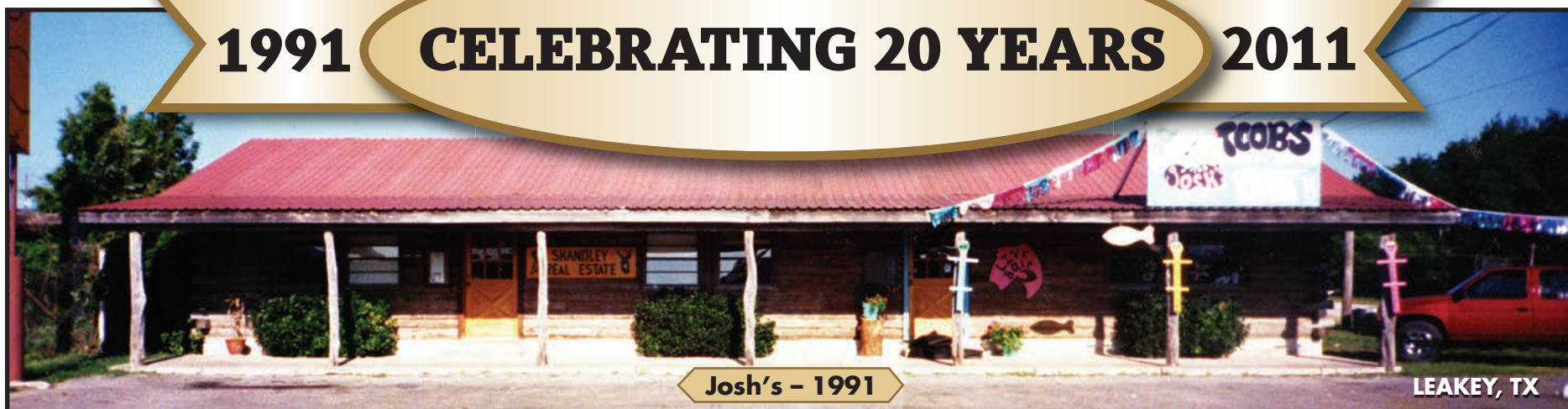


1991 CELEBRATING 20 YEARS 2011



Josh's - 1991

LEAKEY, TX



Josh's - 2011

LEAKEY, TX



CONCAN, TX

WHO'S JOSH?

And why is his name on all these T-Shirts? Josh Shandley is a third generation avid fisherman.

His grandfather, Jack Shandley, was known as the "Old Pro" or "Kickapoo Kid" on his daily radio fishing report in the early 70's. He was the Grand Old Man of Lake Livingston—The Guide's Guide—Mr. Jack.

In the summer of 1991, Josh's dad, "Gran" or "Pop," who is also an avid fisherman, asked Josh if he would like to open a bait & tackle shop and rent a few inner tubes. So, at the



Josh Shandley
1991

age of twelve, Josh opened "Josh's Landing" in a spare room of his dad's real estate office building in Leakey, Texas. Using a broken freezer for minnows and an old metal desk for his cash drawer, Josh learned the retail business along with how to patch inner tubes very quickly.

As the years went by, the business grew along with its popularity, and each summer walls were knocked out of the real estate building to accommodate the growth of Josh's store.

In 2005 Josh asked "Uncle Bob" Shandley, owner of Canyon Log Homes and a home builder for forty-five years, to construct a new 4,500 sq. foot building. In the summer of 2006 the Concan store was opened with a rustic interior of 110 standing trees and timber hauled from New Mexico—a real site to behold. Today, the name on the building is "Josh's Frio River Outfitter." When patrons and vacationers come by to see the new store, their comment is always, "Oh my gosh, Josh!"



Josh Shandley
2011

Josh's mom, Keitha Shandley, and his sister, Tracie Jones, also have a part of Josh's Frio River Outfitter and have shared their talents in the store. Wait until you browse the Mountain River Trading Co. and the collections for tots and chicks.

Please stop in and visit a while, have some coffee or gelato. We are here to help you have a more enjoyable vacation on the Frio.

And Josh is always around...*unless he's gone fishin'.*



THE SIGNS AND TIMES OF JOSH'S



1991



1995



Josh with Dad,
Gran Shandley
1991



1991



JOSH'S EXPANDS ITS BUSINESS TO CONCAN

Logs are being delivered from New Mexico to start construction of second store in Concan.



