

**Why are some of the leading,  
most profitable lines of Fishing  
Tackle & Hunting Products not  
sold in Wal-Mart<sup>®</sup>, K-Mart<sup>®</sup> or  
other Discount Houses?**

**WE CAN GIVE YOU THOUSANDS OF REASONS!**

They are the thousands of independent dealers  
that stock these well-known and profitable  
lines of fishing and hunting products.