You Should Be Selling

BY DARL BLACK

Apparel & **FOOTWEAT**



Men's Flats Guide II Longsleeve Under Armour

C.

This polyester shirt pulls moisture away from the skin while offering 30+ UPF protection. It also features numerous vent holes to allow body heat to escape and keep anglers cool. **www.underarmour.com;** 888-727-6687



Marquesas Shirt

World Wide Sportsman

The shirts mesh-lined underarm pit zips and caped back give it optimum ventilation, affording anglers with comfort and enhanced freedom of movement. **www.basspro.com; 800-227-7776**



Sperry Top-Sider

Quick-drying and featuring an adjustable hookand-loop in-step strap that provides a secure fit while adding stability, the Dinghy has a wave-siping sole for ultimate wet/dry traction.

» www.sperrytopsider.com



Premium T-Shirts & Caps Bassaholics

If your customers fish for bass, these are the T-shirts you need to be carrying. This company offers a host of styles, colors and designs, all of which are attention-getting and look good on and off the water. **www.bassaholics.com**

Ventus Shandal

Sperry Top-Sider

The Ventus comes with a removable full-length EVA footbed with anti-microbial treatment, in addition to a nonmarking wave-siping sole. >> www.sperrytopsider.com

Pro Series Angler Gloves Buff

Made of what the company calls aquatic suede, Angler Gloves are as comfortable and functional as gloves get. Aside from being extremely lightweight, they offer UPF 50+ sun protection, feature fingertip pulls for easy removal and have DuPont Kevlar stitching for added strength. » www.buffusa.com;

707-569-9009

Angler Series Buff Buff

The seam-free, elastic material changes from headband to hairband, bonnet, pirate, neckerchief and several other styles. What's more, it comes in several different styles and patterns, including largemouth bass, bonefish, striper and shark camo.

>> www.buffusa.com; 707-569-9009

Cabo Analer

Bimini Bay Outfitters This functional mesh-lined cap back and underarm vent system keeps you cool and comfortable in all conditions. All seams are double-needle stitched for added durability, and the fabric is made from tightly woven yarns that will keep the sun's ultraviolet rays at bay. >> www.biminibayoutfitters.com; 800-688-3481

Nor'easter Jacket 3.0 Layer **Old Harbor Outfitters**

Made for the meanest storms nature can muster, the Nor'easter is made of highly breathable, seam-sealed, waterproof ripstop nylon. The jacket also features a fully adjustable hood, waterproof zippers and a Cordura-lined pliers pocket on the inside left chest.

>> www.oldharboroutfitters.com; 203-540-5150

INDEX
Company Page No.
Bassaholics
Buff Angler Series Buff29
Pro Series Angler Gloves
Cloudveil32 Columbia
Blood 'N Guts30
Freezer Long Sleeve Shirt
Tillie Creek
Hook & Tackle Outfitters32 Irish Setter
IIISII Setter

Thile Creek
Hook & Tackle Outfitters32
Irish Setter
Bonefish Fishing Shoe
Wilmont Jacket31
Old Harbor Outfitters
Rugged Shark
Shimano
Simms Fishing
Sperry Top-Sider
Dinghy Boot
Ventus Shandal29
Under Armour
World Wide Sportsman28
Wrangler Rugged Wear32

CIRCLE NO. 015 ON READER SERVICE CARD

Goodbye, **Hollow Frog** It was nice knowing you ... sometimes Introducing The NEW BIG EYED PRO FROG The bait that finally eliminates al 3/8 or 5/8 cz se annoving prob tive and 5 fish-catching d frog desid finishe New POLYCORE™ Dual Density Body gives added weight to cast further and more accurately even in wind & provides permaner flotation.

Spits, splashes & wakes like no hollow frog can

Uniquely effective, revolutionary patented PRO-TEC™ weedguard system allows for superior hook under design resulting in far fewer missed hooksets. Floats at surface like natural forage (not over surface like a balloon) so Bass target easier for far fewer missed strikes. Call or write for FREE Color Catalog or sink...EVER! and trade price list. Dept FT099L 1-800-524-474

PantherMartin.com

19 North Columbia Street, Port Jefferson, NY 11777

Will NOT

collapse,

waterlog

You Should Be Selling

PFG Reel Deal

This performance dock sandal provides excellent traction and comfort in water conditions. The PFG Reel Deal includes toe wrap protection integrated with the outsole. Features include synthetic nubuck leather with quick-drying stretch knit lining and a Techlite molded footbed. **>> www.columbia.com;**

800-622-6953

Blood 'N Guts Superlight Long Sleeve Shirt

Made of ultralight polyester, this stain-resistant shirt features advanced repellency so you can clean your catch while staying spotless. Ideal for warm weather fishing, it's designed with UV-protective fabric and a flip-up collar that secures under the chin to keep the sun off your neck. Radial sleeves, fully vented and roll-up sleeves are available. **>> www.columbia.com; 800-622-6953**

Freezer Long Sleeve Shirt Columbia

This innovative cooling shirt proves it's never too hot to fish, even when the temperature outside says otherwise. The quick-drying Omni-Freeze advanced cooling fabric is knitted with flat yarns for faster heat dispersion, while the long-sleeve design and built-in sunblock offers great protection from harsh UV rays. **>> www.columbia.com;**

800-622-6953

WRIGHT&MGGILL CO.

