

STRAIT TALK

FEBRUARY 2004/MARCH 2004

VOL. 22 NO. 1



STRAIT TALK

The Wheels Are In Motion For The 2004 George Strait Concert Tour

At the beginning of January, the wheels began turning in earnest for the 2004 George Strait Concert Tour that will perform 31 shows in 27 cities across the United States and Canada.

In early January, Paul Rogers and his crew put the final touches on the sound and lighting design for the concert tour, which will again be performed on the square stage in the middle of each area. The only exceptions will be festivals in Eau Claire, WI and Detroit Lakes, MI, as well as the Houston Livestock Show and Rodeo. All of those venues have their own staging designs. Rogers and his crew have been designing the show for months. On Sunday, January 11th, they loaded their gear into the Gwinnett Center at Duluth, GA, near Atlanta, for several days of rehearsals and lighting design work. In the

meantime, George and his Ace in the Hole Band spent several days in San Antonio rehearsing their show for this year.

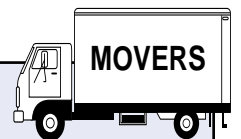
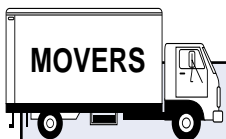
They all came together at the Gwinnett Center on January 14th for one final day of rehearsal before the first concert date. In addition, Dierks Bentley and Kellie Coffey brought their respective bands in for rehearsal.

In the meantime, other trucks were headed to south Texas to load up T-Shirts, Sweatshirts, Key Chains, Photos, Calendars and various other items to take for sale at the concert venues. After weeks and, in some cases months, the 2004 George Strait Concert Tour was ready to roll to Duluth, GA for the first show.

From the Gwinnett Center in Duluth, GA, the tour's first weekend will move on to Tampa and Tallahassee, Florida. The first

leg of the tour will culminate in Houston, TX on March 3rd at the Houston Livestock Show and Rodeo. In between, the George Strait 2004 Tour will visit St. Louis, MO; Ames, IA; Sacramento, CA; Fresno, CA; Las Vegas, NV; Oklahoma City, OK; Bossier City, LA; Nashville, TN; Jacksonville, FL; Columbia, SC; Greensboro, NC; Detroit, MI; Milwaukee, WI; Columbus, OH; Biloxi, MS; Memphis, TN and Little Rock, AR before taking a 4 month break. The tour resumes on July 15th in Vancouver, BC before performing 5 days in Calgary, AB and Edmonton, AB. It continues on to Cheyenne, WY and Eau Claire, WI before finishing in Detroit Lakes, MN on August 7th.

At least one more date will be added to the tour in July, but that announcement will not be made until early spring. 🎵



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(NEW HOURS: MON., WED., THURS. 8:30 AM - 4:30 PM; TUES. & FRI. 8:30 AM - 3:00 PM CENTRAL TIME)

**CAVENDER
CHEVROLET**
Boerne, Tx.

PRESENT 2004

★ **George
Strait**
Team Roping Classic

G S T R C

MARCH 19-20

SAN ANTONIO ROSE PALACE

FRIDAY, MARCH 19

Entry fees must be paid by 9:45 AM, cash only. Fastest 50 teams on 2-head Friday will be coming back for a 3-header (non-progressive) Saturday morning.

SATURDAY, MARCH 20

50 TEAMS RETURN FOR 3-HEADER FINALS

Prizes include two Silverado Crew Cab Chevy Trucks with Duramax Diesel engines and two Strait X-treme 3-horse slant trailers by Bruton, cash, and other prizes for Saturday Average winners. GSTRC & sponsors will also be awarding money, Twister saddles & buckles and Gist buckles.

SPECIAL THANKS TO:

VSC TRACTOR SUPPLY CO. | THE STUFF YOU NEED OUT HERE



RESISTOL
best all-around

Classic

Saturdays short-go features the
H-E-B RED WRAPPED CHALLENGE STEERS
with \$10,000 per round progressive. Up to \$40,000 available if no winners in first two rounds.

Sponsored by:
San Antonio Express-News

Sponsored by:
**Bill Miller
Bar-B-Q**

TO ENTER ROPING
\$600 PER TEAM

3-ENTRY LIMIT PER PERSON
CALL 210.698.9251
BETWEEN 5-10PM
MONDAY MARCH 8 AND
TUESDAY MARCH 9

Daily on both ends,
PRCA dress code in effect.

All horses must be in a
San Antonio Rose Palace Stall.
No portable stalls allowed.

**BRAKE
CHECK**

Mc

McCormick

Wrangler

2004 George Strait Team Roping Classic Nears

Anticipation is heating up as the time for the 2004 Team Roping Classic gets closer with sponsor additions and ticket sales picking up.

