

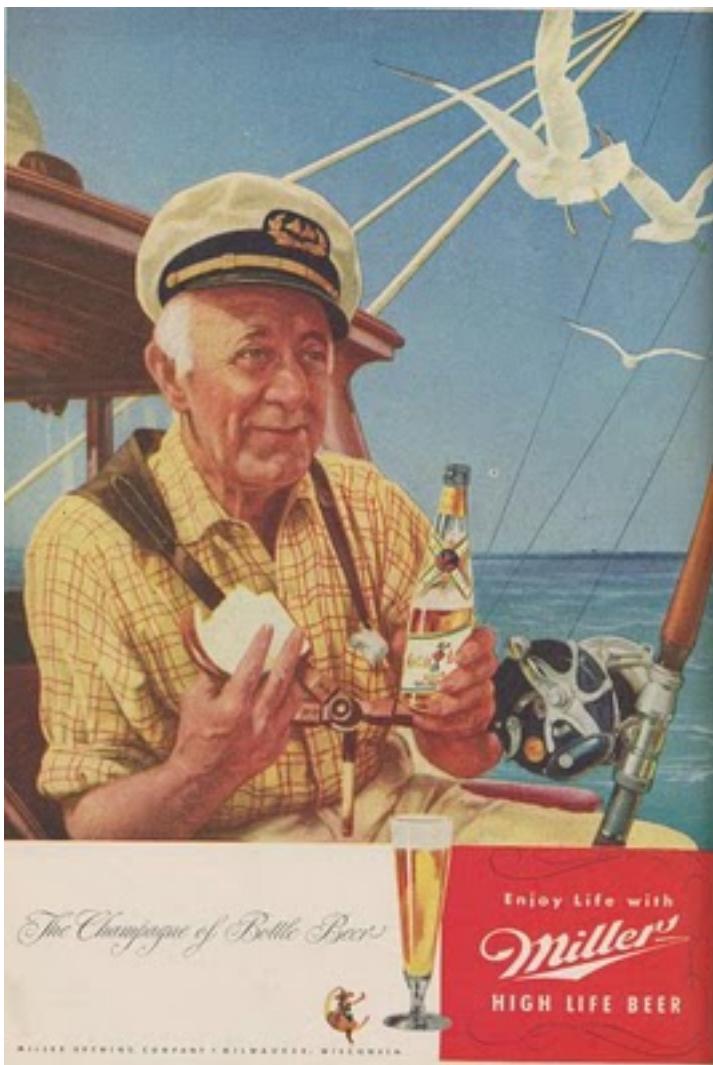
Parašė Martynas Mikelionis  
Šeštadienis, 18 Vasaris 2012 11:26

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 neįprastumu labai patraukia žvilgsnį. Jūsų dėmesiui surinkau keletą 40 - 50-ais metais sukurtų reklamų. Pažvelkite ir nusišypsokite, o produkcijos pardavėjai galbūt net atras naujų idėjų.



## Reklama

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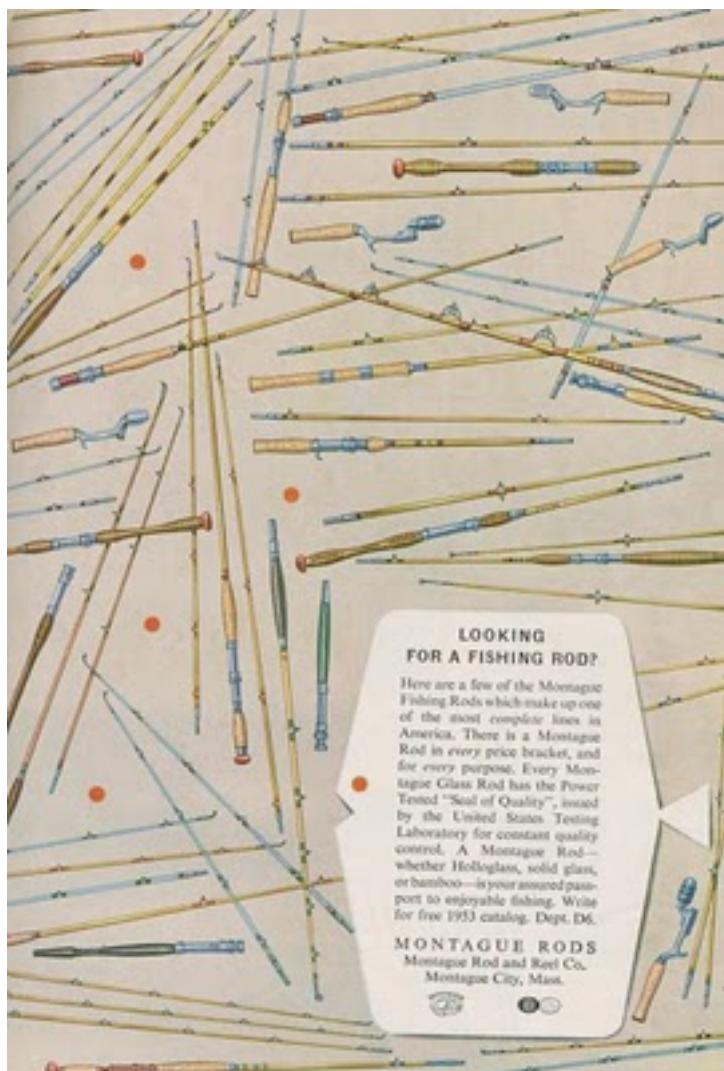




