbs so that everyone can benefit from our fabulous program — happiness and health, through dance.

FINALISTS
- Studio B Dance
- Ballet Memphis

PUBLIC GOLF CLUB

The Links at Galloway

What makes us the best: "Location, location, location." Perfectly situated near Downtown and Midtown, with easy access from the east, Galloway has the perfect location for just about everybody in Memphis. Galloway combines its great location with an enjoyable layout that is usually in top notch condition. Our history is another plus. Countless people tell us that Galloway is the course they grew up playing and where they first broke 100, 90, 80 etc. Many of our older guests say Galloway is the course they wanted to graduate to. They would learn at Overton, they would move up to Galloway.

Our employees strive to: treat everyone the same. Good customer service is something that is stressed at Galloway. Our goal is for customers to be treated great and welcomed back.

We want our customers to: feel like this is their country club and have a sense of loyalty. If customers are treated well and have a course that is fun, in good condition, they will come back.

Little known fact about us: Galloway was built in 1926 and opened for play in 1927.

What's next for us: We hope to continue to improve the condition of the course and to give every customer a great experience each time they visit.

FINALISTS
- Quail Ridge Golf Course
- The Links at Audubon

CHILDREN'S GYMNASTICS

The Little Gym

FINALISTS
- River City Gymnastics
- SEGA Gymnastics

MARTIAL ARTS STUDIO

Kang Rhee Institute of Karate & Yoga/Tai Chi

FINALISTS
- USA Karate
- Cordova Taekwondo

PRIVATE GOLF CLUB

TPC at Southwind

FINALISTS
- Colonial Country Club
- Spring Creek Ranch

Continued from page 5

SERVICES

BANK

First Tennessee

FINALISTS
- Independent Bank
- Regions Bank

CARPETING STORE

Kiser's Floor Fashions

FINALISTS
- Tim Hogan's Dalton Georgia Carpet Outlet
- Le Carpets

COSMETIC CLINIC

Merle Norman Cosmetic Studio

FINALISTS
- Mona Spa & Laser Center
- Clinique

DAY CARE FACILITY

(tie) La Petite Academy, Lindenwood Christian Child Care Center

FINALISTS
- Little Bears Pre-School
- Memphis Jewish Community Center

DRY CLEANER

Bensinger's Fine Cleaners

FINALISTS
- Dryve Cleaners
- Cavalier Cleaners

FLORIST

Holliday's Flowers

FINALISTS
- Pugh's Flowers
- Garden District Florists

HOME CENTER

Lowe's

FINALISTS
- The Home Depot
- Best Buy

INSURANCE AGENCY

State Farm

FINALISTS
- Allstate
- Lipscomb & Pitts

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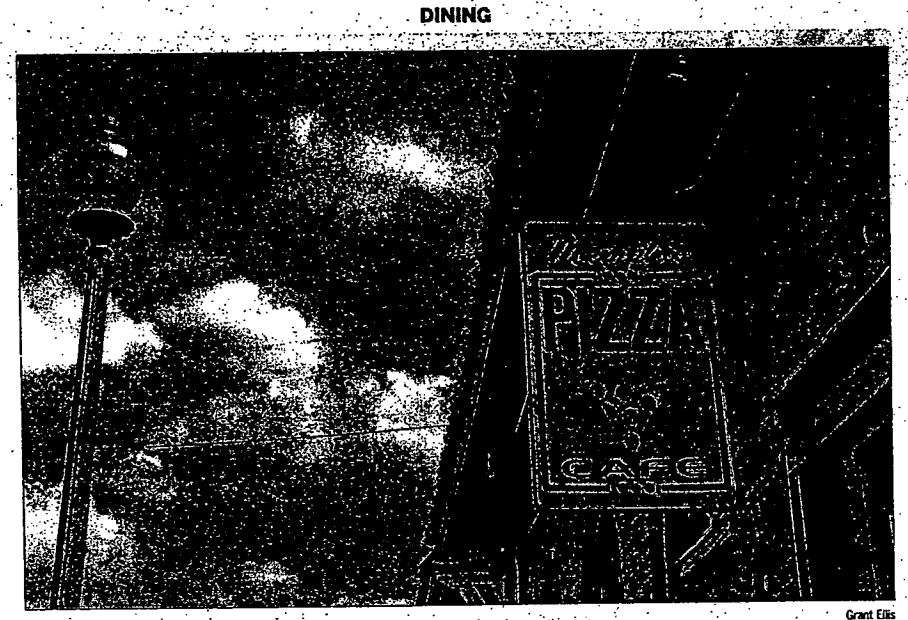
DINING



Grant Ellis

Readers choice for best pizza is Memphis Pizza Cafe.

Continued from page 42

- Chick-fil-A

PLACE FOR HOTDOGS

AutoZone Park

FINALISTS
- Sonic Drive-In
- Jimmy's Chicago-Style Hotdogs

PLACE FOR PIZZA

Memphis Pizza Café

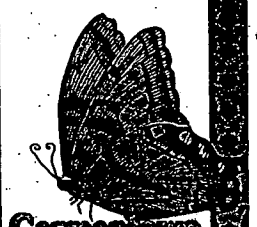
FINALISTS
- Pizza Hut
- Exlines' Best Pizza in Town

SUSHI

Sekisui

FINALISTS
- Benihana
- Sakura Japanese Restaurant

Thank You for voting our store #1.



Germantown Car Wash

7601 Poplar Avenue
Germantown, TN
901-753-9274
Soft touch

Sheffield Antiques Mall

The largest and most versatile collection in the greater Memphis area

Come and see why the Mid-South's antique shoppers consider Sheffield the best!

72,000 square feet of *Chic, Unique & Antique!*

Lunch from 11 to 3 Monday thru Saturday in the Patio Cafe

Open 7 Days
684 W. Poplar
Collierville, TN
901.853.7822

SP 01109

File photo/The Commercial Appeal

Len Moore, founder of Lenny's, and one of the subs that makes Lenny's a Readers Choice first-place winner for Place for a Sandwich.

Continued from page 41

designed by the internationally renowned restaurant design firm Morris Nathanson of Pawtucket, R.I.

What's next for us: Owen Brennan's will continue to develop its reputation for award-winning "Power Business" Lunches and strive to maintain its 10 year tradition of Best Brunch awards.

FINALISTS
- The Peabody
- Yia Yia's Euro Café

ASIAN RESTAURANT

PF Chang's China Bistro

FINALISTS
- Formosa Restaurant
- Asian Palace

BUSINESS LUNCH

Houston's Restaurant

FINALISTS
- Jim's Place East
- Owen Brennan's

GOURMET RESTAURANT

Erling Jensen

FINALISTS
- Jarrett's Restaurant
- Paulette's

GREEK RESTAURANT

Jim's Place East

FINALISTS
- Petra Café
- Yia Yia's Euro Café

MEXICAN RESTAURANT

El Porton Mexican Restaurant

FINALISTS
- On the Border
- Pancho's

PLACE FOR BREAKFAST

Perkins Family Restaurants

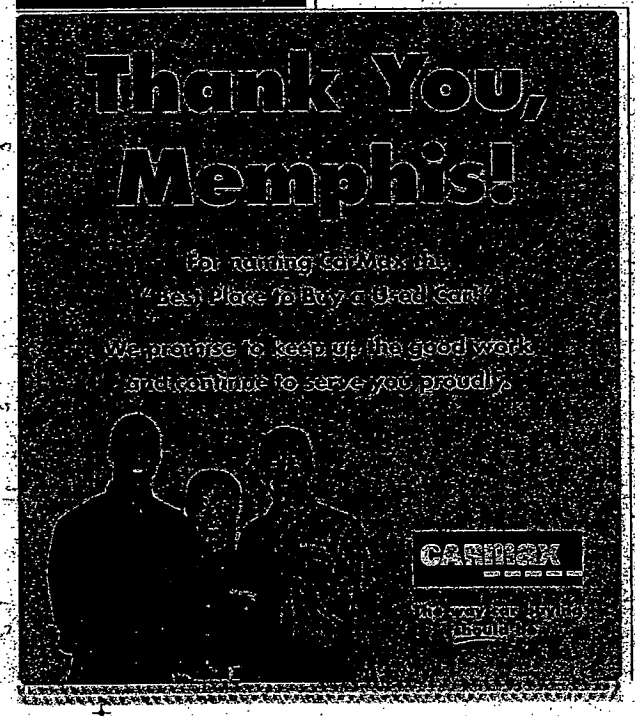
FINALISTS
- Cracker Barrel Old Country Store and Restaurant
- International House of Pancakes

PLACE FOR CHICKEN

Gus's World Famous Hot & Spicy Chicken

FINALISTS
- Kentucky Fried Chicken

Please see DINING, PAGE 43



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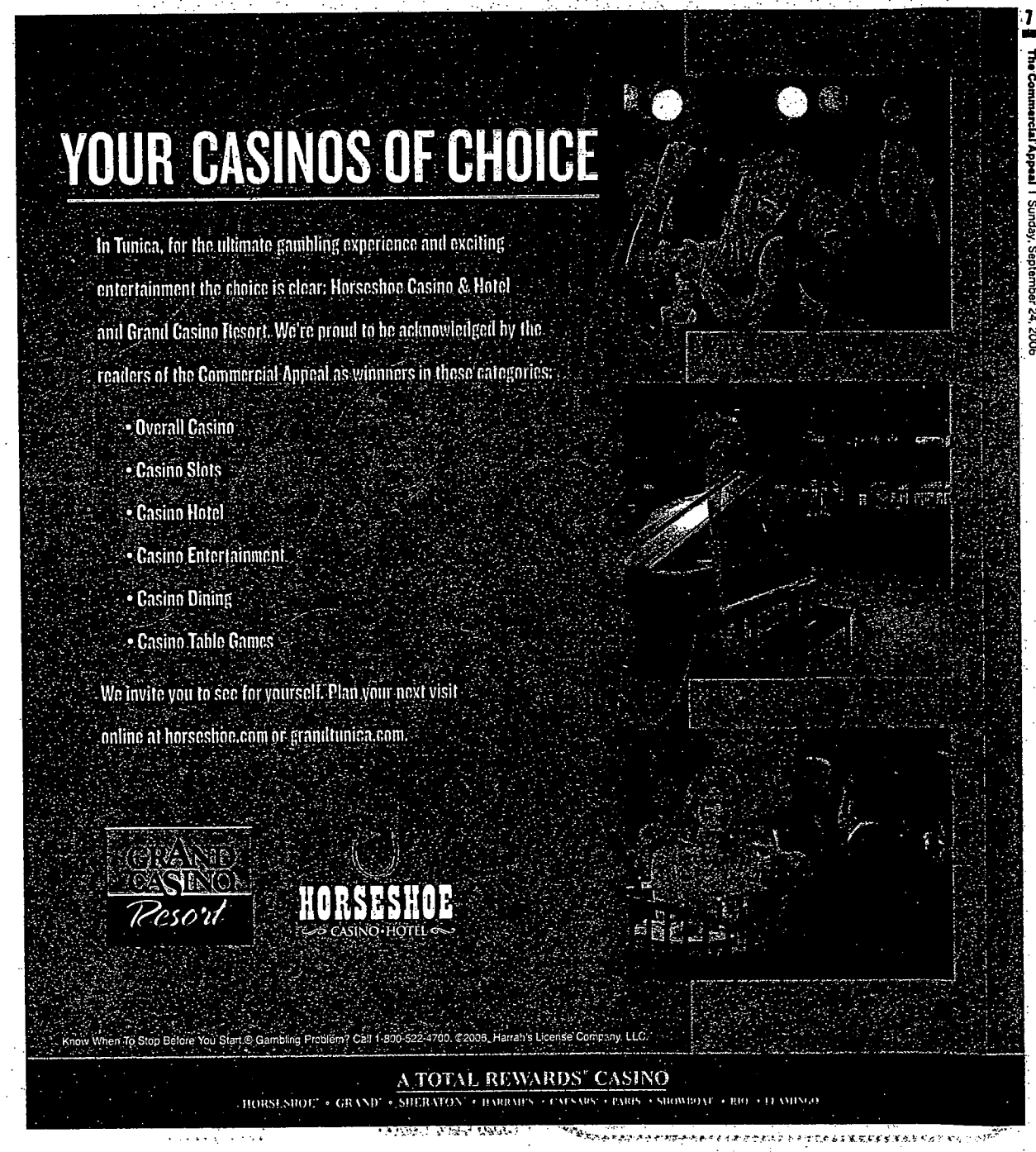

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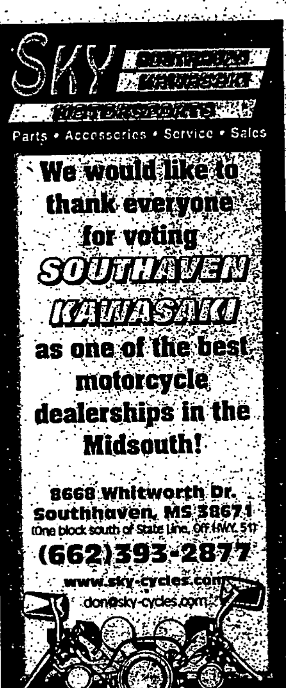


AUTOMOTIVE

CAR REPAIR SHOP

Firestone Tire & Auto Center

What makes us the best: Our professionals understand cars and they understand people who drive them. We use advanced technology and offer a choice of products from brands customers trust.

All of which add up to a total car care experience that meets each customer's personal needs.

Since 1926, drivers have trusted Firestone Complete Auto Care to keep their vehicles running well. As Americans' auto care needs have grown, so have we. We're the leading provider of maintenance, repairs and tires because we believe in offering a total auto care experience that perfectly meets your needs.

Our employees strive to: always explain our work so customers can feel comfortable every step of the way.

We want our customers to: have a positive experience every time. We promise to provide the best customer service and only the right solutions for every auto need.

Little-known fact about us: Firestone opened its first retail store in 1926. Now we operate more than 2,200 service and tire locations — 15 in the Memphis area.

What's next for us: Continue striving to meet all the car care needs of Memphis area drivers, providing them with the best, most convenient car care experience.

FINALISTS
- Gateway Tire & Service
- Christian Brothers Automotive Germantown

DOMESTIC CAR DEALERSHIP

Chuck Hutton Dealerships

What makes us the best: We are committed to exceeding our customers' expectations through great service from our friendly professional staff. We strive to create a comfortable environment. That's why we say come home to Chuck Hutton.

Our employees strive to: make all of our customers feel welcomed.

We want our customers to: be customers for life. Returning year after year for all of their automotive needs.

Little-known fact about us: We are closed on Sundays, unlike most dealerships. We feel it is important that our employees have that day to spend with their families.

What's next for us: We are building a new Toyota dealership at I-55 and Stateline Road. It is scheduled to open in late 2007.

FINALISTS
- Dobbs Ford
- Sunrise Pontiac-GMC

IMPORT CAR DEALERSHIP

Roadshow BMW/Mini

What makes us the best: Roadshow BMW/MINI'S sustained excellence — at all levels of its business — is a result of its shared vision and commitment with BMW itself. Roadshow is independently owned and is totally dedicated to providing nothing less than an outstanding buying and driving experience. BMW has been lauded for its innovative engineering and providing the ultimate driving experience.

Roadshow, locally owned and operated by the Patton family for more than 20 years, is one of a dwindling number of high-line automobile dealerships not owned by a major corporation. Roadshow's success has been derived from its unrelenting focus on earning and managing a reputation for integrity, on every level. The company honors its commitments and demands and along with a the commitment to its community, it has made Roadshow successful and afforded employees the financial and emotional satisfaction of a job well done.

Our employees strive to: make its customers the biggest winners. BMW's creed, "Freude am Fahren," means "Joy in Driving." BMW and Roadshow provide customers with an unrivaled experience, placing their total focus on the driver's pleasure. Roadshow customers get to drive the finest automobiles with the *full* backing of the factory and Roadshow, under an Ultimate Service system. Roadshow's family of customers keep coming back.

Little-known fact about us: Roadshow is one of only 40 BMW dealerships nationwide to have continually exceeded BMW's Quality Management Systems standards.

What's next for us: A primary area of Roadshow's focus is its continued emphasis on the professionalism, integrity and retention of outstanding employees. From a cadre of world-class technicians, to the business office, to a veteran sales force unrivaled anywhere in BMWs world for product knowledge and customer satisfaction.

FINALISTS
- Lexus of Memphis
- Gossett Imports

LUXURY CAR DEALERSHIP

Lexus of Memphis

What makes us the best: is a combination of the quality of the Lexus product and the manner with which we serve Lexus owners. Customer service stands as the focal point of every department of Lexus of Memphis. Lexus provides us with the best, most dependable and luxurious vehicles, and it is our job to match and improve these products with impeccable service.

Our employees strive to: make the most of every moment for our customers. Our customers are typically on a tight schedule, so we help by providing loaner vehicles in service and being efficient.

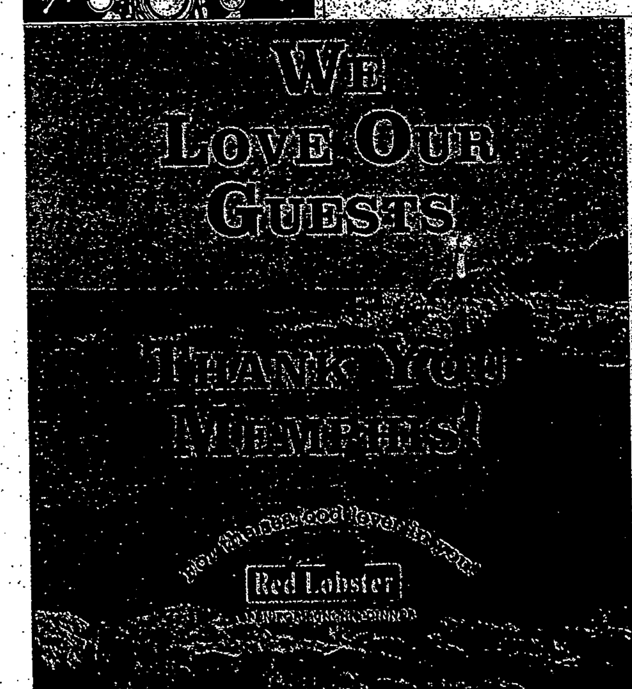
We want our customers to: feel like they are a guest in our home.

Little-known fact about us: That we are locally-owned and operated. There's about 70 of us in the Lexus of Memphis family, and the owner's office is right down the hall.

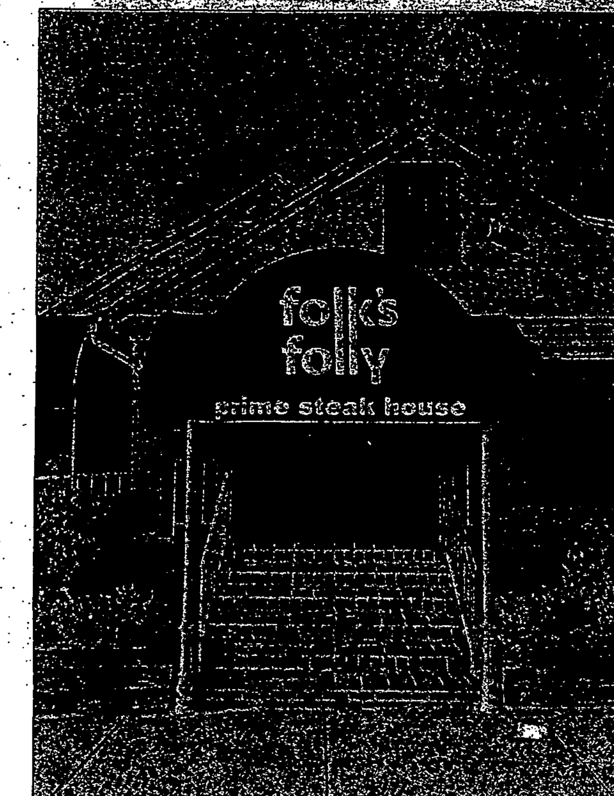
What's next for us: The all-new 2007 LS460 will arrive in October. You can see it now at lexusofmemphis.com.

FINALISTS
- Memphis Cadillac Dealers
- Roadshow BMW

Please see **AUTOMOTIVE, PAGE 11**



DINING



Grant Ellis

Readers say Folk's Folly really is a prime steak house.

Continued from page 38

Caribbean escape and feed their island spirit.

Little-known fact about us: Our Caribbean-inspired menu features familiar foods — seafood, chicken and steaks — distinctively prepared and presented with the flavorful and colorful ingredients of the islands.

What's next for us: We believe in listening to our guests and always look for ways to enhance their Caribbean escape with new, exciting menu items and beverages.

