



Available Displays

PDQ display with zip tied knives





Knives

We use stainless 3CR13 high carbon steel for the blade that can be sharpened and re-sharpened with a double tapered edge. Others are usually 2CR13 and have lower carbon steel, which does not stay sharpened as long. Each of our knives are hand sharpened and honed. Our knives have a double edge. Most others do not even have an edge on the blade. The blade on each knife is designed to do the job it was made to do. The same amount of design goes into the handle. Our handles are designed with a textured no slip safety grip that prevents the hand from sliding forward causing injury. The sheaths are made to drain to reduce rusting. The sheath on the bait knife has a belt clip for easier accessibility. Our merchandising techniques of making the knives highly visible, which creates interest plus impulse buying are confirmed by our sales. Bright colors excite and the name is very appropriate "HaloViz".







On the Cutting Edge

Nothing like them for the money.
They sell and resell.
Asked for by name.









Display

4" Fillet Knife Display

- Ideal for panfish, especially crappie
- The perfect size for more control
- · Easily stores in tackle box for transport
- 4" stainless steel easy flex blade with molded sheath that snaps and holds to knife
- Packed in beautiful counter top display
- Easily sharpened
- 3CR13 High Carbon Stainless Steel
- Double tapered edge hand honed & sharpened

Stock # Color FKD4-30

Assorted 30/Stand Up Display

Display contains 30 pieces:

10 HaloViz Green

10 HaloViz Orange

10 HaloViz Purple

Fillet knife can be peg boarded



Fillet knife can be peg boarded



Display

6" Fillet Knife Display

Perfect for fish small & large

- 6" stainless steel easy flex blade with molded sheath that snaps and holds to knife
- · Packed in beautiful counter top display or PDQ with zip tie display.
- · Easily sharpened
- 3CR13 High Carbon Stainless Steel
- · Double tapered edge hand honed & sharpened



FKD-30 Assorted 30/Stand Up Display FK6-30A Assorted 30/PDQ - Zip Tied

Pack

Display contains 30 pieces:

15 HaloViz Green 15 HaloViz Orange



Billy Bay



Display Bait Knife Display

- Beautiful Point of purchase display designed to create sales with 30 HaloViz knives - 15 Blue, 15 Green
- 3 3/4" forged stainless steel blade.
- •Textured hard polypropylene handle.
- Each knife has hard polypropylene sheath with logo.
- . Display includes molded foam insert that holds knives in place.
- Easily sharpened
- 3CR13 High Carbon Stainless Steel
- Double tapered edge Hand honed & Sharped

Stock # Color **Pack**

BKD-30 Assorted 30/Stand Up Display BK4-30A Assorted 30/PDQ - Zip Tied

Display contains 30 pieces:

15 each HaloViz Blue Handle Knives 15 each HaloViz Green Handle Knives



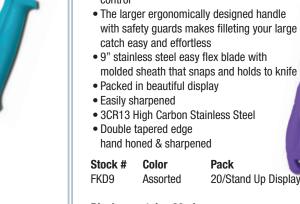




Display contains 20 pieces.

Fillet knife can be peg boarded

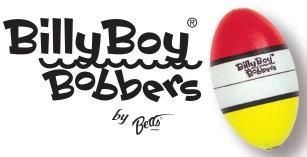




Guide tested - Guide loved - Guide approved







Oval Slip Foam Floats

with bobber stop and bead

Beautiful multi-striped hand painted slip floats. Packed with bead and bobber stop-in bag with "How to" instructions.

Unweighted

Size	Stock#	Description
2.5"	025	Multi Stripe Slip 1/Pack
3"	030	Multi Stripe Slip 1/Pack
4"	040	Multi Stripe Slip 1/Pack
4 1/2"	045	Multi Stripe Slip 1/Pack
5"	050	Multi Stripe Slip 1/Pack

Pack: 1 pc. per bag w/instructions. With bobber stop & bead. 12 packs per box.

