

## Reklama

Parašė Martynas Mikelionis  
Šeštadienis, 18 Vasaris 2012 11:26

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Naršant interneto platybėse dažnai akis užkliūna už senų žūklės reikmenų ar šiaip produkcijos skirtos žvejams reklamų. Beveik visos praėjusiame šimtmetyje sukurtos reklamos tiek skiriasi nuo šiuolaikinių, kad savo nejprastumu labai patraukia žvilgsnį. Jūsų dėmesiui surinkau keletą 40 - 50-ais metais sukurtų reklamų. Pažvelkite ir nusišypsokite, o produkcijos pardavėjai galbūt net atras naujų idėjų.



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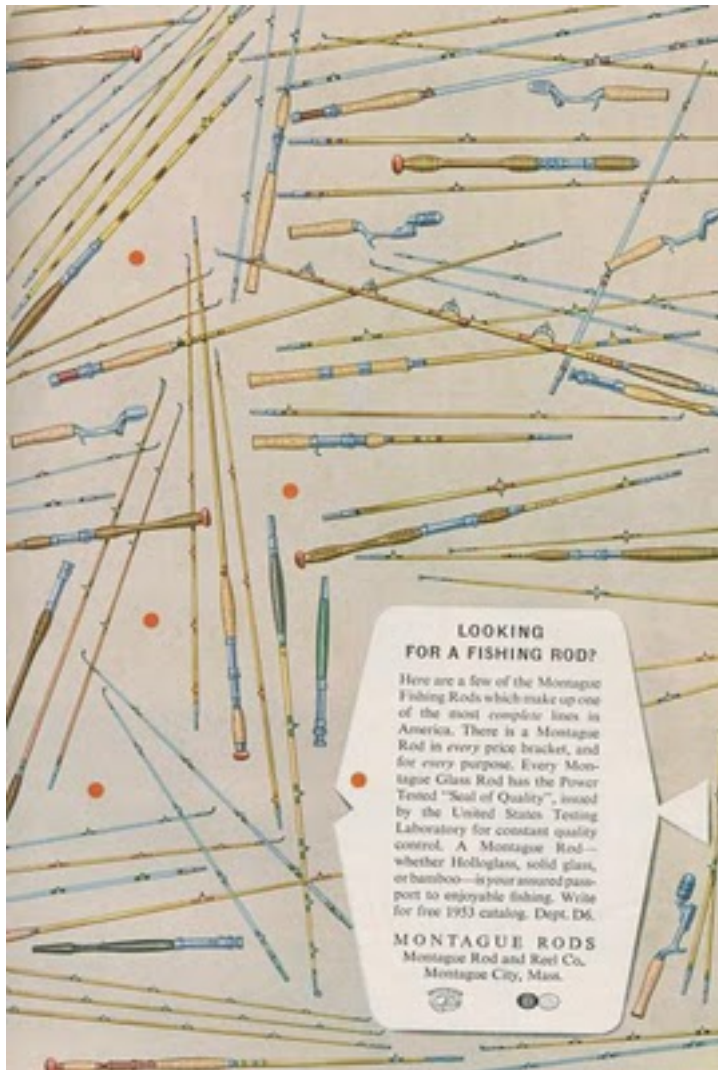


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**LOOKING  
FOR A FISHING ROD?**

Here are a few of the Montague Fishing Rods which make up one of the most complete lines in America. There is a Montague Rod in every price bracket, and for every purpose. Every Montague Glass Rod has the Power Tested "Seal of Quality", issued by the United States Testing Laboratory for constant quality control. A Montague Rod—whether Hologlass, solid glass, or bamboo—is your assured passport to enjoyable fishing. Write for free 1933 catalog. Dept. D6.

**MONTAGUE RODS**  
Montague Rod and Reel Co.  
Montague City, Mass.



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**Now that's what I call a line! ...and it's famous**  
"W-40", the line with no fish-resistance! With world record  
"W-40" fishing line, the big ones never get away ...that  
means championship performance every time.



NUMBER THREE OF A SERIES, TITLE: "NOW THAT'S WHAT I CALL A LINE"

**FREEBONUS!** For a beautiful 10" x 30" full-color reproduction of this exact illustration, WITHOUT SUPERGLUE, suitable for framing, AND 2500's laugh riot book, "How To Catch A Mermaid", send your name and address clearly printed with the title of this illustration and \$1.00 to:

© 1959 **WESTERN FISHING LINE COMPANY**  
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For the most  
**Beautiful**  
fishing fun  
ever...



Try the Genuine  
Crystal  
**DARDEVLE**

- Crystal  
DARDEVLE  
1 ea. \$1.25
- Crystal  
DARDEVLET  
3/5 ea. \$1.25
- Crystal  
DARDEVLET IMP  
2/5 ea. \$1.15

Thousands of fishermen have  
now discovered this new  
amazingly effective DARDEVLE.  
A rainbow beauty for easy  
casting. Electroplated finish is  
chip, rust, salt proof.  
**ORDER NOW FOR THE SEASON!**

Write for FREE catalog

**LOU J. EPPINGER**  
MFG. CO.

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**Good Sport!**

There's the only way to describe fishing with Rain-Beau's new Nytwist Tensiback type line.