WHENEVER PEOPLE DRIVE PAST THREE TACKLE SHOPS TO GET TO THE "GOOD ONE," WE'RE THERE.



Tillie Creek

Columbia This high-performance water sandal features an innovative approach to heel lock and fit, in addition to having a supportive, molded footbed for greater comfort and performance.

>> www.columbia.com; 800-622-6953

Wilmont Jacket

This cozy, lightweight jacket uses a wind-resistant, waterproof membrane. Additional features include two zippered outside pockets and inside pockets. This is a perfect jacket for cool mornings or evenings on the boat.

www.irishsetterboots.com; 888-738-8370

Bonefish Fishing Shoe

An athletic-inspired fishing shoe, the Bonefish makes fishing all day more comfortable. Features include comfort enhancing breathable air-mesh panels, rubber armored toe and heel for improved durability, plush EVA midsole and footbed and a nonmarking siped Pod Grip outsole. **>> www.irishsetterboots**

.com; 888-738-8370

Gas, ice, milk and eggs. That's about convenience. When it comes to fishing, we're talking about a sacred relationship. A bond between business and customer best secured with nothing less than Eagle Claw snells. They're not only the number one volume selling item in all of fishing, but the foundation of an impressive collection of leading worldwide terminal tackle brands. Each one delivering better margins and greater returns on your investment thanks to enticing, space-saving packaging designs, and lucrative programs and incentives. And for 85 years Wright & McGill has been stocking the shelves of tackle shops with brands that customers are willing to drive the extra mile for.

EAGLE CLAW®











You Should Be Selling



Canopy

Cloudveil

The Canopy Shirt provides UPF 30+ protection and quick-dry performance thanks to the bamboo fabric. With flatlock seams, an athletic fit and thumb holes on the asymmetrically cut cuffs, this shirt is ideal for a long day on the water. **>> www.cloudveil.com; 877-255-8345**



THE ORIGINAL MULTIFUNCTIONAL

Finally, fishing gloves uniquely designed to enhance performance.

> The NEW Pro-Series Angler Gloves feature:

- UPF 50+
- Aquatic Suede
- Diamond Grip Palm by Clarino™
- Ergonomic Design
- Stripping Guards
- Fingertip Cut & Easy-Off Pull Tabs

www.buffusa.com info@buffusa.com 888.379.BUFF (2833) CIRCLE NO. 002 ON READER SERVICE CARD



Solar System Collection Hook & Tackle Outfitters

The Solar System collection consists of breakthrough sun protective eco-friendly clothing that provides effective sun protection — permanently. It never loses its ability to block the sun, helping to prevent advanced aging and skin cancer. Solar System clothing is ultra-soft, quickdrying and antimicrobial, making sun protection cool, comfortable and odor-resistant.

>>> www.hookandtackle.com; 305-754-3255



Rugged Wear Zip-Off Pants

Wrangler Rugged Wear Wrangler Rugged Wear, the Wrangler brand that specializes in gear for fishing and the outdoors, has introduced zip-off pants in its 100 percent cotton baby ripstop fabric. This fabric is light and cool, and rips are next to impossible because of the cross-hatch weave in the fabric. The side pocket can hold a cell phone or a packet of lures.

888-784-8571

Evair Footwear Shimano

The company has expanded its fishing footwear lineup with new colors offered in Evair shoes and deck boots. Evair shoes are now available in a camo color, while the Evair boots now come in khaki. Both styles are offered in whole sizes 8 through 13.

>> www.shimano.com; 877-577-0600

Flats Boot Simms Fishing

Completely redesigned for 2010, these boots provide protection and support while jumping in and out of the boat or casting on the flats. They feature nonmarking Vibram outsoles and SuperFabric panels for extreme puncture protection.

» www.simmsfishing.com; 866-585-3570

Aarlin 2

Marlin 2 Rugged Shark

These shoes are for serious fishermen; they feature unmatched wet deck traction, which quickly drains water and promotes rapid drying. >> www.ruggedshark.com; 201-342-1200 FTR



CIRCLE NO. 012 ON READER SERVICE CARD