Live bait fishermen love 'em!

www.bettstackle.net



Brass Weighted Click Clackers™



Popping Float

Size Description Stock#

777-P-R 3" Brass Weighted Pop N' Gurgle - Red Brass Weighted Pop N' Gurgle - Yellow 777-P-Y 3" Brass Weighted Pop N' Gurgle - Orange 777-P-0 3"

Oval

Size Stock# Description

777-O-R 2-1/2" Brass Weighted Oval - Red 777-0-Y 2-1/2" Brass Weighted Oval - Yellow 777-0-0 2-1/2" Brass Weighted Oval - Orange

Pack:

1 pc. pack - 12 packs











Grab N' Grip[™] Floating Fish Gripper

Just grab, grip and go!

The Grab N' Grip is the only gripper with grab teeth to prevent slipping & an ergonomic trigger grip for control "when you gotta lift the big one"!

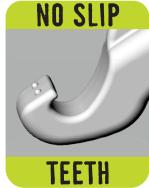
Features

- It floats!
- Bright HaloViz colors for easy visibility.
- Super competitive pricing.
- Ergonomic floating hard polypropylene handle.
- Ring and wrist lanyard
- Strong locking jaws with No Slip Teeth to grab and hold.
- Saltwater grade corrosion resistant.
- Can operate with just one hand.

Stock #ColorPackFG-9Billy Bay12 per boxEach gripper zip tied to peg card.

The only gripper with

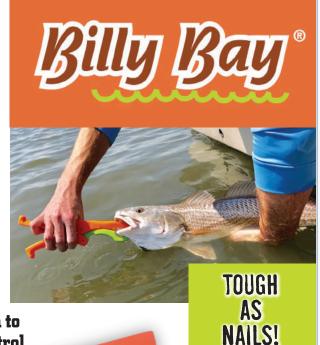
Patent Pending



Perfect fit for Hand!
Strong Locking Jaws
Ring and Lanyard
Bright HaloViz
Colors

& a trigger grip for control!

Not just a remake of similar products but a new revolutionary design made to perform.





APPROVE

A deadly double combination of two jigs tied in a tandem on 30 lb. test nylon on cadmium plated hooks. Hard chip resistant paint used on all Betts



Color

- 1 White-White
- Yellow-Yellow 4 White-Pink
- 5 Chart.-Chart.
- 6 Chart.-Orange
- White-Red 15
- Yellow-White
- White-Chart. 32
- Shrimp Glo/Shrimp Glo 41

Billy Bay

The Real Deal

Pink/Pink

Stock # Size

780-6 1/16 Spec Rig 780-8 1/8 Spec Rig

1/8 Magnum Spec Rig 780-8HVY 780-4 1/4 Magnum Spec Rig

Pack:

2 pcs. per pack - 12 packs

To order, add color # to stock #



Big Boy Bobbars Extra heavy to cast further

- When casting further is required to prevent spooking fish or to reach the target zone. Works perfect with jigs like Flounder Fanatic Jig #901-8-3-0.
- Each bobber marked Heavy for easy identification.

Oval Weighted - Heavy

50 per pack Size

2 1/2"

Stock # Description B250W-HVY-50RW Oval Red/White

Individual Packs

12 bags per pack

Size Stock # Pcs. M250W-HVY-2RW 2 1/2"



The best and most unique rattling float made. High visibility. Hard foam for endurance.



Weighted Snap On

Stock

Size	2pc./Ind. Pack	Description
2 1/2"	M250WR-2G	Oval Green
2 1/2"	M250WR-20	Oval Orange
2 1/2"	M250WR-2R	Oval Red
2 1/2"	M250WR-2Y	Oval Yellow

Pack:

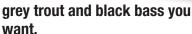
2 pc. pack - 12 packs

Bette

Billy Bay

The Real Deal™

Made to catch sea mullets. whitings,



Color

- White 1
- Pink 4
- Chartreuse

Stock # Size 250-6 1/16 250-8 1/8

Pack:

1 pc. per Pack - 12 packs To order add color # to stock #



No Snags **Add on Weights**

Benefits

- · Can add additional weight by snaping on more Flexi Draggin' weights.
- · Slim shape allows weight to be dragged through brush piles, rocks, trees, logs, oyster and grass beds.