FINALISTS
- Bosco's
- Houston's Restaurant

SEAFOOD RESTAURANT

Red Lobster

What makes us the best: At Red Lobster, we want to be where America goes for seafood. We offer delicious, freshly prepared meals in a relaxing atmosphere where people can reconnect with family and friends. We serve the freshest, highest-quality seafood in clean, friendly restaurants.

Our employees strive to: delight every guest every time with a simply great dining experience.

We want our customers to: sit back, relax, enjoy delicious, freshly prepared seafood — and leave all the work to us.

Little-known fact about us: Red Lobster serves more than 395 million of our famous Cheddar Bay biscuits a year. We bake them fresh in our restaurants every 15 minutes.

What's next for us: We're focused on always improving the guest experience and offering new, exciting seafood dishes along with our traditional favorites.

FINALISTS
- Bonefish Grill
- Blue Fish

STEAK HOUSE

Folk's Folly Prime Steak House

What makes us the best: Folk's Folly Prime Steak House [illegible] ago by Humphrey Folk [illegible] simple philosophy [illegible] remains our creed today. [illegible] steaks every day. This [illegible] sized as it [illegible] scratch" kitchen [illegible] prepared from raw [illegible] of our staff ensures [illegible] preparation of our offerings [illegible]. There are over a dozen [illegible] 20-plus years of service [illegible].

Our employees strive to: perpetuate a family atmosphere [illegible] about each other. Our philosophy [illegible] not serving the guest [illegible].

We want our customers to: [illegible] though [illegible].

Little-known fact about us: [illegible] Prime Cut Shoppe is not only a source (for) cook-at-home meals but also for office luncheons and receptions.

What's next for us: Our reputation is known internationally. The responsibility of protecting that reputation while growing brand awareness is very exciting.

FINALISTS
- Ruth's Chris Steak House
- Outback Steakhouse

SUNDAY BRUNCH

Owen Brennan's

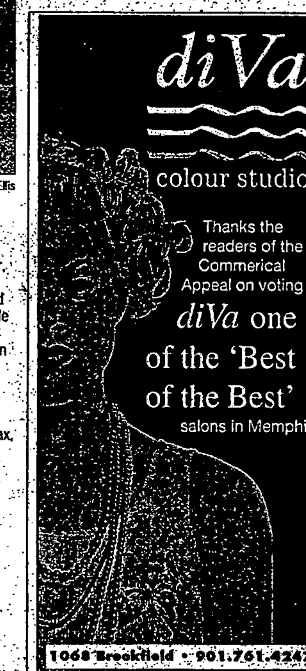
What makes us the best: Owen Brennan's lets customers step out of Memphis, and into a laid-back world where enjoying good food and good friends is all that's on their "to-do" list. Our brunch selection offers the best of Creole and Cajun cuisine, as well as traditional American favorites. Customers enjoy the variety we provide: Eggs Benedict, Hussarde and Sardou; smoked salmon, oysters or trout; home baked biscuits; blackened chicken; pasta jambalaya; and Bananas Foster are only a few of the favorites on our menu. Owen Brennan's combines the indulgent culture of New Orleans with a casual elegance that fits perfectly with Memphis diners.

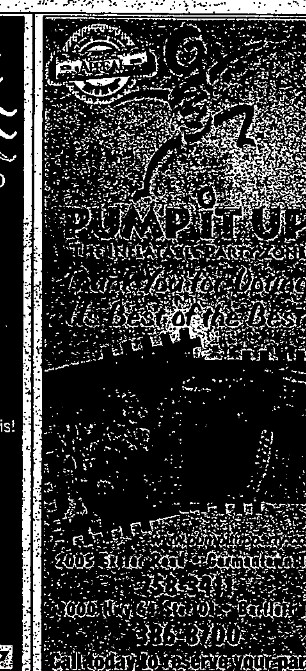
Our employees strive to: provide excellent service and food in a fun, casual atmosphere. Every customer should leave with a smile on his face.

We want our customers to: feel at home in our restaurant while trying a new dish or enjoying an old favorite.

Little-known fact about us: It was

Please see **DINING, PAGE 42**





Thanks Memphis for voting Huey's "Best Burger"

HUEY'S

www.hueyburger.com

Grant Ellis

The familiar little pig logo gets readers in the mood for barbecue.

KIX 106

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106 Minutes of Today's Best Country

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SP 01106

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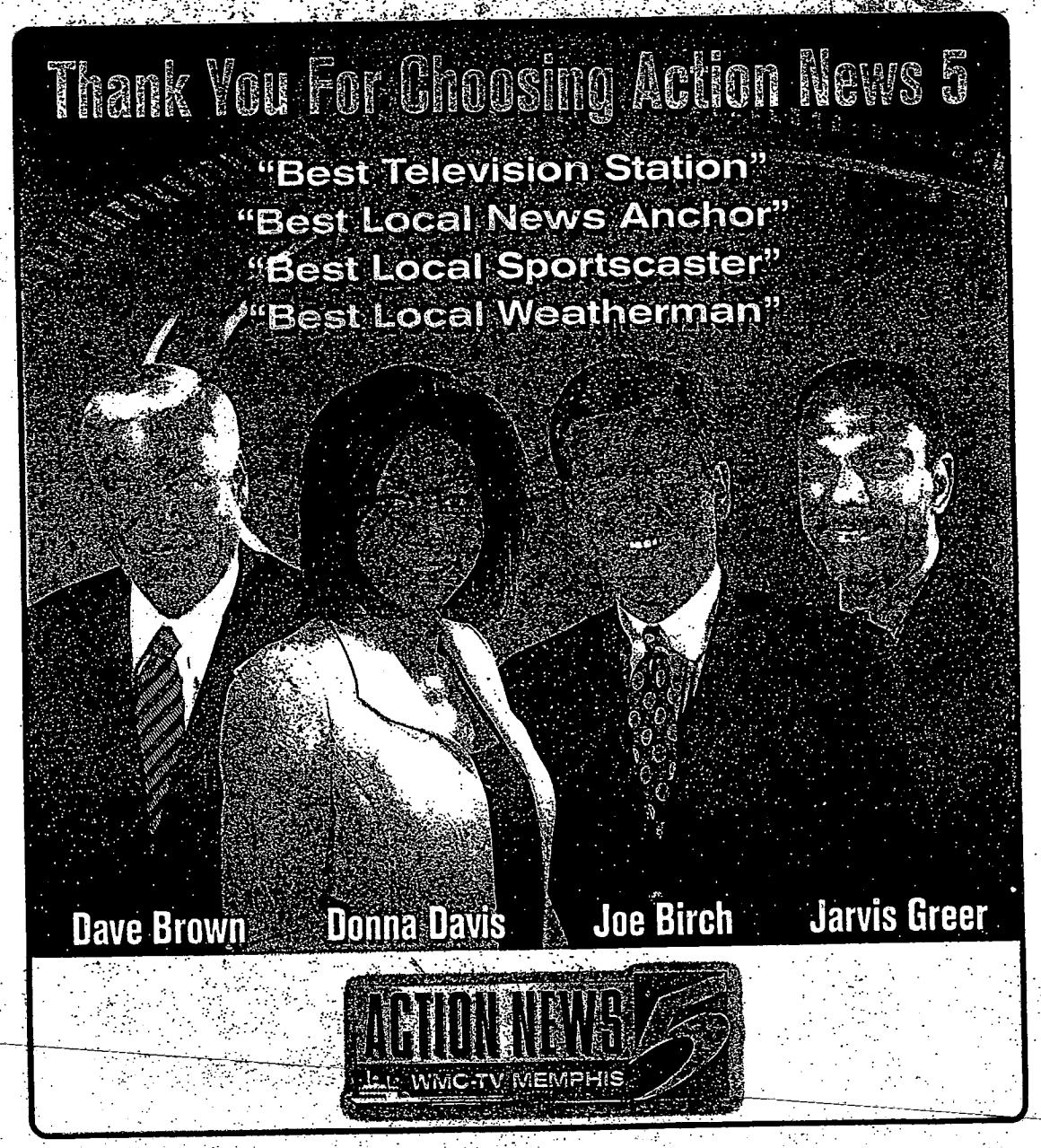

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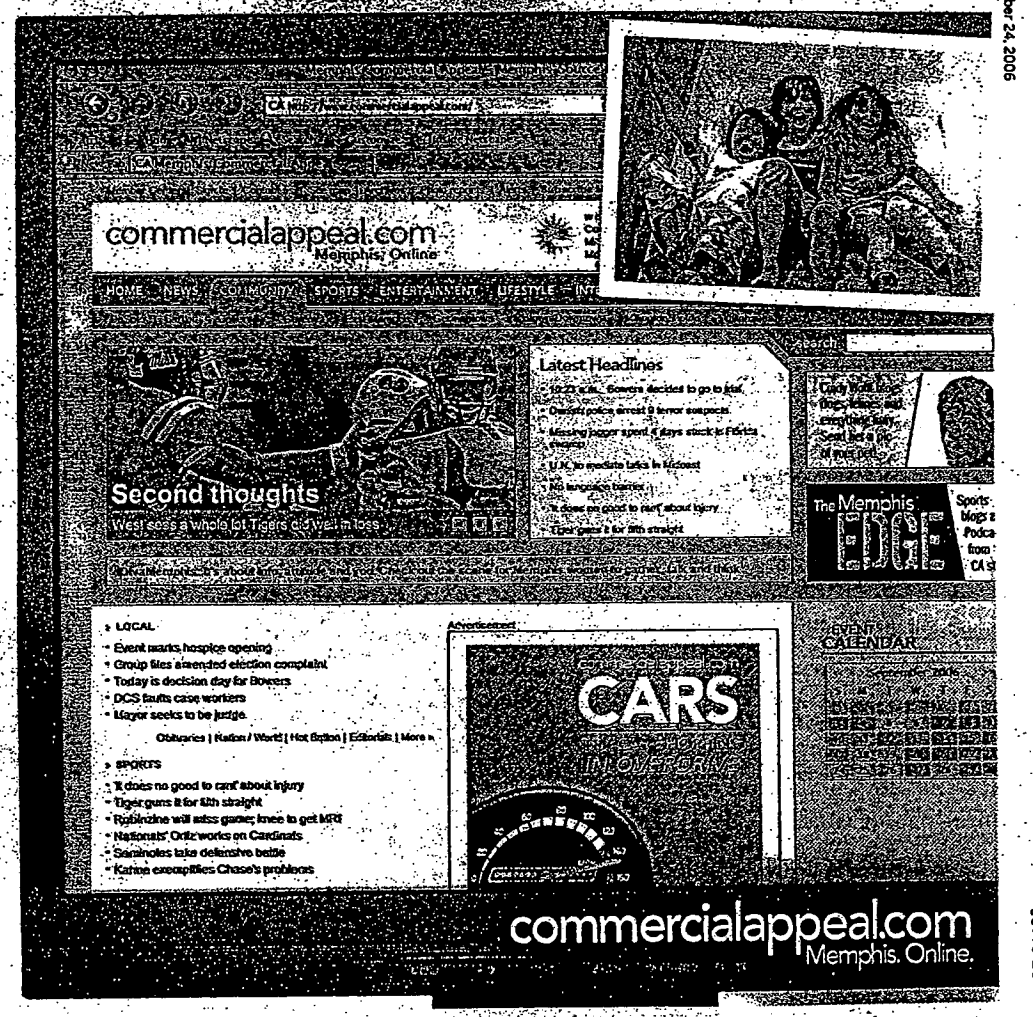

SP 01105

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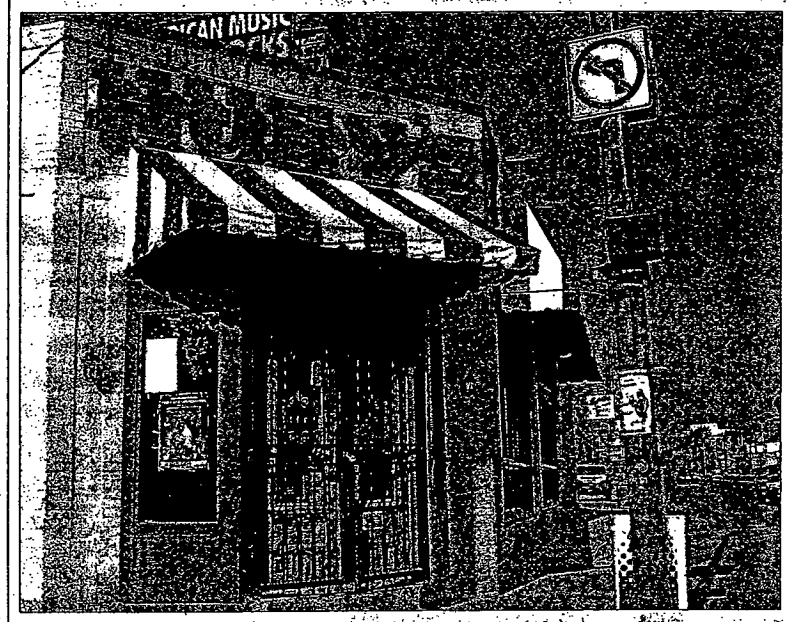

Burger and fries anyone? Huey's is a favorite place to go.

Grand Ellis

Continued from page 37

first two years they are open. In 2005, Huey's Madison location celebrated its 35th anniversary.

What's next for us: Hopefully, growth and working with the next generation. We hope to expand beyond the Memphis area and we look forward to the next generation stepping up to the plate.

FINALISTS
- Back Yard Burger
- Wendy's

PLACE FOR A SANDWICH

Lenny's Sub Shops

What makes us the best: At Lenny's, our goal is to give our guests more food, more taste and more personality every time. Lenny's commitment to quality and attention to detail goes into every guest experience. Lenny's generous sandwiches and unparalleled customer service are reasons why our loyal customers say they prefer a Lenny's sub hands down to our national competition. Why? Lenny's puts back what has been missing in the sub sandwich business – "More Food, More Taste, More Personality!"

Our employees strive to: treat every guest like family and often know the names and orders of their regular customers. Lenny's employees make sure every guest experiences the Lenny's magic.

We want our customers to know that we owe much of our success to them. Everybody loves Lenny's and we greatly appreciate our guests.

Little-known fact about us: Founder Len Moore is still with Lenny's. He sold the company to George Alvord and other investors in 2004, but moved to Houston and is opening 90 Lenny's there.

What's next for us: Lenny's will continue its rapid expansion throughout the USA and then expand globally.

FINALISTS
- Subway
- McAlister's Deli

RESTAURANT PATIO

Bahama Breeze

What makes us the best: Bahama Breeze is the only casual dining restaurant that brings guests the feeling of a Caribbean escape. We offer the food, drink and atmosphere you would find in the islands, featuring seafood, chicken and steaks with flavorful, colorful island ingredients. Many of our guests choose to start their Caribbean escape on our outdoor, all-weather deck, where they can enjoy our refreshing, handcrafted tropical drinks, order anything on our menu, from appetizers to a full meal, and enjoy live entertainers performing island-inspired music on Friday and Saturday nights.

Our employees strive to: take great care of our guests, putting them in an island state of mind so they feel like they're in the islands.

We want our customers to: experience a

Please see DINING, PAGE 41

At the YMCA, everyone can be the best.

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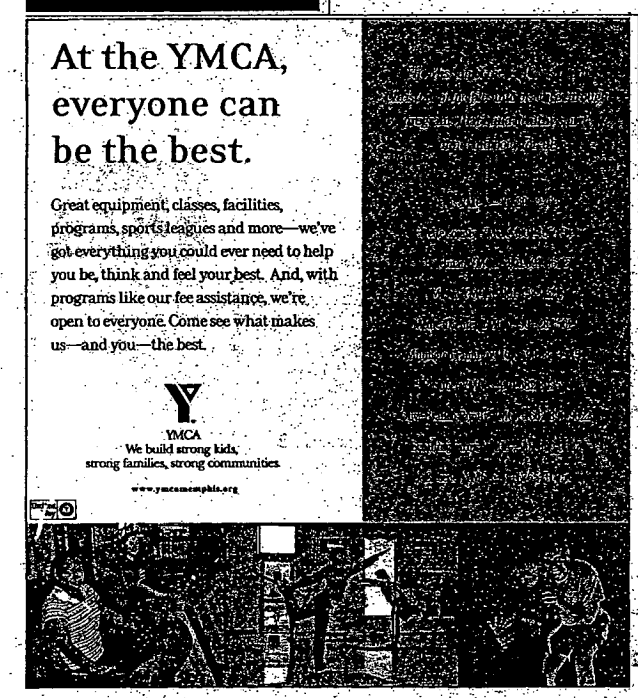

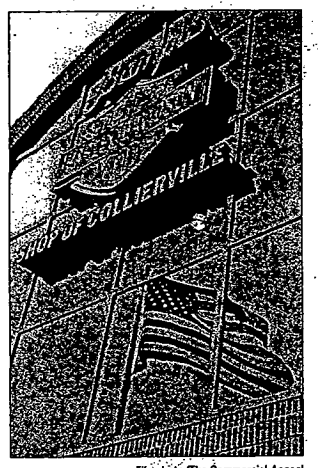

File photo/The Commercial Appeal

Readers chose Bumpus Harley-Davidson as the leader of the pack.

Continued from page 8

AUTOMOTIVE

MOTORCYCLE SHOP

Bumpus Harley-Davidson

What makes us the best: are really many important things put together, which includes: our wonderful location, beautiful store and a product that has been around for over 100 years. Yet, Bumpus Harley-Davidson goes beyond just a place to buy a motorcycle. We make our dealerships a family place to experience fun, unity with the same interest and charity in the way we help others. What sets Bumpus Harley-Davidson apart from the rest is the employees, who show our love for the Harley-Davidson lifestyle while giving customer friendly and knowledgeable service.

Our employees strive to: meet the customer's needs, treat the customer with respect, fulfill all commitments, earn their trust and supply them with the knowledge needed to become a safe and confident rider.

We want our customers to: feel like part of the family, hang out at our dealership, know we appreciate their business, and keep us around for another 20 years.

Little-known fact about us: We have received the prestigious Harley-Davidson Bar & Shield award for 10 consecutive years which makes us one of the top dealerships in the world.

What's next for us: We expect our business

Please see AUTOMOTIVE, PAGE 12

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Continued from page 11

AUTOMOTIVE

to continue to grow, and to be as successful the next 20 years. Also, to have more people ride the journey with us.

FINALISTS
- Al's Cycle Shop
- Southaven Kawasaki

PLACE FOR AN OIL CHANGE

Jiffy Lube

What makes us the best: For more than 25 years, Jiffy Lube has been an integral part of the North American driving experience. With cars playing an ever-more important part of our daily lives, Jiffy Lube is committed to be there to support drivers with fast, quality preventive maintenance service to keep their cars running smoother for longer.

Each of our technicians receives exhaustive classroom, video and hands-on training in every service we offer. This training covers both the technical and safety aspects of each service and is supported with a battery of written and hands-on performance exams administered by our Jiffy Lube technical experts.

Our employees strive to: service each vehicle with the same attention, care and quality they give to their own cars.

We want our customers to: know that at Jiffy Lube, we're dedicated to preserving the health and value of your vehicle.

Little-known fact about us: Jiffy Lube introduced the now-ubiquitous window cling reminder sticker to help drivers keep track of their oil change intervals.

What's next for us: In 2004, Jiffy Lube international announced its expansion into China through a partnership with Shanghai Automotive Industry Sales Corp. Additional overseas expansions are also in development.

FINALISTS
- Valvoline Instant Oil Change
- Wal-Mart

USED CAR DEALERSHIP

CarMax

What makes us the best: CarMax is the nation's largest retailer of used vehicles. CarMax is the pioneer of the used car superstore concept and is the only auto retailer that was created to go above and beyond to deliver what consumers want when shopping for cars. CarMax has been delighting car shoppers by giving them what they want; a no hassle, no-haggle, easy and fun car shopping experience. Our competitive advantage is that we are ethical and trustworthy, and respectful of our customers and our associates.

Our employees strive to: go above and beyond for our customers and each other with integrity, trust and exceptional customer service.

We want our customers to: know that we are a company founded on the principle of integrity; it's in every aspect of our business.

Little-known fact about us: We have sold almost 2 million cars since we opened our doors in 1993.

What's next for us: Continued growth of 15 to 20 percent of our store base for the foreseeable future.

FINALISTS
- City Auto Sales
- Suhrise Pontiac-GMC

File photo/The Commercial Appeal

CarMax was the people's choice of places to shop for pre-owned vehicles.

CAR WASH

Mr. Pride

FINALISTS
- Germantown Car Wash
- Ultimate Car Wash

TIRE STORE

Gateway Tire & Service

FINALISTS
- Firestone Tire & Auto Center
- Goodyear Auto Service Centers

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Readers chose Bahama Breeze for it's patio. A great place to sip one of their frozen drinks like this blue margarita.

