

# Cabela's 2013 CHRISTMAS MEDIA GIFT GUIDE

Cabela's Incorporated, headquartered in Sidney, Neb., is a leading specialty retailer, and the world's largest direct marketer, of hunting, fishing, camping and related outdoor merchandise. This guide is intended for media.

## IN THE FIELD

### Cabela's ColorPhase Seven-Button Long-Sleeve Shirt

Item No. 933752, Reg. Price: \$44.99

Cabela's revolutionary ColorPhase is the first camouflage clothing to be printed with rapid-change, temperature-activated dyes. In mild temperatures, special inks allow certain elements to show as vivid greens that blend with early-season foliage. When temperatures drop, the greens change to browns or grays. ColorPhase is used exclusively in Cabela's two new camouflage patterns: Zonz Woodlands and Zonz Western. Also available in bibs, gloves, shirts, pants, caps and hoodies.



## ON THE WATER

### Cabela's Advanced Anglers Backpack

Item No. 134227, Reg. Price: \$79.99



Comfortably hike to your secret fishing hole with all your fishing gear with Cabela's Advanced Anglers Backpack. Built of polyurethane-coated, 900-denier reinforced nylon for water-resistant rip-free performance, the pack features strategically placed internal and external pockets to provide ample storage. Its padded hip belt, lumbar and shoulder straps, constructed of breathable mesh, create weight-hauling stability and comfort. Also complete with an internal divider, multiple internal and external organizational pockets, side-loading compartments for utility boxes, zippered hip-belt pockets, an integrated rod-holder system and a fleece-lined sunglass pocket at the top. Includes three 3650 Plano Prolatch tackle boxes.

## STOCKING STUFFERS

### Cabela's Reallimage HDS Lures

Item No. 129869, Reg. Price: \$9.99

They feature an amazingly realistic finish achieved through a printing process that transfers an image of a real baitfish onto the lure. Designed and tested to deliver dependable performance and reliable results on every cast, HDS lures produce a natural swimming action designed to trigger a strike response from predator fish. Designs include forked-tail baitfish, swimbaits, walleye runners, minnows, jigging spoons, Canadian spoons and more.



# Cabela's 2013 CHRISTMAS MEDIA GIFT GUIDE

## Cabela's MT050 Whitetail Extreme GORE-TEX Bibs

Item No. 933823, Reg. Price: \$299.99

These bibs have so many great qualities it's difficult to list them all: knee-high leg zippers, double-reinforced seat, elasticized waist, front zipper and rear pocket, bottom snap adjustable cuffs, side cargo pockets and advanced insulation throughout. Cabela's popular Whitetail Extreme series also features, boots, gloves, pants, parkas and more.



## Cabela's Instigator by BOWTECH

Item No. 461530, Reg. Price: \$449.99

This is the perfect bow for small-framed archers, or anyone interested in shooting a compound bow for the first time. It offers an amazing range of adjustment in both draw weight and draw length. The Instigator can be set for draw weights from 30 to 65 pounds. And it adjusts for draw lengths from 23 to 29 inches. This allows for new archers to work their way up in draw weight at their speed and comfort level, and allows growing archers to change draw length as needed.



## Cabela's OutfitHER WindShear Hooded Jacket

Item No. 944449, Reg. Price: \$89.99



This is the ultimate windproof, cool-weather fleece for women. Specifically cut to fit female hunters, it features three layers of lamination and offers warmth during hunts in inclement weather. OutfitHER

is offered in a range of garments, including bibs, pants, gloves, vests, hoodies and parkas.

IN THE  
FIELD

## Cabela's Instinct Euro HD Binoculars

Item No. 713697, Reg. Price: \$999.99

Euro HD 10x42 Binoculars deliver 99.9-percent light transmission with virtually no color distortion. Completely nitrogen-purged, sealed and guaranteed to provide a lifetime of fogproof, waterproof performance.



## Cabela's Heated Performance Camo Vest

Item No. 933764, Reg. Price: \$159.99

Cabela's used Gerbing's technology in a new line of cold-weather clothing because avid outdoors enthusiasts are committed to staying outside through a range of temperatures. Powered by battery packs that deliver heat to specific areas of your body. Available in a variety of garments for men and women. Select items available in Cabela's Zonz Woodlands camo pattern.



## Cabela's Trail Gear Seat Covers

Item No. 521945, Reg. Price: \$31.99

They are made of heavy-duty 600-denier polyester and offer the protection of custom covers with the versatility and cost of universal covers. Both bucket and bench seat covers have side cinch cords to remove the slack and keep the cover tight to the seat. Colors/camo: Gray, Tan, Mossy Oak Break-Up Infinity, Digital Camo.



