

# NEW PRODUCTS & INDUSTRY NEWS

compiled by Bob Welch

## Buy A Truck, Get a Hat

Dodge Tips Hat to Texas with Introduction of New 2008 Resistol Edition Dodge Ram Mega Cab



Chrysler LLC. “More room, more comfort, more capability and more practicality. Our partnership with Resistol—one of America’s best names in Western wear—gives us the opportunity to add yet another ‘more’ to the list: more exclusivity.”

“Resistol Hats are the hat of choice for the core cowboy and are the most durable hats on the market today,” said Stan Redding, Vice President of Sales and Marketing, HatCo. “Resistol is the King of Cowboy Hats and it’s a natural fit to be partners with the King of cowboy pickup trucks.”

The new 2008 Resistol Edition Dodge Ram is a 3500 Laramie Mega Cab with dual rear wheels, available in either 4x2 or 4x4 configurations. Every Resistol Edition Ram Mega Cab is equipped with 17-inch chrome-clad wheels and the new 6.7-liter Cummins turbodiesel engine with six-speed automatic transmission. The 6.7-liter turbodiesel engine achieves 2010, 50-state emission standards three years early, making Dodge Ram the cleanest and best-performing heavy-duty pickup truck in the market.

Resistol-specific touches include a special two-tone exterior color scheme of Dark Khaki Metallic main body upper and Light Khaki Metallic lower body and front and rear fender flares. Special Resistol badges adorn each B pillar, and stainless steel tubular side steps reach from wheel to wheel, a first for Dodge Ram Mega Cab.

Inside, the 2008 Resistol Edition Dodge Ram 3500 Laramie Mega Cab features Yuma and Graystone premium leather seating, embossed with the distinctive Resistol cowboy hat logo. Premium-weight floor mats are also embossed with the Resistol logo.

The Resistol package complements a pickup already perfect for those who like to live large, boasting the largest, longest cab in the segment (143.2 cubic inches and 111.1 inches), the largest interior cargo volume (72.2 cubic feet), the largest cargo volume behind the rear seat (7.7 cubic feet), the largest flat-floor load area (16.8 square feet), the largest second-row leg room (44.2 square inches), largest rear door opening (34.5 inches wide and 35.5 inches high), largest rear door open angle (85 degrees) and first-ever reclining rear seats, with 22- to 37-degree seat back angle.

The 2008 Dodge Ram Mega Cab leads the full-size segment with numerous best-in-class features, including largest interior cargo volume, largest flat-floor load area and segment-first reclining rear seats.

Along with all that, Dodge is now offering a bonus feature: every Resistol Edition Dodge Ram 3500 Laramie Mega Cab comes standard with a Resistol Black Gold 20X felt cowboy hat

The new truck arrives early next year and will come standard with a Resistol Black Gold 20X felt cowboy hat—Resistol’s number-one selling felt hat for more than 25 years.

“Dodge Ram Mega Cab is popular with customers because it gives them more,” said Mike Accavitti, Director—Dodge Brand and SRT Marketing and Communications,

## BSI Launches NEW Line of Equine Self-Cooling Products



Introducing COLDFLEX, a complete line of self-cooling, cold therapy products to provide a cost effective, better alternative to water cooling systems, ice, topical ointments and alcohol or herbal based cooling products.

The COLDFLEX equine product line is 96 percent water-based and cools at room temperature with no need to freeze. Tissue temperatures are reduced as much as 30°F, as the product slowly evaporates to pull heat away from the injury. By removing heat, versus forcing cold in, COLDFLEX provides the safest form of cold therapy. The product line is non-toxic and reusable, regenerating easily with cool water.

The popular, self-conforming, COLDFLEX Compression Wraps are used to help aid in the treatment of bowed tendons, bucked shins, arthritis, sprains, strains, tendon injuries and stocking up. By cooling the blood that runs through the surface vessels, the wraps also can help to reduce all-over body temperature.

COLDFLEX Equine Blankets and Pads aid in the recovery and reduction of symptoms from sore muscles, arthritis, heat exhaustion and swelling. The products effectively rejuvenate as they cool, decreasing both body temperature and heart rate. COLDFLEX Pads and Blankets are fire retardant; withstanding temperatures of 3568°F for several minutes and should be kept easily accessible in case of emergency.

For more information, call (800) 295-4495 or visit [www.coldflex.com](http://www.coldflex.com).



## Xtreme Crepe Lite from Lucchese

The Xtreme Crepe Lite is now available on Horseman-style boots. Their newest innovation, Xtreme Crepe Lite, is engineered with similar specifications to the popular Lucchese crepe sole, but is thinner and lighter for increased comfort and flexibility, while maintaining the durability and reliability Lucchese aficionados have come to expect from the Lucchese brand. The Xtreme Crepe Lite option is available for order in any Horseman-style boot in the Lucchese 2000 Collection.

more 

## Prolong Your Cooling Therapy For Up To Six Hours ANYWHERE, ANYTIME.



### The Cool Winner...

- *Helps relieve inflammation of leg muscles and tendons.*
- *Helps reduce swelling and discomfort from acute sprains and bruises.*
- *No refrigeration, freezing, or wetting required.*
- *Cools the area approximately 6 degrees.*
- *Convenient, flexible, and gentle.*



For Additional Information  
Please Visit Our Website  
At [www.extendacool.com](http://www.extendacool.com) Or  
Call 800-834-6470.

 **ALPHARMA.**  
Alpha Pharma Inc.  
440 Route 22  
Bridgewater, New Jersey 08807, USA  
Phone: 800-834-6470

Extend-A-Cool is a registered trademark of Alpha Pharma Inc.