The GSTRC is very happy to welcome several new sponsors to the 2004 event and salute all of the sponsors who have returned from the 2003 event. Joining the fold this year are The San Antonio Express-News and Bill Miller's Bar-B-Q as day sponsors. The San Antonio Express-News will sponsor the first two go-rounds on Friday, March 19th, while Bill Miller's Bar-B-Q will be the sponsor for Saturday's Final three go-rounds as the Top 50 teams from Friday's event return to compete for the Championship. We are also welcoming two other great sponsors to this year's event. McCormick's foods and spices and Georgia-Pacific's Brawny Towels have also come aboard to be a part of this great sporting event. In addition to our new sponsors, Cavender Chevrolet of Boerne, TX will return and provide two Chevy

Dura-Max diesel dually pickups for the champions. Tractor Supply Company and their DuMor feed line will return and sponsor the Runner-Up saddles while Wrangler returns to provide jackets for the 50 teams competing for the championship on Saturday and, in addition, will present two custom made leather jackets to the Champions.


H.E.B. Food Stores has returned again to sponsor the featured Red Wrapped Challenge Steers. The feature gives ropers in the final go-rounds the opportunity to win an additional \$10,000 per round if the best time is awarded on a Red Wrapped steer. The challenge is progressive with the first round being worth \$10,000 and could be worth up to \$40,000 in the final go-round if no one wins either of the previous two.

Brake Check also returns this year as the sponsor of the entertainment between go-rounds on Saturday. In addition to the previously listed sponsors, Cactus Ropes, Justin Boots, Resistol and Classic Ropes

all return from previous years.

Tickets for the 2004 GSTRC are on-sale now. They may be purchased on the website at www.gstrc.com or by calling 210-698-0791 between 9 a.m. and 5 p.m. Monday through Friday. Tickets are \$16 each, including shipping, and may also be purchased by mail using a check or money order at:

PMB #452
24165 IH-10 West
Suite 217
San Antonio, TX 78257-1159

Team ropers wanting to enter the 2004 GSTRC may pre-register by phone by calling 210-698-9251 between 5 & 10 p.m. on Monday, March 8th and Tuesday, March 9th. Entry fee is \$600 per team with a 3-entry per person limit. It is important to note that all horses must be in a San Antonio Rose Palace stall. No portable stalls allowed. PRCA dress code is in effect. The roping begins at 10 a.m. on Friday, March 19th and all entry fees must be paid by 9:45 a.m. 



Fan Collectable Column

February/March 2004

- Mpls. Star Tribune. January 4, 2004. Arts and Entertainment section, p. F6 photo w/mention about WeFest. Mpls, MN.
- Cowboys & Indians. January 2004. P. 87 quote from George Strait, p. 96 photo, p. 97 #70 under 100 Greatest Country Songs, "Amarillo By Morning."
- "Special Collector's Edition - Legends of Country Music" Magazine Book (this is put out by Country Weekly Magazine). Front cover photo, p. 1 contents, p. 3 mentioned, p. 90 photo and p. 91 full page story with photo. Nashville, TN.
- Calgary Herald. P. A2 photo with article. Calgary, Canada.
- Country Weekly. January 6, 2004. P. 13 photo w/labelmates, p. 70 Charts - Singles #2 "Cowboys Like Us" and Albums "Honkytonkville" #28. Nashville, TN.
- The Sunday News-Herald. P. 7E, 1-4-04. Top 10's Country Singles listed at #2.

The following George Strait Fan Club Members submitted to the Collectable Column...

And We Thank You!

As a GSFC member, you can join in and earn Strait Cash, receive your Strait Talk 1st Class and a Collector's Card. This is all you need to do - collect magazine or newspaper articles, photos or reviews - send them in and if we use them, your name is added to the list. It's easy. Remember to enclose the article, where it came from, date, page #, issue and your name and address. Thank You!!!

Cecelia Miller - Andover, MN
Alexis Gaffney - Gales Creek, OR
Kathy Joyner - Cachrane, AB, Canada

Florence Bieniek - Amsterdam, NY
Debbie Ereckson - Taylor, MI
Margaret Eckers - Saint Louis Park, MN

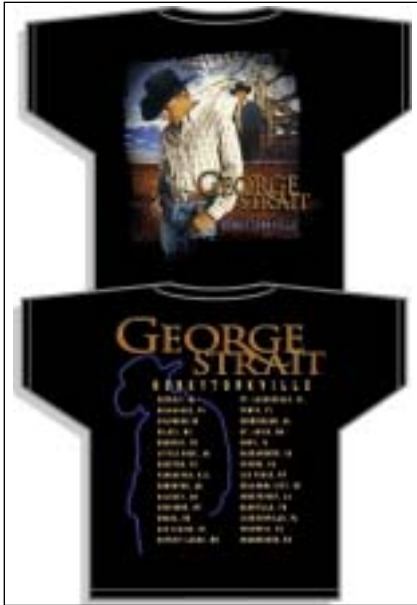


*Happy Birthday
Norma Strait!*

February 23, 2004

We hope you have a wonderful day!

