

Cabela's Outdoor Shop, Richfield – by Finn Berger

Cabela's Inc. is an American retailer specializing in hunting, fishing, boating, camping, shooting and other outdoor items. The company is headquartered in Sidney, Nebraska. The company that became a reseller of sporting goods was founded in 1961 by Richard N. Cabela.



https://www.tripadvisor.de/Attraction_Review-g154913-d9850641-Reviews-Cabela_s-Calgary_Alberta.html

Richard (Dick) N. Cabela bought \$45 worth of fishing flies at a furniture shop in Chicago, which he then offered for sale in a newspaper ad. Every order was accompanied by a catalogue of other products for sale by Cabela's. When the business grew, Cabela and his wife Mary moved their company to Sidney, Nebraska in 1963. His brother Jim also joined the business. From these beginnings, the company has grown into a huge enterprise with annual sales of over \$3 billion Dollar. On February 17, 2014, founder Cabela died at his home in Sidney, Nebraska at the age of 77. In 2017 Cabela 's was taken over by Bass Pro Shops, based in Springfield, Missouri.

Today, Bass Pro Shops and Cabela's welcome more than 200 million visitors annually to their 200 stores. Cabela's won awards for innovative retail stores and is honoured as one of America's Best Places to Work. Cabela's is among the most



respected retailers in all North America. Under the leadership of the conservationist Johnny Morris, Cabela's does much to advance the conservation of nature.

<https://eu.jsonline.com/story/money/business/2016/10/03/bass-pro-cabelas-combining/91484800/>

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