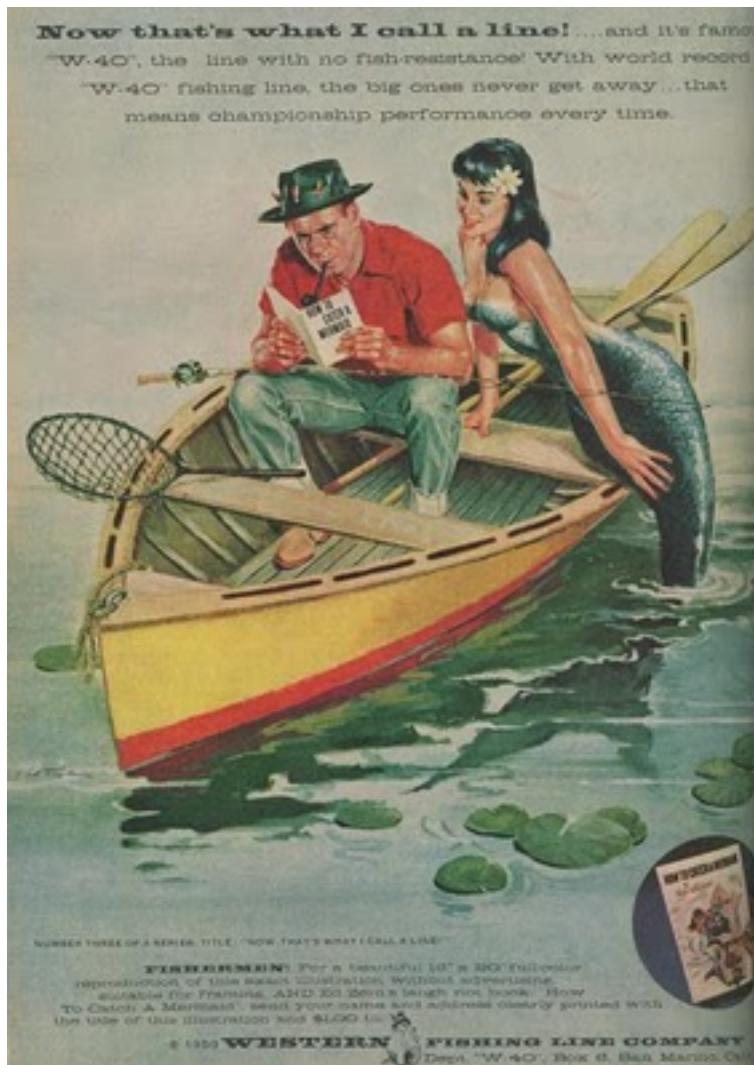
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**Good Sport!**

**T**here's the only way to describe fishing with Rain-Beau's new Nylon line.

Rain-Beau is made 100% of Dupont Nylon, proved by test to be stronger than the best lines currently, but at only one-third the weight. Because of its smaller diameter and greater extensibility, you can pack more in your reel -- be sure of the extra line you've got.

Rain-Beau is heat-treated, elastic as leather, and won't kink or tangle even under the toughest usage. Its special finish prevents cracking, overtwisting, or splitting under any condition, whether casting or reeling. In fact, it's so strong no bell ever rings when it breaks.

