

2007

BAIT OF CHAMPIONS

The Arbogast® Story

Arbogast®
BAIT OF CHAMPIONS®



*Fred's home on
Barrwell St. in Akron, Ohio*



Building Arbogast moved to in 1947



1965 building addition



*Illustration of
Fred Arbogast by
Harriette Bradrick.*

Fred Arbogast was one of the true pioneers of the fishing lure industry. As with so many who enter the lure business, it began as a hobby. Arbogast began by carving lures for himself and friends while employed by the Goodyear Tire and Rubber Company in his hometown of Akron, Ohio. As his lures began to become popular with area anglers, some of the local tackle shops began asking if they could buy them to sell in their stores. Soon after, Arbogast became aware that he was really on to something. Armed with this new-found popularity and confidence in his lures, he resigned from Goodyear and decided to enter the lure business in earnest...that was in 1926. Two years later, the Fred Arbogast Company was officially formed.

The first lure Arbogast chose to begin his new company was the Spin-tail Kicker. Not a wooden lure, but one cast of tin. Anglers could bend the "wings" of the lure to alter its action to suit their fishing conditions. This lure became an instant success owing to its ability to catch fish. Arbogast chose the June 1926 issue of The Hunting and Fishing Magazine to run his first advertisement. The success of that one ad launched his hobby into the fishing lure business in a big way. A new lure, similar to the Spin-tail Kicker, was launched the next year. It was named the Tin Liz. Additional sizes of this lure were introduced and their success followed in the footsteps of earlier models.

The next Arbogast® lure to be introduced was the Hawaiian Wiggler. Interest in Hawaiian culture and music was very popular at the time so Arbogast decided to capitalize on that appeal to name his newest lure. To provide color and flash he created a skirt of thin rubber sheets cut into narrow strips. This "hula skirt" was such an instant success that he quickly applied for a patent which was granted in 1938. This unique and popular addition to any fishing lure remains a staple in every tackle box today.

Fred Arbogast was a competitive bait caster, reigning as the national champion in 1922, 1923 and 1924. He also broke the world's long-distance casting record of 250 feet in 1924. It was this love of casting that prompted his interest in fishing lures. He really enjoyed watching bass explode on a topwater lure. This passion led him to create some of the world's most popular topwater lures such as the Jitterbug® and Hula Popper®. These lures are still atop every list of all-time favorite topwater lures, still prompting smiles on the faces of pro and novice anglers alike as they witness a big bass explode on their Arbogast lure. It is this same passion for topwater excitement that continues to inspire the Arbogast lure designers today. Those heart-stopping, surface-shattering strikes will always be what fishing an Arbogast lure is all about!

Arbogast®

Hocus Locust™



05 Perch

10 Coach Dog

06 Frog/White Belly

209 Cool Bug

207 Yellow Insect

206 Spring Leaf

210 Fire Locust

208 Summer Locust

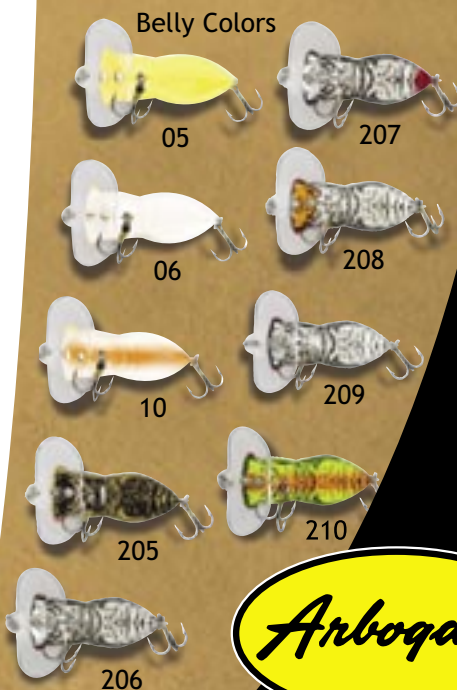
G30
 1 3/4" - 4.45cm
 1/4oz - 6.40g
 #8 treble hooks

205 Black Gold

The Arbogast® Hocus Locust™, the newest "nature's look-alike" lure combines the lifelike appearance of a locust with the action of the legendary Arbogast Jitterbug. The carefully designed Hocus Locust lip produces the same loud but gentle "plop, plop, plop" of a locust as it struggles to free itself from the water's grasp. The fish-producing reputation of the new Arbogast Hocus Locust will soon place it alongside other famous Arbogast lures as a top-selling, top-producing topwater favorite.

