



Bill Ware in
CLASSIC® BROWN

If you lay your Winona Camo hat on the ground and have to go back to look for it, chances are we'll sell you another hat.

Photos: Late afternoon, Bill Ware in CLASSIC® and Bob Fraztke in ELITE®



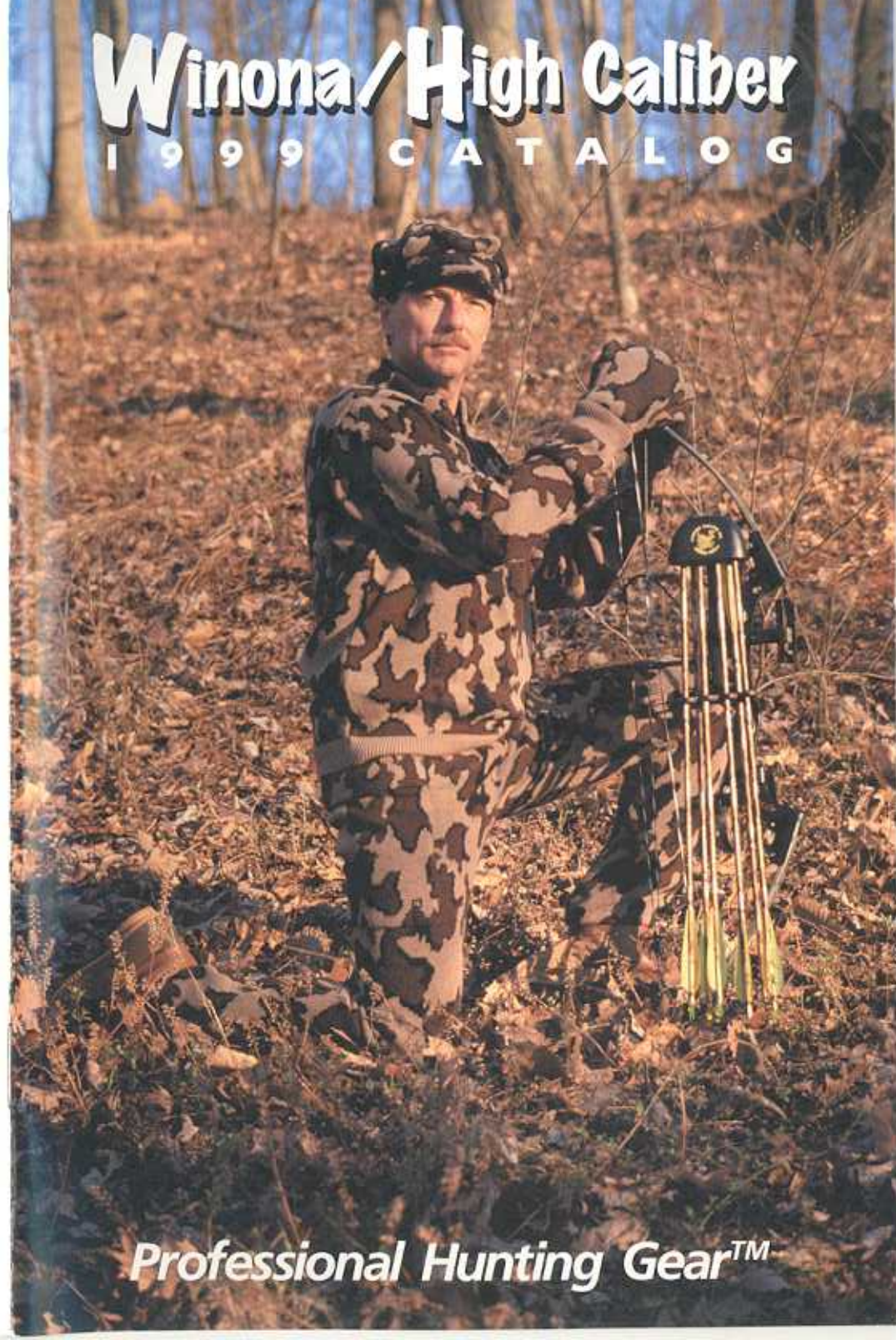
Winona / High Caliber

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Bob Fraztke in
ELITE®



Winona / High Caliber

1999 CATALOG

Professional Hunting Gear™

The One Camo Pattern Which Is Never Obsolete Or Out Of Place

The Pattern.