NEWS AND ADS FROM THE PAST

Thursday • July 1, 1999

The Tri-Canyon Echo

Josh's Landing meets toobin', fishin' needs

By Kristi Parker
Managing Editor

...A lot has changed since that summer of '91, when the four-foot entrepreneur sat behind his metal desk selling worms and renting inner tubes. Josh turned twenty years old in May and now has two years of college under his belt. And the once small one-room store has

grown considerably. Most everyone who comes in the door calls it the cutest shop in town!

You most probably won't find another bait and tackle shop like this one...

This Frio River outfitter is stocked and ready to celebrate this Fourth of July weekend...

Welcome Spring Breakers!

Minnows-Worms

Shrimp

Fishing Tackle

Camping Supplies

Ice & Drinks

Swimming Gear

Aqua Shoes

'River Toobs'

Frio River Floppers

Souvenirs

T-Shirts

Boxer Shorts

Books ~

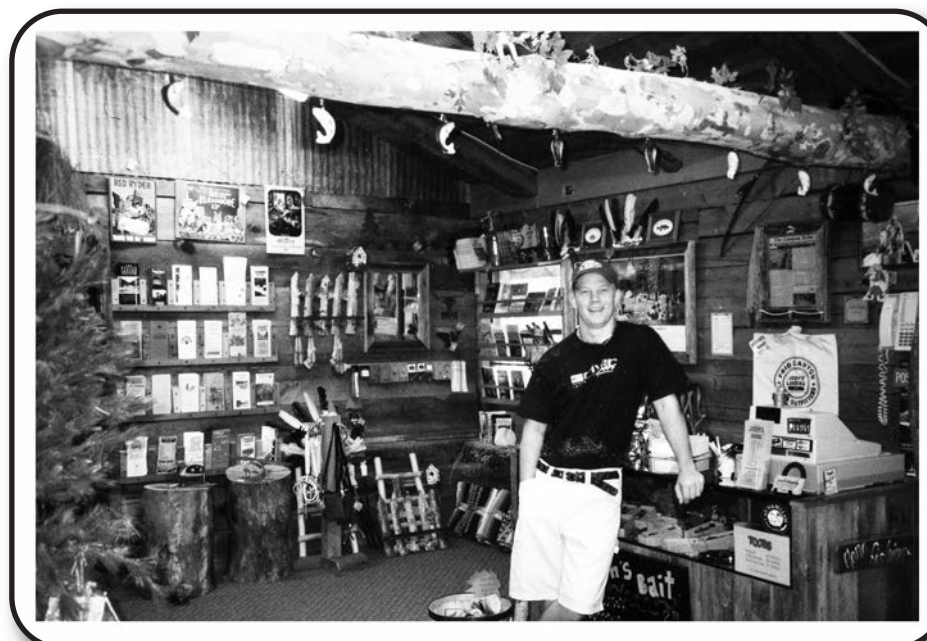
"The West That Was"

Open Daily 9:00 am ~ til the fish stop biting!
Closed Sundays ~ Leakey, Texas ~ Next to Shandley & Assoc.

One of Josh's early newspaper ads
1991



Josh's original merchandise label -
each one handmade by Josh's mom.



A Fishing Note from Pop

From Gran "Pop" Shandley

Fishing can be a very relaxing and an enjoyable past time for anglers of all ages and when the fishing hole is the "Frio River" the enjoyment is amplified.

It is a lot of fun for me helping novice anglers prepare for the fishing experience. Many folks come into Josh's and are truly first timers and really don't know where to begin. They have their fishing rigs and need assistance in learning how to operate it; others just need to know "What to use and Where to go." We at Josh's always urge a "catch and release" plan where all fish can be released in order to be caught again by another happy fisherman. By doing this, we can preserve our limited fish population on the Frio.

So PLEASE...