Available Colors

G30
 05, 06, 10, 205, 206, 207, 208, 209, 210



Jitterbug®

Well respected as THE topwater lure for night fishing, the Jitterbug® has proven its power to ignite explosive strikes throughout the day. First introduced in 1937, Fred Arbogast's Jitterbug received its patent in 1940, one of the few early lures to be patented that is still available today. The Jitterbug's double-cupped lip, placed at precisely the correct angle, produces the loud, rhythmic, surface-busting sound that is proven to be irresistible to every known surface feeding fish... especially bass.

Available Colors

- **G700**
01, 02, 03, 05, 06, 115
- **G650**
01, 02, 03, 05, 06, 07, 09, 10, 11, 115, 132
- **G655 (clicker)**
02, 05, 06
- **G600**
01, 02, 03, 05, 06, 07, 09, 10, 11, 115, 132
- **G605 (clicker)**
01, 02, 05, 06, 115
- **G630**
01, 02, 03, 05, 06, 07, 09, 10, 11, 115, 132
- **G635 (clicker)**
02, 05, 06, 10
- **G680**
01, 02, 05, 06



G700
4 1/2" - 11.43cm
1 1/4oz - 31.2g
2/0 treble hooks



G650
3" - 7.62cm
5/8oz - 13.2g
#1 treble hooks



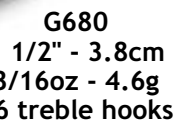
G600
2 1/2" - 6.35cm
3/8oz - 9.7g
#5 treble hooks



G680
1 1/2" - 3.8cm
3/16oz - 4.6g
#6 treble hooks



G630
2" - 5.08cm
1/4oz - 6.4g
#6 treble hooks



G635 (clicker)
7.0g



01 White/Red Head



06 Frog/White Belly



11 Yellow Coach Dog



02 Black



07 Frog/Yellow Belly



115 Fire Tiger



03 Yellow



09 Coach Dog
Org Belly



132 Bass



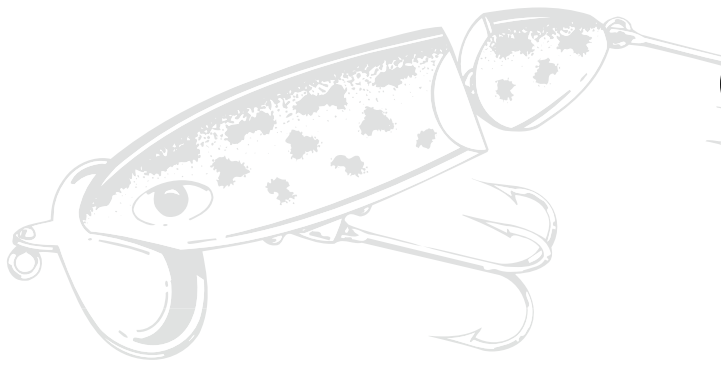
05 Perch



10 Coach Dog

Arbogast®

Jointed Jitterbug®



G670
 3 1/2" - 8.89cm
 5/8oz - 17.7g
 #1 treble hooks
G675 (clicker)
 18.2g



G620
 2 1/2" - 6.35cm
 3/8oz - 9.9g
 #5 treble hooks
G625 (clicker)
 10.6g

Take the surface-busting sound created by the Jitterbug's® special lip and add the action of these tail wagging Jointed Jitterbugs and anglers have the most action-packed topwater lure available today. The motion of the jointed tail creates extra flash from the frantic swinging of the lure's bright plated treble hooks. They can be fished slowly to produce the rhythmic "plopping" sound or faster to create a wild surface commotion. Whether it's a straight-bodied Jitterbug or the jointed version, Jitterbugs have been the secret weapon for anglers looking for *any* fish *anywhere, anytime.*

Available Colors

G670

01, 02, 03, 05, 06, 07, 09, 11, 115

G675 (clicker)

02, 05, 06, 115

G620

01, 02, 03, 05, 06, 07, 09, 10, 11, 115

G625 (clicker)

