



CRYSTAL-CLEAR SOFTIES

HI-SEAS Soft Resin Head Trolling Lures provide a revolutionary breakthrough in blue-water fishing. The holographic heads are made from a special resin formula engineered to be dense, crystal clear, and mildly soft with a neutral eye. The softness creates a more realistic sensation to marlin and other big game fish when they strike, resulting in faster hookups and fewer thrown hooks. HI-SEAS researched and developed 10 series of trolling lures with different head diameters, color combinations and skirt dimensions to create the best-quality trolling lures in the market. Replacement skirts for each series are also available in a variety of colors, allowing you to create your own color combinations. For more information, visit afwhiseas.com.

YOU KNOW YOU WANT TO TOUCH IT

SI-TEX recently introduced the T-760 Series touch-screen color LCD radar, which delivers big performance and professional-radar features in a unit that is sized and priced right for any vessel.

The T-760 Series brings advanced features like touch-screen control, AIS target tracking and standard MARPA (Mini Automatic Radar Plotting Aid) to a wide audience of cruisers and fishermen. This system boasts a long list of professional-grade features, including powerful 4 kW output, up to 48 nm range, and multispeed antenna rotation. Control of all these features is achieved via the T-760's touch-screen LCD display and single rotary encoder dial for simple, intuitive operation.

The series includes the T-760, equipped with an 18-inch compact radome antenna for solid performance in a wide range of conditions, and scale choices from 1/8 nm to 24 nm. The T-761 features a 24-inch radome antenna that delivers a narrower beam width, resulting in excellent target resolution, and increasing the effective range up to 48 nm. For more information, visit si-tex.com.



REEL LEGENDS CLOTHING

Florida represents the epicenter of the saltwater-fishing world, and Beall's department stores have been a big part of Florida's history since the retail business started on the banks of the Manatee River in 1915. Today Beall's offers its own line of outdoor clothing under the Reel Legends brand. All of the shirts and shorts feature quick-drying,

water- and fade-resistant fabrics. The Long Sleeve Salt Water shirt is made for the true fisherman, with a sunglasses loop, fully vented back, and expandable front pockets. The roll tab sleeves offer versatility, and UPF-30 sun protection keeps your skin safe when you roll the sleeves down. For more information, visit beallsflorida.com.