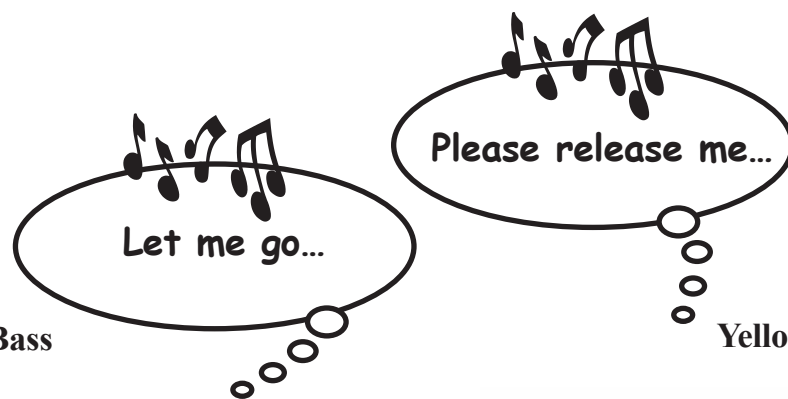
- (1) Handle fish carefully and as little as possible
- (2) Photograph
- (3) Return the fish to the water a few seconds after catching

For the 27 years Shane Holman has been a Real County game warden he has noted a recent significant decline in the fish population. He states the most common fishing violation is folks keeping undersized bass. They must be 14" minimum length. So keep in mind that allowing your child to take his/her fish back to camp for show & tell, or keeping it on a stringer during the day, is a violation and will come with a fine. Other violations are the use of spear guns and gigs and operating a motorized vehicle in the Frio. To play it safe, pick up a current copy of the **Outdoor Annual Hunting & Fishing Regulations**.

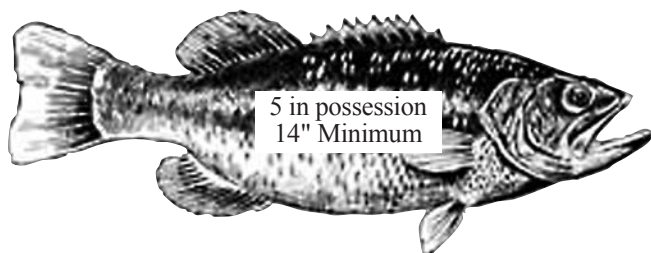
In general, game violation fines range from \$25 – \$500 plus court cost, and the State wants you to pay the value restoration for the loss of game.

Young anglers under 17 years old do not need a fishing license nor do those born before September 1, 1930.

Fishing continued on page 9

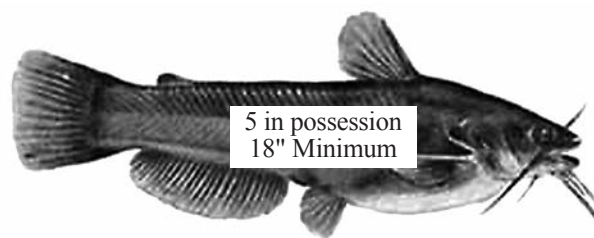


Largemouth Bass



5 in possession
14" Minimum

Yellow Catfish



5 in possession
18" Minimum

Catfish



25 in possession
12" Minimum

Visit the Texas Parks & Wildlife website (www.tpwd.state.tx.us) for more information.



Lanterns, fishing rods, tackle



Josh at the Leakey store



flipflops, river shoes, caps
swimming suits/gear

**Caps
T-Shirts
Souvenirs
Swimsuits
& more!!!**



tubes, tubes, & more tubes!



walking sticks, coon caps



children enjoying Josh's



bears of all sizes, souvenirs



cobian®



Josh's River Outfitter
offers you everything needed
for your Texas Hill Country
adventure, whether it's for
fishing, tubing, swimming
or just sitting in the clear
waters of the Frio River.

