

# ORIGINAL *Fred Arbogast* BAITs

YOU NOW HAVE ONE OF THE WORLD'S MOST EFFECTIVE BAITs

Designed, tested and approved by practical fishermen, you couldn't buy a finer bait at any price. The standard of comparison wherever fishermen gather, Arbogast Bait is the choice of real sportsmen everywhere. In this booklet you will find other baits which are just waiting for a place in your tackle box. Arbogast Bait pack plenty of action for real fun in fishing and more than enough to fool the wisest Bass. We're happy to welcome you into the rapidly growing family of fishermen who have found Arbogast Bait produce best results. Ask for and insist on Fred Arbogast Bait as your assurance of bigger, better catches . . . they're leaders with all the better sporting goods dealers and bait shops.

**FRED ARBOGAST & CO., INC.**

313 W. NORTH ST., AKRON 3, OHIO



# Fred Arbogast BAIT'S

Years of research and development have given Fred Arbogast Baits the unquestioned leadership they enjoy today. There's a genuine Arbogast Bait made especially to meet your own individual fishing requirements. Although Arbogast Baits are designed especially for fresh water, many excellent salt water results are reported. If it's fish you want . . . the answer is Arbogast Baits!

## JITTERBUG



World's best surface bait! Jitterbugs wobble and create a loud paddling noise . . . take bass day or night. The  $\frac{3}{8}$  oz. size sinks slowly when at rest. It's ideal for light tackle and spinning outfits. The  $\frac{5}{8}$  oz. size is a floater. Luminous model, for night fishing, comes in  $\frac{5}{8}$  oz. size only. Colors: Red Head, Frog,

Black, Yellow, Scale, Perch, Pearl, Luminous, Blue Head and Pearl Herringbone . . .  $\frac{3}{8}$  oz. and  $\frac{5}{8}$  oz. sizes—\$1.21 each

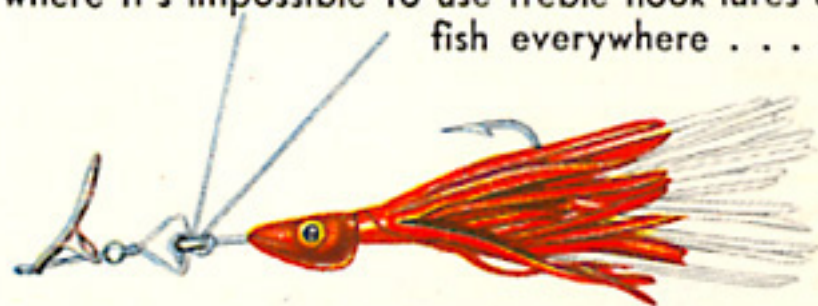
Furnished with three sets of treble hooks, this "King Size"  $1\frac{1}{4}$  oz. Jitterbug makes plenty of noise on surface to excite large, lazy Northern Pike and Muskies. Raises them from the weed beds, shallow reefs and rocky ledges. To be used only with strong, durable rod to "sink home" the hooks when "tigers" of fresh water strike. Colors: Red Head, Frog, Black, Black Scale and Perch . . .  $1\frac{1}{4}$  oz. Musky Size—\$2.00 each

## MUSKY JITTERBUG



## NO. 1 HAWAIIAN WIGGLER

This deep running member of the sensational Hawaiian Family is unexcelled for lily pads, bonnets, rocks, stumps and brush. Doesn't "snag-up." Functions where it's impossible to use treble hook lures and it's easy to cast. For all game fish everywhere . . . especially Small Mouth Bass and

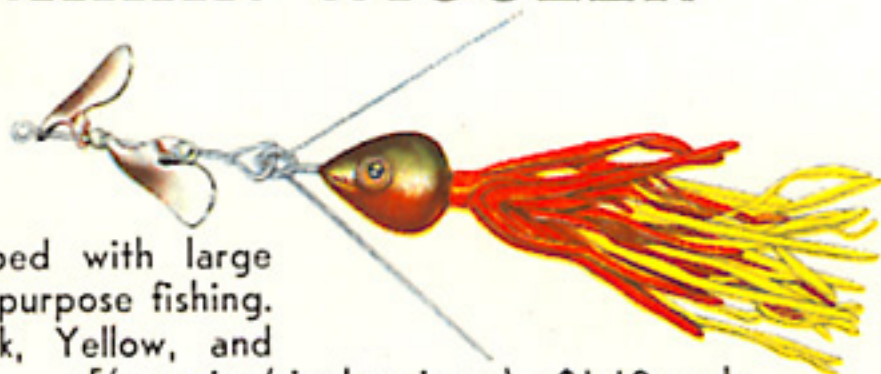


Walleyes. (Double Spinner is recommended for dark or muddy water.) Equipped with large Hula Skirt. Colors: Red, Black, Yellow, Pearl, Green.  $\frac{5}{8}$  oz. size.

