



LEGENDARY HERITAGE

OUTFITTING SALTWATER ANGLERS FOR OVER HALF A CENTURY.



Johnny Morris and George Hommell Jr. met and merged their talent, passion, and resources to create World Wide Sportsman

THE SPORTFISHING CAPITAL OF THE WORLD

Fishing pioneer George Hommell Jr. grew up fishing the trout streams of the Catskills. But when his family moved to Islamorada, Florida, he truly found his home. Here, he turned his passion for fly fishing into a thriving business, joining forces with Billy Pate to form World Wide Sportsman in 1967. Together, they supported fellow fishermen with "tours and tackle" and spawned an entire industry. Aided by friends and legends like Lefty Kreh, Ted Williams, Jack Nicklaus, and President George Bush Sr., they turned the brilliant waters around Islamorada into "The Sportfishing Capital of the World."

USHERING IN A NEW, GOLDEN ERA IN FISHING

The buzz around the incredible fishing in the Keys drew the attention of Bass Pro Shops founder Johnny Morris, whose love for bass fishing was closely followed by his passion for big tuna and tarpon. It didn't take long before Johnny, George, and Billy joined forces to make World Wide Sportsman even better. In 1997, 30 years later to the day, Johnny and friends proudly opened the new location as part of the Bass Pro Shops family. What began as a friendship between angling legends had grown into a relationship that changed the face of the sport and helped usher in a new, golden era in fishing.

IN 2020, WE'RE BIGGER AND BETTER THAN EVER

Today, World Wide Sportsman is proud of its place as a beachead of credibility and the steward of the genuine, authentic heritage of the sport. No other brand boasts such a story...and such legendary history. When you're ready to make your fishing dreams come true, trust World Wide Sportsman to be your best source for saltwater fishing gear and guided sportfishing adventures. The iconic outdoor store (below) is bigger and better than ever, with shelves full of fishing tackle and a full-service marina to handle ALL your fishing needs. The only thing missing is you!



George H.W. Bush brings in a bonefish with a little guidance from George Hommell Jr.



Captain George Hommell Jr. with a record tarpon taken back in the good old days.



Co-founder of World Wide Sportsman Billy Pate, next to one of his world-record tarpon



Lefty Kreh loved to talk about this massive Florida tarpon, taken nearly half a century ago



TURN THE PAGE TO FIND ALL OF OUR WORLD-CLASS RETAIL LOCATIONS. →