Camouflage must both "break up" the human form and "blend in" with varied surroundings. Every time a color is added, there is less "break up," so the trick is to blend in with the minimum number of colors.

Winona Camo's superbly effective and versatile patterns prove the point — fewer colors, higher-contrast, more break up... from 10 yards to 500 yards. As for blending in, check out the cover and other photos throughout this catalog.

Clear the freezer!... Vacate the wall space! Step up to the next level...Winona Camo System, *Professional Camouflage*.™

Winona ELITE®

Bark Tan / Dimensional Heather / Black

New pattern with added dimensional texture. Great in the eastern hardwoods and the western mountains. Ideal treestand camo. 81% Acrylic, 10% Wool, 9% Poly



Winona CLASSIC® BROWN

Bark Tan / Fall Brown / Black
Great in a treestand or on the ground. Many a great buck has fallen to this pattern; classic Fall colors. 100% Acrylic



Winona BLAZE CAMO

Blaze / Bark Tan / Black
This is just the camo for alerting other hunters, but not the deer. (Always check state regs for blaze requirements) 100% Acrylic



The System.

All Winona Camo patterns translate beautifully onto **the quietest clothing on the planet** — rugged, **no-run** jacquard stitch knitwear.

• Our **unlined** garments **stretch for layering** and pop right back into shape, making them the ideal outer layer for everything from cool Fall afternoons to subzero Winter adventures.

• Winona Camo knits are **machine washable & dryable** and will always hold their shape (zero shrinkage); and since the colors are knit in, not printed on, they are **virtually fade proof**.

• Our **lined** garments sport durable polyester fleece and when added to the natural insulating loft of the knit, they are **exceptionally warm**.

• The soft nature of the yarn and the loft of the jacquard stitch literally cushion contact with any object. Result — **Deer Sound Proof**.™

• Our garments are designed for **ultimate comfort** and will never put you in a bind. Shoot your bow from any position, swivel 180 degrees with your rifle.

MADE IN USA

World Class Comfort and Concealment™

www.winonacamo.com

Behind our Dramatically Effective System is the Dean of Whitetail Bowhunters

Camouflage design expert Bob Fratzke has been in the knitwear business for 40 years and has hunted big game longer than that. Years ago he gave up fishing and duck hunting to concentrate on chasing whitetails.

"Out of my passion for bowhunting whitetails, Winona Camo was born. That passion still burns —

- Scout Spring✓
- Shoot Bow Summer✓
- Design Best Camo on Market✓
- Don't Forget Mock Scrapes✓
- OK, Hunt Fall✓

"Other Camo patterns come and go. Winona Camo has stood the test of some of the best hunters in the world, but I'm still my own toughest critic. I insist on the best and not a single garment in our line leaves here without my signature label on it."



Bob Fratzke

Winona Camo System™
Professional Camouflage



CARDIGAN JACKET

Probably the most versatile piece of hunting clothing on the market today, our unlined Cardigan Jacket will stretch to accommodate layering, yet will pop right back into shape. This ideal outer garment features a non-fouling smooth action zipper, a roll-down collar which can be zipped up into a turtleneck and 2 deep lower pockets out of the way of a bowstring.

Sizes: M, L, XL, 2X, 3X
(add \$10.00 for 2X & 3X)

CLASSIC

ITEM # 96571 **\$64.95**

ELITE

ITEM # 96561 **\$74.95**



FATIGUE SWEATER



Ideal early season and striking casually, our Fatigue has a 5-button V-neck for easy on & off. Unbutton on the way to your stand, then button up for additional warmth; stretchable for layering. Mates nicely with our Ridge Runner™ and Floppy Hats™.