File photo
The Commercial Appeal

Continued from page 36

NEIGHBORHOOD RESTAURANT

Chili's Grill & Bar

What makes us the best: Our people, quality and commitment to our guests every day. Chili's Grill & Bar provides our guests with a feisty, fresh and flavorful casual dining experience. Chili's spices up everyday life with a dose of genuine positive energy.

Our employees strive to: make every guest experience a memorable one by exceeding their expectations from the moment they enter our establishment until the time they leave.

We want our customers to: Think of us as friends and to be their first choice when dining out.

Little-known fact about us: Chili's partnership with St. Jude Children's Research Hospital began on a local level with several restaurants in the Memphis area. This program has now been adopted by Chili's restaurants nationwide and has raised more than $5.5 million to help St. Jude and its patients.

What's next for us: We conduct extensive research to bring our customers the new and innovative menu items they desire, constantly evaluating trends to meet the needs of our guests.

FINALISTS
- Applebee's Neighborhood Bar & Grill
- Huey's

PLACE FOR HAMBURGERS

Huey's

What makes us the best: Three important ingredients: product, service and employees. We use an 80-20 ground chuck from Charlie's Meat Market, delivered fresh daily. Secondly, we stress the importance of great service every day. We understand that even if you have a great product it doesn't always mean customers will come back. Statistics show that service, to most, is more important than food. Third, our employees make us successful. We pride ourselves in only hiring the best. They understand that we expect a lot from them and in return we give them a lot. Our employees receive a free meal every shift they work, our kitchen employees are offered insurance and we offer a 401k program to eligible employees.

Our employees strive to: make the customer happy and take pride in their work.

We want our customers to: always be happy when they walk out that door and especially we want them to feel like they received a great value for the price.

Little-known fact about us: Ninety-five percent of new restaurants close within the

Please see **DINING, PAGE 38**

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Southaven, MS 662-349-3354 975 E. Goodman Rd. Fax: 662-349-3350
Memphis, TN 901-452-6009 Poplar @ Highland Fax: 901-452-6008
Bartlett, TN 901-213-3311 Stage @ Kirby-Whitten Fax: 901-213-9360
Collierville, TN 901-853-1492 336 Market Blvd. Fax: 901-853-1462
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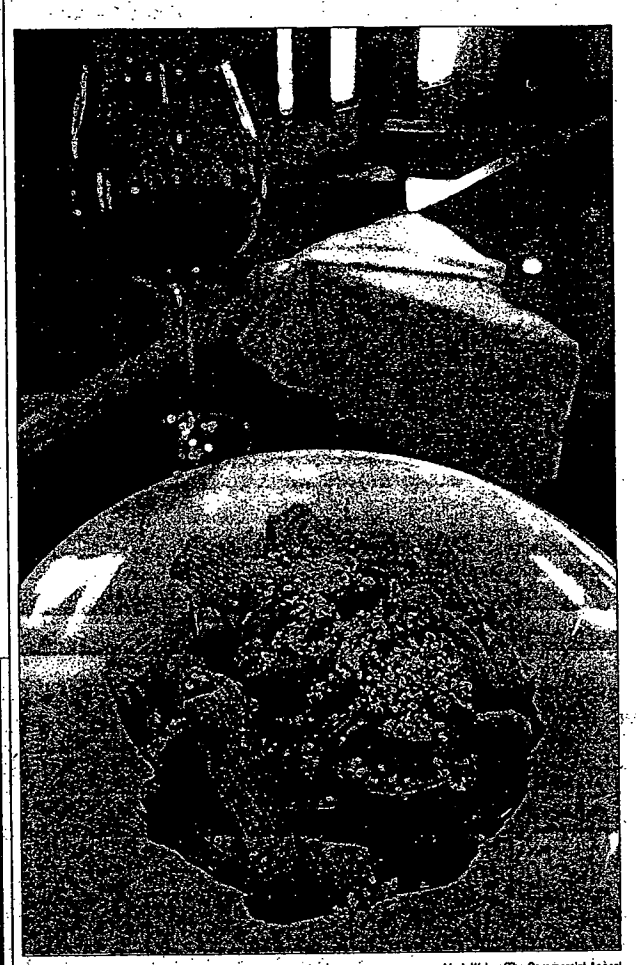
DINING



Mark Weber/The Commercial Appeal

When readers think Italian, they love Ronnie Grisanti and Sons and gave their food a first-place Readers Choice win for Italian Restaurant.

Continued from page 34

FINALISTS
- Olive Garden
- Pete & Sam's Restaurant

MEAT & THREE

The Cupboard

What makes us the best: Our employees are responsible for making us the best. It takes great team effort to maintain high-quality food and great service, and our team is exceptional.

Our employees strive to: preparing, cooking and serving fresh vegetables and fruits in downhome cooking. Miss Mae has been cooking for 33 years with The Cupboard; Ethel, Allen and Gloria for 12 years.

We want our customers to: have a joyful dining experience.

Little-known fact about us: When The Cupboard opened as a tea room, it seated 39 people. It now seats 200.

What's next for us: Keeping our customers healthy with fresh vegetables and fruits.

FINALISTS
- Patrick's
- Dixie Café

Please see DINING, PAGE 37

SP 01102

RETAIL

Dinstuhl's Fine Candies hits the sweet spot for readers.

Chris Desmond The Commercial Appeal

CANDY STORE

Dinstuhl's Fine Candies

What makes us the best: Dinstuhl's Fine Candies is committed to making the finest quality chocolates and candies available anywhere. The ingredients used in our 100-year-old family recipes include real butter, fresh heavy cream, brown sugar, cane sugar, honey, fresh fruits, fresh nuts and, most importantly, real chocolate. We are positioned to provide unique and customized chocolates and packaging for most every application from promoting a company brand logo to special mints and molded chocolates for weddings, birthday parties or grand galas. We take pride in providing personalized service to each client as well as each customer in our four stores.

Our employees strive to: provide our customers with the freshest candies in a friendly and accommodating manner. Our motto is "We sell happiness."

We want our our customers to: enjoy the many traditions of Dinstuhl's Candies from season to season: Halloween, Thanksgiving, Christmas, Chanukah, Valentine's Day, Easter, Mother's Day and everyday.

Little-known fact about us: All the products we make are Kosher-Dairy and we still continue to make and package our candies by hand daily.

What's next for us: Our new Truffle Pops were served earlier this year at the Super Bowl, Kentucky Derby and NBA Finals. Our next step: QVC this fall.

FINALISTS
- Godiva Chocolatier Inc.
- Wayne's Candy Co.

Please see RETAIL, PAGE 14

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"Best of the Best"
Meat and 3 Category

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SP 01079

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Macy's is the top choice for department stores.

Grant Ellis

Continued from page 13

DEPARTMENT STORE

Macy's

What makes us the best: It starts with our teams and our store teams are composed of the best people. In addition, our new and exciting merchandise brings customers to our doors and it's what we strive to deliver through offering affordable luxury, fashion newness and exclusive brands, some of which are INC, Charter Club, T-Tahari, Style & Co. and The Hotel Collection for home.

Our employees strive to: make each customer's shopping experience outstanding, whether it involves selecting a special outfit, an item for their home or a memorable gift for someone special.

We want our customers to: see us as fashion leaders with exciting stores and great people, and that we have the latest trends and values that will suit their lifestyle.

Little-known fact about us: Macy's is the national retail sponsor of the American Heart Association's "Go Red for Women" campaign providing education on the risks/warning signs of heart disease in women.

What's next for us: With the launch of "One Great Macy's" on Sept. 9, this truly transforms Macy's into our customers No. 1 choice for affordable luxury.

FINALISTS
- Dillard's
- Parisian

GIFT SHOP

Babcock Gifts

What makes us the best: It has always been our goal to be the best gift shop we could be — a shop which makes a statement of Memphis' tastes and talents. We try to interpret what our customers desire and we listen to them to determine our gift lines and our focus. We strive for new ideas and search for new markets and new items. We believe in Southern hospitality (hence the pineapple on our logo). We are known for our excellent computer registries, our four trained bridal consultants, free gift wrap, free Memphis gift delivery and marvelous lines exclusive to our shop.

Our employees strive to: serve our customers by getting them to turn their shopping cares over to us and to enjoy the surroundings and have fun.

We want our customers to: relax, learn about new products, see a full array of items from exquisite to homey to whimsical.

Little-known fact about us: Babcock Gifts was conceived by a school teacher and a farmer — Buzzy and Richard Hussey.

What's next for us: We are fine-tuning our computer system to be more Internet savvy.

FINALISTS
- Gift and Art Shop
- Hallmark Card & Gift Shop

Please see RETAIL, PAGE 15

SP 01080

ADVERTORIAL

Chuck Hutton Auto Group Named 2006 Best of the Best In Domestic Cars by Popular Vote!

Chuck Hutton, A Family Tradition for over 88 Years

In a fast-paced city of changing trends and constant technological advances, a few things remain constant in the City of Memphis: Tradition, honesty and old-fashioned Southern hospitality. No company, large or small, that has ever fashioned a place for itself in our city, has exemplified the heart of Memphis better than its flagship automobile dealerships, The Chuck Hutton Auto Group. It's no wonder, then, that by popular vote of over 2,000 readers of The Commercial Appeal, Chuck Hutton was named the *#1 Best of the Best in Domestic Cars* in the first-ever Readers Choice Awards.

The Hutton Family has sold Mid-Southerners reliable cars and trucks since 1919. Locally owned and operated, they have expanded their presence to three dealerships in the Memphis market: Chuck Hutton Chevrolet, Chuck Hutton Dodge, Chrysler & Jeep and its newest import dealership, Chuck Hutton Toyota.

Today in 2006 they still honor the same principles Chuck Hutton himself insisted on from the very beginning. These are, as stated by Henry Hutton, "Giving customers a great product at a fair price and developing lifelong relationships along the way." Mr. Hutton went on to share that, "Many customers have been buying cars and trucks from the Hutton family since they bought their first vehicle." This kind of customer loyalty and the Chuck Hutton dedication to customer service are what set this dealer apart from its competitors.

Henry Hutton, Dealer Principal, says, "This is an exciting time to be in the automobile business. Technology is advancing rapidly, providing such conveniences as ON-STAR, XM radio and HYBRID FUEL EFFICIENCY! IT'S NOT JUST A CAR ANYMORE," Hutton said. "Vehicles today are a vital part of our lifestyle."

When asked what makes this dealership different than the rest, Chuck Palmore, Vice President and General Manager of Operations for all three stores, said, "It's all about building great relationships, not only with the customer, but with employees as well." Palmore says, "happy employees make for very satisfied customers." Palmore instills this message in all the dealerships, and knows that their success is all about having good people.

"Come home to Chuck Hutton" is a motto often repeated by the Hutton dealerships because they know the importance of making the customer comfortable with his car buying experience. *From the time he enters the dealership to the day he returns to buy his next new or used car is a continuing process.* Service plays a big part in the customer's automotive experience. Sherri Soper, Vice President and GM of Fixed Operations, says, "Having service and parts departments capable of handling any situation in a timely manner is extremely important." Darryl Downs, Service Director at Chuck Hutton, added, "My trained staff can repair any problem!" Undoubtedly, far and wide in the Mid-South, other dealerships depend on Chuck Hutton to provide parts and service to their vehicles, and furthermore, greatly value the Chuck Hutton service department as one of the most trusted resources for dealers and individuals for hundreds of miles.

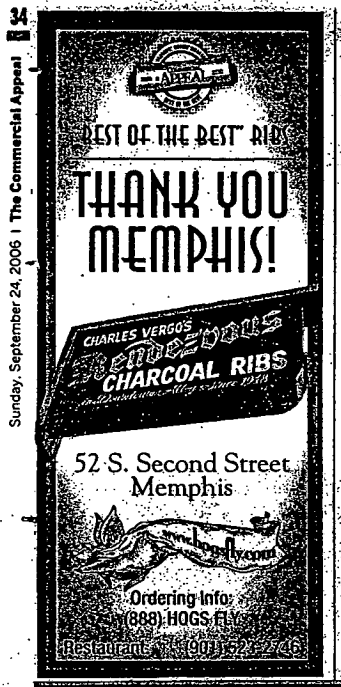
As they look to the future, the Chuck Hutton group continues to remain true to the values upon which it was built, and remains dedicated to progressively moving forward to meet the needs of its customers. At Chuck Hutton Dodge, Chrysler & Jeep, General Sales Manager Benny Henry says, "Customer satisfaction is most important." They have a complete new model lineup, which includes the hot-selling Dodge Charger, Dodge Caliper, Jeep Compass and the four-door Jeep Wrangler Unlimited! Plus, just arriving this month is the all-new *Chrysler Aspen Sports Utility.*

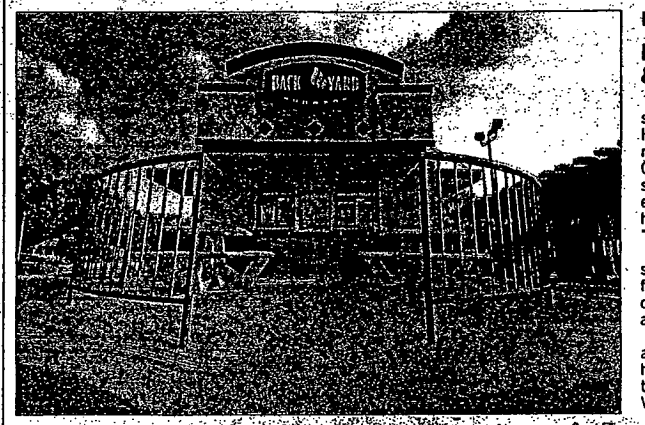
Finally an exciting new state-of-the-art facility is rapidly underway. Let me be the first to share with you that the Chuck Hutton Toyota dealership is moving to a convenient location at I-55 and Stateline Road. Desoto County has long awaited the presence of a Toyota dealership, and Young Kim, General Sales Manager at Chuck Hutton Toyota, says, "Toyota's whole line is selling well." He attributes this to Toyota's reputation for great products at an attractive price. The all-new Camry is leading the way and is followed closely by the Prius Hybrid and FJ Cruiser. "We are very excited about the move to our new location!" Kim said. "The new state-of-the-art facility will provide our customers with the latest technology available to meet their automotive needs."

If you are in the market for a new or used car, there is little doubt as to where the Mid-South places its trust; simply know that you are valued, respected and welcome. *Come deal with people you know and trust. Come home to Chuck Hutton.*

Lisa Jarrell - 529-2478

SP 01101





Grant Ellis

Backyard Burger gets top place in the fast food category.

Continued from page 33

friends and family that they found the best burger in Memphis.

Little-known fact about us: We are one of the biggest little companies in the Southeast. We have 174 locations in 21 states.

FINALISTS
- Chick-fil-A
- Wendy's

ITALIAN RESTAURANT

Ronnie Grisanti & Sons

What makes us the best: I have always strived to use my God-given talent to serve Him, my Famiglia and my fellow man; while returning to our community the very best in Grisanti handmade Tuscan cuisine that can be served to our customers and friends in exchange for the many blessings my Famiglia has received by being a part of our home "Memphis."

Our employees strive to: offer the best service to our customers, establishing the feeling that our family is their family and that our restaurant will remain Memphis' home away from home.

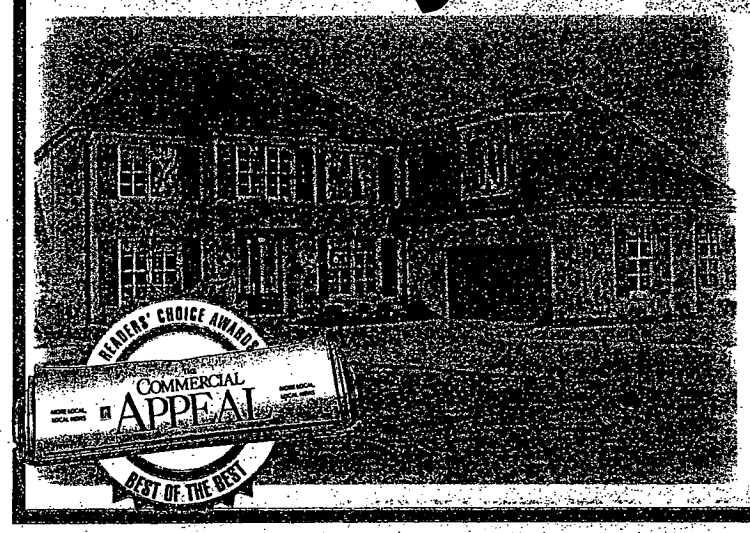
We want our customers to: know that they are receiving the freshest, most authentic handmade food possible from original recipes that have been passed down from our home in Valdottavo, Italia, since 1903.

Little-known fact about us: Without the help of all my Famiglia the degree of success we now enjoy at Ronnie Grisanti and Sons might never have been achieved.

What's next for us: We will continue our travels to Italia seeking out the best recipes, foods and wines, so we can continue to offer Memphis the purest expression of our art form — Cucina Toscana.

Please see DINING, PAGE 36

Thank you, Memphis!



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Continued from page 14

GOLF STORE

Edwin Watts Golf

What makes us the best: The people we have working for us. They provide an unmatched level of service to our customers. We strive to know our customers: where they play, their likes and dislikes. This allows us to help them pick the equipment that will help make the game more enjoyable.

We offer the largest selection of the best brands. If we do not have the product we can usually get it in a few days.

Our employees strive to: go to whatever lengths they need to take care of our customers. We strive not only to make the sale, but also to take care of any problems the customer may have after the sale.

We want our our customers to: feel at home in the store, a friendly environment where they want to come and spend time.

Little-known fact about us: There really is an Edwin Watts. He Lives In Fort Walton Beach, Fla.; the Memphis store was the first retail store.

What's next for us: Hopefully, the next thing for us is to continue to give our customers a high level of service so that we can continue to be "the best golf store in Memphis."

FINALISTS
- Double Eagle Discount Golf
- Golf Discount Superstore

GROCERY STORE

Kroger

What makes us the best: Without a doubt, our associates. Kroger associates are committed to the communities we serve. Through associate support and volunteerism, we are able to continually support charitable organizations that benefit the health, well-being and education of children and provide ample monetary and personal time to combat hunger in our communities.

Our employees strive to: provide a clean, safe and enjoyable shopping experience for our customers by providing excellent customer service.

We want our customers to: enjoy their shopping trips and count on us for superb variety, quality and price.

Little-known fact about us: Kroger sells over 10,000 Kroger-branded items, and the Kroger Delta Marketing Area has given over $1.5 million to the Memphis Food Bank.

What's next for us: We will continue to focus on improving our customer' s shopping experience by creating stores that offer what our customer's need and want.

FINALISTS
- Schnucks
- The Fresh Market

JEWELRY STORE

Mednikow Jewelers

What makes us the best: First and foremost, our wonderful customers. Add the world's best jewelry and watch manufacturing firms and a staff of dedicated, long-term employees. It's an unbeatable combination.

Our employees strive to: honor our 115-year-old tradition of exceptional service.

We want our customers to: know that they are the most important part of this family business.

Little-known fact about us: Fifty (or 60 or 707) years ago, John Mednikow operated an optometry shop next to the jewelry store. A few years ago a startled employee found a box of glass eyeballs in storage.

What's next for us: We are busy planning for the next exciting 115 years in Memphis and Atlanta.

FINALISTS
- Las Savell Jewelry
- Kay Jewelers

LIQUOR STORE, PLACE TO BUY WINE

Buster's Liquors & Wine

What makes us the best: Our continuous effort to have the best selection, best customer service and the best overall pricing. We stock more products, more sizes and more inventory than anyone else. We are constantly looking for new products that are on the cutting edge of the industry. Our employees try new products and new vintages of wines to broaden their palate, 30 to 50 products a week, providing us a wide range of knowledge of products to share with out customers. We employ approximately 40 employees during the first half of the year, over 50 during the holidays to help our customers. Our management staff has over 100 years of combined experience.

Our employees strive to: increase their knowledge, not only with our sales floor and its surroundings but with our products.

We want our customers to: feel that they got the best wine and liquor shopping experience available.

Little-known fact about us: A little known fact about Busters is the trademarked slogan, "If we don't have it, you don't need it."

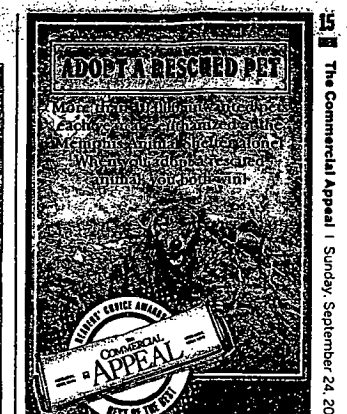
What's next for us: To keep doing what we have been doing in this great city for 52 years, to do whatever it takes to be the best.