(single spinner)—\$1.10 each (double spinner)—\$1.21 each

## NO. 1 1/2 HAWAIIAN WIGGLER

This medium runner wiggles through the toughest places. Less wind resistance. Great all-around killer for game fish. Available with either single or double spinner. Comes equipped with large Hula Skirt. It's a "must" for all purpose fishing. Colors: Red and Green, Black, Yellow, and Pearl



5/8 oz. size (single spinner)—\$1.10 each  
(double spinner as illustrated)—\$1.21 each

## NO. 2 HAWAIIAN WIGGLER

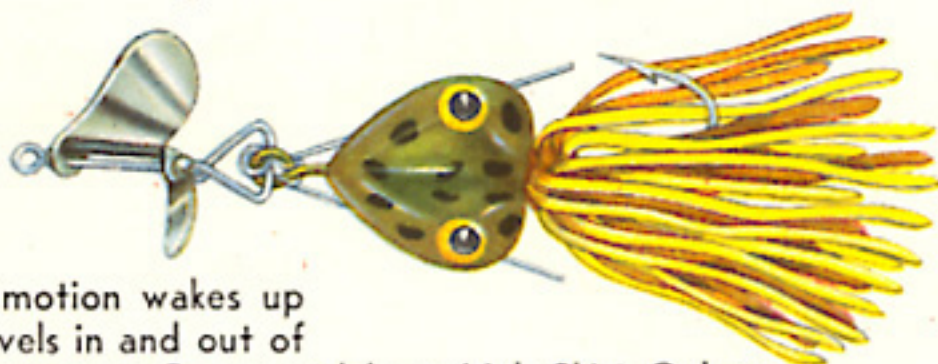


This shallow running bait is "tops" for Large Mouth Bass and other game fish seeking shelter in pads, snags and brush. Comes over and through without hanging up. Features two shapes and actions, depending upon which way its large, quick-change Hula Skirt is attached. Reversed (as illustrated) gives most action, less splash in quiet water. Colors: Red

and Green, Black, Yellow, and Pearl... 5/8 oz. size (single spinner)—\$1.10 each  
(double spinner)—\$1.21 each

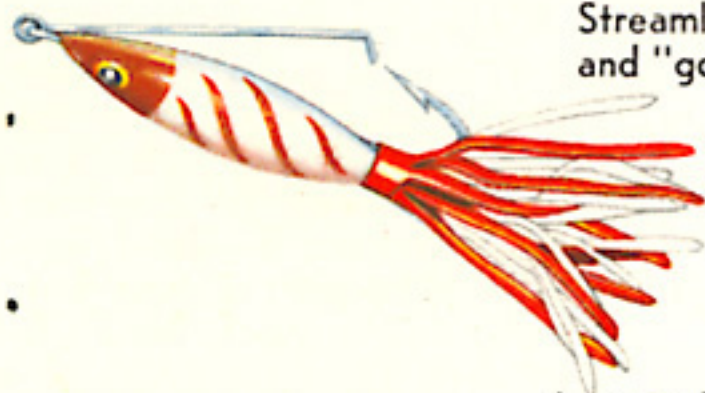
## No. 2 1/2 HAWAIIAN (SPUTTERFUSS)

This noisy surface lure gives best results when used with a rod at least five to six feet long and spool of reel, well filled, to make easier, faster retrieves. Easy to obtain varied sound effects and commotion wakes up lazy Bass . . . Muskies, too! Travels in and out of rough, tough places without hanging up. Comes with large Hula Skirt. Colors: Red and White, Frog, and Yellow



5/8 oz. size—\$1.10 each

## No. 3 HAWAIIAN WIGGLER



Streamlined, No. 3 goes through fine, clingy moss and "goopy" and, at the same time features terrific action. A sure killer for Large Mouth Bass and Pike in the roughest and toughest places. World's best all-around weedless bait. Casts like a bullet, even in windy weather. Equipped with small Hula Skirt.

Colors: Red Stripe, Black Stripe, Yellow, Scale, and Nickel Plate 5/8 oz. size—\$1.10 each

## HULA POPPER (CASTING SIZE)

Here's everything any fisherman could ask for in a top water lure. Can be popped, plunked, twitched or jerked to make noise and commotion on surface . . . a killer for big Bass! When at rest small Hula Skirt goes into action, imitating a live bug. Makes Bass fighting mad. Colors: Red Head, Frog, Black, Yellow, Pearl, and Luminous (expose luminous to rays of flashlight, never direct sunlight before using).....

5/8 OZ.



5/8 oz. size—\$1.21 each

## HULA POPPER (FLY ROD) 1/16 OZ.

Fishermen swear by this Fly Rod Hula Popper as the world's best combination of noise, action, casting, and hooking qualities. The small Hula Skirt curls and seems alive, even when bait is at rest. Naturally takes more Bass than old-fashioned bugs. Colors: Red Head, Frog, Black, and Yellow.....

1/16 oz. size—75c each



## Write For Your Copy Of *Fred Arbogast's* Free Catalog Of Baits

It's all new! It's the "Bait Bible" of fishermen. It's the "hit parade" of the sporting world, with all bait illustrated in full color. Complete descriptions, too, enable you to select the exact bait best suited to your own particular type of fishing.

And there are stories and pictures of unusual catches that match some of the better fish stories you may have heard. Write for your free copy today and get ready for real fishing fun ahead.