Uses

- Perfect for catfishing, spider rigging weight, slow trolling, drift fishing and bank fishing.
- · Great rigging with Flounder Fanatic Jig. #901-8-3-0.

Size Stock # Pcs. 1/2 oz 708-2-3-3

Pack:

12 per pack



Magnum Wire **Gold Spinner**

All gold plated heavy wire with #4 Colorado blade. All of the spinners are gold plated. It is designed to be used with the thousands of shad style lures in the market.

Stock# Description

30-H-2G Magnum Wire Gold Spinner

2 pc. per Pack - 12 packs

Works great with... **HALO™SHAD**





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1	Clear Silver Sparkle	41	Pink w/Chartreuse Iaii
4	Pink	53	Glow
9	Green Tiger	75	Clear Sparkle w/Pink Tail
10	Chartreuse	76	Lucky Penny

14 Chartreuse w/Pink Tail 17 Smoke

Magic Chicken

Glow w/Pink Tail

Pack

3 pc. Bubble Pack - 12 packs To order, add color # to stock #

Billy Bay



The Original Halo-graphic[™] Design

Billy Bay by Bells

HALO™SHAD

Rigged with hook and weighted

The Shimmer Shine flashes of the Halo-graphic™ draws the fish to it. The fish "just can't stand it".

There are tons of shad on the market, most are so heavy it is almost impossible to fish with them because they sink too fast. Those lures are on the bottom before you can reel them in. The Halo™ Shad changes all that!



Ricky, the captain of Speckled Specialist Guide Service, is the man behind the success of the Halo Shad. He is the icon of trout fishing and has probably fished every known lure made from hard baits to jigs and he says the Halo Shad out performs them all. Ricky has a wide range of fishermen on his charters from amateurs to pros. The thing he loves most about the Halo Shad and the thing that got his attention was the success of the amateur fishermen catching as many fish as the guides with very little effort. In other words, it doesn't take a lot of finesse or skill to limit out on trout. Just simply cast and retrieve and it's absolutely, totally awesome!!



Billy Bay

Absolutely the Perfect Sinker[™] **HALO™SHRIMP**

- •The perfect sinker is the best shrimp lure we have made to date.
- Designed to sink slowly in horizontal position to keep the lure in the strike zone longer.
- Rigged with hook and weighted
- Halo-graphic colors to shimmer and shine
- Excellent for cast and sink type fishing

The shrimp lure business will never be the same. It has improved more in the last year than in the past 10 years and we are building product to keep us in the running. Now the shrimp must perform perfectly in regards to correctly sinking for casting or popping cork fishing. That is why we are bringing out a "new series" - "The Perfect Sinker™" which sinks and performs perfectly.



VIBRATING LEGS!

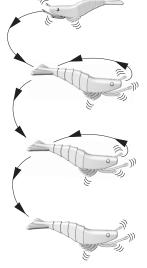


Figure 1. Falling Motion

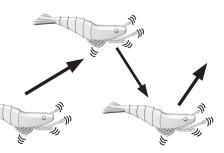


Figure 2. Swimming Motion

The Halo Shrimp Perfect Sinker has been designed, redesigned and tested to be the best performing shrimp lure on the market. As illustrated in Figure 1 the Perfect Sinker is the only shrimp engineered to fall perfectly level in a circular motion until it reaches the bottom, all while the vibrating legs make the shrimp come alive. As illustrated in Figure 2 the Perfect Sinker will stay upright and true during all popular methods of fishing. Whether it is cast and retrieve, popping cork, or quick twitches, the Perfect Sinker out performs all others.