Please see RETAIL, PAGE 16

Grant Ellis

Kroger is the preferred place to buy groceries.

ADOPT A RESCUED PET



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RETAIL

Continued from page 15

FINALISTS
- **Liquor store:** Arthur's Wine and Liquor, Joe's Wines & Liquor
- **Place to buy wine:** Arthur's Wine and Liquor, Kirby Wines & Liquor

WOMEN'S SPECIALTY STORE

Talbots

What makes us the best: Talbots provides high-quality, classic clothing for women in a range of misses and petite sizes. We offer an extensive collection of fashionable sportswear, versatile career options, casual wear, dresses and dressy separates in misses and petites sizes, and fashion accessories. Our friendly sales associates are knowledgeable wardrobe consultants and can answer almost any question ranging from wardrobing options to fit. We have a long-standing commitment to providing outstanding customer service and a strong commitment to the community in which our customer resides. This synergy between customer and community service is best summarized by our company credo, "Do What is Right for the Customer."

Our employees strive to: Our associates strive every day to provide the best personalized customer service and to live by our credo "Do What is Right for the Customer."

We want our customers to: be provided with the best shopping experience. With our excellent personalized service can only come an equally outstanding product. Talbots stands behind all its merchandise with an unconditional guarantee and provides appointment shopping and will stay open late or open early to accommodate a customer.

Little-known fact about us: Talbots is a baby boomer. We will be celebrating our 60th anniversary next year.

What's next for us: We are excited to be opening a Talbots Woman store in Memphis in October, offering clothing for the fuller-figured woman in sizes 12W-24W and in women's petite sizes 12WP-24WP.

FINALISTS
- Chico's
- Oak Hall

BIKE SHOP

Peddler Bicycle Shop

FINALISTS
- Bikes Plus
- Midtown Bike Co.

COMPUTER STORE

Best Buy

FINALISTS
- Apple Store
- CompUSA

GARDEN/NURSERY STORE

Dan West Garden Center

FINALISTS
- Stringer's Garden Centers
- Lowe's Home Improvement Warehouse of Memphis

MEN'S SPECIALTY STORE

Oak Hall

FINALISTS
- James Davis
- Men's Wearhouse

The Readers Choice for Best Place to Buy Produce is Easy Way.

File Photo The Commercial Appeal

OFFICE SUPPLY STORE

Office Depot

FINALISTS
- Office Max
- Corporate Express

OUTDOORS STORE

Bass Pro Shop

FINALISTS
- Outdoors Inc.
- Sportsman's Warehouse

PLACE TO BUY MEAT

The Fresh Market

FINALISTS
- Kroger
- Charlie's Meat Market

PLACE TO BUY PRODUCE

Easy Way

FINALISTS
- The Fresh Market
- Farmers Market

SHOE STORE

DSW (Designer Shoe Warehouse)

FINALISTS
- Rack Room Shoes
- Payless Shoe Source

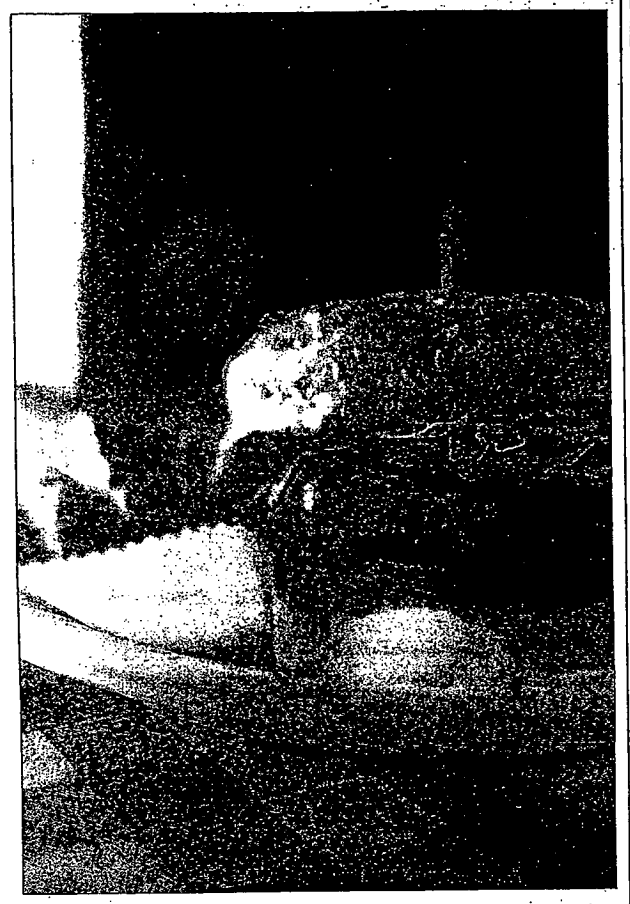
SPORTING GOODS STORE

The Sports Authority

FINALISTS
- Bass Pro Shop
- Dowdle Sports

SP 01082

DINING



Grant Ellis

Huey's is the choice for best burger.

Continued from page 32

Little-known fact about us: Last year, our guests enjoyed 35 million bottles of our pure maple syrup. That's six percent of the world's pure maple syrup supply.

What's next for us: Every day, we focus on continuous improvement and understand that our guests have many dining options. We must deliver quality food and gifts in a welcoming atmosphere every time they visit.

FINALISTS
- Chili's Grill & Bar
- Perkins Family Restaurants

FAST-FOOD FRANCHISE

Back Yard Burger

What makes us the best: We believe that quality in our products and service make us the best choice for a quick meal. We charbroil our burgers and chicken sandwiches just like you would in your own backyard. We only use the best ingredients like 100 percent U.S. black angus beef and quarter-pound boneless chicken breast fillets. Our produce is brought in fresh and our condiments are name brand for the best possible taste. That's why we say "It's Better in Our Backyard."

Our employees strive to: give the best possible service, which we call Silver Platter Service. Your food is delivered with a smile. We want our customers to know "It's all about you."

We want our customers to: Tell their

Please see DINING, PAGE 34

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When it comes to Mexican food, readers say ole! to El Porton.

Grant Ellis

Continued from page 31

FINALISTS
- Horseshoe Casino
- Barnhill's Buffet

CATERER

Another Roadside Attraction

What makes us the best: We strive for creativity and professionalism in our culinary endeavors and attention to detail. We go beyond what is expected of us, creating custom menus to fit the customer's needs. We transform tables into works of art with the quality of the food to match. We strive for supervisors and staff that not only understand the cuisines that we prepare but have a vast knowledge of the service industry. We create an environment for an evening that makes a client feel they have been taken on a journey somewhere else. We strive to go beyond the expectations of our clients.

Our employees strive to: know the needs of the client. They have been trained and educated in the service industry and the culinary arts. Love one. Serve all.

We want our customers to: be a guest at their own event, feel comfortable in knowing that we will never forget the small details that make up a perfect function.

Little-known fact about us: We book and cook out of a 1,000-square-feet space. Great things come in small packages

What's next for us: We will continue to grow and learn new cuisines, to constantly search for the new trend in rentals, linens, dishes, props and lighting; to keep our standards high.

FINALISTS
- Hog Wild-Real Memphis Barbecue
- Toolsie's Catering

FAMILY RESTAURANT

Cracker Barrel Old Country Store and Restaurant

What makes us the best: Our friendly employees make the difference. The fireplace, music, rocking chairs and food set the scene, but our employees deliver the experience. They are dedicated professionals who truly live the mission statement of "pleasing people" each and every day. These employees create the welcoming atmosphere that provides a friendly home-away-from-home in our old country store and restaurant. Our employees treat our guests like family while they relax and enjoy real home-style food and shopping that's surprisingly unique, genuinely fun and reminiscent of America's country heritage.

Our employees strive to: make our guests feel like family. Our guests come to eat and shop and they appreciate our employees who provide friendly greetings, warm smiles and quality hospitality.

We want our customers to: feel like guests in our home. Our guests expect an extra level of hospitality when they come to Cracker Barrel. Cracker Barrel enjoys great loyalty from its guests.

Please see DINING, PAGE 33

Picked again.
We're grateful for the recognition we've received for our care and service. Recently, Baptist was featured in Modern Healthcare magazine's list of the Top 100 Integrated Healthcare Networks, while the Baptist Memorial Hospital for Women was one of only three hospitals in the nation to be recognized by the American Hospital Association with its Quest for Quality Prize™.
But the most rewarding recognition comes when our patients and neighbors time and time again name us as their choice for their families' care. We are honored by your trust, and will continue in our mission to earn that confidence every single day.
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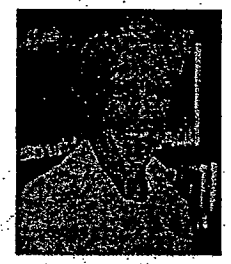
A message from:
John J. Shea, Jr., M.D.

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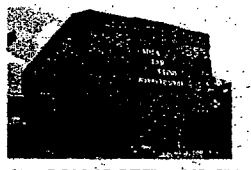
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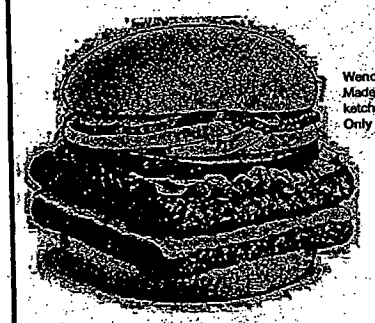
SP 01083

Grant Ellis

Nobody wants to be sick, but readers pick Baptist Memorial as their hospital of choice.

Wendy's wants to thank Memphis for choosing us as one of the Best Places for Hamburgers and one of the Best Fast Food Franchises!

Wendy's OLD FASHIONED HAMBURGERS



Wendy's Double Stack with cheese. Made hot off the grill, two patties, with ketchup, mustard, onion, pickle and cheese. Only 99¢ at participating Wendy's.

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HEALTH CLUB

YMCA of Memphis and the Mid-South

What makes us the best: Our employees and our mission. We strive to recruit and retain highly-qualified staff that have good character, integrity and a passion for serving people. We strive to maintain our organization's Christian heritage and many of our employees see their work as a ministry. We encourage our members to develop to their fullest God-given potential and our varied programming fulfills our mission of "Putting Christian principles into practice through programs that build healthy spirit, mind and body for all." Through community financial support we provide fee assistance for memberships and programs to those who cannot afford full fees.

Our employees strive to: greet people with a smile and express an interest in each person. They want to be part of an organization that makes a difference in our community.

We want our members to: enjoy all the benefits of being a part of the overall YMCA association, to experience personal growth, and to feel connected to staff and fellow members.

Little-known fact about us: The YMCA of Memphis and the Mid-South was founded in 1855. We celebrated our 150th anniversary last year.

What's next for us: We plan to enhance our mission by adding enough centers to make healthy lifestyle living convenient, affordable and attainable for all the Mid-South.

FINALISTS
- French Riviera Spa
- DeSoto Athletic Club

HEARING AID CENTER

Shea Hearing Aid Center

What makes us the best: Our dedication to our patients. The Shea Clinic is internationally recognized as one of the world's foremost otology practices, rendering leading edge quality care for hearing loss, ear diseases and related medical concerns. Under the leadership of John J. Shea Jr., the Shea Hearing Aid Center has been developed into a full-service facility staffed by trained audiologists and dispensing professionals committed to excellence. Our staff utilizes the most advanced diagnostic and fitting equipment available to assist us with insuring each patient's experience exceeds his or her expectations.

Our employees strive to: make our patients know their hearing health is our number one priority. Our staff is dedicated to delivering world-class care with hometown service.

We want our customers to: know the Shea Hearing Aid Center is offering free hearing tests through Oct. 31 in recognition of having been voted Memphis' best hearing aid center. Call 415-6667.

Little-known fact about us: 2006 represents Shea Clinic's 80th anniversary of providing cutting edge medicine and technology without sacrificing our tradition of personalized service.

What's next for us: Dr. Shea recently introduced "The Rhapsody" hearing aid offering best-in-class technology. It is a self-programming digital product and is virtually whistle-free. Our next step is to promote it.

FINALISTS
- Arnold Hearing Aid Co.
- Memphis Hearing Aid & Audiological Services

HOSPITAL

Baptist Memorial Hospital

FINALISTS
- Methodist Hospital
- Saint Francis Hospital

File photo/The Commercial Appeal

Gus's Chicken won first place in the Readers Choice for Place for Chicken.

Continued from page 30

BANQUET FACILITY

The Peabody

Please see their listing under "Entertainment."

FINALISTS
- Holiday Inn at the University of Memphis
- Woodland Hills

BARBECUE RIBS & SANDWICH

Corky's Bar-B-Q

What makes us the best: We believe that what separates us from the rest is that we treat every single customer — whether in the dining room, drive-through or on a catering — as our most important customer. Also, we are still cooking the old-fashioned way, *slow* over hickory and charcoal. This allows us to have such tender pulled pork and fall-off-the-bone ribs.

Our employees strive to: give every customer a true Memphis original eating experience every time.

We want our customers to: enjoy their food and service so much that they come back often, and tell friends.

Little-known fact about us: Corky's (5259 Poplar) has more than 20 employees that have been with us since the day we opened in the early 1980s.

What's next for us: Trying to exceed our customers' expectations every day.

FINALISTS
- **Ribs:** The Rendezvous, Central BBQ
- **Sandwich:** Tops Bar-B-Q, Germantown Commissary

BUFFET

Piccadilly Cafeteria

What makes us the best: Our years of experience serving hot, fresh, home-style meals in a clean and friendly environment, serving these meals quickly and giving our guests a great value. Our large selection of freshly made salads, the wide variety of meats and seafood, fresh vegetables, freshly baked bread and mouthwatering dessert selections makes us hard to beat. In today's fast-paced world many of our working guests do not have time to sit down for a full-service lunch. Burgers, wings or pizza get monotonous and you probably can't brown-bag for less than the price of our signature Daily Meal.

Our employees strive to: make your dining experience quick, delicious and one that won't break your wallet. We provide friendly service in a family environment at a reasonable price.

We want our customers to: enjoy the service and meal, tell their friends about us and come back again and again.

Little-known fact about us: Every item we sell is available for takeout in large and small sizes.

What's next for us: A "facelift" for our older units.

Please see DINING, PAGE 32

Social • Ballroom • Swing • Rhythm • Wedding • Partner • Swing • Latin

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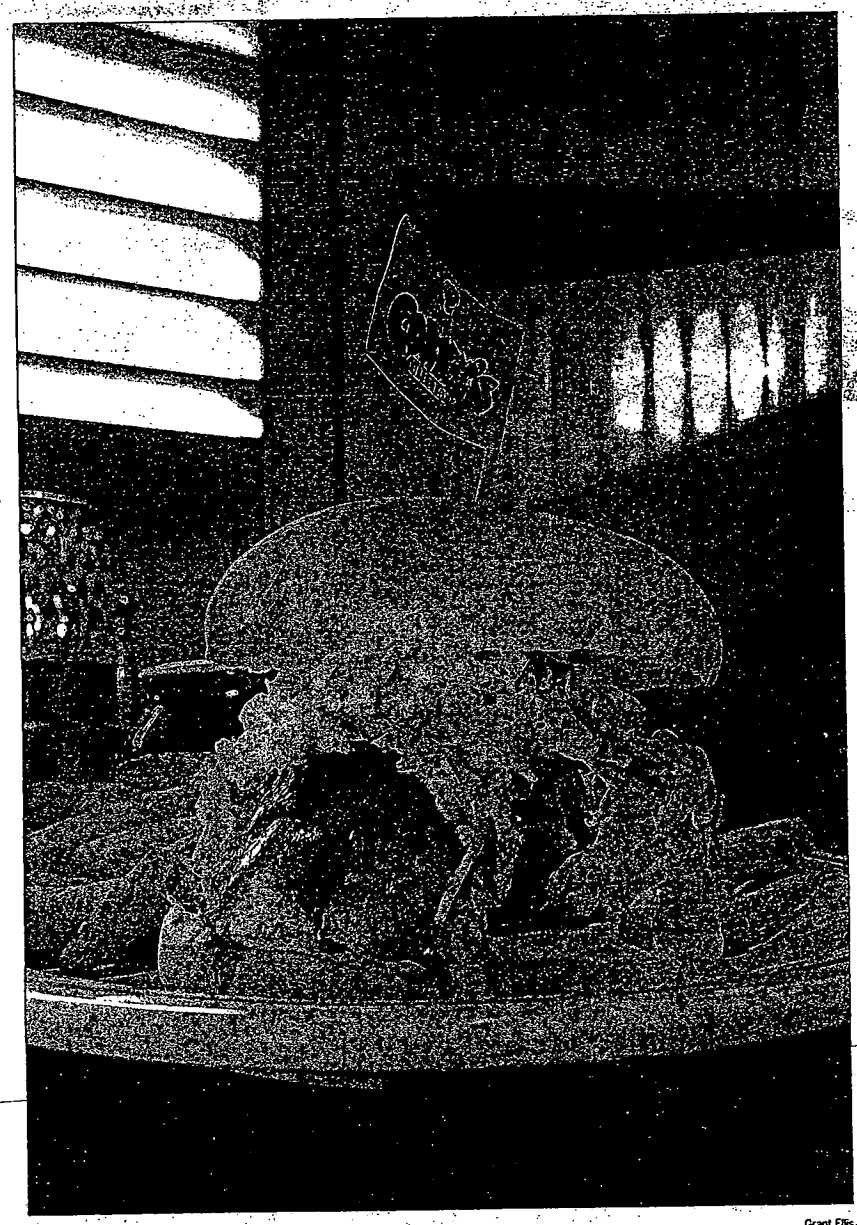

Grant Ellis

In a city known for barbecue, Memphians choose Corky's.

BAGEL SHOP

Bagel Company of Memphis

What makes us the best: From our beginning as a bagel shop more than 25 years ago, the Bagel Company has grown into a full-service restaurant because of our passion for excellence, pride in performance and delicious food at reasonable prices. From the quality of our high-gluten flour to the shine on our authentic New York style bagels — now over 18 varieties — and the other menu selections, we work hard to be better every day and to be a friendly destination. It's our attention to detail and service, cooked-to-order breakfasts, deli sandwiches, homemade soups, chicken and dumplings, and meat loaf.

Our employees strive to: make customers welcome and efficiently serve them with warmth and care. Our long-tenured staff members know their customers' preferences and make dining a "family affair."

We want our customers to: relax, enjoy great food and let us do the work, whether they are eating in, ordering to go, having catering delivered or buying bagels and spreads.

Little-known fact about us: We believe we are the only baker of made-from-scratch authentic New York-style bagels in Memphis. The secret is dropping the bagel into boiling water before baking.

What's next for us: Our kitchen is open until 8 p.m. We will soon be adding new menu items. Continued expansion of our catering business is a priority.

FINALISTS
- Bogie's Delicatessen
- Atlanta Bread Co.

BAKERY

La Baguette

What makes us the best: First, our employees. Our employees are the best and strive to make the most delicious products every day. At La Baguette, we start with the freshest ingredients. Fresh eggs, real butter, European chocolate and nonbromated flour contribute to the quality of our products. Enjoying a croissant, Danish, eclair, Napoleon, tart, spicy tomato soup, chicken salad sandwich or one of our many other products, the quality shines through.

Our employees strive to: give the best customer service and to make the most delicious food items every day.

We want our customers to: have the best customer service experience, to be pleased with the service they receive and with the quality of our products.

Little-known fact about us: We have been in business for 30 years.

What's next for us: We hope to expand to other locations in the greater Memphis area.

FINALISTS
- Kay's Bakery
- Miss Muff'n

Please see DINING, PAGE 31

Saint Francis Hospital

"Best of the Best" in 2006!

Thanks for Voting Us "Best of the Best" Among Hospitals!

Saint Francis Hospital is committed to meeting the healthcare needs of our community by combining the skills of caring, dedicated medical professionals with modern technology and a convenient, comfortable, full-service medical facility.

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Saint Francis Hospital

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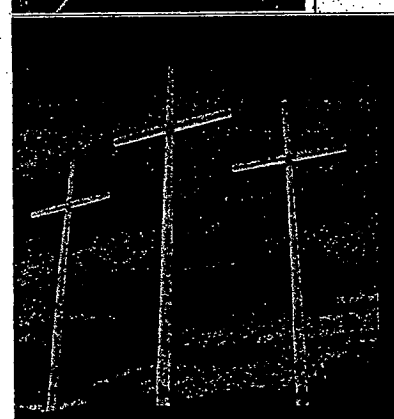
File photo/The Commercial Appeal

University of Memphis is the Best College or University winner in the Readers Choice.



TRUE
WORSHIP
CONNECTS
YOU
TO
GOD.

