Grand Opening

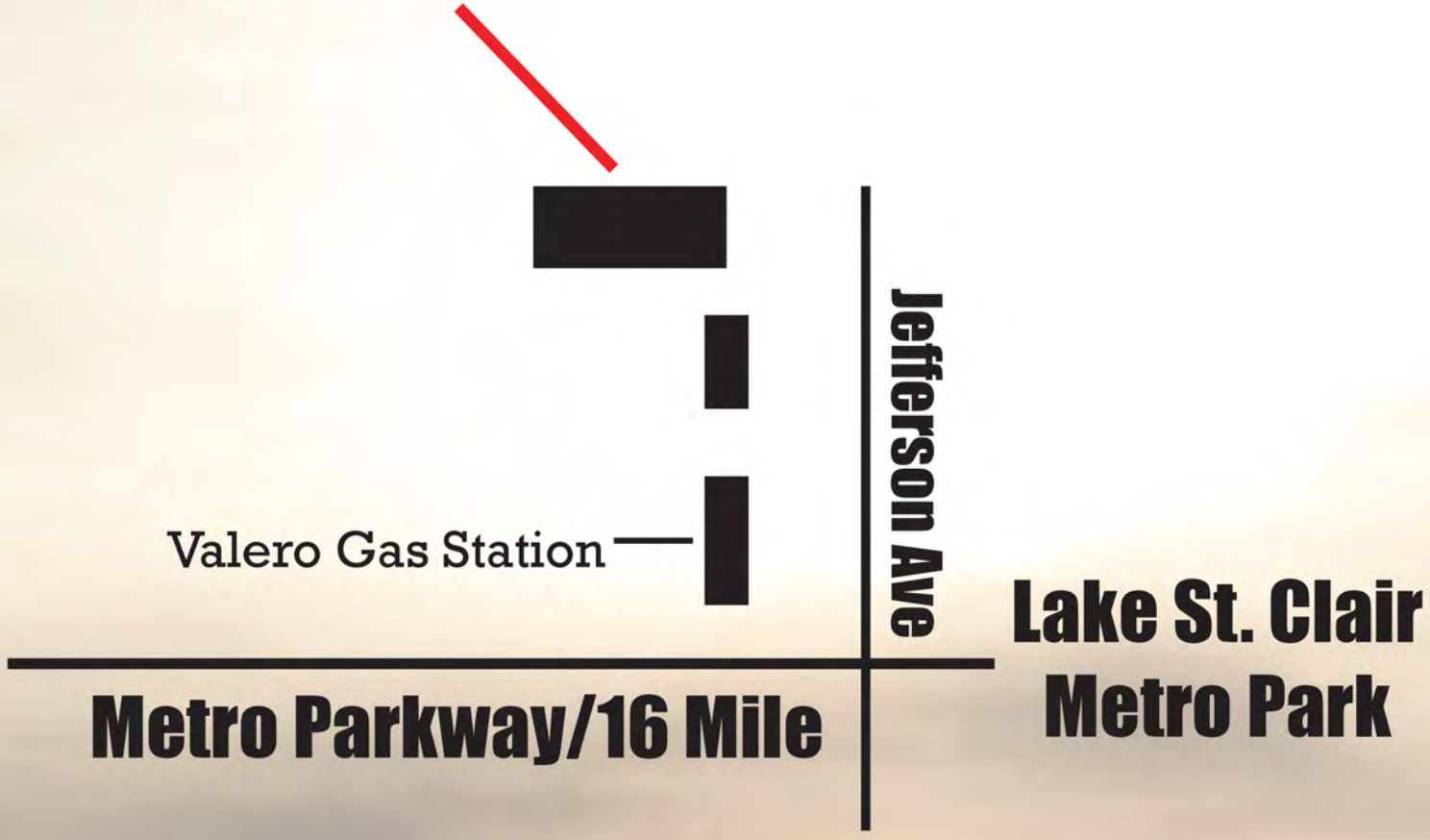
Black Ice Sale

November 27 thru 29th

Sportsmen's DIRECT™

Targeting Outdoor Innovation

Sportsmen's Direct New Location



Come See Our New Location

38989 Jefferson Ave
Harrison Twp, Mi 48045

Door Busters

Door Buster Sales Hours
Nov 27th 7am to 8am
Nov 28th 6am to 7am
Nov 29th 6am to 7am