NEW FAN CLUB MERCHANDISE



#5002 - Navy Tour T-Shirt



#5010 - Black Tour T-Shirt



#5012 Khaki Green T-Shirt



#5014 - Navy Ringer T-Shirt



#5050 - White Long Sleeve Shirt



#5018 - Baseball Jersey



#214 - Photo Magnet



#645 - Calendar



#215 - Photo Magnet

Visit The Official George Strait Website ► www.georgestrait.com
 user name: new ► password: tour

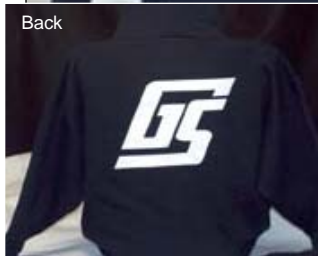
NEW FAN CLUB MERCHANDISE



#5055
Blue Long
Sleeve Shirt



#9030
Hooded
Sweatshirt



#9700 - Embroidered Jacket



NEW HOURS: MON., WED., THURS. 8:30 A.M.-4:30 P.M. ▶ TUES. & FRI. 8:30 A.M.-3:00 P.M. (CENTRAL TIME)
FAN CLUB #: 1-615-824-7176 ▶ ORDER DESK #: 1-800-338-4732 ▶ FAX #: 1-615-822-2527