Bellevue
Baptist Church

PRIVATE SCHOOL

Memphis University School

What makes us the best: We are grateful to have earned the confidence of our students, parents and alumni. The key to this is our Honor Code, a bond of mutual trust between our students and faculty. It creates an expectation of civility and adherence to the highest standards of personal integrity. Because of this trust, our students develop lifelong relationships with their teachers and fellow students. Students are given a high level of responsibility on campus as they govern the Honor Council and the Student Council. Alumni attribute their MUS experience as significant in their development as men of honor and integrity.

Our faculty and staff strive to: provide to our students the proper balance of freedom and limits, challenge and support, while developing strong moral character in an environment where academic excellence is recognized and rewarded.

We want our students to: grow morally, intellectually, emotionally and physically as they provide leadership and service to their communities.

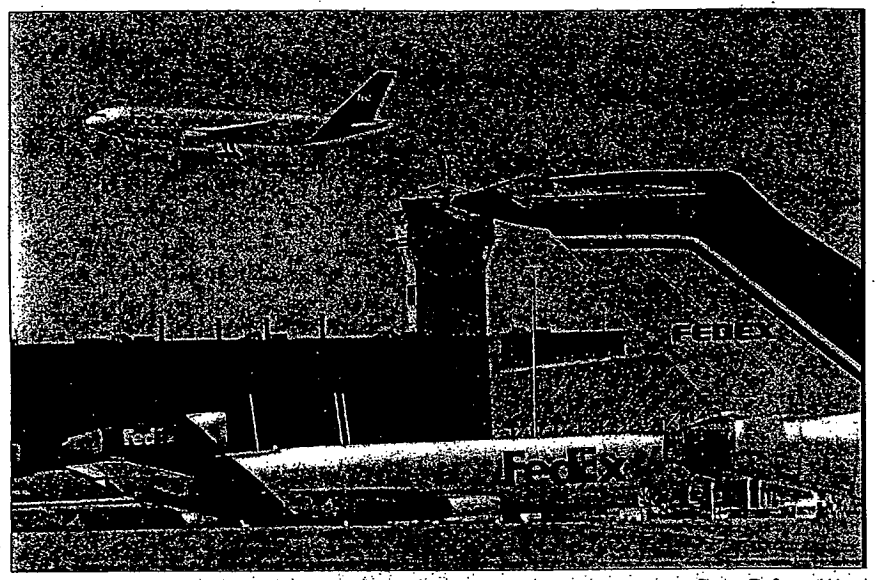
Little-known fact about us: We provide $1.2 million in need-based financial assistance to 26 percent of our student body.

What's next for us: We are introducing Memphis Leaders, a deliberate leadership training initiative in the seventh and eighth grades, to develop in each boy a personal vision which focuses his greatest abilities on society's greatest opportunities and most significant needs.

FINALISTS
- Christian Brothers High School
- St. Mary's Episcopal School

Please see EDUCATION, PAGE 21

SP 01086



File photo/The Commercial Appeal

FedEx was chosen as favorite overall employer.

BOW WOW!
Thank you for the vote of confidence.
We are proud to be the best of the best and congratulate all the other "Bests"
McGEHEE CLINIC FOR ANIMALS
712 Mt. Moriah Memphis, TN 38117 901.682.5884
www.mcgeheeclinic.com

Best of the Best
Thank you
Commercial Appeal Readers
for voting Samuels Furniture
Best Furniture Store in Memphis
Samuels Celebrating 90 Years
Samuels
FURNITURE & INTERIORS
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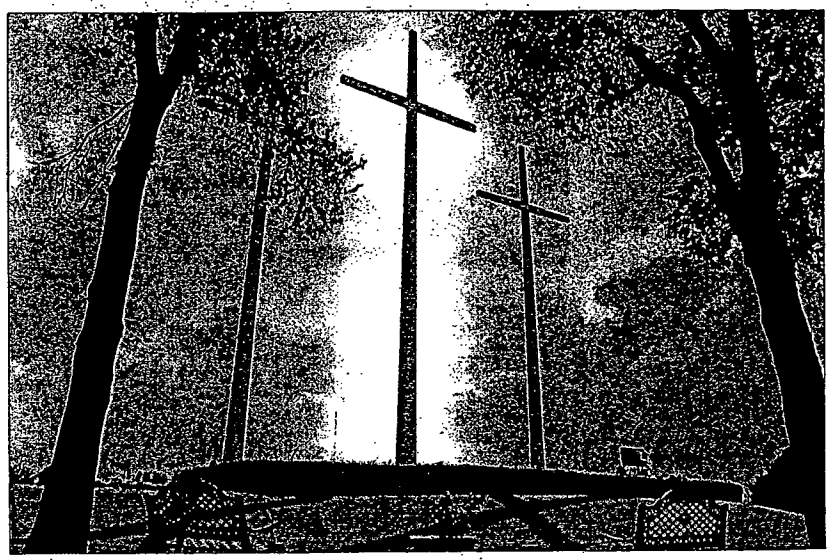
1615 N. Germantown Rd. • 624-9700 • Tue.-Sat. 10-5 • Mon.-Thur. 'til 8 • Sun. 1-5 2449 Scaper Cove • 743-6565 • Mon.-Sat. 8-5
www.samuels-furniture.com

SP 01095

Woodland Hills
When it's worth remembering... It's worth Woodland Hills.
10000 Woodland Hills Drive
Cordova, TN • 901.754.2000
www.woodlandhillsmemphis.net

FAVORITES



Kenneth Cummings/The Commercial Appeal

Readers chose Bellevue Baptist as their favorite place to worship.

Exlines' 'best PIZZA in town'
Where Quality has Priority
A MEMPHIS FAVORITE FOR 33 YEARS
Thanks
Commercial Appeal Readers
For Voting Us
BEST OF THE BEST
All of us at 11 Memphis Area locations appreciate your continued patronage.
Please see Yellow Page Ad under "PIZZA" for the location nearest you.
ALSO! Watch for the opening of our newest location at 2801 Kirby Parkway at Quince in late 2006!
Walt and Vi Exline

Professional golfer Loren Roberts was top choice for favorite local pro athlete.

File photo
The Commercial Appeal

CITY/TOWN IN WHICH TO LIVE

Memphis

FINALISTS
- Germantown
- Collierville

LOCAL PRO ATHLETE

Loren Roberts

FINALISTS
- Pau Gasol
- DeAngelo Williams

OVERALL EMPLOYER

FedEx

FINALISTS
- Independent Bank
- Lipscomb & Pitts

PLACE TO WORSHIP

Bellevue Baptist Church

FINALISTS
- Hope Presbyterian Church
- Germantown Baptist Church

SP 01094

Continued from page 20

EDUCATION

COLLEGE OR UNIVERSITY

University of Memphis

What makes us the best: The University of Memphis educates almost 21,000 students each year, making it the largest university in the area. Many of our programs of study are world renowned, including subjects as diverse as education, philosophy, earthquake science, audiology, biomedical engineering and psychology. As a metropolitan research university, our commitment to the Mid-South is demonstrated by such initiatives as groundbreaking teacher and principal preparation for the urban classroom and by ongoing research on such important issues as health care, economic opportunity, housing, public safety and water quality. With 142 areas of study, we provide students with unique educational and career opportunities.

Our administration and staff strive to: work effectively with businesses, government and civic groups to create productive partnerships that will have a lasting, positive impact on our community.

We want our students to: make an immediate contribution in their chosen field and we would like for them to stay here in Memphis.

Little-known fact about us: It is a misconception that anybody can get in. Our entrance requirements are strict and few are guaranteed admission. It is a perception we fight.

What's next for us: As we approach our 100th anniversary in 2012, you will find us strengthening our community connections, broadening our resources and continuing to invest in students.

FINALISTS
- Rhodes College
- Christian Brothers University

FLOWER POWER.
Thanks for Making Stringer's So Bloomin' Happy.
WINNER IN 2 CATEGORIES:
#1 Memphis Landscaping Company
and
Best of the Best Lawn & Garden Center
Stringer's GARDEN CENTERS AND LANDSCAPE COMPANY
"We'll make your yard bloomin' beautiful"
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MON-FRI 9 a.m.-6 p.m., SAT 8 a.m.-6 p.m., SUN 1 p.m.-5 p.m.

Thanks for voting The Peabody the best among the best.
THE BEST STEAKS IN THE CITY.
ANY CITY.
When it comes to great steaks, no one comes close to Capriccio Grill Italian Steakhouse at The Peabody. We start with the finest grain-fed steaks, then flash-sear them to seal in the incredible flavor. And all of our steaks are U.S. prime: about 2% of the beef in America earns that distinction.
Or treat yourself to our fresh seafood and savory Italian dishes. From flavorful entrees to delicious appetizers and sides to luscious desserts, we serve classic cuisine with a distinctive Italian twist. Call 901-529-4199 for a reservation today. Discover why Capriccio Grill is the premier steakhouse – here or anywhere.
CAPRICCIO GRILL
ITALIAN STEAKHOUSE
SP 01087

LOCAL MAGAZINE

Memphis Magazine

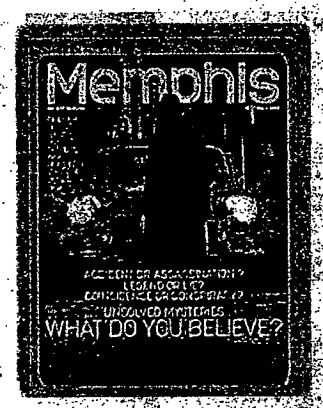
What makes us the best: Though Memphis magazine has won more awards than any other magazine of its size nationally, we'll never rest on our laurels. This year marked our 30th anniversary and we celebrated by completely redesigning and relaunching the publication. We added new columns and new editorial features, all packaged in a fresh, modern look. We'll never take the attitude that an issue "is good enough." We want it to be the best magazine we can produce. Memphis has an incredibly seasoned staff of journalists with a solid, 30-year history of excellence. Does that make us the best? Well, we certainly hope so.

Our employees strive to: exceed readers' expectations with quality, award-winning journalism. We shine the spotlight on all parts of Memphis, both good and bad.

We want our readers to: be entertained, informed and inspired to not put the copy down until every last word has been devoured, hopefully learning something new along the way.

Little-known fact about us: We are locally owned, so our board of directors has a vested interest not only in our products, but in our city as well.

What's next for us: An ever-increasing subscription and newsstand pickup, which is happening already, and hopefully, at least another 30 years of being the city's best magazine.



FINALISTS
- RSVP Magazine
- Mid-South Magazine

TELEVISION STATION

WMC TV Channel 5

What makes us the best: Experience, dedication and passion. We are the most experienced Mid-South news team. Joe Birch, Donna Davis, Dave Brown and Jarvis Greer have more than 88 years combined on air experience. Whether it's in our own backyard or across the world, we keep you on top of what's going on. That's why we come to work every day and we are passionate about our job. We live here, we love what we do and we love the place we do it.

Our employees strive to: provide the best news coverage, especially breaking news and emergency weather information. We know people are counting on us. We won't let them down.

We want our viewers to: talk to us. Call us or send an e-mail. We know we'll do a better job if we have a strong dialogue with our viewers.

Little-known fact about us: We're in the Guinness Book of World Records for producing the longest running TV magic show, "Magicland," featuring Dick Williams, which ran from 1966 to 1989.

What's next for us: Our goal to provide the best news service won't change, but technology is revolutionizing our coverage and the ways you can receive it. Stay tuned, it's going to be fun.

FINALISTS
- WREG-TV Channel 3
- WHBQ-TV Channel 13

LOCAL NEWS ANCHOR

Joe Birch

FINALISTS
- Claudia Barr
- Richard Ransom

LOCAL SPORTSCASTER

Jarvis Greer

FINALISTS
- Glen Carver
- Mike Celde

LOCAL WEATHERMAN

Dave Brown

FINALISTS
- Tim Simpson
- Ron Childers

RADIO STATION

WMC-FM 100

FINALISTS
- WRVR-FM 104
- WGKX-FM 105

LOCAL WEB SITE

commercialappeal.com

What makes us the best: Simply put, commercialappeal.com is Memphis, online. It's the online destination that connects the community through a broad array of fresh, innovative features. Site visitors logon regularly to access the latest news and information, and they return frequently for unique features found only on commercialappeal.com.

View slide shows of current news. Check out exclusive video featuring Elvis Week and the scene at Memphis in May.

Other commercialappeal.com exclusives include columnist blogs: "The Bloodshot Eye" on movies, "Whining & Dining" covering food and more and "Diva" is Memphis with attitude.

Visit the site. See what we're about.

Our staff strives: for quality in every aspect of the site from relevant content to interesting topics featured in interactive ways all in a well-designed layout.

Come to our Web site to: Users will enjoy something new each visit. Logon, interact with us. Comment on blogs. Share stories. Commercialappeal.com is much more than a great news source.

Little-known fact about us: Commercialappeal.com reaches more than 700,000 unique visitors per month, which translates into more than 6 million page views every 30 days.

What's next for us: Next on the horizon for commercialappeal.com are more innovations to reach the user whenever and wherever they are.

FINALISTS
- bankparagon.com
- wmctv.com

SP 01088

Continued from page 26

ENTERTAINMENT

feel welcome, relax them, feed them well, entertain them and help them relax on our three beautiful lakes.

We want our visitors to: Have such a great time doing all that Hot Springs has to offer that they will come back every time the need for a getaway vacation hits them.

Little-known fact about us: Hot Springs is the prototype for the entire National Parks System, having been set aside in 1832 as America's first federally protected natural reservation.

What's next for us: In 2007 we will host the world's richest fishing tournament with a $1 million first prize, the First Ever Fourth Annual World's Shortest St. Patrick's Day Parade and the First Ever Second Annual International Running of the Tubs bathtub races.

FINALISTS
- Pickwick
- Nashville

COUNTRY/WESTERN BAR

Cactus Jack's

FINALISTS
- Coyote Ugly
- Garcia Wells

The Peabody is the Readers Choice Best Hotel, and ducks stay for free.

File photo
The Commercial Appeal

PLACE FOR A CHILD'S BIRTHDAY

Chuck E. Cheese

FINALISTS
- Pump It Up
- Memphis Zoo

SPORTS BAR

Fox & Hound English Tavern

FINALISTS
- Buffalo Wild Wings Grill & Bar
- TJ Mulligans

TAVERN/PUB

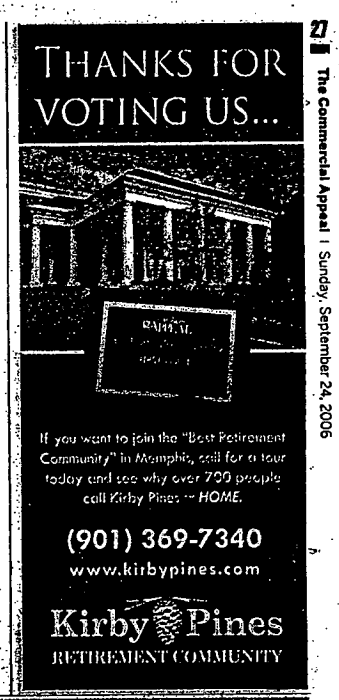
Fox & Hound English Tavern

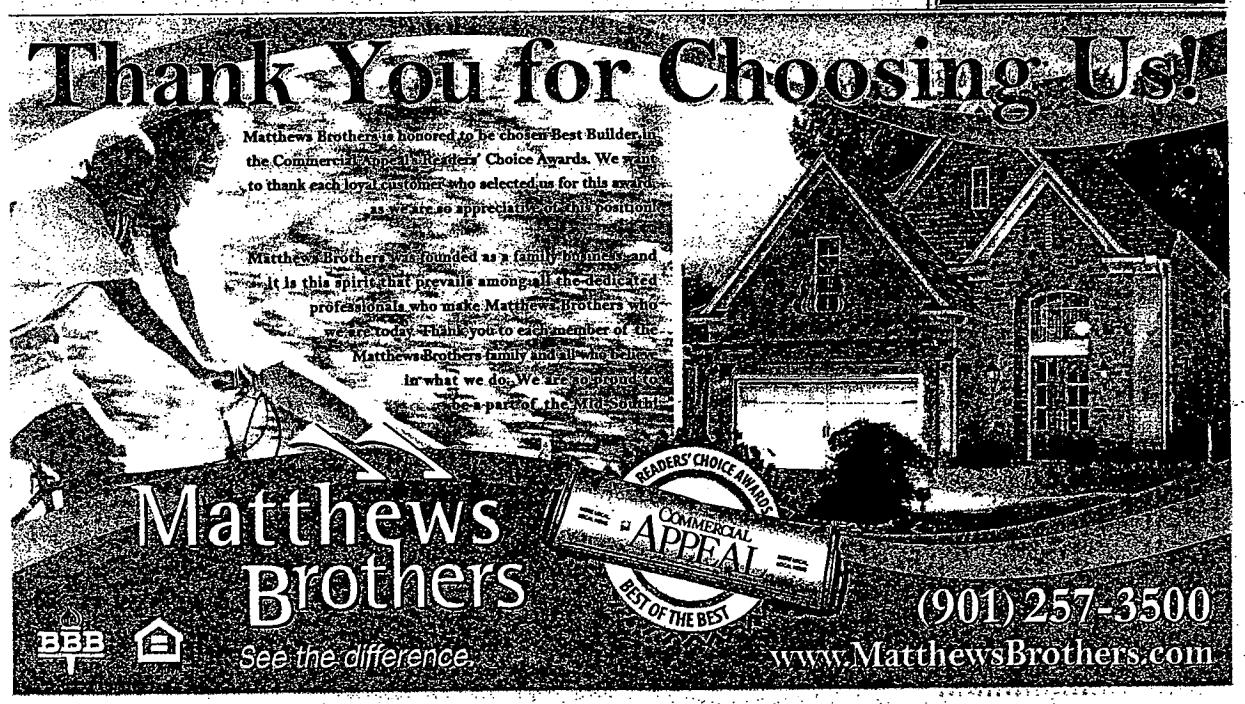
FINALISTS
- Dan McGuiness Pub
- TJ Mulligans

VIDEO RENTAL STORE

Blockbuster

FINALISTS
- Hollywood Video
- Black Lodge Video





SP 01093

BOWLING ALLEY

Billy Hardwick's All-Star Lanes

What makes us the best: Being an ex-professional bowler and spending half my life on the bowling tour, I was fortunate enough to witness the most successful bowling centers in the country.

We try to emulate the same philosophy at All-Star Lanes: customer service, cleanliness, quality menu, consistent lane conditions and modernization that is current with the 21st century.

We have Video Jukebox TV's on every pair of lanes, and most sporting events locally and nationally.

Our employees strive to: provide quality customer service at all times.

We want our customers to: enjoy their experience and want to return.

Little-known fact about us: We are a family business. Having daughters Kelly Frasure and Jamie Dunlap involved ensures it will stay a family business.

What's next for us: We are honored to be voted No. 1 and, with 150,000 people per year coming to our bowling center, our main goal is to maintain that status.

FINALISTS
- Bartlett Lanes
- Cordova Bowling Center

Thank You, Memphis!
"Best Travel Agency"
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Readers pick any Malco Theatre or Paradiso Cinema as the place to take in a movie.

Grant Ellis

HOTEL, PLACE TO GO DRESSED UP

The Peabody

What makes us the best: The Peabody has a long-established reputation of being among the finest hotels in the region and has earned the title "South's Grand Hotel." Legendary for its charm, elegance and Southern hospitality, The Peabody has been made world-famous by its five resident Mallard ducks, who march daily through the Grand Lobby at 11 a.m. and 5 p.m.

The hotel has received many prestigious awards, such as the AAA 4-Diamond Award, and is a member of Preferred Hotels & Resorts Worldwide and the National Trust Historic Hotels of America.

Our employees strive to: provide our guests with only the highest level of service.

We want our guests to: feel like The Peabody has exceeded all of their expectations so that they'll come back again and again.

Little-known fact about us: The Peabody ducks aren't just local celebrities, they've appeared on "The Tonight Show with Johnny Carson" and on "Sesame Street," when Bert and Ernie celebrated Rubber Ducky Day.

What's next for us: We look forward to continuing to raise the level of guest service and amenities available for our guests to become a 5-star hotel.

FINALISTS
- Hotel: The Madison, Hilton Inn
- Dressed Up: Orpheum, Church.

NIGHT CLUB

Senses

What makes us the best: Senses offers an eclectic dance club atmosphere that is unique in style, design and energy that appeals to a wide range of people from all walks of life. Senses has created a venue that offers a "cosmopolitan feel with Southern hospitability" that makes our nightclub experience unique to this region of the country, if not the world. Much of the experience is captured on the Senses Web site sensestheniglitclub.com. Senses has won national and international awards from publications such as Condé Nast Traveler, Club Systems International, and Nightclub & Bar magazine for excellence in design and decor.

