

Now through December 1st you can Take an Extra 20% Off our sale prices on some of our warmest styles of insulated outerwear. Get ready for cold weather season!

Our new Keystone Down Jacket makes a great layering piece with lots of functional features:

• 650 Eco-Down fill

- · cell phone pocket
- · draw cord waist
- 5 in-stock colors

List \$179 Sale \$89.95 ^{\$}72 AFTER DISCOUNT



Save 50% – 60% Now on **Cold Weather Outerwear**



Prices shown reflect the Extra Discounts.

Our new Dillon Down Vest is a lighter weight layering piece with the same features as our Keystone Jacket!

> List \$159 Sale \$69.95 ^{\$}56 FTER DISCOUNT

Our new Telluride Heated Jacket offers the latest technology with on-demand heat for added warmth:

- Thermo-Heat Insulation
- reflecting interior lining
- 4-heat settings
- · storage bank battery pocket with USB plug-in

List \$229 Sale \$119.95 ^{\$}96 AFTER DISCOUNT

Store Hours:

Wednesday Saturday Sunday

Monday - Friday 10 am - 6 pm CLOSED 10 am - 5 pm Noon - 5 pm

Open by Appointment Only on ednesday's for custom boot fitting and other services.



Battery pack not included.



5252 Verona Road • Madison • 608-273-8263 Exit Williamsburg Way from Hwy 151 / Verona Road