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Subject: : Gear Talk

Topic: : The Evening Rise Flyshop - Lancaster, PA

Re: The Evening Rise Flyshop - Lancaster, PA

Author: : Shock

Date: : 2011/6/17 12:07:32

URL:

Just my \$0.02.

I am going to miss the Evening Rise and I wish Nick and Bev the best. I started going there when I lived in Lancaster for a while and when I moved up "near Hershey" I would make the trip down with a list in hand, drop my wife off at the mall and spend an hour or two at the shop.

I don't know how Nick treated his employees or anything but owning a retail store is known to be one of the toughest businesses to be in. I can imagine everyone wants a special deal or discount and you are not selling huge volumes where you can discount everything and still make a profit at least not after paying all of the overhead, which has to be pretty high.

Anyway, It never bothered me to pay full MSRP because I was glad to be able to find a pair of waders that fit, cast a few rods in the grass, pick out the neck I liked, etc. I hate shopping but when it comes to these things, I want to be able to find what I want, not pay shipping and hope it is what I thought I wanted.

They always had a good selection and things were almost always in stock which comes from their having been in the business and knowing their customers and what would sell and what would not.

I guess that I will now have to drive quite a bit further to do my "shopping". I did get down with my list and get some fly tying material before it gets cleaned out. Maybe I will make it back down for another look. 20% off may not seem like much because we are all conditioned by marketing to expect 40% or 50% off on everything but it is a good chance to stock up on stuff that you would be buying later anyway.

Good fishing everyone,

Shock

ps. I would probably not have gotten into steelhead fishing if it were not for a trip put together by Nick at the Evening Rise.