

# How Do I Get Started?

## Most Retailers Start with an Assortment... (see p.10)

Assortments save you about 6%. The #1601 Extreme Value Pack (shown) is our best selling 25 stick assortment and the display fixture is free with the first order. It takes up 1 square foot. Your cost is \$447 and the retail value is \$894. Many retailers continually reorder this assortment and others place fill-in orders monthly to keep it stocked. Call us if you would like us to suggest an assortment for your customers, we're pretty good at "guessing" what's right after nearly 30 years.

*"Sticks are no different than tomatoes, nobody buys the last three. Keep your assortment well stocked!"*

—wise merchant (thanks Scott)



## Buy a Stick, Plant a Tree! The Planter's Staff™

The Hang-Tag on this Hickory Hiking Staff is also a seed-packet that contains evergreen tree seeds (spruce and pine). The sticks are a product of forest management and fire mitigation, and your customers can go forth and repopulate the planet! (Planting instructions included.) Each stick includes 54" Hickory Staff, rubber tip, leather wrist strap, seed-packet hang-tag (UPC code on back).

#8001 (each)

or

#8012 for the 12-pack.



## Highlights Inside

### PAGE 2

#### Laser Engraved Leather Fobs

Affordable name-dropping and we use your artwork!



### PAGE 3

#### Aspen and Sotol

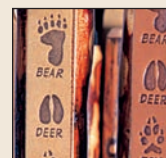
Handcrafted **Aspen** and from the Southwest the **Sotol**, made from a cactus-like plant the natives call "Desert Candle"



### PAGE 4

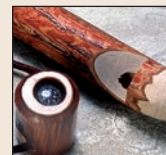
#### Tracker Series™ with Paw-Print Leather Straps

Best-Sellers in National Parks!



### PAGE 5

Sticks with **Compasses** and **Whistles**, and **Walking Sticks** with handles.



### PAGE 6

NEW PRODUCTS!

**The American Craftsman Series**  
**The American Spiraled Country Series**  
Canes and Hiking Sticks are Sassafras, Oak, Hickory, Walnut and Ash Laminated, Cedar and Ash Laminated, Ash, and Red Cedar.



### PAGE 7

**The Discovery Series™** are handcrafted spiraled Ash hiking stick.



### PAGE 8

**Nothin' Fancy Assortments** for the frugal-minded and our **Display Stands**.



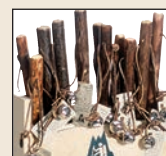
### PAGE 9

America's best-seller of a Stocking Stuffer and Father's Day gift, the **Survival Kit in a Sardine Can™**!



### PAGE 10 & 11

Our Assortments save you money and include the best-selling **Extreme Value Pack** and the **Just for Kid's™ Sticks**.



# Welcome to Whistle Creek!

## “America’s Walking Stick<sup>SM</sup>”

Since 1984, Whistle Creek has been your “always in stock stick store”, providing you with **US Made** walking sticks and unique outdoor products.

**Our “Success Guarantee”** – You tell us we offer the “cream of the crop” in walking sticks. That’s why we offer our “Success Guarantee” – **“If for any reason you wish to return or replace one of our products, we’ll buy it back, no questions asked!”** (see order form for details)

**Join Thousands of Retailers Nationwide, including** Sporting Goods, Apparel, Hardware, Gift Shops, Museums, Book Stores, Footwear, Park Concessions, Campgrounds, Boy Scout Council Shops, Garden Centers, Birding Stores, Travel Stores, Visitor Centers, Resorts, Lodges, B&B’s, Restaurant Gift Shops, Catalog Retailers, Membership Organizations, Specialty Shops and more.

**“We Have An Assortment for That”** - We hope you’ll discover how a display of Whistle Creek products can become one of the **“Most Profitable Square Feet”** in your store! Most retailers begin with our display stand and one of our assortments, often adding single styles to personalize it, then re-order the best sellers to keep their display stand full. See assortments on pages 10 & 11!



#1601-Extreme Value Pack  
See page 10 for details.

## “Green” Walking Sticks

Besides being the ultimate **Renewable Resource**, our products are the result of ongoing **Forest Management** and **Fire Mitigation Plans**, proudly **Hand-Crafted in the US** using **Low Impact Manufacturing** techniques. Unlike some “modern” metal poles, wood hiking and walking sticks are both **Eco-Friendly** and **Lightning-Safe!** How to Recycle? **“When you’re done with your walking stick, either return it to the forest, or pass it on to your grandkids!”**

## Professional Products

– Each Whistle Creek stick comes to you with a descriptive hang-tag (UPC), leather wrist strap, and long-life rubber tip. We provide replacement parts on request to keep your merchandise fresh and always ready to sell.



Whether you’ve been our customer for 25 years, or this is your first encounter with us, please know that it’s an honor for us to hear your voice on the phone!

