

Tackle Store Spotlight... Hook, Line & Sinker, Santa Barbara

PCS Senior Editor, Capt. David Bacon, bought Hook, Line & Sinker tackle store in Santa Barbara this summer. The previous owner, Mr. Shin, retired at 83 years old after faithfully serving the local fishing community for 22 years.

Capt. Bacon and his daughter, Capt. Tiffany Vague, (who has appeared many times in PCS fishing photos) bring local fishing knowledge as well as product knowledge to the store. Captains Bacon and Vague are both active saltwater charter skippers who also have backgrounds in freshwater fishing. Customers are delighted to have that level of expertise available to them to answer their questions, show them fishing techniques and offer advice on purchases. For many years Captain Bacon has freely shared his knowledge and skills with PCS readers through his feature articles and columns. Now customers can come in for advice and buy the right gear for their fishing needs.

Capt. Bacon notes that he was a loyal customer of the store for over thirty years, prior to purchasing it. "Hook, Line & Sinker is the name of the store and is pretty much the way I bought it," Capt. Bacon says. It has always been stocked very well for both saltwater and freshwater fishing enthusiasts, who are often the very same fisherfolk.

The new owners have been bringing in new tackle, tools and apparel. The full line of high-quality gear remains, which is now complimented by budget combo rigs and a wide price point range of reels and rods. A new gridwall of fishing tools and an expanded variety of fishing/filleting knives greet customers inside the door. New additions include classy T-shirts, high-tech shirts and selection of caps, visors and beanies. Tackle packs for party boats make it easy to prepare for a party boat trip. Pre-rigged halibut bounce-ball rigs and a variety of components for do-it-yourselfers make halibuteers smile. Surf and pier anglers find all-inclusive tackle packs or shop with their own creativity.

Freshwater fishers make this their shop because it has a full compliment of freshwater gear for trout, bass, catfish, crappie, bluegill and salmon. The store also features a flyfishing section for the growing community of freshwater and saltwater flyfishers. All-in-all Hook, Line & Sinker retains its reputation as a full-service tackle store while incorporating new technical capabilities and product packaging for specific popular trips.

The services don't end there. Hook, Line & Sinker repairs rods and builds stunning new custom rods for customers with specific tastes. For example, we recently created a Chargers rod and another feller ordered a custom wrapped rod which could well be considered a Raiders rod. The store also specializes in service and repair of Penn reels. It is amazing how many Penn reels are out there still in use, proving their reputation for durability.

The store has an interesting history of owners and their daughters. Bill Cedar, a freshwater bass expert, initially built up the store and his daughter Jean ran it successfully for years before selling it to Mr. Shin who kept it for the next 22 years until this year when Capt. Bacon bought it. Mr. Shin's daughter Jeannie helped her dad in the store for some time. Now Capt. Bacon has his daughter, Capt. Tiffany working with him as store manager. That is a long rich tradition of expert women of fishing working with their Dads. Someday, way out in the future, when Capt. Bacon sells the store to retire, he hopes another knowledgeable dad and daughter buy the store.

Captains Bacon and Vague hope that their long-standing customer loyalty to the store will be mirrored by the fishing community. While small brick & mortar stores may not be able to compete with on-line sales prices due to overhead costs, many community-minded anglers understand that it isn't fair to take good local free advice from knowledgeable store staffers and then go make purchases on-line. They loyally support their local stores by doing their shopping there.