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NEW



Stock # Size 972-4-3 1/4



Color Chart

- Clear Silver Sparkle Clear Gold Sparkle
- Green Tiger
- Clear Sparkle w/Chart. Tail 11
- Chartreuse w/Pink Tail
- Rootbeer w/Chart. Tail
- Pink w/Chartreuse Tail
- Purple Sparkle w/Chart. Tail
- Clear Sparkle w/Pink Tail
- Lucky Penny 76
- 84 Magic Chicken

Pack

3 pc. Bubble Pack - 12 packs To order, add color # to stock #

Rillu Rau Lowcountry Lightning

1.2.3.

System[™]

3" Popping Float **Ready To Go**

Ready to go. Put it in the hands of the beginner and they are quickly and easily catching fish. Give it to a Pro and he is in awe.

Rigged with Halo™ Shrimp

Stock#	Float Color
778-R-1	Red
778-R-53	Red
778-R-76	Red
778-0-2	Orange
778-0-4	Orange
778-0-10	Orange
778-0-16	Orange

Halo™Shrimp

Clear Silver Sparkle Penny Rootbeer Clear Gold Sparkle Pink Shrimp Chartreuse . Rootbeer

Billy Bay

Pack:

1 rigged per pack - 12 packs

Billy Bay **L**owcountry® **Z**ightning

by Rells 1.2.3.

2-1/2" Oval Float

Ready To Go

Put it in the hands of the beginner and they are quickly and easily catching fish. Give it to a Pro and he is in awe. Fully weighted.

Rigged with Halo™ Shrimp

	-
Stock#	Float Color
775-0-R-17	Red
775-0-R-76	Red
775-0-0-16	Orange

775-0-G-53 Green

Pack: 1 rigged per pack - 12 packs



Halo™Shrimp

Smoke Penny Rootbeer

Rootbeer

Halo Glow

Billy Bay

As near perfect as you can get. The Halo-Graphic™ exceeds all expectations. It shimmers - shines - and refects all images. The Halo™ Shrimp is designed to float down slowly and maintains a horizontal position. Balanced for correct action.

SCENTED

Halo™ Shrimp

Stock# Size 772-4-3 Grass 1/4

Description for grass or shallow water

Pack:

3 pc. Bubble Pack - 12 packs

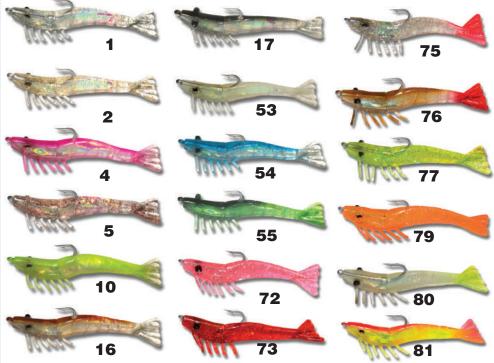
To order, add color # to stock #





Billy Bay HALO SHRIMP

Color #	Color	Color #	Color	Color #	Color
1	Clear Silver Sparkle	17	Smoke	75	Cl. Sparkle/Pink Tail
2	Clear Gold Sparkle	53	Halo Glow	76	Penny Rootbeer
4	Pink Shrimp	54	Caribbean Blue	77	Chartreuse Sparkle
5	Clear Red Sparkle	55	Caribbean Green	79	Orange Sparkle
10	Chartreuse	72	Pink Sparkle	80	Halo Glow/Chart. Tail
16	Rootbeer	73	Red Sparkle	81	Chicken Shrimp
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Billy Bay

Billy Bay



Brass Weighted Click **Clackers**[™]

It does what its name says. The cup face gurgles and pops the water that attracts the fish to feed. The weight provides the perfect action. It has a proven record on all bay fish as well as fresh water especially bass.