Sizes: S, M, L, XL, 2X, 3X
(add \$10.00 for 2X & 3X)

CLASSIC

ITEM # 96572 **\$49.95**

ELITE

ITEM # 96562 **\$59.95**



CARGO-POCKET PANTS

The 2 large cargo pockets are functionally located on the sides, so they will not interfere with pockets on other pants you may have on underneath. Highly stretchable for layering, our ultra quiet Pants also feature elastic cuffs which will easily slip over any boot. Also, there's an elastic drawstring in the waist so you can easily reach into the pockets of underlayer pants.

Sizes: M, L, XL, 2X
(add \$10.00 for 2X)

CLASSIC

ITEM # 96579 **\$54.95**

ELITE

ITEM # 96569 **\$64.95**



Large, High Contrast Pattern Yields Big Results

Does the game you're pursuing see in color or black & white? Are you hunting from a treestand 18' up an oak tree or stalking a black bear on the ground? — Regardless, with Winona Camo's unique all-terrain patterns, you're always covered.

The secret is high contrast, accomplished with just the right kind and number of outdoor colors to break your form and blend in with your surroundings.

There is no greater test of the effectiveness of a pattern (or the quietness of clothing) than attempting to take a trophy whitetail in the wild with a bow. Time and time again,

Winona Camo has passed that test, as it did here with long time loyalist Jim Gabrick on a recent cold November day in Wisconsin.



Jim Gabrick in CLASSIC® BROWN with 173 5/8 Boone & Crockett whitetail

Winona Camo System™
Professional Camouflage

ORDER TOLL FREE
1-800-851-HUNT (4868)



FLEECE-LINED CARDIGAN JACKET

Our Fleece-lined Cardigan combines the highly functional features of the unlined Cardigan with the additional warmth of a washable fleece lining; **lined in the body only** to preserve ease of movement. Thought by some to be the ultimate in a warm, absolutely quiet hunting garment, this item takes function and style to a professional level. Available in *limited quantities* in '99. **Sizes:** M, L, XL, 2X, 3X (add \$10.00 to 2X & 3X)

CLASSIC
ITEM # 96575 **\$89.95**
ELITE
ITEM # 96565 **\$99.95**



FLEECE-LINED VEST

Ultra warm and versatile, our Fleece-lined Vest allows for complete freedom of arm movement and has made it into the hearts of gunhunters as well as bowhunters (more than a few make it into casual wear as well). A dynamite combo with our unlined Cardigan, this is the High Caliber Teams' first choice in a cold weather companion. **Sizes:** M, L, XL, 2X, 3X (add \$10.00 for 2X & 3X)

CLASSIC
ITEM # 96574 **\$74.95**
ELITE
ITEM # 96564 **\$84.95**

Winona Camo System
Professional Camouflage™



FLEECE-LINED GLOVES

These Fleece-lined Gloves feature camo knit backs and deerskin fronts for maximum quietness and suppleness. The deerskin leather is machine washable (dry flat) and will not lose its softness with washing. Long elastic cuffs seal out wind and cold. One Size Fits All.

CLASSIC ITEM # 1426C **\$26.00**
ELITE ITEM # 1426E **\$26.00**



FLEECE-LINED MITTENS

Sporting the same durable deerskin, elastic cuffs and soft, warm fleece as our Gloves, these cold weather Mitts could be your gift to your hands. If needed, your fingers can slip out through the palm slit; also, Mitts will accommodate air-activated hand warmers and can be worn with thin glove liners in extreme weather. Available with right hand only slit (RH) or universal (UNV), both palms slit. Will fit a wide variety of hand sizes.



CLASSIC ITEM # 1042C-RH **\$28.00**
or ITEM # 1042C-UNV
ELITE ITEM # 1042E-RH **\$28.00**
or ITEM # 1042E-UNV

ORDER TOLL FREE
1-800-851-HUNT (4868)

Get Warm, Stay Quiet & Concealed



From our stretchable unlined garments to our ultra warm fleece-lined items featured on this spread, Winona Camo's ruggedness and versatility are legendary. Add to that the success of hunters like Lenny Anglewitz and the legend is complete —camo in a class by itself... Professional Camouflage™.