# Cabela's 2013 CHRISTMAS MEDIA GIFT GUIDE

## Cabela's Guidewear Full-Finger Fishing Gloves

Item No. 957540, Reg. Price: \$39.99

Cabela's Guidewear Full-Finger Fishing Gloves, made of 100-percent polyester, will block the wind and protect your hands even on the coldest days on the water. Pre-curved fingers allow ample freedom of movement for enhanced performance and mobility. Polyurethane-printed palms give a sure grip when handling fish. Cuff straps ensure a secure fit. Color: light onyx.



## Cabela's 10-Rod, 2-drawer Rod Rack with Utility Storage

Item No. 134769, Reg. Price: \$119.99

The hand-crafted and hand-finished Cabela's 10-Rod Two-Drawer Rod Rack with Utility Storage gives an appealing down-home look to your rods and tackle. Functional and space-saving, place all your equipment for easy access. Classic oak finish blends in well with home furnishings. Drawers and rod cutouts are lined with felt. Stores six 3700-



size utility boxes with tackle (not included).

## Cabela's Deluxe Ice Rod Bags

Item No. 133523, Reg. Price: \$59.99

Cabela's Deluxe Ice-Rod Bags are for mobile anglers who need a place to store all their tackle and gear, with space for up to 12 ice-rod combos. Exterior pockets add storage room. Durable oversized zippers weather the elements and resist freeze-up. Shoulder strap frees up your hands.



## ON THE WATER

## Cabela's Fly Tying Kit

Item No. 310733, Reg. Price: \$34.99

All tools are constructed of high-quality brass. Includes scissors, bobbin, bodkin, hackle pliers, whip finisher, dubbing twister and bobbin threader in a wood box. Built-in pedestal vise will hold hooks down to a size 24.



## Cabela's Fish Eagle 50 Spinning Rods

Item No. 133556, Reg. Price: \$89.99

Cabela's Fish Eagle rods have been Cabela's best-selling series since 1990. Fish Eagle 50 rods are built with high-quality HM50 graphite, 50 million-PSI modulus blanks and are equipped with Pac Bay

stainless steel guide frames with durable wear-resistant Hialoy ceramic inserts to reduce line friction. They are outfitted with cork grips with rubberized accents for a better grasp.



# Cabela's 2013 CHRISTMAS MEDIA GIFT GUIDE

## Cabela's Women's One-Eye Kiltie Moc Slippers



The Cabela's One-Eye Kiltie Moc Slippers, with rubber outsoles, are perfect for cold mornings. Soft suede uppers and plush faux-fur or printed cotton

Item No. 841082, Reg. Price: \$39.99  
linings cradle your feet, offering warmth and comfort.

Women's whole sizes: 6-11 medium width.

Available in black, cognac and teaberry.

## Cabela's Gift Cards

Item No. 991757

Send your friend or loved one on a Cabela's shopping excursion. Gift cards are available from \$5 to \$2,000 and can be redeemed online, in Cabela's catalogs or at Cabela's stores. They can be purchased at all Cabela's retail locations, ordered online and shipped to the recipient, standard delivery, free of charge. No expiration dates.



## Cabela's Americana Cap

Item No. 957317, Reg. Price: \$12.99

Display allegiance to your favorite country and outfitter with the Cabela's Americana Cap, available in brown and maroon/navy.

Brown pattern includes heavy



stonewash, foam-stitched Cabela's logo on front and American flag stitched on the side. Maroon/navy pattern is mesh with snap-back closure, braided line above bill and an Americana brim graphic. One size fits most.

## STOCKING STUFFERS

## Cabela's Multitool

Item No. 530936, Reg. Price: \$5.99

The Cabela's multitool, one of Cabela's most popular pieces of gear, can do it all.



It features stainless steel construction with an assortment of attached tools that includes flat-nose pliers, wire stripper, knife, Phillips and flat-head screwdrivers, saw, bottle opener and scissors. Nylon sheath included.

## Cabela's Elk, Venison and Buffalo Jerky

Item No. 540623, Reg. Price: \$19.99

Pack this delicious jerky along on your next outdoor adventure, and you'll have a quick, healthy snack anytime. Made from whole-muscle venison, elk or buffalo with a special marinade and a mixture of spices for tender, mouthwatering flavor. Size: 6-oz. Available: venison, elk, buffalo.



## Cabela's Gun Mug

Item No. 540744  
Reg. Price: \$9.99

Lock and load with your favorite beverage and the Cabela's Gun Mug. This ceramic 16.9-oz. mug is naturally insulated to keep hot liquids hot and cold liquids cold.