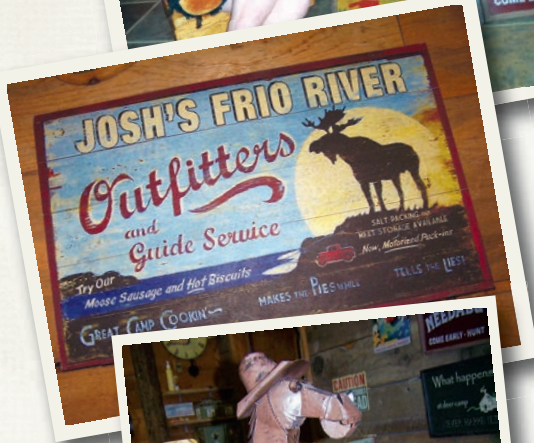
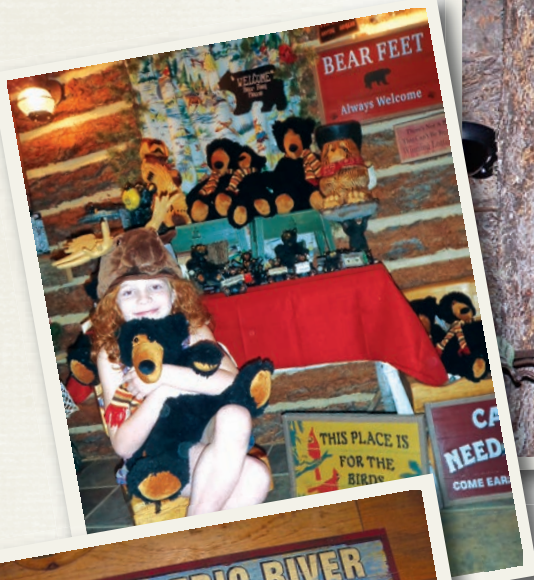
A large selections of Frio
T-shirts with custom designs
for all ages, caps, river
shoes, sunglasses, swimming
suits for all ages, Texas
souvenirs, & jewelry.

Fishing tackle, fly fishing
supplies, and camping gear
are well stocked, as well as
worms for your fishing
expedition.

Hand-painted tubes (the
only hand-painted tubes in
the Frio Canyon) and kayak
rentals, along with river
shuttles are available for
large and small groups.



CABIN DECOR & GIFTS



Inside **Josh's** we have a section called **Mountain River Trading Company** where Josh's mom, Keitha, shows off her eye for interior design! This section boasts the rustic cabin and home decor merchandise.

You can find a large assortment of candles, flowers, vases, art, wall and table decor.

Step into the woodsy feel of **Mountain River Trading Company** and find your rustic style treasure.



FISHING TIPS

River crossings are the best access, however you are going to want to avoid popular tubing areas. The best way to fish is to kayak from one river crossing to the next.

- Long float trips
- Avoid congested areas
- Be mindful of your line
- Early morning & late evening is best

Best Bait:

BASS – Live bait is the best, but hard to find. Catching your own is an option. Minnows and small perch are good as well as frogs and crawfish. Josh sells minnow traps. Artificial bait also works very well. Soft plastics are a favorite in the Frio, particularly “Zoom’s Super Flukes” and JOSH’s favorite color is “watermelon seed”!

PERCH – Live worms are the best, but you can also use a variety of camp food like bread, hot dogs, can nibble corn, etc.

CATFISH – Live worms, stink bait, minnows and perch. Hint: fish on the bottom because they are bottom feeders.

Guide Jack Shandley with
a 9 lb 4 oz catfish!



Josh caught this
largemouth bass
while flyfishing



1999 – Josh with
Jimmy Houston



Josh with an oversized redfish



The fishing tradition continues
to the fourth generation of the
Shandley family

THIS WEEK:

- OFF SEASON SHOOTING
- 30 MILLION NEW FISH!
- WHAT IS PLANKTON?
- TEAL HUNT LOOKS GOOD
- RECIPE FOR SAFE HUNT

REGULARS

OUT FOR FUN LIARS DEN
TAKE A TIP CROWS NEST
FISHING ROUNDUP



Josh's grandad – a fishing
guide on Lake Livingston

Dedicated
to Josh's dad...
also known as POP!



Located
at our
Concan store



A great place to
stop, shop, relax,
check your emails
and have a treat!
(WI FI available)

CAFÉ POPÉ serves a variety of:

- hot and frozen coffees
- cappuccinos
- frappuccinos
- lattes
- espresso
- peach tea
- cookies
- gelato ice cream
- cinnamon rolls
- brownies

Gelato Flavors:

- Banana Pudding
- Butterfinger
- Turtle Cheesecake
- Mint Oreo
- Mint Chocolate Chip
- Reese's
- Chocolate
- Strawberry Shortcake
- Almond joy
- S'mores
- Banana Split
- Snickers
- Cookies and Cream
- Rocky Road
- Birthday Cake
- Pina Colada
- Vanilla
- Chocolate Chip
- Peach Cobbler
- Chocolate Covered Cherries

We make our own gelato fresh daily!!

New Gelato Flavor for 2011
"Worm Dirt"



Boutique & Gifts



Fun & Funky Clothes

lots of
women's & children's
clothing and accessories
Great gifts for all ages



Two Locations To Serve You

Leakey & Concan