776-P-R 3" Brass Weighted Pop N' Gurgle - Red 776-P-Y 3" Brass Weighted Pop N' Gurgle - Yellow 776-P-0 3" Brass Weighted Pop N' Gurgle - Orange

Pack:

1 pc. pack - 12 packs



Brass Weighted Click **Clackers**™

The fishing technique is designed to put the lure and hold it in the zone. It acts like a lure as well as attracts the fish with its splashing and "clicking" sound that imitates bait

Cigar Stock# Size 776-C-R 3' 776-C-Y 3″

Description Brass Weighted Cigar - Red Brass Weighted Cigar - Yellow Brass Weighted Cigar - Orange

Billy Bay

Billy Bay

Pack:

776-C-0 3″

1 pc. pack - 12 packs



Brass Weighted Click **Clackers**[™]

The fishing technique is designed to put the lure and hold it in the zone. It acts like a lure as well as attracts the fish with its splashing and "clicking" sound that imitates bait fish.



Oval Stock#

Size Description 776-O-R 2-1/2" Brass Weighted Oval - Red 776-0-Y 2-1/2" Brass Weighted Oval - Yellow 776-0-0 2-1/2" Brass Weighted Oval - Orange

Pack:

1 pc. pack - 12 packs

Billy Bay **T**owcountry Liahtnina

Weighted Click **Clackers**™

The fishing technique is designed to put the lure and hold it in the zone. It acts like a lure as well as attracts the fish with its splashing and "clicking" sound that imitates bait fish.

0val

Description Stock# Size 775-0-R 2 1/2" 775-0-Y 2 1/2" Oval Red 1/pk Oval Yellow 1/pk 775-0-0 2 1/2" Oval Orange 1/pk

1 pc. pack - 12 packs



Weighted Click **Clackers**™

The fishing technique is designed to put the lure and hold it in the zone. It acts like a lure as well as attracts the fish with its splashing and "clicking" sound that imitates bait fish.

Cigar Stock#

Size 775-C-R 3" 775-C-Y 3" 775-C-0 3²

Description Cigar Red 2/pk Cigar Yellow 2/pk Cigar Orange 2/pk

Pack:

2 pc. pack - 12 packs



Fantastic Packaging

All items on this page packed in beautiful bright highly visible packaging as shown here.



ightning

Adjustable Depth

Adjust Your Depth Quickly and Easily

Changes your depth quickly by sliding bobber stop up or down. The Adjustable Depth Low Country Lightning™ adds a whole new dimension to your fishing and lures. You can control the depth. Adds more action, then stops for the bite while suspended.

The sight, sound, splashingclicking and popping noises, make a sound like bait fish, which attracts the feeding fish.

Oval

Stock# Size Description 770-0-R 2 1/2" Oval Red 770-0-Y 2 1/2" Oval Yellow 770-0-0 2 1/2" Oval Orange

Pack:

1 pc. pack - 12 packs



Patent # D559,940

Billy Bay

Rillu Rau ightning

Adjustable Depth

Adjust Your Depth Quickly and Easily

Changes your depth quickly by sliding bobber stop up or down. The Adjustable Depth Low Country Lightning™ adds a whole new dimension to your fishing and lures. You can control the depth. Adds more action, then stops for the bite while suspended.

The sight, sound, splashingclicking and popping noises, make a sound like bait fish, which attracts the feeding fish

Popping Float Stock# Size

Pack:

Description 770-P-R Popping Float Red 3~ 3″ 770-P-Y Popping Float Yellow 770-P-0 3"

Popping Float Orange

Patent # D559,940

NEW

Billy Bay

ightning

Pop N' **Gurgle**[™]

It does what its name says. The cup face gurgles and pops the water that attracts the fish to feed. The weight provides the perfect action. It has a proven record on all bay fish as well as fresh water especially bass.



Popping Float Stock# Size Description 778-R Red 3 3″ 778-Y Yellow 3″ 778-0 Orange

Pack:

1 pc. pack - 12 packs

Billy Bay owcountru' ightnina,

Click **Clackers**™

The fishing technique is designed to put the lure and hold it in the zone. It acts like a lure as well as attracts the fish with its splashing and "clicking" sound that imitates bait fish.

