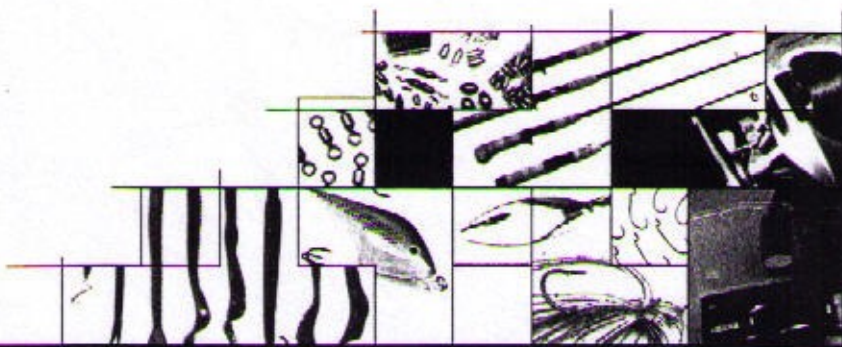


WHAT'S HOT WHERE



Ed. Note: Interviews for this month's "What's Hot Where" were conducted July 24. Comments address what was selling at the time of the interviews. Retailers interviewed were selected at random.

NORTHEAST

• Freshwater trout and largemouth bass are being cooperative, and stripers and blues are equally accommodating in salt water, a combination that translates into brisk sales, says **Brandon Szadaj**, owner of **Uncle B's Bait & Tackle** in Wallingford, Conn. In lures, the Yamamoto Senko in 4- and 5-inch lengths is popular in laminated colors, and Abu Garcia's Tormenor crankbait in sizes up to 3/8 ounce is selling. Okuma Epixor EF-30 and EB-30 are the reels of choice for many customers of Uncle B's, and Berkley Iron-Silk and Trilene XT are the best selling lines. A hard box from Plano, the 1258, is "really popular" among the store's salt-water customers, says Szadaj.

• The weather has "finally straightened out" in Delaware, and so has fishing and business, says **Charles Mershon**, owner of **Jo Anne's Bait & Tackle** in Dagsboro. Shakespeare Ugly Stik combos in 7- and 8-foot lengths and Pinnacle Power Tip rods are moving. Okuma reels are especially popular among his customers, Mershon says. Penn's 50 VSW is selling well, too. The Storm WildEye in 4-, 5- and 6-inch holographic patterns is hot. PRADCO Silver Thread AN-40 in pound tests up to 40 is in demand, as are Berkley Trilene Solar and XT lines.

• Striped bass are providing plenty of action — much of it on the surface — according to **Bruce Garcia**, a clerk at

A spot check of what's selling around the country. **BY ED SPENCER**

Uncle Ken's Bait & Tackle in New Bedford, Mass. Garcia is busy ringing up sales of the Pinnacle Pop Cruiser, Tsunami TS Popper, and Heddon Creek Chub. Several surface plug varieties from Yo-Zuri and Lucky Craft are selling, too, he says. Fluke anglers are buying Pennsylvania-made Katchum rigs. The Okuma Epixor is the reel of choice among customers, and Tica 8- and 9-

foot surf rods are popular because "it's a factory rod but it looks just like a fine custom rod," says Garcia. In line, Trilene Big Game rules: "It dominates everything else," he says.

• "Fantastic" fishing for bass in lakes and for brown and rainbow trout on nearby Kennebec River is good news for **Mountain Valley Flies** in Solon, Maine. Anglers using fly gear for bass represent a growing segment of his business, says Mountain Valley's owner, **John Kenealy**. He names Rio as one of his hottest brands, particularly its Powerflex and Fluoroflex tippet material, and MainStream fly line. Wulff Triangle Taper and Cortland 555 fly lines also are moving well, he adds. In reels, Lamson Velocity, Okuma Carina and Okuma Sierra are popular.

SOUTH

• "Some of the resorts are complaining [about business] but my sales are up about 25 percent," says **Glenn Newell**, owner of **Big Red's Bait & Tackle** in Lakeview,

Ark. He says good trout and bass fishing are generating sales of Shimano Sedona 1000 and Curado 100 reels, as well as Falcon rods. "I'm selling a lot of [Falcon] Cara rods to the baitcasters, and the Silver series is my best spinning rod," Newell specifies. Lucky Craft Pointer 78 and Pointer 100 and Rapala Countdown dominate hard plastic lure sales, and in soft plastics, Yamamoto's Hula Grub is in demand. P-Line CXX X-tra Strong is the store's most popular line.

• Except for occasional times of high winds, the fly fishing around Boca Raton, Fla., has been good. And so has business at **Darren Selznick's Ole Florida Fly Shop**. The shop is moving quite a few Winston XTR rods in 9-weights for light tarpon and snook. Popular reels include Gulfstream and Riptide by Tibor Reels, and Super 7 and Super 8 by Abel Reels. Customers are buying Cortland Tropic Plus line to cope with the elevated temperatures of South Florida. "It has a mono core and doesn't get as limp [as some lines do]," Selznick reports. He mentions that a good review of 3M Ultrathon insect repellent in *Consumer Reports* magazine has triggered sales of the product at Ole Florida.

• Live bait is the name of the game for customers at **Pat's Bait & Tackle** in Jesup, Ga. Customers bound for catfish

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