NEW FAN CLUB MERCHANDISE



#4740 - Heather Ladies Tee



#4720 - Tan Ladies Tee



#4760 - Navy/White Layered Ladies Tee



#3025 - Red Bandana



#552 - Photo Keychain



#3030 - Black Bandana



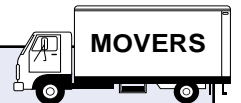
#4001 - Embroidered Cap



#4002 - Embroidered Cap



#4003 - Embroidered Cap



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QTY.	MODEL	ITEM DESCRIPTION	COST	AMOUNT
	100	FAN CLUB MEMBERSHIP (Newsletter Sent By Mail) - 1 YEAR U.S. \$20		
		(Includes photo magnet, sticker, fact sheet, discography, bio, 5 x 7 CANADA \$20		
		photo & 4 quarterly issues of STRAIT TALK sent through the mail with periodic email updates) FOREIGN \$25		
	120	FAN CLUB MEMBERSHIP (Newsletter Sent Via E-Mail) - 1 YEAR U.S. \$15		
		(Includes photo magnet, sticker, fact sheet, discography, bio, 5 x 7 photo & 4 quarterly issues of STRAIT TALK CANADA \$15		
		sent via e-mail with periodic email updates, all photos will appear in color) FOREIGN \$20		
	140	FAN CLUB RENEWAL (Newsletter Sent By Mail) - 1 YEAR U.S. \$20		
		(Same as 1 year membership - CANADA \$20		
		Newsletter sent through the mail) FOREIGN \$25		
	160	FAN CLUB RENEWAL (Newsletter Sent Via E-Mail) - 1 YEAR U.S. \$15		
		(Same as 1 year membership - CANADA \$15		
		Newsletter sent via e-mail) FOREIGN \$20		
	204	BUMPER STICKER (4"x3-1/2" sticker w/Sharp G.S. lettering in Red, White, and Blue) \$1.95		
	207	BUMPER STICKER ("Honk If You Honky Tonk" George Strait Bumper Sticker, 8-1/2" x 3", Red and White) \$1.95		
☆☆☆	214	PHOTO MAGNET (2"x2" square magnet with photo of G.S. with beautiful logo) NEW \$2.95		
☆☆☆	215	PHOTO MAGNET (1.75"x2.75" rectangular magnet with photo of G.S. and logo down the side) NEW \$2.95		
	300	PHOTO MOUSE PAD (Great Looking 4-color photo of G.S. from LP "Honkytonkville" with G.S. logo and Official George Strait Fan Club Web Site Address) \$9.95		
	315	STRAIT RULER (White ruler w/"STRAIT RULER for a STRAIGHT EDGE" logo in blue) \$2.95		
	325	SHOELACES (36" LACES, NEW longer length, white w/G.S. name in red) \$2.95		
	340	BELT BUCKLE (Solid bronze buckle w/sterling silver and gold electroplated classic western design w/G.S. highlighted over a team roping scene. Each buckle will be NUMBERED and gift boxed. Size 4" x 3-1/2".) \$119.95		
	415	PHOTO NOTE CUBE (3-1/2" cube note pad with two different color photos and G.S. logo on sides, with website address (www.georgestrait.com) at the top of every page) \$9.95		
	530	KOOZIE (Hunter Green w/white and tan G.S. star design - The Koozie maintains a beverage can temperature of 40 degrees or below for 35 minutes or three times longer than a can without a KOOZIE) \$3.95		
☆☆☆	552	PHOTO KEYCHAIN (Double sided photo keychain containing a photo from "Honkytonkville") NEW \$3.95		
	555	LICENSE TAG (Colorful plate which reads GRG STR8 with horse design and "www.georgestrait.com" across the top) \$5.95		
	565	LICENSE TAG HOLDER (Black frame with "George Strait" on top and "www.georgestrait.com" on the bottom) \$4.95		
	570	ITALIAN CHARM BRACELET (Our "George Strait" Italian Charm Bracelet starts with a 19 link stainless steel bracelet and 18 kt. Gold plated "George Strait" Charms, which are soldered on. Each link/charm can be added or subtracted to reach your desired length. Each link is exceptionally crafted and will link with other name brand Italian Charms. Adding and subtracting links is easy. Men and women; boys and girls, will all have fun designing their own original bracelet. Trade charms with friends, or make someone an extra special gift.) \$19.95		
	580	HAT PIN (Sterling silver w/G.S. signature in blue) SUPER! \$6.95		
	585	EARRINGS (Sterling Silver w/G.S. signature. For pierced ears only) \$12.95		
	600	LOVE WITHOUT END, AMEN (This tender gift BOOK, a celebration of a father's unconditional love for his child, is a perfect father's day gift. Includes a CD of the song sung by George Strait) \$14.95		
☆☆☆	645	CALENDAR (12 page, 15 month calendar - April 2004 - June 2005 - Excellent full color photos) NEW \$12.95		
	650	SONGBOOK (The Best of George Strait 2nd Edition, includes 34 of George's Greatest Hits for Piano, Vocal and Guitar) \$17.95		
	652	CHRISTMAS SONGBOOK (Includes lyrics and music for piano & guitar for all songs on G.S. Christmas Album) \$10.95		
	653	SONGBOOK-GREATEST HITS VOL. 2 (Includes lyrics and music for piano and guitar for all songs on the album) \$10.95		
	655	TEN STRAIT HITS (Songbook) \$12.95		
	661	ALWAYS NEVER THE SAME (Songbook) \$14.95		
	662	LATEST GREATEST STRAITEST HITS (Songbook) \$14.95		
	663	THE BEST OF GEORGE STRAIT (Songbook) \$10.95		
	701	STRAIT BEAR (Super soft and very squeezable 12" Honey Color Bear wearing a "George Strait Across America" Flag Shirt) \$19.95		