Our employees strive to: make the experience of going to a dance club more like an invitation to an epic "house party" hosted by an attentive staff led by owner George Mironivich.

We want our customers to: have a private rental in which they can host a stylish and fabulous party that will never be forgotten.

Little-known fact about us: Senses will be celebrating its third anniversary in December. The average life span for a dance club nationally is a mere 18 months.

What's next for us: Possibly expanding the venue and to use the acquired knowledge and systems in the form of consulting and management agreements needed in our industry.

FINALISTS
- Raiford's Hollywood Night Club
- Club 152

PLACE TO TAKE A DATE, MOVIE THEATER

Any Malco Theatre, Paradiso Cinema

What makes us the best: Malco Theatres is a fourth-generation, family-owned and operated company which takes great pride in our theaters by continuing a long-standing tradition of offering the finest moviegoing experience. Since 1915, Malco Theatres has been an integral part of the Mid-South movie community, growing from the "folding chair, sheet over the window" operation it began as to more than 300 screens in five states. The business of movie exhibition has changed through the years as much as movies themselves have — especially with the technical advances of today's life-like computer graphic imaging, animated and digital presentation of films.

Our employees strive to: offer exceptional customer service. As our greatest asset, their main focus is to ensure that your moviegoing experience is the best that it can be.

We want our customers to: feel at home in a Malco, but still be considerate of others so that *all* may enjoy the moviegoing experience.

Little-known fact about us: Malco Theatres is one of the oldest, continuously family-owned and operated theater chains in the United States.

What's next for us: Malco Theatres has new theaters under construction at several locations throughout the Mid-South.

FINALISTS
- **Theater:** Malco Studio on the Square, Malco Cordova Towne Cinema
- **Take a Date:** Orpheum, The Peabody

WEEKEND GETAWAY

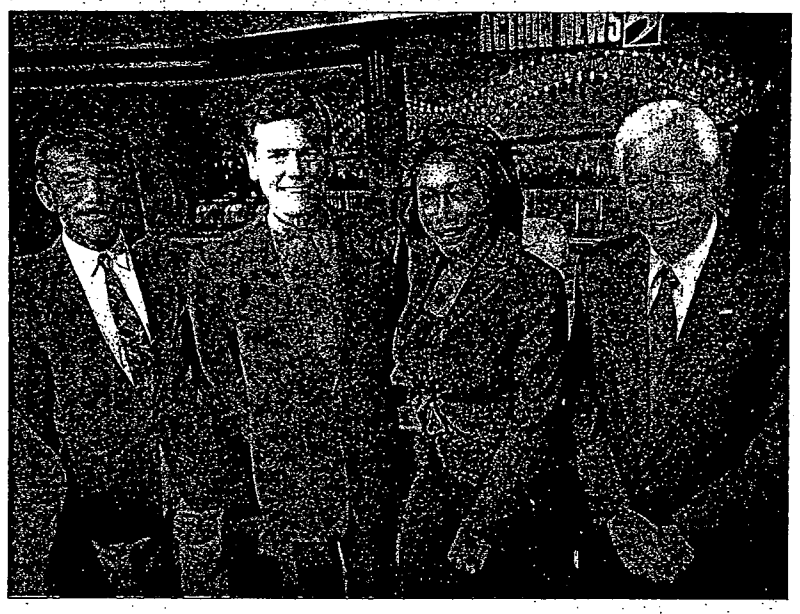
Hot Springs, Ark.

What makes us the best: Hot Springs is the best weekend getaway for Memphis-area residents because it combines so many unique attractions into one convenient destination: three sparkling lakes, 50 family attractions, Oaklawn Park thoroughbred racing, one of America's Top 5 art communities, thermal bathing, a rich and colorful history, relaxing spas, 200 restaurants and everything else one might expect from a getaway vacation.

Our employees strive to: make our visitors

Please see **ENTERTAINMENT, PAGE 27**

SP 01092



The Channel 5 News Team Jarvis Greer, Joe Birch, Donna Davis and Dave Brown tops the list of Readers' Choice in TV.

Nikki Boertman The Commercial Appeal

KISER'S FLOOR FASHIONS
Thanks to all our loyal customers who voted us the ***"Best of the Best"Carpet Store in Memphis for 2006.***
We'll continue to serve you better in the years to come.
MIDTOWN 458-8000
CORDOVA 754-6161
READERS' CHOICE AWARDS
THE COMMERCIAL APPEAL
BEST OF THE BEST

CASINOS

CASINO DINING

Horseshoe

FINALISTS
- Grand
- Gold Strike

CASINO ENTERTAINMENT

Horseshoe

FINALISTS
- Grand
- Gold Strike

CASINO HOTEL

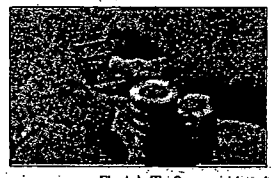
Horseshoe

FINALISTS
- Grand
- Gold Strike

CASINO SLOTS

Horseshoe

FINALISTS
- Grand
- Gold Strike



File photo/The Commercial Appeal

Thanks to television, poker has gained popularity at casinos.

CASINO TABLE GAMES

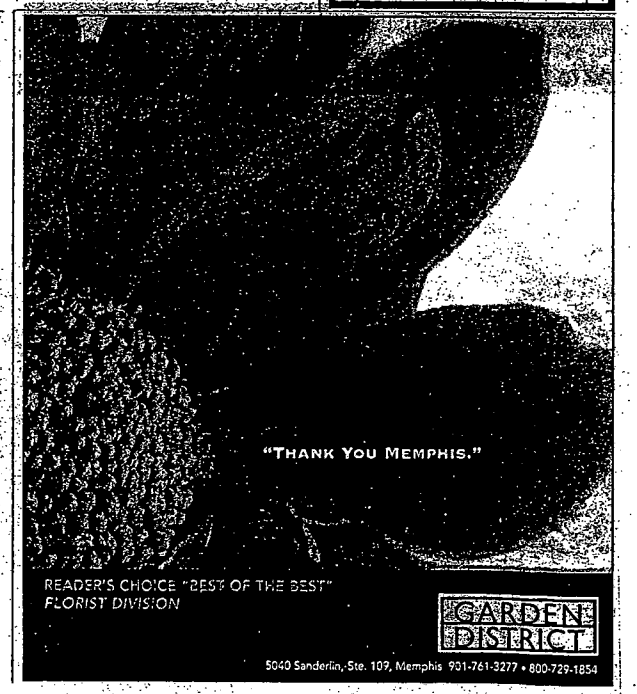
Horseshoe

FINALISTS
- Grand
- Gold Strike

OVERALL CASINO

Horseshoe

FINALISTS
- Grand
- Gold Strike



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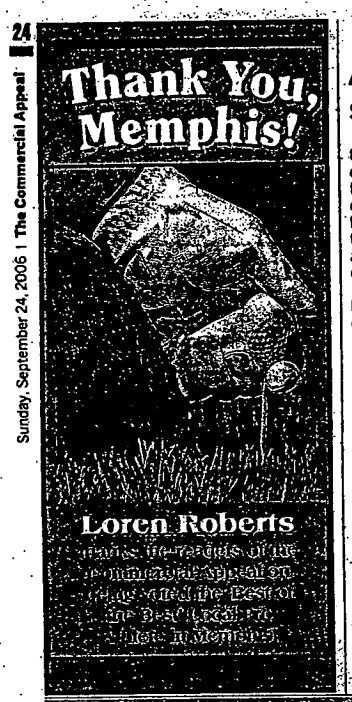


HOBBIES

ANTIQUE SHOP

Sheffield Antiques Mall

What makes us the best: Our 250 dealers provide Sheffield Mall with the widest range of antiques in the Mid-South. Our customers are continually amazed by the new array of the chic, unique and antique items that arrive on a daily basis. Our 72,000-square-foot facility allows us to display these items in over 350 individual booth settings. Sheffield has become a shopping destination for the Mid-South, as well as customers that travel from all over the United States. The Patio Café offers casual and elegant dining within the mall. Elegant meeting and lecture rooms offer wonderful space for group and private functions.

Our employees strive to: make each customer feel comfortable and at home. Concierge, sales consultants, designers and management assist in every way possible.

We want our customers to: know that if they have $5 or $5,000 to spend, Sheffield is a place to enjoy the day and bring friends and families.

Little-known fact about us: Is closed only three days a year; holiday openings like New Year's Day, July 4, Memorial Day and Labor Day become special events at Sheffield.

What's next for us: To continue increasing the quality and diversity of our dealers and their merchandise.

FINALISTS
- Palladio International Antique Market
- Wellford's Antiques Collection

CRAFTS/HOBBIES STORE

Hobby Lobby

FINALISTS
- Michaels Arts & Crafts
- Garden Ridge

A spin around Palladio International Antiques Market on Central can turn up some great antique sporting life accessories.

PETS

VETERINARIAN

McGehee Clinic for Animals

What makes us the best: We are the best because the entire staff cares and treats each patient as part of its own family. Our clients are our friends and we respect their trust in us. We attempt to utilize the most recent concepts, knowledge, skills and techniques within our means without losing our vision of the compassionate veterinarian and encourage all the staff to be a part of this ideal. Our mission is to improve pets' lives and, in doing so, improve the human/animal bond.

Our employees strive to: enjoy every day and make a positive difference in every life they touch.

We want our customers to: know how much we appreciate them and *thank* them for trusting and voting for us.

Little-known fact about us: We have been your other family doctor since 1960, are AAHA accredited and have licensed veterinary technicians and a board-certified veterinarian on staff.

What's next for us: It is, and will continue to be, our goal to achieve the highest standards and to make each client feel their expectations have been exceeded. (And celebrate this recognition.)

FINALISTS
- Eastgate Animal Clinic
- Goforth Animal Clinic

PET SHOP

Petco

FINALISTS
- Hollywood Pet Star
- Petsmart

Our kind of town

Jim Weber/The Commercial Appeal

Y'all come

Memphis is the Readers' Choice for Best City or Town in which to live.

"Thanks Memphis!"
2006
Readers' Choice Award

Leslie I. Ballin, Esq.
"Best of the Best"
Attorney in the Region

BALLIN, BALLIN, & FISHMAN, P.C.
Attorneys at Law

Marvin E. Ballin — Gray W. Bartlett
Leslie I. Ballin — Blake D. Ballin
Randall J. Fishman — John A. Irvine, Jr.

- Criminal, All Courts
- Civil, All Courts
- Personal Injury
- Wrongful Death
- City Traffic Court
- Juvenile Court
- Medical Malpractice
- Worker's Compensation

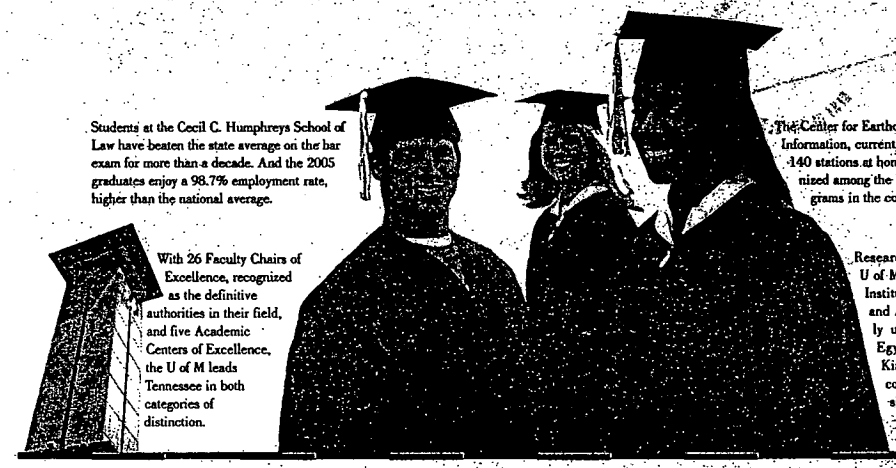
901 525-6278
200 Jefferson Avenue #1250
Jefferson at Third

Thank You Memphis! We're proud to be your university.

We were voted *The Commercial Appeal's* "Best University." Your continued support has helped us reach new heights. We are proud to share some of the achievements and discoveries that truly make us "the best."

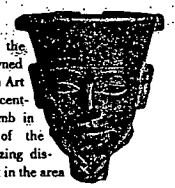
Students at the Cecil C. Humphreys School of Law have beaten the state average on the bar exam for more than a decade. And the 2005 graduates enjoy a 98.7% employment rate, higher than the national average.

With 26 Faculty Chairs of Excellence, recognized as the definitive authorities in their field, and five Academic Centers of Excellence, the U of M leads Tennessee in both categories of distinction.



The Center for Earthquake Research and Information, currently conducting research at 140 stations at home and abroad, is recognized among the leading earthquake programs in the country.

Researchers from the U of M's world-renowned Institute of Egyptian Art and Archaeology recently unearthed a tomb in Egypt's Valley of the Kings. This amazing discovery is the first in the area since 1922.



Thanks again for voting The University of Memphis "Best University."
We are on our way to becoming one of America's Great Metropolitan Universities. Learn more about us at www.memphis.edu.

THE UNIVERSITY OF MEMPHIS.

Bass Pro Shops

CAMPING CLEARANCE

Save 15–50% OFF Orig. Price On Selected Items

Canoes, kayaks, tents, sleeping bags, grills and more!

While Quantities Last!

SAVE $50

SAVE $30

FREE Paddle

$349.99 Reg. 379.99

perception

Swifty™ Kayak with Paddle

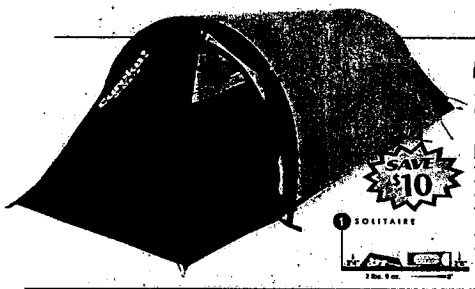
The Swifty maneuvers well and features built-in flotation. Features a Hi-Back backrest and seat pad and Keepers™ foot braces.

OCEAN KAYAK

$699.99 Reg. 749.99

Prowler 13 Angler Edition

Easy to maneuver and loaded with fishing-friendly features.



Eureka!

$49.99 Reg. 59.99

SAVE $10

Eureka!® Solitaire 2 Tent

- Efficient tunnel design · Compact fold size
- Pole pockets on one end, ring and pin on the other
- Nylon pole sleeves aid in setup and stability
- Added zipper in the center of the roof for easy entry/exit
- Shock corded 6.3mm fiberglass frame
- 3 storm guy outs on fly · 2 storage pockets on the inside

1 SOLITAIRE

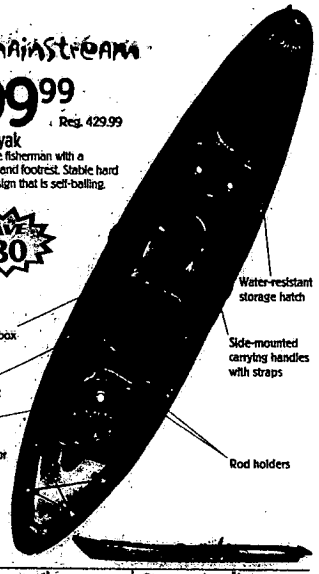
MARINASTREAM

$399.99 Reg. 429.99

Kingfish Kayak

Designed for the fisherman with a molded-in seat and footrest. Stable hard tracking hull design that is self-bailing.

SAVE $30



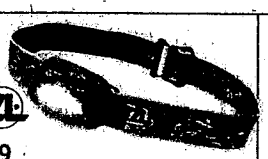
CAMELBAK

$29.99

HydroBak®

Features an external zip pocket, secure Bungee Cinch System™ holds extra clothing, soft mesh harness and reflectivity. Capacity 1.5 liters. Imported.

PETZL



$29.99 Reg. 35.95

Petzl® Tikka Ultralight LED Headlamp

Light and compact headlamp will shine light on any situation. Super white bulb burns up to 150 hours on 3 AAA batteries (included). Weighs only 70 grams. Imported.

$10.99 to 31.99

SealLine® Vinyl Dry Bags

Ideal for boat or camp. 19-oz.

$8.49

Nalgene® Bottles

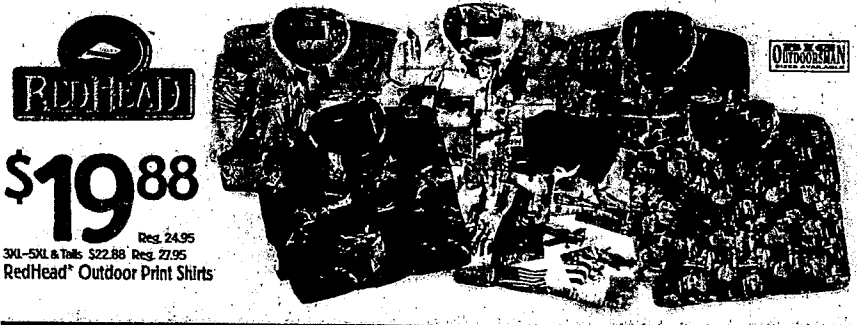
Constructed of tough, transparent Lexan®, these leak-proof bottles are incredibly impact resistant, even in extreme cold and heat.

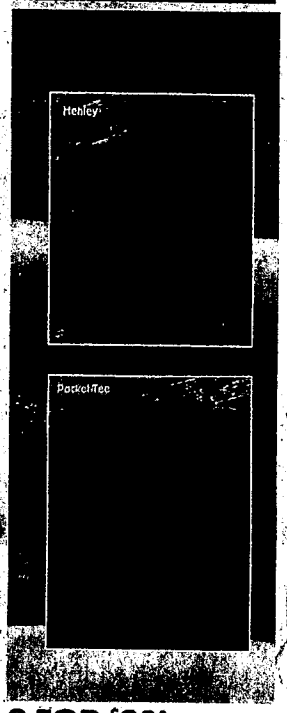
BPM1122 S 100

Bass Pro Shops
FOOTWEAR
CLEARANCE
new balance NB
Save 25–50% OFF Orig. Price On Selected Items
Hikers, casuals, sandals and more!
While Quantities Last!
RedHead
Woo Dawes
RedHead
$16.88 YOUR CHOICE
SAVE 15% Reg. 19.88
RedHead® Men's XTR Sandal
• Non-marking outsole • EVA footbed
SAVE 32%
Reg. 24.88
RedHead® Men's Everest Hikers
• Suede leather uppers • Contour molded rubber outsoles • Water resistant
SAVE 33%
100% WATERPROOF
$39.88 Reg. 59.95
RedHead
RedHead® Men's or Women's Bales II Hiker
• Full-grain leather upper • 100% waterproof
RedHead
Trainer
Clog
Moc
100% WATERPROOF
SAVE 33%
YOUR CHOICE
$19.88 Reg. 29.88
RedHead® Men's or Women's XTR Moc, Clog or Trainer
• 3 great-looking, easy-to-wear shoes with extreme comfort
• Waterproof suede upper for easy care and all-weather protection
new balance NB
$29.88 Reg. 39.95
SAVE 25%
New Balance® Men's or Women's CMX335 Sport Trainer
• Supple leather/mesh upper provides breathability
• Cushioned, with a C-CAP® midsole • Available in medium & wide widths

BP313172 6 03 06 08 09 11 12 14 15 18 19 20 21 22 23 26

BPS-002119





2 FOR $20! Reg. 12.95 each
3XL–5XL & Talls 2 for $26 Reg. 15.95 each
RedHead® Pigment Series Pocket Tee or Henley
OUTDOORSMAN

BPS-002120

CAMO & RAINWEAR CLEARANCE

Bass Pro Shops

HH Helly Hansen

Columbia Sportswear Company

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LITE

$14.88 Reg. 19.95

RedHead® Stalker Lite Short-Sleeve Shirts or Shorts

2XL & 3XL $19.88 Reg. 24.95

$19.88 Reg. 24.95

RedHead® Men's or Women's Stalker Lite Long-Sleeve Shirt or 6-Pocket Pants

2XL & 3XL $24.88 Reg. 29.95

$39.88 Reg. 49.95

RedHead® 3-D Leafy Bug-Master Suit

2-pc. suit features a VisorPro™ headcover with adjustable face shield. Cool, comfortable no-see-um mesh construction.

$29.88 Reg. 39.95

2XL & 3XL $34.88 Reg. 44.95

Olive $19.88 Reg. 29.95

2XL & 3XL $24.88 Reg. 34.95

RedHead® Bug Suit

Includes jacket, pants, headnet and storage bag, all built of rugged no-see-um mesh.