© 2007 Alpha Pharma Inc.  
All rights reserved. CAE0539

Another Innovative Product From



## New Products

continued



### Heritage Gloves Jumps in Roping Game

The Heritage Champion Roping glove's innovative design offers the only roping glove available made with 100 percent pure Kevlar material. Kevlar is stronger than steel yet it was especially created for this glove to feel as soft as cotton. This glove is built to be comfortable, contours to your hand, protects against rope burn and is engineered to last. This glove is built with a 100 percent pure Kevlar palm and fingers, allowing excellent finger dexterity and feel of the rope.

The Kevlar is rolled up over the index finger to protect you while throwing the rope and the outside of the palm and the pinky finger has the Kevlar material rolled up the side to protect the outside of the hand while dallying.

The top of the glove is constructed of a durable stretch nylon Spandura to allow full mobility with genuine leather knuckle protection. The elastic knit cuff and adjustable Velcro closure helps keep the glove securely on your hand.

Our exclusive ID label allows the gloves to be personally identified by the rider. Plus, all Heritage gloves come with the best warranty on gloves in the industry. We guarantee the gloves for 90 days from purchase on workmanship and materials.

Heritage Gloves is offering a full line of equestrian riding gloves built for the professional rider to the recreational rider. Heritage has over 25 years of experience designing and manufacturing gloves. We bring our passion and experience to you by offering a complete and comprehensive line of riding gloves that surpasses all other gloves with innovation, design, style, quality and comfort. We assure you that you will see for yourself the benefits of Heritage gloves at a competitive price.

For more information, go to [www.heritagegloves.com](http://www.heritagegloves.com) or call (800) 939-3101. **SWR**

## DVD's! The PERFECT stocking stuffer!



### 2007 GEORGE STRAIT TEAM ROPING

George Strait showcases his Team Roping abilities in the George Strait Team Roping Classic! The teams entering this event must be extremely fast to gain a callback for the Saturday jackpot which is the richest of any 2-day roping in the country. The video showcases the highlights from the preliminaries and the entire finals, plus interviews! You'll see some of the fastest runs in history. Hold on tight and enjoy!

### 2007 BOB FEIST INVITATIONAL

Every year this roping tops the previous with increased money & prizes. You'll find your favorite teams as every run from the six-round event is included. 15 teams return for the world renowned short round. Bob Feist has assembled this richest one day roping event of the year that draws the best ropers each year. Kick back and prepare yourself for... The Bob Feist Invitational! Over 3 hours!

### 2007 SPICER GRIPP TEAM ROPING, CALF ROPING, STEER ROPING & PRO AM

As an individual, Spicer Gripp was one-of-a-kind. Now the roping weekend that carries his name is also building a legend. The hottest calf ropers, team ropers, and steer ropers will always be here in Hereford, TX for the Spicer Gripp Memorial. Now there's a DVD for each of these four events. If you're a fan of roping, you've got to have 'em all! Specify DVD: Team Roping, Calf Roping, Steer Roping or Pro Am

### 2007 TIMED EVENT CHAMPIONSHIP

20 contestants battle for three days to capture the title. Each must head 5 team roping steers, heel 5, calf rope 5 steer wrestle 5, and steer rope 5. You'll see this year's players compete 500 total times for the bragging rights. Past champs, reigning champs, and up and coming champs - all contending to become this year's... Timed Event Champion of the World! A 5-disc DVD set!

### 2007 AROS / CERVI TEAM ROPING CLASSIC

Just north of the border, the top ropers in the country gather to honor one of the most respected ropers of all time, Mike Cervi, Jr. Each year George Aros assembles the freshest cattle, one of the longest scores and a huge arena. Over 100 teams battle for one of the top 15 callback spots but only one team can win!

MENTION COUPON CODE:  
**5 BUCKS**  
and get \$5.00 off your order!  
offer expires December 22nd!!

# 800-331-1269 [www.rodeovideo.com](http://www.rodeovideo.com)

All Major Credit Cards Accepted. \$4 First Class S&H. • RODEO VIDEO, INC. • 412 S. Main, Snowflake, AZ 85937



P.O. BOX 1608 • PARIS, TEXAS 75460

WWW.QUICKSILVERARENAS.COM

800-657-1906

### The Choice of Champions

"QUICKSILVER'S REMOTE CHUTE IS BUILT TO LAST. WITH IT'S EASY ONE BUTTON OPERATION ANYONE CAN RUN IT. IT'S THAT SIMPLE."  
TEE WOOLMAN, THREE-TIME WORLD CHAMPION

SCORING LANE

" I REALLY LIKE THE QUIETNESS OF MY QUICKSILVER CHUTE. THE ONLY SOUND YOU HEAR IS THE FRONT GATE OPENING."

RICH SKELTON  
EIGHT TIME CHAMPION

TRI-FOLD BACK GATE - SAME ONE-BUTTON OPERATION



COMPLETE ARENA PACKAGES AVAILABLE!



OFFERING FOUR DIFFERENT CHUTES: MANUAL CHUTE, REMOTE 12 VOLT CHUTE AND A FULLY AUTOMATIC AIR REMOTE, ALSO, CALF CHUTES!!

CLASSIC EQUINE  
**Bits & Spurs**  
Designed by GARY GIST

**Christmas Special**  
**\$99.00**

All Classic Equine Bits & Spurs  
Designed by Gary Gist

**HILLMAN SADDLERY**  
108 Ranch Road 33 • Big Spring, TX 79720 • 432-263-0753  
www.hillmansaddlery.com