Founder and Editor in Chief of BOWHUNTER Magazine, M.R. James and Winona Camo recently met the challenge of a wild boar hunt in rough & rugged Texas: "I'm a pretty particular bowhunter. When it comes to selecting quality clothing, I never hesitate to wear Winona Camo. Long experience has taught me that this is a comfortable, ultra-quiet camouflage system that is not only tough but tough to beat."



M.R. James in dimensional ELITE® with colorful Texas parker.

NEW!**BLAZE CAMO VEST**

Most hunter orange camos are thrown in as an afterthought, but not Winona BLAZE CAMO. Designed to perform just as effectively as our CLASSIC® BROWN and ELITE® patterns (remember, most big game animals see in black & white), our BLAZE CAMO is offered in this quiet, stretchable unlined Vest, which can always be your outer layer during firearms season.

Note: Always consult state hunting regs for blaze requirements.

Sizes: M, L, XL, 2X, 3X
(add \$5.00 for 2X & 3X)

BLAZE CAMO
Item # 96589 **\$44.95**

**SURVIVOR HAT™**

Our flagship Winona Camo hat is double-layered for warmth and reversible to solid blaze orange. The soft bill in front shades the eyes but will not interfere with a bowstring; can be comfortably pulled down over your ears. Stretchable; One Size Fits All.

CLASSIC
ITEM # 96578 **\$22.00**
ELITE
ITEM # 96568 **\$25.00**
BLAZE CAMO
ITEM # 96588 **\$22.00**

Now available in
BLAZE CAMO
(see Note under Vest)

**Wash & Dry,
Wear & Win**

From our unique hats to our new BLAZE CAMO Vest, from our Fleece-lined Cardigan to our



Cargo-pocket
Pants, all
Winona
Camo knits
are machine
washable &
dryable (with
absolutely no
shrinkage).
And with the
colors knit in,
fading is not
a problem.

Bill Ware in ELITE®
topped with BLAZE CAMO
Vest & Survivor Hat™

Wearing your ultra quiet
Winona Camo in layers is key to
winning in the woods; comfortable
hunters stay longer, fidget less
and take home more game:

- Avoid sweating! Leave off your outer layer on the way to your stand (ie around your waist or place in backpack).
- In rainy weather, slip your cardigan and pants over your raingear; your Winona Camo will quiet down the raingear and will not change color when wet.

• For critical scent control, wear your Scent-Lok® liner outfit (see page 12) and top it off with your deadly-quiet Winona Camo.



Always "top off" with
your Winona Camo

**FLOPPY HAT™**

Bob Fratzke made this unique hat famous. Wear it "flopped" down over your ears or turn up the back for the "Robin Hood" effect; for moderate to cold weather. Like all Winona Camo hats, it will not lose shape when crushed. Stretchable; One Size Fits All.

CLASSIC ITEM # 96576 **\$17.50**
ELITE ITEM # 96566 **\$19.95**

**RIDGE RUNNER HAT™**

Winona Camo's go-to-hell hat is great in mild to moderate weather; sports a short, soft bill. This hat has shown up on more than one pretty lady, quiet often along with one of our Fatigue Sweaters. Stretchable; One Size Fits All.

CLASSIC ITEM # 96570 **\$15.00**
ELITE ITEM # 96560 **\$17.00**

**LONG-NECK FACEMASK**

Our Facemask is not called "long-neck" for nothing; can be pulled up over your chin, mouth or nose and will still stay tucked in! Put on your facemask, zip up your turtleneck on your Cardigan and top off with your Floppy™ or Survivor Hat™—you will be warm! Stretchable. One Size Fits All.

CLASSIC ITEM # 96577 **\$16.00**
ELITE ITEM # 96567 **\$18.00**

**WAXED COTTON WINONA PRO HAT**

Windproof and waterproof, these rugged hats fit right in with Winona's high caliber System. Dirt wipes off with a damp cloth; adjustable with a non-glare cam buckle and a leather strap which has its own pocket-slot.