	810	WALL CLOCK (Round Clock with great looking photo of G.S.) \$39.95		
	990	CONCERT VIDEO (George Strait "Live" concert performance recorded New Year's Eve 1986-1987 - also includes the music video "Check Yes or No" - VHS only) \$19.95		
	993	1992 GEORGE STRAIT TEAM ROPING CLASSIC VIDEO \$29.95		
	994	1993 GEORGE STRAIT TEAM ROPING CLASSIC VIDEO \$29.95		
	995	1994 GEORGE STRAIT TEAM ROPING CLASSIC VIDEO \$29.95		
	996	1995 GEORGE STRAIT TEAM ROPING CLASSIC VIDEO \$29.95		
	997	1996 GEORGE STRAIT TEAM ROPING CLASSIC VIDEO \$29.95		
	998	1997 GEORGE STRAIT TEAM ROPING CLASSIC VIDEO \$29.95		
	992	1998 GEORGE STRAIT TEAM ROPING CLASSIC VIDEO \$29.95		
	991	1999 GEORGE STRAIT TEAM ROPING CLASSIC VIDEO \$29.95		
	989	2000 GEORGE STRAIT TEAM ROPING CLASSIC VIDEO \$29.95		
	988	2001 GEORGE STRAIT TEAM ROPING CLASSIC VIDEO \$29.95		
	987	2002 GEORGE STRAIT TEAM ROPING CLASSIC VIDEO \$29.95		
	986	2003 GEORGE STRAIT TEAM ROPING CLASSIC VIDEO \$29.95		
8888DVD		"FOR THE LAST TIME" - LIVE FROM THE ASTRODOME DVD (Recorded at the closing night of the Houston Livestock show and Rodeo on March 3, 2002 - Available in DVD only) \$20.00		
	9999	"PURE COUNTRY" VHS (Original motion picture) RATED PG \$19.95		
9999DVD		"PURE COUNTRY" DVD (Digital Video Disc, Original Motion Picture, Rated PG) \$24.95		
	1015	PHOTO COFFEE MUG (White mug with 4 color photo process w/George in black hat with background rodeo scene) \$7.95		
	1022	DENIM APRON (Embossed Denim Apron is 28" Long with 3 roomy pockets, extra-long ties and adjustable neck strap. GREAT for Chores and Indoor or Outdoor Cooking. Washable and Durable, Brand NEW G.S. Rodeo Design using a permanent 3 dimensional embossing process, Made in U.S.A.) \$29.95		
	1026	COASTER SET (Four Different Coasters with Color Photos from George's latest photo session for "Honkytonkville." 3 5/8" Square Coasters made of super absorbent porous sandstone - cork backed to protect your furniture - boxed for your gift giving convenience) \$17.95		
☆☆☆	1051	THERMAL MUG (32 oz. Thermal Travel Mug featuring GREAT photo of G.S. with Logo) NEW \$7.95		
	1061	SHOT GLASS (GS design in hunter green) \$3.95		
	1067	OLD FASHIONED GLASS (8 oz. glass with sharp G.S. design in hunter green - specially designed to match the shotglass) \$4.95		
	1070	SATCHEL ("George Strait" Embossed Satchel, 12 oz. Canvas fusion dyed in a rich Chocolate Brown. Washable, Sturdy Construction, 16-1/2" Wide and 14" Long, 2 Extra Pockets with Snaps for extra security, Adjustable Strap. Brand NEW G.S. Rodeo Design using a permanent 3 dimensional embossing process. EXCELLENT Book Bag, Diaper Bag, Purse, or Briefcase! Roomy enough for a laptop! Made in USA) \$34.95		
	1075	TOTE BAG (LARGE size Embossed Denim Tote Bag, 22-1/2" Long and 20" Wide. You can carry Everything in this one - GREAT for shopping! Washable and Durable, Brand NEW G.S. Rodeo Design using a permanent 3 dimensional embossing process, Made in USA) \$29.95		
	1110	STRAIT UMBRELLA (42" Arc, 36" Spread; 16-1/2" (length when closed) Navy Blue and White with "If It's Gonna Rain" cloud design from LP "George Strait") \$17.95		
	1120	BEACH TOWEL (100% white cotton, sheared woven terry with large photo of George and COLORFUL G.S. logo, 30"x60") \$29.95		
	1130	CD CASE (Dark Green insulated case with Tan G.S. Logo, holds 12 CD's) \$14.95		
☆☆☆	3025	RED BANDANA (Red Bandana specially designed for the 2004 "Honkytonkville" tour) NEW \$7.50		
☆☆☆	3030	NAVY BANDANA (Navy Bandana specially designed for the 2004 "Honkytonkville" tour) NEW \$7.50		
☆☆☆	4001	EMBROIDERED CAP (Natural/Forest 6 panel low profile structured cap, embroidered G.S. "Honkytonkville" logo in Black, Forest, and White - ONE SIZE) NEW \$18.95		
☆☆☆	4002	EMBROIDERED CAP (Khaki/Red Chino 6 panel, low profile, unstructured cap with embroidered baseball style "George Strait" logo in Red, Black and Tan - ONE SIZE) NEW \$18.95		
☆☆☆	4003	EMBROIDERED CAP (Black 100% Cotton washed twill low profile unstructured cap with embroidered baseball style "George Strait" logo in Red, Black, and Tan - ONE SIZE) NEW \$18.95		
☆☆☆	4700	ORANGE LADIES TEE (Orange 100% combed cotton, fine baby rib V-neck with cap sleeve, G.S. "Honkytonkville" design on center chest) Check size: M L XL NEW \$18.95		
☆☆☆	4720	TAN LADIES TEE (Tan 100% combed cotton, fine baby rib crew neck with cap sleeve, "G.S. Strait On To Honkytonkville" design) Check size: M L XL NEW \$18.95		
☆☆☆	4740	HEATHER LADIES SLEEVELESS TEE (Heather 100% cotton sleeveless tee with contrasting Navy overlocked thread on neckline, arm holes, and shirt tail, vintage "04 STRAIT" design printed in Navy) Check size: M L XL NEW \$18.95		