A handwritten signature in black ink, reading "Jimmy L. Marler".

Jimmy L. Marler  
Chief of Staff



# Aspen

**Hand-crafted** from Aspen, these are strong and light weight hiking sticks.

Native to cold regions with cool summers in the north of northern hemisphere in the mountains.

All of the Aspens typically grow in large colonies, derived from a single seedling and spread by means of root suckers. Each Aspen is dried, sanded and finished with a nice coat of lacquer, and fitted with a long life rubber tip and hang tag.

Available in 54 inch, thickness may vary and are basically straight.

## How to Order:

(Please use these item numbers on the order form)

- #1417 - 36" Spiraled Hickory Cane
- #1418 - 36" Laminated Walnut and Ash Spiraled Cane
- #1471 - 54" Ash Spiraled Hiking Stick -
- #1472 - 54" Ash Stained Cherry Spiraled Hiking Stick
- #1473 - 54" Ash Stained Walnut Spiraled Hiking Stick
- #1474 - 54" Walnut and Ash Laminated Spiraled Hiking Stick
- #1475 - 48" Red Cedar Spiraled Hiking Stick
- #1476 - 54" Cedar and Ash Laminated Spiraled Hiking Stick
- #1484 - 37" American Spiraled Country Cane - Sassafras Shaft
- #1485 - 37" American Spiraled Country Cane - Oak Shaft
- #1486 - 37" American Spiraled Country Cane - Hickory Shaft
- #1487 - 37" Laminated Red Cedar and Ash Spiraled Hames Cane
- #1488 - 37" Laminated Walnut and Ash Spiraled Hames Cane
- #1489 - 37" Ash Stained Cherry Spiraled Hames Cane
- #1490 - 37" Ash Stained Walnut Spiraled Hames Cane
- #1492 - 54" Aspen Hiking Staff - Aspen Shaft



#1492 - Aspen Hiking Staff - Aspen Shaft - 54" (<1 lb)

# "SOTOL" (Desert Candle)

**Hand-crafted** from the bloom-stalk of the Dasylirion Leiophyllum, you will find these great hiking staffs to be lightweight and very strong.

Found in the desert Southwest, the Sotol produces a magnificent bloom-stalk 6 to 10 feet high each Spring. Once Mother Nature is done, we harvest them, leaving the plant to produce another walking stick the next season.

Each Sotol Hiking Staff is hand selected, carefully cleaned, dried & sanded, finished with a smooth lacquer coat and fitted with long-life rubber tip, leather wrist strap and descriptive hang-tag.

Available in 48" or 54", thickness varies, most have a slight natural bow to them.



**Sotol Order Information:**  
(Please use these item numbers on order form)

- #1407 - 48" Sotol hiking staff
- #1408 - 54" Sotol hiking staff



## Promotions, Premiums and Name-Drops

Call us about customizing your sticks for special events or to provide a unique presentation. For example, we can attach a laser etched **leather fob**, or even **laser engrave** a chrome knob handle.

# The Classic™ and Tracker Series™

These sticks have been around for thousands of years - about all we've added is the rubber tip. After over 20 years of trying different styles, we've fine-tuned the line to these basic designs - guaranteed to make you smile! These products can be ordered individually (see model numbers below) or as part of an assortment (see pages 10 & 11).



All Whistle Creek sticks include a leather wrist strap, descriptive hang tag with UPC code and long-life rubber tip.



**The Tracker™ Series** (below right) is available in either Hickory or Sassafras and features an embossed Paw-Print strap with North American critters - attractive, functional and educational!





# Specialty Sticks

To round out your collection - try a compass-topped hickory stick (#1429 below), or one with a Whistle carved in the top! (available in #1442 Sassafras or #1444 Hickory) Our #1421 Hickory



#1429 Hickory w/Compass Top



Whistle Stick

Thumb Stick originated in England - also called a "snake" stick or "shooting" stick over here.



## What Size Stick for Me?

Hiking sticks (left) should be 6 to 9" above your elbow to help you get down a hill (you need to reach). Walking sticks and canes (right) are different. First, place your arm to your side with the elbow slightly bent. The top of the handle on the stick should be at the break in your wrist. All of our sticks can be shortened by removing the rubber tip, sawing off what is not needed and then replacing the tip. Orthopedic patients should consult their physician.



# Walking Sticks

At Whistle Creek, it is our belief that a walking stick is something you should be proud of, and we make sticks that attract compliments. Whether you use your stick for night-time dog walks, urban protection, daily exercise or some orthopedic need, we believe that your trusty walking stick should be something you enjoy picking up every time you use it.

Our Country Walking Sticks (shown below) are made of great American woods like Sumac, Hickory, Hawthorn and Oak. The brass and nickel Horse-Hame harness-handled sticks (right) are cherished by their owners and real attractions in your display stand. These also come as a package - see "Just Canes" Assortment on page 11.



