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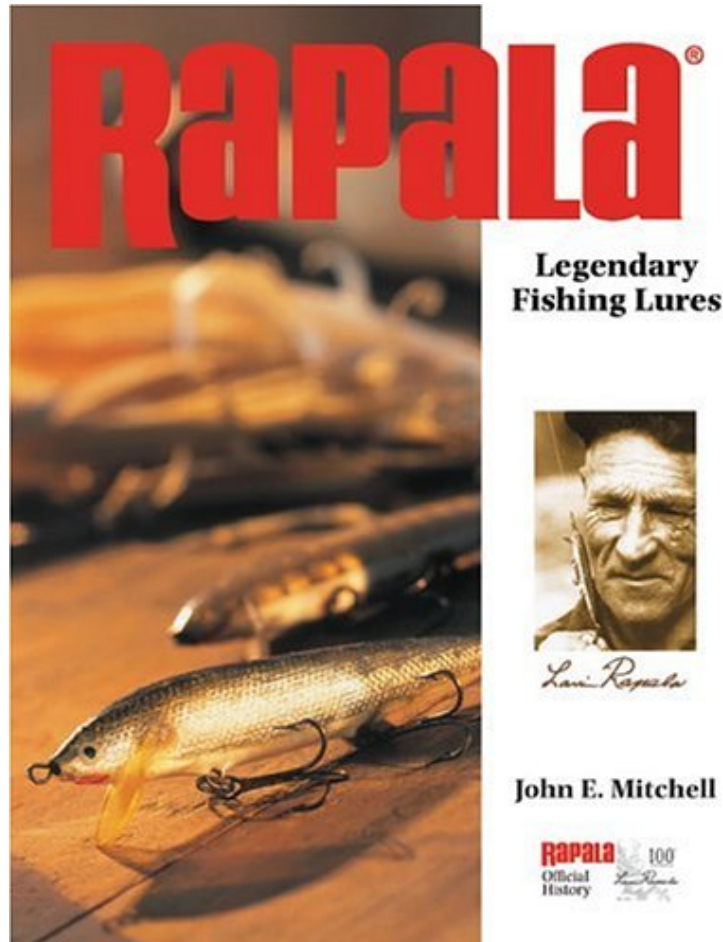
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## Rapala: Legendary Fishing Lures

**John Mitchell : Rapala: Legendary Fishing Lures** before purchasing it in order to gage whether or not it would be worth my time, and all praised Rapala: Legendary Fishing Lures:

3 of 3 people found the following review helpful. The Best Rapala book!By R. DenleyThis is a great historical read on the Rapala story with lots of pictures and charts. It is weak on the early production models of the lures commonly sold in the USA and Canada. It misses the mark completely on the vast collection of vertical jigging Pilkki lures which were produced in dozens of sizes, models and colors before they vanished from the market completely in the 80's. These lures were jigged up and down with a beautiful fluttering motion as they sank. They had a completely different action than the jigging Rapala pilkkis that swim in a circle on a horizontal plane when jigged that are still being sold today. It is on the whole a great book on the lures.0 of 0 people found the following review helpful. a good many information tables and monographies on each of their ...By AlprevAn interesting look inside the corporate adventure! That's for one. Secondly, a good many information tables and monographies on each of their lures, plus tips on how to fish them. All in all, an interesting book.

Rapala - the very name evokes quiet mornings on a mist-shrouded lake, family expeditions in a well-worn rowboat, and - best of all- the thrilling moment when a fish explodes out of the water. This richly illustrated book tells the story of a remarkable company and the iconic angling products they produce. Rapala lures are now sold in 140 countries and are more world-record fish than any other lure. It is the dominant company in a hugely popular sport enjoyed by 44 million recreation anglers in the U.S. alone - more people than play golf or tennis combined.

CD Syndicated Radio (Vancouver, BC), Sept. 1, 2005