QTY.	MODEL	ITEM DESCRIPTION	COST	AMOUNT
☆☆☆	4760	NAVY/WHITE LAYERED LADIES TEE (Navy/White 100% Cotton, Retro Layered Ladies Cap Sleeve Tee with a vintage "O4 STRAIT" design in White) Check size: M L XL NEW	\$19.95	
☆☆☆	5002	NAVY TOUR T-SHIRT (Navy 100% Preshrunk Cotton Short Sleeve T-shirt with two photos of G.S. from "Honkytonkville" on the front and the 2004 Tour Cities and States on the back) Check size: M L XL NEW	\$18.95	
☆☆☆	5010	BLACK TOUR T-SHIRT (Black 100% Preshrunk Cotton Short Sleeve T-shirt with "Honkytonkville" CD Cover graphic with photo of G.S. on the front and the 2004 Tour Cities and States on the back) Check size: M L XL NEW	\$18.95	
☆☆☆	5012	KHAKI GREEN T-SHIRT (Khaki Green Pigment Dyed 100% Cotton Preshrunk Short Sleeve T-shirt with G.S. "Honkytonkville" graphic printed in Blue on the Center Chest as well as a Full Back one color imprint of the G.S. "Honkytonkville" graphic printed in Blue) Check size: M L XL NEW	\$19.95	
☆☆☆	5014	NAVY RINGER T-SHIRT (100% Cotton Vintage Double Striped Ringer T-shirt with Navy Body and Orange Sleeve Stripe and Neck Trim. Screen printed with a White and Orange vintage "G.S. Honkytonkville 04" design on front) Check size: M L XL NEW	\$24.95	
☆☆☆	5017	ORANGE LONG SLEEVE SHIRT (Orange, 100% Heavyweight Cotton, Long Sleeve Shirt, with Great Looking NEW "Honkytonkville" G.S. Silhouette Profile Design on Full Front Chest) Check size: M L XL XXL	\$25.95	
☆☆☆	5018	BASEBALL JERSEY (Pigment Dyed 100% Cotton 3/4 Sleeve Baseball Jersey with a Khaki Green Body and Black Sleeves. Screen printed with a vintage Black and White Baseball style swoosh design "George Strait and the Ace in the Hole Band" Design) Check size: M L XL XXL NEW	\$21.95	
☆☆☆	5050	WHITE LONG SLEEVE SHIRT (White 100% Heavyweight Cotton, Long Sleeve Shirt with "G.S. Honkytonkville 04" vintage shield road sign design in Red, White and Blue on the Front Center Chest and the 2004 Tour Cities and States on the Back) Check size: M L XL NEW	\$19.95	
☆☆☆	5055	BLUE LONG SLEEVE SHIRT (Harbor Blue 100% Heavyweight Cotton, Long Sleeve Shirt with "George Strait" Barbed Wire design on left front chest and on full back) Check size: M L XL NEW	\$20.95	
☆☆☆	5205	BABY BIB (White Bib with "I Love George Strait" in Blue and Red - CUTE!)	\$19.95	
☆☆☆	5225	BABY SHIRT (100% Cotton, White Shirt, precious "Little George Strait Fan" design for your littlest G.S. fan) Check size: 12 month 24 month	\$6.95	
☆☆☆	5250	BABY/YOUTH SHIRT (100% Cotton, White Shirt, Adorable "future Honky Tonker" Rocking Horse design for "George Strait's number one fan") Check Baby size: 12 month 24 month	\$9.95	
☆☆☆	6510	NIGHTSHIRT (Black 100% Preshrunk Cotton Nightshirt, 35" long, one size fits all, Huge photo of G.S. with G.S. "Honkytonkville" logo) Check Youth size: XS (2-4) S (6-8)	\$9.95	
☆☆☆	7045	TAPESTRY AFGHAN (3 ply, 54"x72" 100% cotton custom tapestry weave afghan - 40 colors are woven into lifelike photo of G.S. from LP "Honkytonkville" with G.S. logo at bottom - BEAUTIFUL! Crafted with pride in USA) NEW	\$24.95	
☆☆☆	9020	SPORTS GREY SWEATSHIRT (Sports Grey 80% cotton/20% polyester preshrunk heavyweight fleece sweatshirt. Full cut for a casual comfortable fit. "G.S. Honkytonkville 04" vintage shield road sign design printed in Red, White and Blue on the Front Center Chest) Check size: M L XL NEW	\$59.95	
☆☆☆	9030	HOODED SWEATSHIRT (Navy Blue 90% cotton/10% polyester preshrunk heavyweight fleece hooded sweatshirt, spacious hood with drawstring, extra large pouch pocket, Red and White "George Strait" logo across center chest Large White "GS" on Back) Check size: M L XL NEW	\$22.95	
☆☆☆	9600	EMBOSSED CANVAS WORK JACKET (Rough and Ready Jacket is fashioned for work or play. Gussetted arms for flexibility, Hand Warmer Pockets and Inside Vest Pocket, 12 oz. Canvas fusion dyed in a rich brown, Full Zipper with Storm Flap and Snaps for extra protection, Fully Lined, Brand NEW G.S. Rodeo design. on back of Jacket using a permanent 3 dimensional embossing process, Made in U.S.A.) Check size: M L XL XXL	\$99.50	
☆☆☆	9660	NAVY HALF ZIP POLAR FLEECE PULL-OVER (Navy Blue 100% polyester anti-pill polar fleece half zip pull-over, side seam pockets with G.S. star design embroidered on left front chest) Check size: M L XL XXL	\$109.50	
☆☆☆	9950	TOUR JACKET (Athletic Team Style Jacket, Black Wool Bodice, Red Suede sleeves, deep front pockets trimmed in Red Suede, Snap front with Black collar and cuffs. Colorful chenille G.S. on front left chest and large colorful chenille G.S. "On Tour" logo on back, quilted satin lining. SHARP! Check size: M L XXL	\$75.00	
☆☆☆	9700	EMBROIDERED JACKET (Black Poplin Baseball Style Jacket with flannel lining, "George Strait" embroidered on left chest and George Strait "Honkytonkville" Silhouette design embroidered on back) Check size: M L XL XXL NEW	\$175.00	
		GEORGE STRAIT CD's & CASSETTES		
		CD's		
		CASSETTES		
901		STRAIT COUNTRY\$14	\$9	
902		STRAIT FROM THE HEART\$14	\$9	
903		RIGHT OR WRONG\$14	\$9	
905		GREATEST HITS\$14	\$9	
906		SOMETHING SPECIAL\$14	\$9	
907		#7\$14	\$9	
908		MERRY CHRISTMAS STRAIT TO YOU\$14	\$9	
909		OCEAN FRONT PROPERTY\$14	\$9	
910		GREATEST HITS #2\$14	\$9	
911		IF YOU AINT LOVIN' YOU AINT LIVIN'\$14	\$9	
912		BEYOND THE BLUE NEON\$15	(Available in CD Only)	
913		LIVIN' IT UP\$15	\$10	
914		CHILL OF AN EARLY FALL\$15	\$10	
916		HOLDING MY OWN\$16	\$11	
917		PURE COUNTRY (Original motion picture soundtrack)\$16	\$11	
918		EASY COME, EASY GO\$16	\$11	
919		LEAD ON\$16	\$11	
920		STRAIT OUT OF THE BOX (Boxed set comprised of 72 tracks and accompanying booklet featuring Strait's comments on each record, plus dozens of photographs, a biographical essay, and complete recording session information.)\$49.95	\$39.95	
921		BLUE CLEAR SKY\$16	\$11	
922		CARRYING YOUR LOVE WITH ME\$16	\$11	
923		ONE STEP AT A TIME\$16	\$11	
924		ALWAYS NEVER THE SAME\$16	\$11	
925		MERRY CHRISTMAS WHEREVER YOU ARE\$16	\$11	
926		LATEST GREATEST STRAITEST HITS\$16	\$11	
927		GEORGE STRAIT\$16	\$11	
928		THE ROAD LESS TRAVELED\$16	\$11	
929		THE BEST OF GEORGE STRAIT (20th Century Masters, The Millenium Collection)\$16	Available in CD Only	
930		FOR THE LAST TIME - LIVE FROM THE ASTRODOME\$19	Available in CD Only	
☆☆☆	931	HONKYTONKVILLE\$19	\$12	