# The American Craftsman Series

## The American Spiraled Country Series

Learn how **profitable** it is to offer your customers a fine **American-made piece of functional art**. With these beautiful walking sticks your customers will step out in style, and send many referrals your way. People **WILL** stop them and ask where they got that stick, and they **WILL** send them your way. That's just how it works.

- Classic Craftsman-Style
- Made from Sassafras, Oak, Hickory
- Adjustable length - instructions included
- Descriptive Hang Tags
- Leather Wrist Straps
- Long-Life Rubber Tips - replacements available

**Guaranteed Results** - As with all of our products, you'll either be happy with these or we'll buy them back, it's really that simple.





# The Discovery Series™

I've been known to say that "if Frank Lloyd Wright wanted a walking stick, this is the one he'd have." From the ground up, our Discovery Series sticks have been designed for good looks, exquisite design, outdoor performance, light weight and substantial tensile strength. The result is one of the most unusual walking sticks on the market.

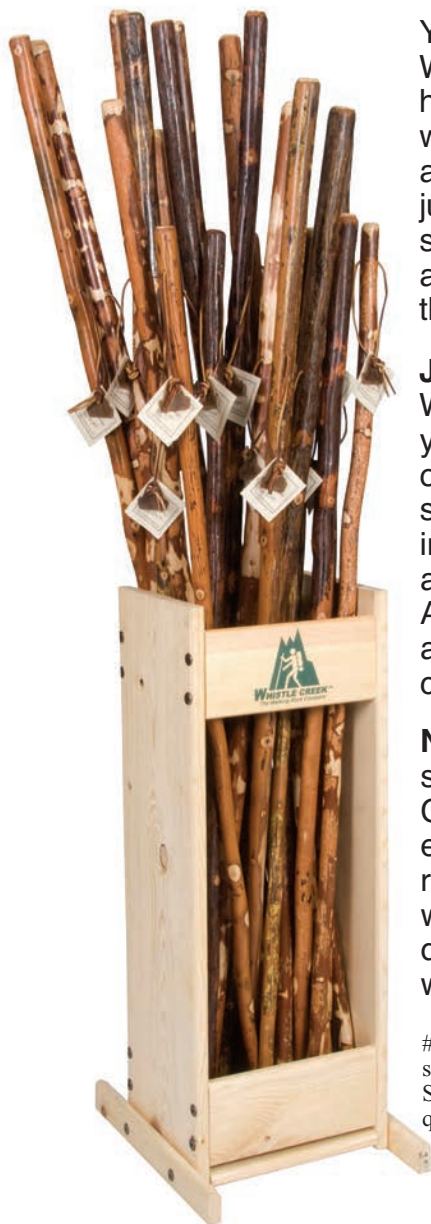
We start with select kiln-dried Ash, allow for a roomy grip, then carve a striking double-helix twist starting just below the hand-hold, tapering down to the rubber tip. Awesome! Each Discovery stick is 55" tall and available in one of three stains, cherry, black or natural. We polish them off with a luscious coat of varnish, leather wrist strap and durable rubber tip. You'll be confused as to whether this belongs in your truck headed for the National Park or on display in your office. Why not both?



## Order as Follows:

Model#	Description
#1452	Discovery 55" Cherry
#1454	Discovery 55" Black
#1456	Discovery 55" Natural
#1450	12-pack Assortment (4 of each style)
#1501	Display stand, order separately

# Nothing Fancy™ Assortments



You're the boss - While most retailers have great success with our more varied assortments, others just want plain hiking sticks or use these assortments to refill their displays.

**Just what it says -** With Nothing Fancy™, you get an equal mix of 48", 54" and 59" sticks in our best-selling woods, hickory and sassafras. Available in 12, 18, 24 and 30-packs for your convenience.

**No short-cuts -** Each stick comes from our Classic Series and is equipped with long-life rubber tip, leather wrist strap and descriptive hang-tag with UPC code.

#6018 - Nothing Fancy™ Assortment shown left 18-pack assortment See chart below for other quality assortments

# Display Fixtures

Our "Magic Square Foot" display fixtures are both affordable and functional, each taking up less space than a customer in your store. Many retailers have several displays throughout the store. You'll have fun watching your customers fondle and try different styles as they walk about your store!

**Our best-selling #1501** holds 25 sticks (shown left holding the "Nothing Fancy Assortment") and takes up about a square foot of floor space.



Remember to stock walking and hiking sticks for customers of all ages when ordering for your store. Sticks make terrific gifts and most retailers experience multiple sales from the same customer as long as they have product available for everyone on the customer's shopping list. Don't forget the "Just for Kids" sticks as well as the Scout and Tracker Series for family campers. Also choose styles from our line of walking sticks because everyone has a friend or relative with a knee or hip issue that needs a little help getting around. Check stock on a regular basis too because "you can't sell from an empty bucket!"