Like all Rain-Beau Lines, Marcell has benefited by the new skills, techniques, and finishes Rain-Beau developed for the wire effect. Made in her own plant, from raw material to finished product, every line is subjected by our expert controllers to the most rigorous inspection and tests.

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

**None Tougher**  
— **None Better** **NYTWIST**  
**RAIN-BEAU**

*fishing lines*

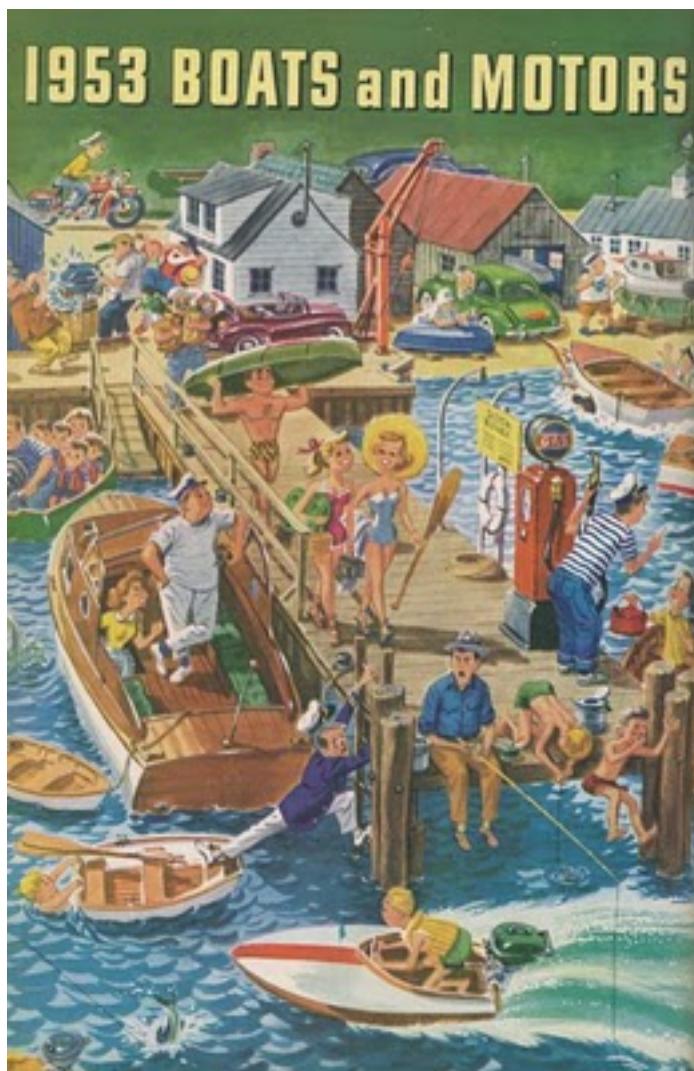
Your dealer has new, because  
that-new Rain-Beau Lines  
of Dupont Nylon, #10, #12, #14,  
#16, #18 and #20. Ask us  
about them.

Rain-Beau Products Co., Carter, Wisc., Division of INTERNATIONAL FABRIC CO., NEW YORK, N.Y.

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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 fish for compliments... they'll come just as easily as Kinsey is blended with 55 years of "know-how."

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

Blended Whiskey • 46.8 Proof • 62% Grain Neutral Spirits  
Kinsey Distilling Corp., Linfield, 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 automatically! No more dipping, sponging, dumping or hand pumping. Your new Scott-Atwater with *Bail-a-matic* ends these long job chores.

*Bail-a-matic* is built into four exciting new Scott-Atwater models: 5, 7.5 and 16 HP. At no extra cost, it gives you matchless advantages: reliability, 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 agree... Scott-Atwater is the motor for you!

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

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"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.

 Hybrid blade lock  
 Copper-wooden guides  
 Owner's case wrapped free

Actionrod is round and square blade models . . . Corrosion-proof blade . . . Powered, built-in reel lock and blade lock . . . Herring, greenwood, plastic grip . . . Complete with wood rod protector and water-proof carrying case . . . Fully guaranteed.

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**Actionrod**  
"Solid Steel With Bamboo Feel!"

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Parašė: *Marciusxxxx Martynas Mikelionis*