☆☆☆ **NEW ITEMS** ☆ **CLOSEOUT PRICES** ☆ **PLEASE MARK SIZES WHERE APPROPRIATE**

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CITY: _____ ST.: _____ ZIP: _____

E-MAIL: _____ PHONE: (____) _____

PAYMENT MADE BY: CASH: ___ CHECK: ___ MONEY ORDER: ___

MASTERCARD ___ VISA: ___ If paying by MasterCard or Visa, please fill out below:

MASTERCARD/VISA NO. _____

EXPIRATION DATE: _____

NAME ON CARD: (Please Print) _____

SIGNATURE ON CARD: _____

Please Check One

YES This is a new address.

NO This is not a new address.

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Split shipments to separate addresses require a separate shipping charge for each address.

Double Shipping Charges for Foreign Deliveries.

FOR ALL ORDERS OVER \$300.00 PLEASE ADD AN ADDITIONAL SHIPPING CHARGE OF \$8.00 PER \$100.00 INCREASE.

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20.01 - 30.00 = \$5.75	60.01 - 80.00 = \$10.25
30.01 - 40.00 = \$6.75	80.01 - 100.00 = \$11.25
40.01 - 50.00 = \$8.00	101.00 & Up = \$12.25

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*** NOTE: ALL ORDERS MUST BE PAID IN U.S. CURRENCY OR THE EQUIVALENT FOREIGN EXCHANGE RATES. FOREIGN ORDERS PAID FOR IN ANY OTHER MANNER WILL BE RETURNED. FOREIGN ORDERS, OTHER THAN CANADA, MUST DOUBLE THE NORMAL SHIPPING CHARGE FOR AIR DELIVERY. ** Phone Number must accompany Credit Card orders. We reserve the right to substitute new colors or designs for discontinued items.

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ORDERS FOR A FAN CLUB MEMBERSHIP TAKE **FOUR TO SIX WEEKS** TO PROCESS. THEY WILL **NOT** BE SHIPPED BY OVERNIGHT SERVICES AND ARE **NOT** REFUNDABLE. EXCHANGES AND REFUNDS: All returns must be accompanied by our packing slip with all necessary information pertaining to your return. We will credit your original payment method less shipping and handling charges. There is a 60 day return policy on all merchandise.

— 2004 TOUR PUZZLE —

Search for the cities that George Strait will travel to during January 28, 2004 through August 7, 2004. Send your entry to the George Strait Fan Club office. Good Luck!!!

1. _____
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S A C R A M E N T O J A B V J K
 C F H E G I M A L C A L G A R Y
 D E T R O I T S N Q C R S N T U
 A D L O V E P H O Y K O V C W U
 H O U S T O N V Z Y S D A O N N
 B I Y C V R E I Y M O U X U C H
 D E S O N V I L L E N D A V S R
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 T U D I R T O Y E V E A O L T E
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 I H E X E O S T S U P E E L E A
 S S U B R X E D N O T L N E D S
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 O K L A H O M A C I T Y T O Y I
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 L L A S V E G A S C U T O K G H
 X V E E P L D C Q R W V M F J I
 G R E E N S B O R O X B D M N L
 F C H E Y E N N E Y Z A E R S T

Please Print

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____

Jacket Size: _____

Sweatshirt Size: _____ T-Shirt Size: _____

* All entries must be received by March 20, 2004. **One Entry Only!!!**



Anita's Notes



Welcome to the twenty-second year of writing Strait Talk. We hope you had a happy holiday season and are ready for some Strait music. As this newsletter is printing, George and his Ace In The Hole Band are beginning their 2004 concert tour. We are looking forward to visiting with you at several shows. If you get the opportunity to snap a few photos of George in concert we hope that you will share it with us. We would love to publish some of those photos in Strait Talk.

The tour has begun after many hours of preparation and before you know it, the first leg will be history and it will be time for the George Strait Team Roping Classic. You will find a complete story on the GSTRC, scheduled for March 19th and 20th, elsewhere in the newsletter. Last year's roping was the best and I promised myself that I would never miss another roping event again. Yes, I know what you are thinking. What can you see or do for two days in a dusty horse and cowboy filled arena? Well, let me tell you, it is exciting and when you get a bunch of women from all walks of life with one thing in common, it is a blast. First, you come relaxed and ready to sit for hours. You meet so many nice people and enjoy seeing many old friends again. I'm really looking forward to seeing all the new scrapbooks that people bring with all the old photos and hearing tons of new ideas. Let me tell you that these ladies, and a few guys, have great ideas and love to share. So, if you have never come to the team roping, do yourself a favor and make it this year. You will be hooked! It is always fun to see George in a different environment. He is a very good roper and will again participate in the event. Good

luck to George, his son Bubba, and nephews Trey and Walker Strait, as they try to reach Saturday's final go-rounds and maybe even a championship. We hope to see all of you there.