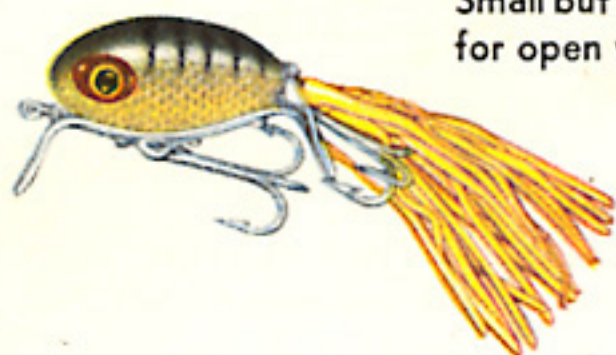
## Insist on Genuine *Arbogast* Baits

Fred Arbogast Baits are handled by leading sporting goods dealers and bait shops everywhere. Your dealer either has it or can get it for you. Insist on the genuine. "There's only one best in Bait." If for any reason your dealer cannot supply you . . .

Use the Handy Order Blank on the Reverse Side of This Page



## HULA DANCER, 5/8 OZ.



Small but mighty, Hula Dancer is designed especially for open water. Heavy enough for l-o-n-g casts, it's a sinking lure that runs medium depth. Fools many smart fish that pass up old-fashioned plugs. Comes with small Hula Skirt. Recommended for all game fish. Colors: Red Head, Frog, Black, Yellow, Scale, Perch, Pearl, Black Herringbone, Pearl Herringbone... 5/8 oz. size—\$1.21 each

## HULA SPINNER (FLY ROD)



Steady retrieves, little jerks give this small skirted bait a "million wiggles."

Acts "alive" in water to take Bass . . .

\*Pan Fish, too! Makes old style fly and

spinner look dead by comparison. Adding small, light

casting weight to spinner shaft eye, a No. 4 or No. 5

buck shot to bend of hook makes it an ideal spinning

lure. Colors: Red, Green, Black, and Yellow.....

..... 1/16 oz. size—75c each

1/16 OZ.

**ASK YOUR DEALER FIRST — IF HE CAN'T SUPPLY YOU,  
USE THIS EMERGENCY ORDER BLANK**

**ORDER BLANK**

**Fred Arbogast & Co., Inc., 313 W. North St., Akron 3, O.**

YOUR NAME (PRINT PLEASE)

STREET ADDRESS, R. D. NO.

CITY (ZONE NO.) STATE

QUANTITY

DESCRIPTION OF ITEM

COLORS

PRICE

Write your dealer's name below

TOTAL AMOUNT ENCLOSED \$.....

# FLY ROD TIN LIZ



Made of strong, light Duralumin, "Tin Liz" is easy to cast. Features double action . . . wobbles along with tail spinner whirling, acting like real cripple. Bass, Croppies, Bream, big Trout, and other fish can't resist it. Can be used for spinning by adding split shots to leader. Colors: Red Head and Chub.....50c each

## FRED ARBOGAST'S Patented Quick Change Hula Skirts

give more action and color than bucktails, feathers or pork rind. Large size skirts fit Nos. 1, 1½, 2 and 2½



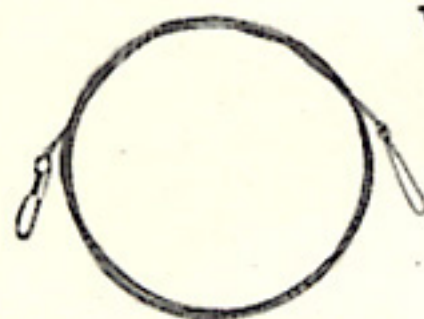
Small Hula Skirt (20 Tails)  
17c each

Hawaiian Wigglers. Small size skirts fit 5/8 oz. Casting Hula Popper, Hula Dancer, No. 3 Hawaiian Wiggler, Fly Rod Hula Spinner and Fly Rod Hula Popper. Available in 11 colors: Red, White, Black, Yellow, Red and White, Yellow and White, Black and White, Red and Yellow, Black and Yellow, Black and Red, Green and White.



Large Hula Skirt (40 Tails)  
28c each

## FRED ARBOGAST (NYLON) BAIT CASTING LEADERS WITH SNAPS



Smart fishermen know how important it is to use these Low Visibility Casting Leaders in clear water to fool smart Bass. Small, molded, streamlined knot allows line and leader to pass through guides with no interference. All lures have more action, cast better, catch more fish with Arbogast Leaders.

Durable enough to last a whole season . . . tough enough for Pike. No need for wire leaders. Made in two lengths: 3 ft.—20-lb. test for 4-ft. rods, and 4 ft.—15-lb. test for rods 5 ft. or longer.....Price—25c each

## FRED ARBOGAST NYLON FLY LEADERS

These dependable Leaders are also available in two lengths: 7 ft. Tapered Leaders are best and most practical for Pan Fish. 8 ft. Tapered Bass Leaders give best results with our Fly Rod Baits. Both feature low visibility and are strong enough to withstand the shock of heaviest strikes.....Price—25c each

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