AUTUMN TAN (recommended with ELITE®)
ITEM # PRO - TAN **\$19.95**
FALL BROWN (rec. w/ CLASSIC® BROWN)
ITEM # PRO - BRN **\$19.95**

**CAMO BANDANNA**

Don't wave a "white flag" during deer season. Large 22"x22" camo bandanna can serve as a handkerchief, scarf or facemask. 50% cotton / 50% polyester.

CLASSIC (cotton/poly)
ITEM # BAN-222 **\$4.95**

ORDER TOLL FREE
1-800-851-HUNT (4868)

Winona Camo System™
Professional Camouflage



Fair Chase

In all High Caliber hunting videos — past, present and future — all hunting of native North American big game is fair chase in the wild.



BOWHUNTING TROPHY WHITETAILS: Looking for the Buck of a Lifetime

This classic video recounts the entire story behind a successful trophy hunt in the top 2 trophy-producing states in North America. Also, Bob Fratzke explains his unique approach to mock scrapes. Dramatic trophy kill scene and a close encounter with a true monster buck. 60 minutes.

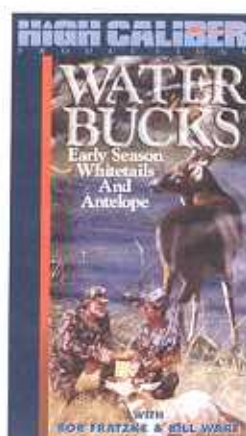
ITEM # BTW \$14.95



WHISPER QUIET WHITETAILS

Join Bob Fratzke, Bill Ware and the High Caliber Team on this bowhunting odyssey which stretches from Manitoba to Minnesota, from Wisconsin to New Jersey and from Virginia to the sunny late season of Florida's panhandle. Learn to consider the "quiet" points so crucial to successful bowhunting. 8 bow kills. 65 Minutes.

ITEM # WQWT \$14.95



WATER BUCKS: Early Season Whitetails and Antelope

Exploring the importance of water sources during early season, the High Caliber Team takes you bowhunting for whitetails in the mountains of Virginia and for antelope with Bob Fratzke on the high plains of Wyoming; some of the most spectacular bowhunting antelope footage ever recorded. 10 bow kills. 75 Minutes.

ITEM # WB \$14.95



3-PACK SPECIAL!

Over 3 hours of solid bowhunting adventure at a great price with FREE SHIPPING. Includes BOWHUNTING TROPHY WHITETAILS, WHISPER QUIET WHITETAILS and WATER BUCKS videos.

ITEM # PAK-983 \$39.95

FREE SHIPPING

Winona / High Caliber



BOW HARVEST

This outstanding video features Bill Ware and bowhunting guru Bob Fratzke as they live the adventure and reap the bounty of a season's bow harvest — 12 successful hunts for whitetails and black bear (6 record book animals). Shot in Minnesota, Wisconsin, Virginia and Saskatchewan. An absolute "must" for any serious bowhunter's video library. 75 Minutes.

ITEM # BH \$19.95



BRINGING HOME THE VENISON

12 Successful Hunts With Bow, Black Powder & Rifle

BRINGING HOME THE VENISON

Taking any whitetail is a challenge. This video reveals our tips and tactics for success, not only for trophy bucks like the Pope & Young rack on the cover, but for any variety of the most popular big game animal in North America.

If you learn to appreciate all aspects of the hunt, every whitetail season will be memorable. If you learn to hunt smart, that memory can include "bringing home the venison." 12 Kills — bow, black powder and rifle. 75 Minutes.

ITEM # VEN \$19.95



NEW RELEASE!



High Caliber Hunting Adventures

Bill Ware, President of High Caliber Productions, is pictured here with 4 of his recent record book trophies — all taken on camera.

"All of our native big game hunting is fair chase in the wild, and since we always have a hunter and a cameraman

together, it becomes doubly important to have the very best in equipment. Along with the adventure of the hunts, we also reveal the techniques and products which help us succeed as professional hunters.

"We love to hunt and when you watch our videos, it's the next best thing to being there!"



ORDER TOLL FREE
1-800-851-HUNT (4868)