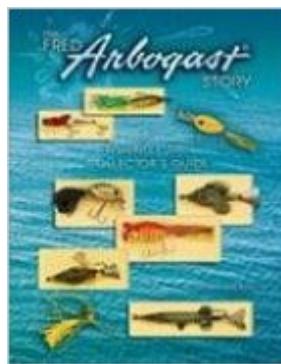


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# Fred Arbogast Story: A Fishing Lure Collector's Guide



## **Synopsis**

In his quest to become a better fisherman, Fred Arbogast began to design his own lures. He then began selling his lures to pay for his casting competitions, and eventually started making lures full time. From this humble beginning, the Fred Arbogast Co. became one of the largest suppliers of bass lures in the world. The company was sold in 1997 and now the Akron, Ohio, factory stands silent, but thanks to PRADCO (Plastic Research and Development Group), several of Fred's original lures live on. The values of the many discontinued lures and colors have climbed rapidly over the last ten years. This book contains over 800 photos and three color charts which take the reader through the company's history. Current values have been given as a guide to help sellers and collectors reach fair prices. 2007 values.

## **Book Information**

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## **Customer Reviews**

The evolution of Fred Arbogast's company. It became one of the premier fishing tackle manufacturers under his son-in-law after he had an early death.. I was a little disappointed that the information on Fred himself was short. However, the pictures are outstanding and you won't be disappointed.

Scott Heston's **THE FRED ARBORGAST STORY: A FISHING LURE COLLECTOR'S GUIDE** is for any avid collector of fishing lures: it surveys both cataloged and uncataloged lures, providing

good-sized color photos of both lures and packaging and blending design history with values. Any sports or fishing collectibles collection will want this.

This has to be THE best collectors guide I have ever purchased on ANY collectable, EVER! Even better than his book on Ohio fishing lures. I am so glad I bought this guide. I recently found an old tackle box full of old lures at a yard sale, one of the lures were still in it's box, both in incredible condition! (not gonna mention which lure...but it is valued at \$200 in the box)...this guide helped me to recognize what an outstanding deal these lures really were at the price...I paid only \$5 for the lot and was able to make quite a tidy profit off of them on eBay. The eBay tips on picture viewing (or in my case, taking) helped me to show the lures off to their best advantage...Thanks Mr. Heston!!!

Excellent book, has lots of great info about the Fred Arbogast Company and the lures and items that are collectable. The print quality of some of the pictures could be better, especially the color charts, but that aside, thanks to Scott Heston for putting it together.

This book is everything it was described to be. It was incredibly complete and detailed. I would recommend it to anyone who is or considering collecting Arbogast lures.

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