$14.88 Reg. 19.88

RedHead® Woodland Camo BDU Pants

2 FOR $12 Reg. 8.88 each

RedHead® Woodland Camo Long-Sleeve T-Shirt

2 FOR $10 Reg. 5.88 each

RedHead® Woodland Camo Short-Sleeve T-Shirt

$14.88 Reg. 19.95

RedHead® Scout Day Pack

$17.88 Reg. 24.95

RedHead® Pro Guide 9 Fanny Pack

$29.88 Reg. 39.95

RedHead® H_2O Stalker Daypack

$34.88 Reg. 49.95

RedHead® Extreme Fanny Pack

$34.88 Reg. 49.95

RedHead® Ripcord Hydration Pack

BP313172 6 -10C

TREESTAND CLEARANCE

Bass Pro Shops

Save up to 50% OFF Orig. Price On Selected Items

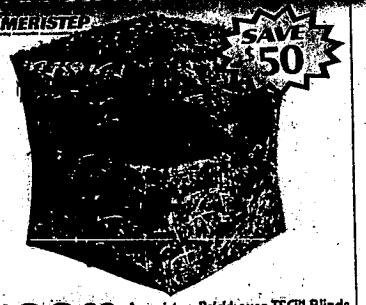
While Quantities Last!

AMERISTEP · BUILT · SUMMIT

SAVE $30

$69.99 Reg. 99.99

Ameristep Doghouse™ Blinds
The Doghouse continues to set a standard in quality, concealment, and comfort. Features Edge ReLeaf™, ShadowGuard™ and Durashell™ construction. Advantage® MAX-4 HD™ only.



SAVE $50

$129.88 Reg. 179.99

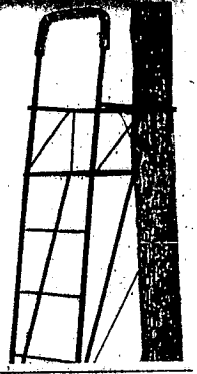
Ameristep Bridghouse TSC™ Blinds
A hub-style blind that features a zip open roof panel, Edge ReLeaf™, ShadowGuard™, Durashell™ construction, and 7 zippered windows. Advantage® MAX-4 HD™ only.

STRONG

$65 Reg. 79.99

StrongBuilt® Basic 15' Ladder
Attaches to any tree with double hook-and-ratchet strap system. 18"x21" expanded metal mesh foot platform and 14"x22" seat platform. Weight: 60 lbs. Maximum weight cap.: 250 lbs.

TMA TREESTAND MANUFACTURERS ASSOCIATION



COMPARE TO $21.99!

$9.88

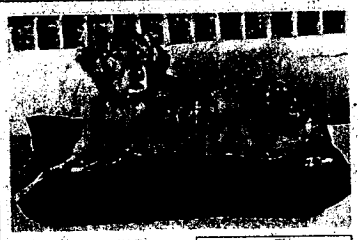
Auto-Wata™
Fresh water always available. Connects to any garden hose and refills automatically. Will not overflow.

SPECIAL PURCHASE!

$14.88 STEARNS

Reg. 19.99

Pet Flotation Vest
Adjustable belt secures fit. Durable 200 denier oxford nylon with handler's loop strap. Available in 4 different sizes.



COMPARE TO $44.99!

$19.88

Dog Bed Combo with Toys
Includes rope toy, collapsible bowl, plush bone, canvas dummy. 27"x36" Dog Bed. Assorted colors and patterns.

SPECIAL PURCHASE!

COMPARE TO $199.99!

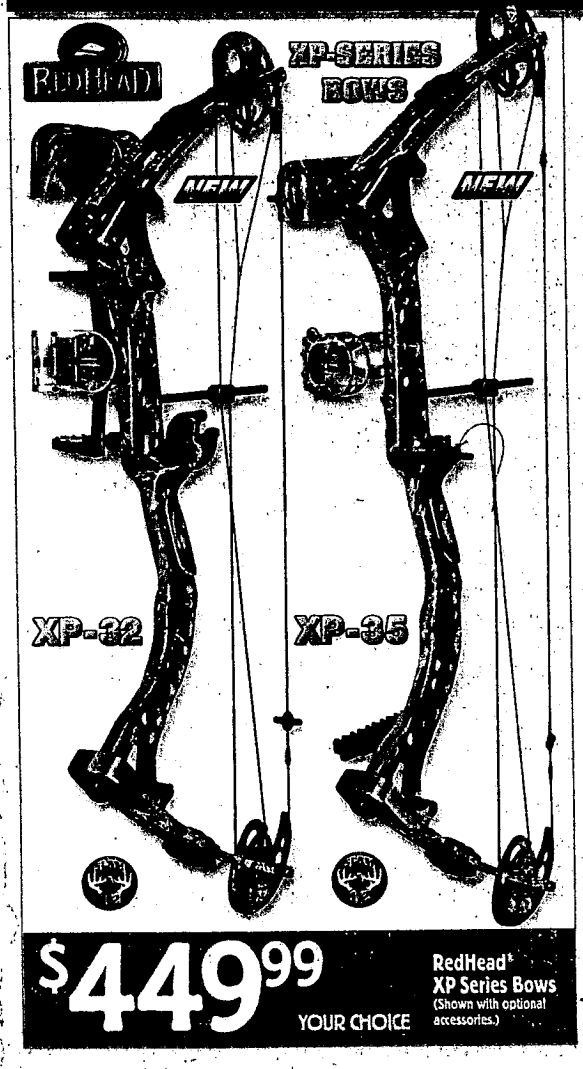
$99.88

SPECIAL PURCHASE!

Virtual Fence
Collar emits a harmless burst of compressed air when dog approaches the boundary. Includes transmitter, batteries, 500' of wire, flags to cover 1/3 acre, instructions and training video.

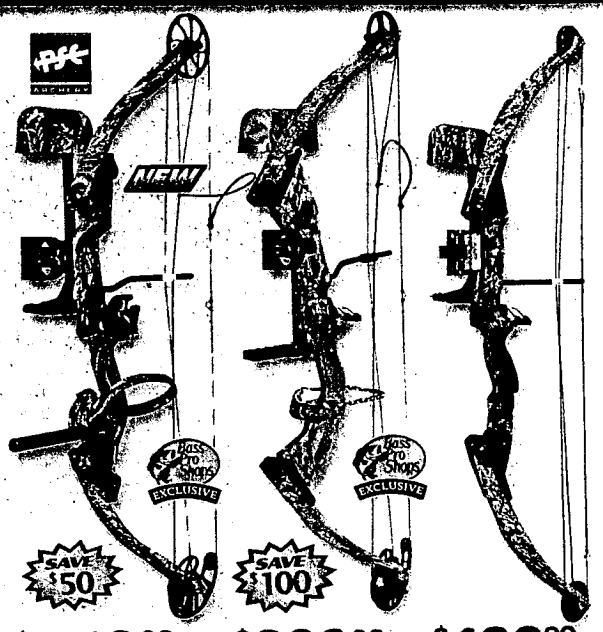
BP311172 9 -100

NEW ARCHERY



$449.99 YOUR CHOICE

RedHead® XP Series Bows (Shown with optional accessories.)



$449.88
Reg. 499.99
NEW PSE
Xcellerator Package
- 70% let-off Bullwhip Cam
- Axle-to-Axle: 32"
- Includes sight, quiver and arrowrest

$299.88
Reg. 399.99
PSE
Flash Package
- 2004 Model
- Includes sight, quiver and arrowrest

LIMITED QUANTITIES!

$199.99
PSE
Deer Hunter Package
- 65% let-off Stage 3™ Cam
- Axle-to-axle: 38"
- Includes sight, quiver and arrowrest

HORTON

$319.88 Reg. 349.99
Explorer XL 150 Package

$39.99 Dozen
CARBON Fury
RedHead® Carbon Fury Arrows

$59.88 Dozen Reg. 69.99
CARBON Supreme
RedHead® Carbon Supreme Custom Arrows

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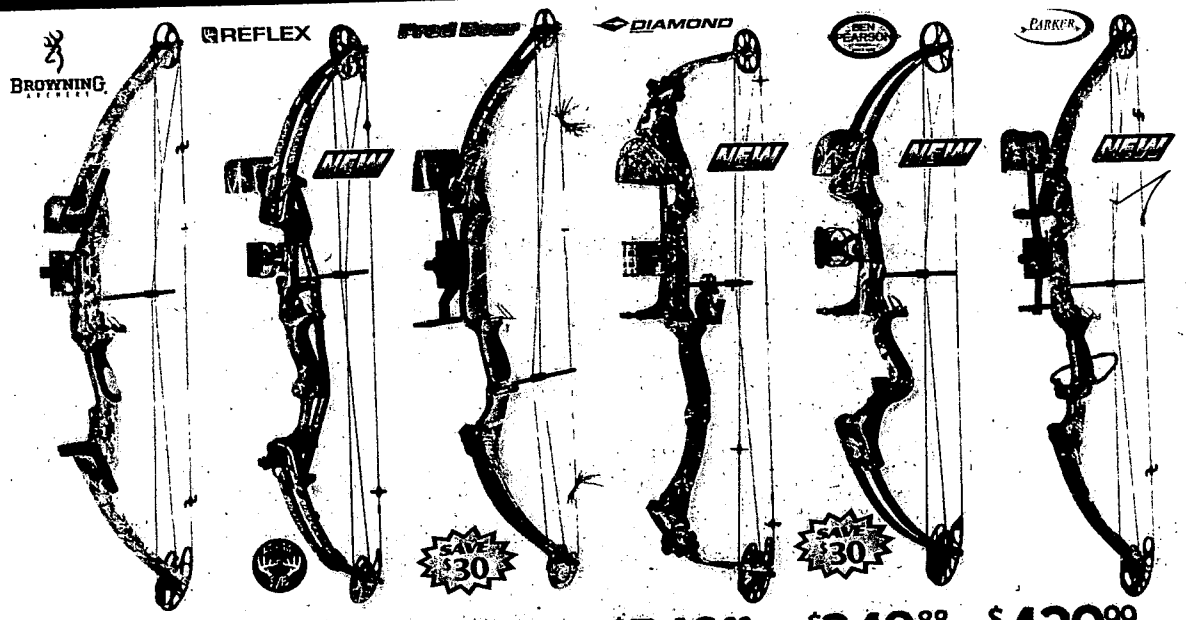
GEAR FOR 2005

REDHEAD



$319.99
Browning®
Rage One™ Combo
- 70% let-off Ignitor 6 ED™ Cam
- Axle-to-Axle: 36"
- Includes sight, quiver and arrowrest

$299.99
Reflex
Grizzly™
- 75% let-off Slam & 1/2 Cam
- Axle-to-Axle: 36"

$219.88
Reg. 249.99
Fred Bear
Whitetail Quest Package
- 75% let-off Super One-Cam
- Axle-to-Axle: 34-1/2"

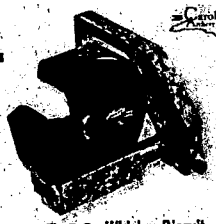
$549.99
Diamond
Victory
- 80% let-off Solitaire Cam
- Axle-to-Axle: 34-1/2"

$349.88
Reg. 379.99
Pearson
Spoiler Angle
- 75% let-off Z-5 Cam
- Axle-to-Axle: 33"

$439.99
Parker
Hunter Mag Outfitter
- 80% let-off Super One-Cam
- Axle-to-axle: 37"
- Includes sight, quiver and arrowrest

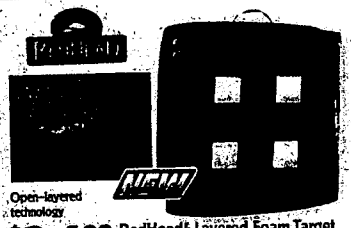
*Some bows on this page are shown with optional accessories.

$24.88 Reg. 34.99
Stinger Caliper Release



$49.99 Whisker Biscuit Drop-Tine QS

$69.88 Reg. 89.99
McKenzie™ Layered Core Tuff Buck



Open-layered technology

$34.99 RedHead® Layered Foam Target

Bass Pro Shops

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25–50% OFF Orig. Price On Selected Merchandise

GIFT

CLEARANCE

25% OFF Reg. Price On Selected Merchandise

Books, Videos, Home Decor, Toys, Jewelry

While Quantities Last!

STORE PRICING POLICY: Generally, merchandise prices in our stores, catalogs and web sites will be the same. Occasionally, however, due to sales, clearance events or market conditions, prices may vary.

Two stores in Tennessee to serve you

Memphis
I-40 at Sycamore View Road, Exit 12
6140 Macon Road
Memphis, TN (901) 213-5800
Hours: Mon-Sat 9am-10pm,
Sun 10am-7pm

Nashville
Next to the Opryland® Hotel
323 Opry Mills Drive
Nashville, TN (615) 514-5200
Hours: Mon-Sat 9am-10pm,
Sun 9am-7pm

DON'T MISS OUT! Sign up for the Bass Pro Shops email newsletter for special offers, store events, educational workshops, outdoor articles, pro tips, and product reviews. It's easy to sign up. Just go to www.basspro.com/email15

basspro.com ALWAYS OPEN 24/7

recyclable

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Please be aware that descriptive, typographic or photographic errors may sometimes occur, and are subject to correction.

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Memphis, TN 38134

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BPS-002125

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Camping / Auto
Marine / Electronics
Apparel
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Gift / Home / Golf
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Tracker Boats

Customer Service

Find Answers or Contact Us
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Enter Email Addr go
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Destinations

Outdoor Wilderness

Outdoor World Retail Stores

TN - Memphis

Memphis, Tennessee

Sportsman's Center
6140 Macon Rd
Memphis, TN 38134
Phone: 901-213-5800

For the best in hunting and fishing gear, shop Bass Pro, your source for sporting goods in Memphis. Regarded as part museum, part art gallery, part education, conservation, and entertainment center, the Bass Pro Shops retail store is a leader among Tennessee fishing and hunting outfitters. Whether you need gear for fishing in Memphis, or simply want to maximize your outdoor fun and view the aquarium, lure collection and King of Bucks replicas, shop Bass Pro. See Our Photo Gallery

Manager: Haden Holley
E-mail: Manager_Memphis_TN@bass

GPS Coordinates:
35.1654°N, 89.8578°W (WGS84/NAD8

- Directional Map
- Store Events
- Outdoor Skills Workshops
- Store Image Gallery
- Career Opportunities

Store Hours

Open 364 Days a Year!

Regular Store Hours
Monday - Saturday 9:00 AM - 10:00 PM

Sunday 10:00 AM - 7:00 PM
Thanksgiving 8:00 AM - 6:00 PM
Nov 24th 6:00 AM - 10:00 PM

View a current circular for this location:
Holiday Sale - Ends 12/10

TRACKER BOAT CENTER
Manager: Scott Dempsey
Email: Boat Sales
Website: http://memphis.trackerboat

For promotional requests please contact tmkercheval@basspro.com

Store Events

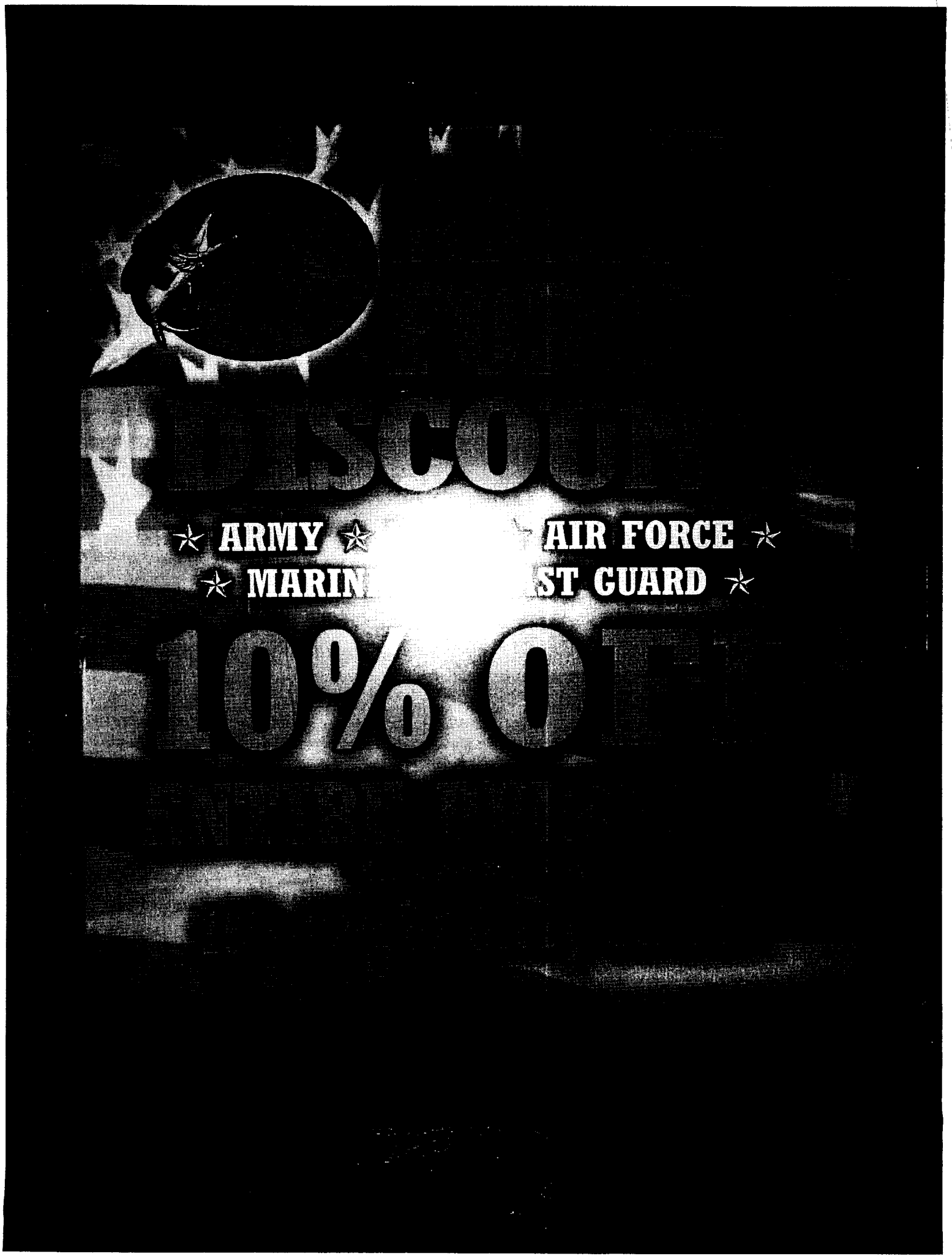
Ba

May 24, 2006 - December 31, 2006
Live Fish Feeding!!!
Join us every Saturday and Sunday, at 1:00 and 4:00 for our live fish feeding at our jumbo a inside the store!!!! Bass Pro Shops provides a truly unique experience to see fish feeding in natural environment!!!