After the Team Roping, George and his band will take off for a few months before returning to the road in July for a six-day Canadian tour and shows in Cheyenne, WY; Eau Claire, WI; and Detroit Lake, MN. One more date may be added this summer but no announcement will be made until spring. You can keep tabs on George's schedule and any breaking news by checking our website at www.georgestrait.com.

A very special congratulations to George Strait for his album "Honkytonkville" being selected as the third best country music album of the year by USA Today.

Before we review a few procedures for new fan club members, we need to add a few things about the Fan Collectable column. As you can see, we feature a section where fan club members can earn Strait Cash, a collector's card, and receive their newsletter by first class mail. We need to change a few things this year. Please send in material such as feature stories and articles, interviews and concert reviews. We will no longer accept items like chart listings, TV Guide mention or advertisements. The column is designed to encourage fans to share unique items that they may not find themselves. Thanks for helping us make the collectable column even better.

For new fan club members, let's review concert ticket purchases for the special fan club seating that is available at many of George's shows.

On the back of the newsletter and on the website, the dates you see for ticket on-sales

are the dates that tickets go on-sale to the general public. For example-if the ticket on-sale date says 2/7 that would be for the general public. Fan Club members would be able to purchase tickets on 2/6 beginning at 10am local time. Local time means the time in the city where the concert is going to be played. Fan club members, who would like to do so, can purchase up to four tickets online from the ticketing agency by going through the members only section of the George Strait website at www.georgestrait.com. You will need your User Name and Password from the most recent issue of Strait Talk as well as your membership card number. Please remember to protect your membership card and write down your membership number so you won't lose it. WE DO NOT GIVE MEMBERSHIP NUMBERS OUT ON THE PHONE FOR ANY REASON! Also remember that fan club seating is not available at all shows. The shows where fan club seating is not available are clearly marked on the itinerary on the back of the newsletter.

The user name and password for this issue to get to the members only section of the George Strait website at www.georgestrait.com is:

User Name: new
Password: tour

Thanks for reading and keeping in touch. We will see you at a show in the near future or at the George Strait Team Roping Classic. In closing, we ask that you keep our men and women of the armed forces all over the world, as well as our President, in your prayers. God Bless America!

NEW HOURS: MON., WED., THURS. 8:30 A.M.-4:30 P.M. ▶ TUES. & FRI. 8:30 A.M.-3:00 P.M. (CENTRAL TIME)

FAN CLUB #: 1-615-824-7176 ▶ ORDER DESK #: 1-800-338-4732 ▶ FAX #: 1-615-822-2527

GEORGE STRAIT ITINERARY

DATE	CITY	VENUE	ON SALE	TICKET INFO
1/28	Sacramento, CA	Arco Arena	On Sale	916-928-6900
1/29	Fresno, CA	Save-Mart Center	On Sale	559-347-3400
1/31	Las Vegas, NV	MGM Grand Arena	On Sale	702-891-1111
2/5	Oklahoma City, OK	Ford Center	On Sale	405-602-8700
2/6	Bossier City, LA	CenturyTel Arena	On Sale	318-747-2501
2/7	Nashville, TN	Gaylord Entertainment Center	On Sale	615-770-2000
2/12	Jacksonville, FL	Jacksonville Arena	On Sale	904-352-3309
2/13	Columbia, SC	Colonial Center	On Sale	803-576-9200
2/14	Greensboro, NC	Greensboro Coliseum	On Sale	336-373-7400
2/19	Detroit, MI	Palace of Auburn Hills	On Sale	248-377-0100
2/20	Milwaukee, WI	Bradley Center	On Sale	414-276-4543
2/21	Columbus, OH	Nationwide Arena	On Sale	614-246-4201
2/26	Biloxi, MS	Mississippi Coast Coliseum	On Sale	228-385-2600
2/27	Memphis, TN	The Pyramid	On Sale	901-521-9675
2/28	Little Rock, AR	Alltel Arena	On Sale	502-975-9000
3/3	Houston, TX***	Houston Livestock Show	On Sale	713-629-3700
7/15	Vancouver, BC	Pacific Coliseum	On Sale	604-280-4444
7/17	Calgary, AB	Pengrowth Saddledome	On Sale	403-777-0000
7/18	Edmonton, AB	Rexall Place	Sold Out	—
7/19	Edmonton, AB	Rexall Place	Sold Out	—
7/20	Calgary, AB	Pengrowth Saddledome	Sold Out	—
7/21	Calgary, AB	Pengrowth Saddledome	Sold Out	—
7/23	Cheyenne, WY***	Cheyenne Frontier Days	On Sale	800-227-6336
7/25	Eau Claire, WI***	Country Jam	On Sale	800-780-0526
8/7	Detroit Lakes, MN	WE Fest	On Sale	

* All on-sale dates are subject to change. Please call strait line at 615-824-7176
or check out the web site at www.georgestrait.com for any changes.

** Indicates date may be changed

*** Indicates shows where Fan Club Seating is not available