Openwater Rods 50% off - Friday Nov 27th

Sider Wider Reel $3.99 - Saturday Nov 28th

Deep Jig Boxes - Sunday Nov 29th $6.99

Customer Appreciation Cook Out

Come have some hotdogs with us
Nov 27th starting at 10am

Ice Fishing Seminar

Nov 28th 5PM

John Bacarella
- Co Inventor of the Sonic Ice Hopper
- Fished NAIFC for over a decade
- Owner of Sportsmen's Direct

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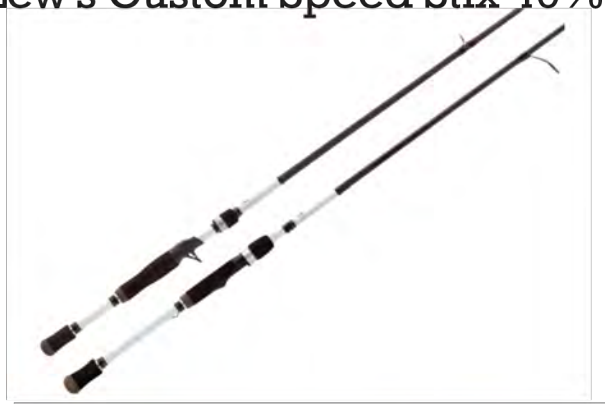
Open Water Deals

Rapala Originals 30% Off

Rapala Jointed 30% Off

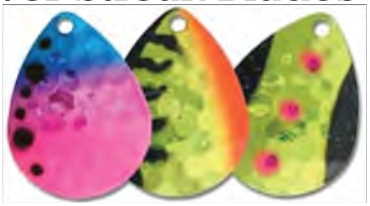
Rapala Scatter Rap's 30% Off

Lew's Custom Speed Stix 40% Off

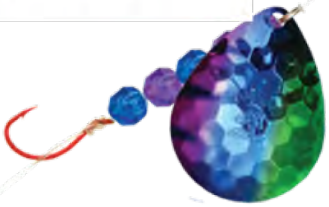


13 Fishing Omen Black 40% Off

Silver Streak Blades 15% Off



Dutch Fork Ghost Blades 15% Off



All Crawler Harness
15% Off

Quantum Accurist PT Baitcast Reel

$79.99

All Sales and Door Busters are limited to stock on hand, no Rain Checks.
Offers only valid in store.

Ice Shanties

Clam Kenai Pro
$249.99

Clam Kenai Pro Thermal
$299.99

Clam Runner Thermal
$449.99

Clam Yukon TC
$529.99

Eskimo Wide 1 Inferno
$329.99

Eskimo EVO 1
$329.99

Eskimo QuickFlip 2
$329.99

Eskimo Quick FISH 2
$139.99

Eskimo Quick FISH 3
$169.99

Shanty Assembly Available

Ask for Details

Eskimo Fatfish 949
$219.99

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Ice Augers

ION ELECTRIC ICE AUGER WITH REVERSE
$ 529.99

Eskimo 33 CC Stingray
$ 299.99

Eskimo 43 CC Mako
$ 329.99

Eskimo Silver Tip Hand Auger
$ 69.99

Strikemaster Mora Hand Auger
$ 49.99

Strikemaster Lazer Hand Auger
$10 Off

Spuds

$ 39.99
Eskimo Ice Chisel

$ 19.99
Eskimo Economy Chisel

Clam Auger Drill Plate
$ 59.99

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Electronics

PANCAM PANNER SYSTEM
$199.99

SHOWDOWN TROLLER 2.0 COMBO
$269.99

VX-1I 3-COLOR SONAR
FLASHER SYSTEM
$299.99

LX-5I DUAL BEAM TRUE
COLOR SONAR FLASHER SYSTEM
$479.99

LX-6S DIGITAL SONAR SYSTEM
6" LCD DUAL BEAM
$579.99

Hunting Gear

A-Rest Hunting Chair

$29.99

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Thank You For Your Contuined Support

Without you, our customer, we would not be where we are today

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