Assortments	#6012	#6018	#6024	#6030
Items Included	12-pack	18-pack	24-pack	30-pack
5409 Hickory 59"	2	3	4	5
5410 Sassafras 59"	2	3	4	5
1409 Hickory 54"	2	3	4	5
1410 Sassafras 54"	2	3	4	5
1431 Hickory 48"	2	3	4	5
1432 Sassafras 48"	2	3	4	5
<b>Total Quantity...</b>	<b>12</b>	<b>18</b>	<b>24</b>	<b>30</b>



# Survival Kit in a Sardine Can™ !!!

You keep selling more every year - "Blockbuster Stocking Stuffer", "Outstanding Father's Day", just put these on your counter and watch them sail out the door...

**Survival Kit in a Sardine Can™**

Each Kit Contains: Compass, Whistle, Matches, First Aid Instructions, Razor Blade, Pencil, Non-Aspirin, Fire Cube, Adhesive Bandage, Energy Nugget, Signal Surface, Fish Hook, Fishing Line & Spool, Duct Tape, Wire Clip, Note Paper, Tea, Sugar, Salt, Gum, Reclosable Bag, Safety Pin, Antibiotic Ointment, Alcohol Prep. (Brands may vary)

**Whistle Creek™**  
 114 Stone View Circle, Mammoth Springs, AR 72554  
 Reorder dial 970-586-7310 • www.whistlecreek.com

(This exploded view is on the lid of the display box as well as the back of each tin)

**Order Information (see order form for pricing):**

- #4012 12-pack in countertop display box (shown)
- #4048 48-pack (4 #4012)
- #4144 144-pack master carton (12 #4012)

Custom runs, private labels available - phone for details





# Assortments

Most retailers start with an assortment, fine-tuned over the years to allow you to re-order specific best selling styles. Display stands are optional in most cases. See order form for details, contents and pricing.

See Order Form  
for  
Display Stand  
Options



## Dealer's Dozen™

Since 1984 this has been the basic "Starter Kit" for small retailers and multi-department applications. No frills Classic Series Sticks include Adult Staffs, "Scout" Sticks, Kids Sticks and Root Handled Canes.

Order #1600

## Super Dealer's Dozen™

A "Beefed Up" Dealers Dozen includes some Compass and Whistle topped Specialty Staffs, Tracker Staffs with paw prints... for shops who want a little higher-end presentation.

Order #1700

## Extreme Value™ Pack

Our best value in a Classic Series Assortment. This 25-stick package includes just a little bit of everything.

Order #1601

## Nothing Fancy™ Assortment

Assorted heights in packs of 12, 18, 24 & 30. See page 8 for order details.



# For Every Application!!!

See Back of  
Price Sheet for  
Assortment Contents



**Tracker™ Assortment**  
The "Paw Print" Series!  
12-pack includes four  
54" adult Trackers, six  
48" "Scout" Trackers  
and two "Twizzle"  
Trackers with a twist  
carved in them.  
Order #1604



**Discovery Series™**  
Each with a twist carved  
in it! 12-pack includes 4  
each of the three  
styles...Cherry, Black,  
Natural.  
Order #1450



**"Just For Kids"™  
12-Pack**  
These 32" sticks  
include bear bells!  
Don't forget the  
kids!  
Order #1606



**"Just Canes"™ 12-Pack**  
7 root-handled canes, 2  
steam-bent hickory and 3  
"horse hame" walking  
sticks.  
Order #1605

## Add-A-Compass™ and Add-A-Whistle™

Add-On to your  
Walking Stick Sales. "Sold  
Separately",  
these Add-Ons can be  
attached to the wrist strap of a  
hiking stick  
or added to back-packs, zip-  
per-pulls, they make terrific  
key chains!



**Order Information:**  
#4429 Add-A-Compass  
#4442 Add-A-Whistle  
#4465 Add-A-Whistle With  
A Built In Compass



# “America’s Walking Stick<sup>SM</sup>”

- ✓ U.S. Made!
- ✓ Renewable Resource
- ✓ Eco-Friendly Products
- ✓ Low-Impact Manufacturing
- ✓ Lightning Safe!
- ✓ Easy to Recycle!
- ✓ Lab Tested for CPSC Compliance



114 Stone View Circle  
Mammoth Springs, AR 72554

## The Planter's Staff

Buy a stick, plant a tree! The hang-tag on these hickory staffs is a seed packet with evergreen tree seeds! Order in 12-packs or singles. Great gift, catalog or personal item. See page 1.



[www.whistlecreek.com](http://www.whistlecreek.com)



Whistle Creek, 114 Stone View Circle, Mammoth Springs, AR 72554 • 970.586.7310

Handcrafted MADE IN U.S.A.