Nytwist is made 100% of Dupont Nylon, proved by test to be stronger than the best linen carybask, but it isn't so new. Because of its smaller diameter and greater uniformity, you can pack more on your reel to be sure of the extra line you sometimes need in a hurry.

Nytwist is heat-treated, resists to handle, and wears well when used under the toughest usage. Its special finish prevents chafing, unraveling, or splitting under any condition, under casting or reeling; hence it is suited to hold any color under repeated use.

Like all Rain-Beau Lines, Nytwist has benefited by the new skills, techniques, and finishes Rain-Beau developed for the war effort. Made in our own plant, from raw material to finished product, every line is subjected by our expert craftsmen to the most rigorous inspection and test.

There's a Rain-Beau Line for every purpose, suited to fit your game. Ask your dealer.

**None Tougher — None Better NYTWIST**

**RAIN-BEAU**

*Fishing Lines*



Your dealer has now, because Rain-Beau Lines of Dupont Nylon, with lines, covers and boxes. Ask to see them.

RAIN-BEAU PRODUCTS CO., CANTON, MASS., BRANCH OF INTERNATIONAL FISHING CO., BOSTON, U.S.A.

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### How to Fish for Compliments

THE TROUT that rises to a Royal Coachman today won't rise for anything but a small March Brown tomorrow.

And with him, you never know whether it's a Lord Baltimore, a Seth Green, or a Babcock fly that will hook 'em.

But if it's a friend you aim to please, you're sure to do it with a drink of light, smooth Kinsey. Kinsey is so rich in flavor, so gloriously mellow, so superbly satisfying, that people who like good whiskey go for it every time!

Whenever you have friends in for an unhurried moment, serve Kinsey, the Unhurried Whiskey.

You won't have to *fab* for compliments... they'll come just as surely as Kinsey is blended with 53 years of "know-how."

**KINSEY**  
the unhurried  
**WHISKEY**  
*for unhurried moments*

Blended Whiskey • 54.4 Proof • 61% Grain Neutral Spirits  
Kinsey Distilling Corp., Lincolnton, Pa.

for 1954 gives you  
**AUTOMATIC**  
**Bailing**  
at no extra cost!



**Bail-a-matic featured on four models!**

Think of it! An outboard motor that pumps your boat dry, keeps it dry—automatically! No more dipping, sponging, dumping or hand bailing. Your new Scott-Atwater with Bail-a-matic ends these laborious jobs forever.

Bail-a-matic is built into four exciting new Scott-Atwater models: 5, 8, 10 and 16 HP. At no extra cost, it gives you matchless advantages: automatic, new safety, new handling ease.

Bail-a-matic is just one of the many features of the sensational Scott-Atwater for 1954. Check the full line shown on the next page and you'll get... Scott-Atwater is the motor for you!



**HERE'S HOW BAIL-A-MATIC WORKS:**

Water is drawn into screened Bail-a-matic immersion unit (1) and flows through automatic filter (2) to vacuum-type Bail-a-matic pump (3). The water then circulates through the cooling system; it is immediately expelled (4) via completely separate outlet.

Bail-a-matic works at any motor speed, in or out of gear. Maximum capacity is 150 gallons per hour. Filter hose is easily disconnected when not in use.

Get the full story of the sensational **SCOTT-ATWATER** for '54 →



"Why do it the hard way? Get the rod with the right tip-action!"

● Balance and feel mean everything in a casting rod. That's why you'll get more fun out of fishing with ACTIONROD. This great, new, solid steel rod is the result of sixteen years of experience in tapering and tempering steel. It has perfect balance, a natural feel and bamboo-like tip-action.

For easier, or more accurate casting, try ACTIONROD. See it at your sports equipment store.

Available in round and square blade models... Corrosion-proof blade... Patented, built-in reel lock and blade lock... Non-slip, grooved, plastic grip... Complete with wood rod protector and waterproof carrying case... Fully guaranteed.

DECHARD INDUSTRIES, INC. • DETROIT 13, MICHIGAN

## Actionrod

"Solid Steel With Bamboo Feel"

Recipe for pleasure...  
**Your vacation in Wisconsin!**



Take an excellent portion of shining lakes and rippling streams... add a dash of average weather in fighting fish... mix in some of glorious sunshine and nights of peaceful slumber in pine-covered woods... top it off with the warm hospitality of the nation's friendliest state... and you have the perfect recipe for your vacation in Wisconsin's Wisconsin!

Here in Wisconsin, every season takes a special pride in offering you the very best... scenic and rolling that nature's handiwork and comfort... delicious food that's a fit companion to hearty vacation pleasures... and, of course, the very finest in refreshment... Miller High Life... the NATION'S CHAMPION OF QUALITY! Spend your precious days in wonderful Wisconsin... and make MILLER HIGH LIFE a part of your glorious journey!

Brand and Bottled by the  
Miller Brewing Company  
P.O. Box 1000  
Milwaukee, Wis.

**Miller's**  
**HIGH LIFE**  
NATIONAL CHAMPION OF QUALITY

WISCONSIN VACATIONISTS Take a refreshing trip through the majestic, green hills of Miller High Life! (That's what Wisconsin wine and cheese is the morning, noon and then in the afternoon.)



Parašė: [Marciusxxx Martynas Mikelionis](#)