



Hi. I'm Doug. Billy Martin and I started selling western goods to eastern dudes back in the 70's. I was a young sports agent at the time, transplanted to NYC from my home in Colorado. Billy was manager of the NY Yankees. The local sports media nicknamed him "the Kid."

His long-time pal, Mickey Mantle, had introduced us a few years earlier. Mickey was our first customer and best well-wisher.

Billy said the idea to open the store was my idea, but if we became a success, it would be his idea. "The Kid" retired from the business in 1982, but his name and I stayed on.