[redacted]

Sportsman's Center

SPORTSMAN'S WAREHOUSE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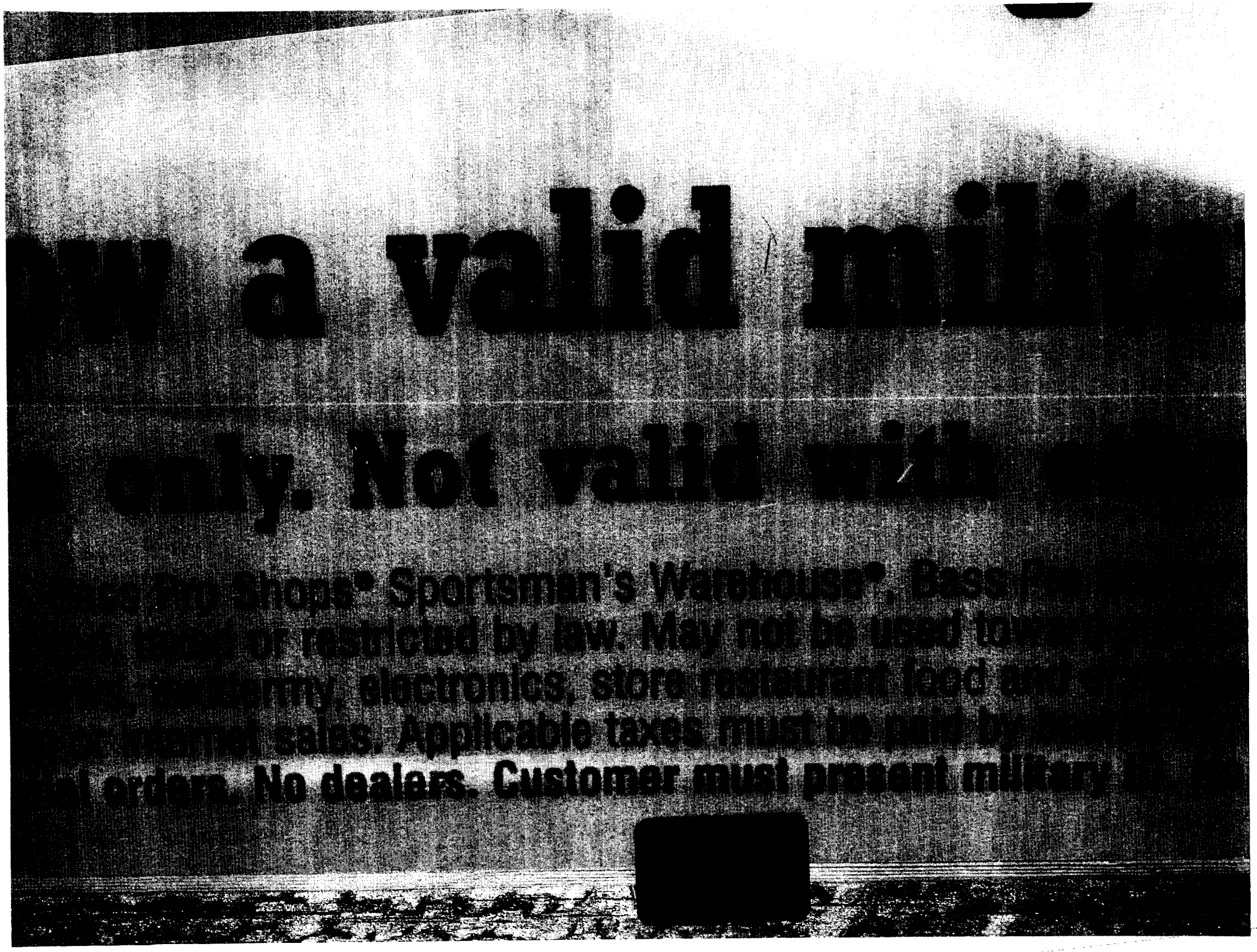
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Pro Shops® Sportsman's Warehouse®, Bass
or restricted by law. May not be used to
electronics, store restaurant food and
sales. Applicable taxes must be paid by
orders. No dealers. Customer must present military

Sportsman's Center
6140 Macon Rd
Memphis, TN 38134
Phone: 901-213-5800

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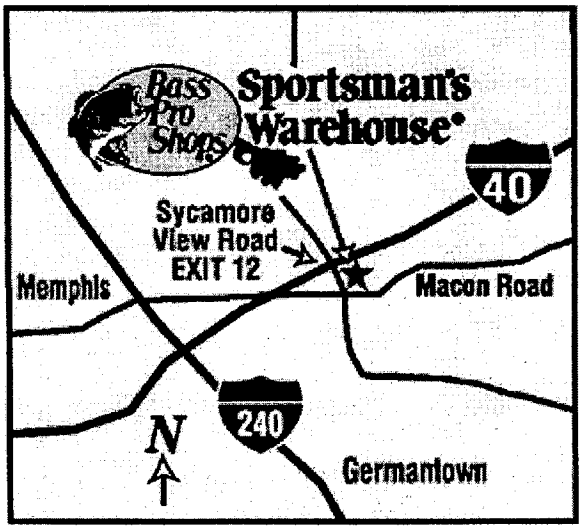

Welcome to Atlanta's most exciting Sporting goods store.

▼ **Atlanta's largest Fishing Department**
We have everything to meet your fishing needs—from the top name in rods and reels to the best bass bustin' lures on the market. Our huge selection will have you out on the water in no time!

Now, under one roof, more fishing tackle, hunting gear, camping equipment, Tracker® and Nitro® boats than ever before! Located in the heart of the South in Atlanta near Lake Lanier on I-85 at Steve Reynolds Blvd.

If you love the outdoors, you'll love our new store! Every department, whether it's men's or ladies' sportswear, footwear or even gifts, has a focus on the outdoors. Exciting displays with incredible wildlife mounts and rustic looking outdoorsmen motifs make Sportsman's Warehouse® a special place you need to experience.

▲ **Bass Tub**
View the freshwater fish that inhabit our 5,500-gal. aquarium, and watch our daily lure demonstrations.

Bass Pro Shops
Sportsman's Warehouse®

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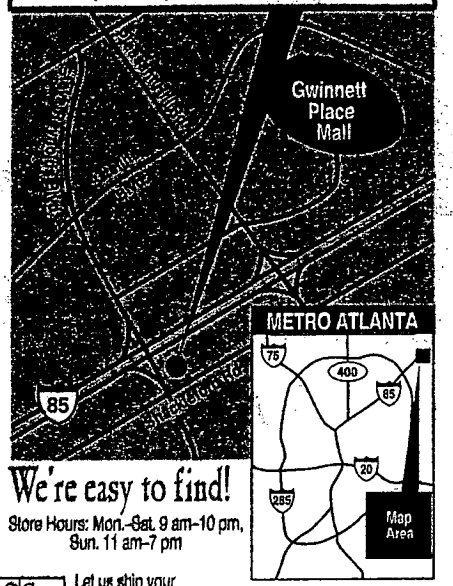
3825 Shackleford Rd. Duluth, GA
(770) 931-1550



We're easy to find!

Store Hours: Mon.–Sat. 9 am–10 pm, Sun. 11 am–7 pm

Let us ship your purchase home for you.
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Official Shipper
Bass Pro Shops®
Sportsman's Warehouse®

Catch It On
fuji
Official film of Bass Pro Shops®

We're committed to giving you more: the best selection anywhere; the lowest price every time; and a better outdoor experience overall. We work constantly with conservation agencies and private groups as well, to help ensure the quaility of that experience.

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Bass Pro Shops
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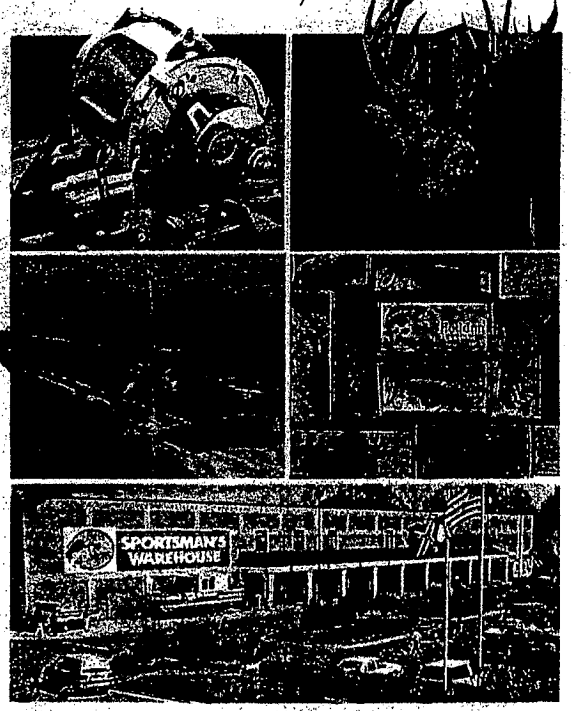
The most Outdoors the South has ever seen! Bass Pro Shops®

Duluth, Georgia
I-85 at Steve Reynolds Blvd.



More Outdoors For Your Money!™

3825 Shakleford Rd., Duluth, GA

Mon.–Sat. 9 am–10 pm, Sun. 11 am–7 pm

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Ad Transit 1200083

1/6 Memphis Comm Appeal

Bass Pro Shops

More Outdoors For Your Money

Sale Dates: Now Thru Jan. 12

Clearance Sale!

Armed Forces Special

10% DISCOUNT

Some exceptions apply. See store for details

SAVE ON 2004 Rod Riot

Extreme XPS™ Rods

Sale 59.88 Orig. 99.99

Bionic Blade™

Sale 39.88 Orig. 79.99

Pro Qualifer®

Sale 79.88 Orig. 119.99

EXTREME

PRO QUALIFIER

SHIMANO

SAVE 75%

$1.49

Shimano® Utility Boxes *Orig. 5.99*

Bass Pro Shops

$5

Reg. 7.99

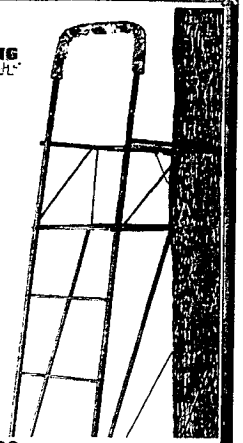
Bass Pro Shops® Steel Quad Chair

STRONG BUILT

TWA

FREE padded shooting rail! A $19.99 value.

Includes a full-body safety harness.



SAVE $30

$49.88

Reg. 79.99

StrongBuilt® Basic 15' Ladder Stand

Max. wt. cap.: 250 lbs.

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Hours: Mon-Sat 9am-10pm, Sun 10am-7pm

basspro.com ALWAYS OPEN 24/7

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INCREDIBLE SAVINGS ON OUR STOREWIDE CLEARANCE SALE!

25–50% OFF Reg. Price On Selected

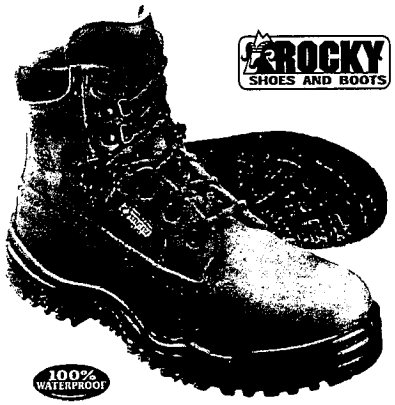
HUNTING | FISHING | MARINE | FOOTWEAR | APPAREL

Carhartt

SAVE 41%
$49.88
Orig. 85.00
Carhartt® Sandstone Active Jacket

Wrangler RUGGED WEAR

SAVE 33%
$19.88
Orig. 29.95
Wrangler Hooded Flannel
- 100% cotton yarn-dyed brushed flannel outside
- Quilted nylon lining with polyester insulation inside
- 2 button-flap chest pockets



CLEARANCE!
$79.77
Reg. 109.95
ROCKY® 6" WorkSmart®
- ANSI-approved steel toe for safety
- 100% waterproof construction
- Dual-density polyurethane sole
- Moisture-wicking lining
- Removable foam footbed

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Mon, Jan 10, 2005 5:04 PM

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25–50% OFF Reg. Price On Selected Items

FISHING · HUNTING · FOOTWEAR · BOATING · CLOTHING

SPECIAL PURCHASE! $99 VALUE!

$39.88

Bass Pro Shops Incredible Value!

Bass Pro Shops® Extreme Pro Series Rods
HM-64 graphite blank

HAWG CALLER

SPECIAL PURCHASE!

99¢
Orig. 1.99
Hawg Caller Soft Plastic Worms

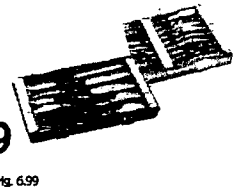
SAVE $70
$99.88
Reg. 169.99
HX260S VHF Handheld Radio
- 8-hour battery
- 120V charger
- Programmable scan
- Dual watch

Limited Quantities! No Rainchecks.

MIDLAND

SAVE $30
$49.88 pair
Reg. 79.99
Midland® GXT 400 Radios
Up to 12-mile range.

SHIMANO



$1.99
Orig. 6.99
Shimano® Utility Boxes

2005 Spring Fishing Classic
February 19–27
Seminars
February 25–27

Bass Pro Shops OUTDOOR SKILLS WORKSHOPS

Technique for Pre-Spawn Bass Fishing
February 2
Fishfinder Selection
February 16

Bass Pro Shops ARMED FORCES & SPECIAL

10% DISCOUNT
Some exceptions apply. See store for details.

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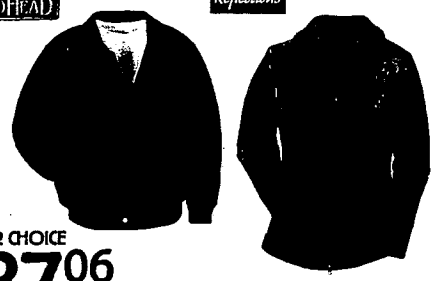
Hurry In— Limited Quantities!

33%–50% OFF

Orig. Price of **Selected Men's & Ladies' Fall and Winter Collections**

$5 Reg. 7.99
Bass Pro Shops® Steel Quad Chair

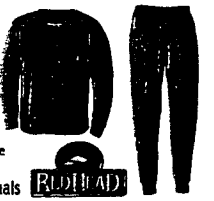
33% OFF On Quality Leather Jackets



YOUR CHOICE
$87.06 Reg. 129.95
Natural Reflections® Leather Jacket or RedHead® Leather Bomber Jacket

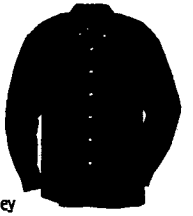
SAVE 50% Natural Reflections
$19.88 Reg. 39.95
Natural Reflections® Women's Shearling Bootie
- Rugged outdoor footwear
- Luxurious genuine shearling lining
- Warm in winter, cool in summer

33% OFF Reg. Price



RedHead® E.C.W.C.S. Extreme Cold Weather Thermals

SAVE $5
$14.88
Reg. 19.95
3XL–5XL & Tails $17.88
Reg. 22.95
RedHead® Thermal Henley



$29.88 Reg. 42.00
Bob Timberlake Lodge Pants
Tough, wrinkle-resistant, easy wear and care.

FISHING · HUNTING · FOOTWEAR · BOATING · CLOTHING · CAMPING

SPRING FISHING CLASSIC FEB. 19–27
Our Biggest Fishing Show and Sale of the Year!

Techniques for Pre-Spawn Bass Fishing
February 2 7pm
Hunter Safety Class
February 7 5:30pm
Must pre-register for 4 week course. 1-901-213-5800

10% MILITARY DISCOUNT
Some exceptions apply. See store for details.

STORE PRICING POLICY: Generally, merchandise prices in our stores, catalogs and web sites will be the same. Occasionally, however, due to sales, clearance events or market conditions, prices may vary.

Bass Pro Shops® Sportsman's Warehouse® I-40 at Sycamore View Road, Exit 12
6140 Macon Road, Memphis, TN (901) 213-5800
Hours: Mon–Sat 9am–10pm, Sun 10am–7pm

basspro.com ALWAYS OPEN 24/7

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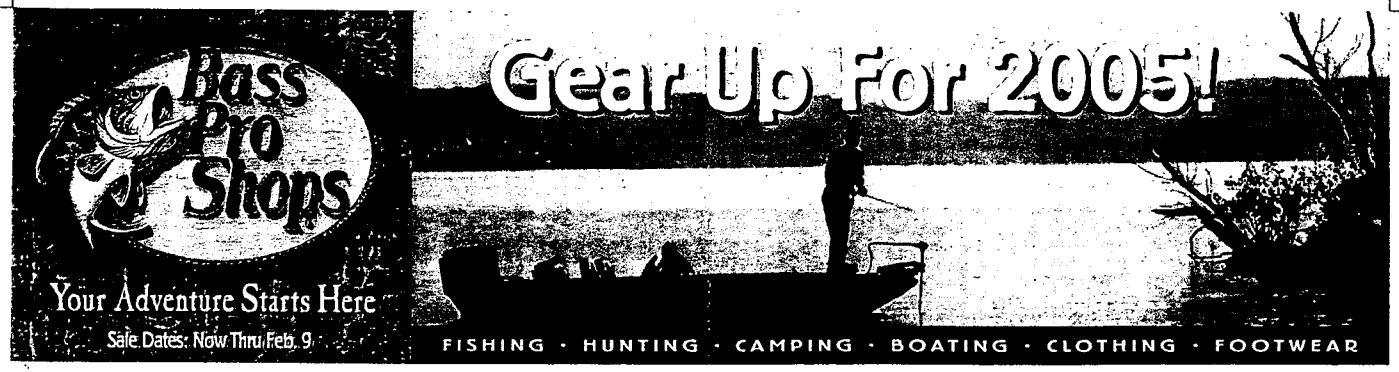
Fri, Jan 21, 2005 3:50 PM


Bass Pro Shops
Your Adventure Starts Here
Sale Dates: Now Thru Feb. 9
Gear Up For 2005!
FISHING · HUNTING · CAMPING · BOATING · CLOTHING · FOOTWEAR

QUANTUM®

SAVE 50%

LIMITED QUANTITIES!

$24.88

Reg. 49.99

Quantum® Bill Dance Signature Series Rods
- HSX44 high-modulus graphite blanks
- Fuji® guides and reel seats
- Hand-laid Gudebrod® wraps

All Stanley Hardbaits 1/2 Price

$1.24

Reg. 2.49

SPECIAL PURCHASE!
SAVE $30

$69.88

Reg. 99.95

Quantum® Accurist™ AC 500PT
- 5 polymer/stainless hybrid bearing system
- Ceramic levelwind with zirconia pawl
- Ultralight MaxCast™ spool

LIMITED QUANTITIES!

$29.95

3XL–5XL & Tails $34.95

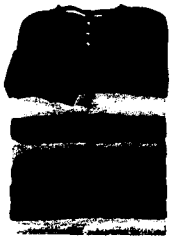
RedHead® Angler Jacket

$14.88

Reg. 19.95
3XL–5XL $17.88
Reg. 22.95

RedHead® Thermal Henley
Available in 8 colors.

LIMITED QUANTITIES!



SPRING FISHING CLASSIC
FEB. 19–27
Our Biggest Fishing Show and Sale of the Year!

Bass Pro Shops Outdoor Skills Workshops

Hunter Safety Class
February 7 5:30pm
Must pre-register for 4-week course. 1-901-213-5800

Fishfinder Selection
February 16 7pm

Bass Pro Shops Armed Forces Special

10% MILITARY DISCOUNT
Some exceptions apply.
See store for details.

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6140 Macon Road, Memphis, TN (901) 213-5800
Hours: Mon–Sat 9am–10pm, Sun 10am–7pm

basspro.com ALWAYS OPEN 24/7

BP313924

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BPS-001411

7045019

THE UNITED STATES OF AMERICA

TO ALL TO WHOM THESE PRESENTS SHALL COME:

UNITED STATES DEPARTMENT OF COMMERCE

United States Patent and Trademark Office

December 22, 2006

THE ATTACHED U.S. TRADEMARK REGISTRATION *2,193,039* IS CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES PATENT AND TRADEMARK OFFICE.

REGISTERED FOR A TERM OF *10* YEARS FROM *October 06, 1998*
SECTION 8 & 15
SAID RECORDS SHOW TITLE TO BE IN:
BASS PRO TRADEMARKS, L.L.C.
A MISSOURI LIMITED LIABILITY COMPANY

By Authority of the
Under Secretary of Commerce for Intellectual Property
and Director of the United States Patent and Trademark Office

M. K. CARTER
Certifying Officer

Int. Cl.: 35

Prior U.S. Cls.: 100, 101 and 102

Reg. No. 2,193,039

United States Patent and Trademark Office

Registered Oct. 6, 1998

SERVICE MARK
PRINCIPAL REGISTER

BASS PRO TRADEMARKS, L.P. (MISSOURI LIMITED PARTNERSHIP)
1935 SOUTH CAMPBELL
SPRINGFIELD, MO 65898

FOR: RETAIL STORE SERVICES IN THE FIELD OF HUNTING, FISHING AND OUTDOOR GEAR, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 1-0-1979; IN COMMERCE 1-0-1979.

OWNER OF U.S. REG. NOS. 1,116,517, 1,950,067, AND 1,952,297.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "PRO SHOPS", APART FROM THE MARK AS SHOWN.

SER. NO. 75-173,225, FILED 9-27-1996.

MARY M. MAGNER, EXAMINING ATTORNEY

7045019

THE UNITED STATES OF AMERICA

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United States Patent and Trademark Office

December 22, 2006

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SECTION 8 & 15
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Under Secretary of Commerce for Intellectual Property
and Director of the United States Patent and Trademark Office

T. WALLACE
Certifying Officer

Int. Cl.: 42

Prior U.S. Cl.: 101

Reg. No. 1,116,517

United States Patent and Trademark Office

Registered Apr. 10, 1979

SERVICE MARK

Principal Register

BASS PRO SHOPS

Bass Pro Lures, Inc. (Missouri corporation)
503 College
Springfield, Mo.

For: COMBINED DISTRIBUTORSHIP SERVICES IN THE FIELD OF FISHING SUPPLIES, AND RETAIL FISHING SUPPLY STORE SERVICES, in CLASS 101 (INT. CL. 42).

First use on or about Nov. 1, 1971; in commerce on or about Mar. 22, 1972.

Ser. No. 465,291, filed Aug. 10, 1973.

Int. Cl.: 42

Prior U.S. Cl.: 101

Reg. No. 1,116,517

United States Patent and Trademark Office

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