The sight, sound, splashing-clicking and popping noises, make a sound like bait fish, which attracts the feedina fish.

Popping Float Stock# Size

A80-R 3″ A80-Y

Description Popping Float Red 3″ Popping Float Yellow

Pack: 1 pc. pack - 12 packs



Killy Kay **T**owcountry Zightning Click Clackers™

1 pc. pack - 12 packs

The fishing technique is designed to put the lure and hold it in the zone. It acts like a lure as well as attracts the fish with its splashing and "clicking" sound that imitates bait fish.



Oval Stock# Size Description A0250-R 2 1/2" Oval Red 1/pk A0250-Y 2 1/2" Oval Yellow 1/pk

Pack:

1 pc. pack - 12 packs

Killy Kay owcountru ightning

Click Clackers™

The fishing technique is designed to put the lure and hold it in the zone. It acts like a lure as well as attracts the fish with its splashing and "clicking" sound that imitates bait fish.



Cigar Stock# Size Description A4B-R Cigar Red 2/pk A4B-Y Cigar Yellow 2/pk

Pack:

2 pc. pack - 12 packs





Billy Bay®

Alounder Fanatic®

New hook designed to fit flounder's mouth

Bottom

- · Weedless hook.
- When the flounder bites, the hook is set.
 No more lost flounder, instant hook up. Can be used with live bait, strip/cut bait, and artificial bait.
- Rubber live bait keeper is enclosed to keep live bait on hook.
- . Made for drifting, trolling or casting.
- Specially designed lead body keeps hook in ready position.



"8 out of 10"

When he bites, he's caught.

The only sideways hook that fits the flounder's mouth.

Jig

- · Weedless Hook
- When the flounder bites, the hook is set.
 No more lost flounder, instant hook up. Can be used with live bait, strip/cut bait, and artificial bait.
- Rubber live bait keeper is enclosed to keep live bait on hook. Excellent for drifting, casting, slow trolling, and cast and retrieve.



How To Instructions on Package

Size	Stock #	Pcs.	
3/4 oz	900-34-2-0	2	
1 ½ oz	900-15-2-0	2	

Pack:

Bubble Pack – 12 packs

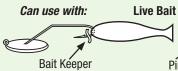
How To Instructions on Package

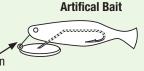
Size	Stock #	Pcs.
1/8 oz	901-8-3-0	3
1/4 oz	901-4-3-0	3
1/2 oz	901-2-2-0	2

Pack:

Bubble Pack - 12 packs









Bellin 12a

| **Flounder Fanatic**®

Patented

New hook designed to fit flounder's mouth

Patent No. 8347548

Bucktail Jig

- Designed to work with Gulp®
- · Natural bucktail with flash
- When flounder bites, the hook is set. No more lost flounder
- Excellent for drifting, casting, slow trolling and cast and retrieve

Stock #	Size	Pcs
902-4-2	1/4 oz	2
902-2-2	1/2 oz	2

Pack:

2 pc. Bubble Pack - 12 packs

Color #	Head	Tail
1	White	White/chart. w. Flash
5	Chartreuse	White/chart, w. Flash

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Billy Bay

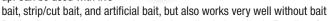
Flounder Fanatic®

New hook designed to fit flounder's mouth Patent No. 8347548

Patented

Bucktail Jig

- Natural Bucktail with flash
- Extra weight for deep water flounder
- When the flounder bites, the hook is set. No more lost flounder, instant hook up. Can be used with live



• Rubber live bait keeper is enclosed to keep live bait on hook. Excellent for drifting, casting, slow trolling, and cast and retrieve

Color # 1 4 5 6	Head White Pink Chartreuse Glow	Tail White White White White	Made for deep or fast water
Size 2 oz.	Stock # 902-20-1	Pcs. 1	