01, 02, 05, 06, 07, 115



01 White/Red Head



05 Perch



09 Coach Dog Orange Belly



02 Black



06 Frog/White Belly



10 Coach Dog



03 Yellow



07 Frog/Yellow Belly



11 Yellow Coach Dog



115 Fire Tiger



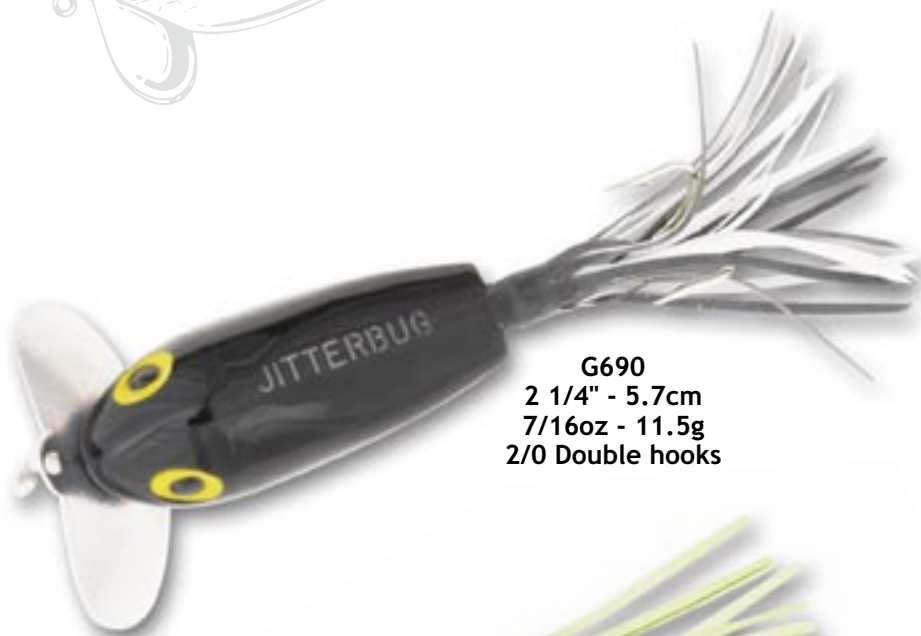
Weedless Jitterbug®

There is nothing more deadly to a big bass lurking under its weedy, brushy lair, than a Weedless Jitterbug® rhythmically “plopping” its way across the surface overhead. While the Jitterbug’s cupped lip creates just the right level of commotion on the surface, its up-turned weed-resistant hooks and colorful rubber skirt protect it from becoming entangled in the mass of its twisted cover. It just continues to “plop” along doing what it was designed to do, to entice the big ones into explosive strikes.

Available Colors

— G610
02, 05, 06, 115

— G690
02, 05, 06



G690
2 1/4" - 5.7cm
7/16oz - 11.5g
2/0 Double hooks



G610
2" - 5.0cm
3/8oz - 9.2g
1/0 Double hooks



02 Black
Black/White Skirt



06 Frog/White Belly
White Skirt



05 Perch
Yellow/White Skirt



115 Fire Tiger
Black/Chart. Skirt

Arbogast®

Hula Popper®



G750
2 1/4" - 5.72cm
5/8oz - 18.0g
#1 treble hooks



G760
2" - 5cm
3/8oz - 11.0g
#4 treble hooks



G770
1 3/4" - 4.4cm
1/4oz - 7.0g
#5 treble hooks



G730
1 1/4" - 3.1cm
3/16oz - 5.0g
#8 treble hooks

There is nothing more exciting to topwater anglers than having a big bass explode under their Hula Popper®. For nearly 60 years anglers have testified that the Hula Popper, with its pulsating skirt, is their insurance when all else fails – morning, noon and night. Hula Poppers are deadly when “popped” over submerged timber, weed or grass beds. They give every big fish within hearing distance a real wake-up call they will never forget and a fishing trip every Hula Popper angler will long remember!

Available Colors

G730

01, 02, 03, 05, 06, 07, 09, 10, 115, 132

G750

01, 02, 03, 05, 06, 07, 09, 10, 11, 115, 132

G760

01, 02, 03, 05, 06, 07, 09, 10, 11, 115, 132

G770

01, 02, 03, 05, 06, 07, 09, 10, 11, 115, 132



01 White
Red Head
Red/White Skirt



06 Frog
White Belly
White Skirt



11 Yellow
Coach Dog
Blk/Yellow Skirt



02 Black
Black/White Skirt



07 Frog Yellow Belly
Chart. Skirt



115 Fire Tiger
Blk/Chart. Skirt



03 Yellow
Red/Yellow Skirt



09 Coach Dog
Orange Belly
Yellow/Blk Skirt



132 Bass
Blk/Chart. Skirt



05 Perch
Yellow/White Skirt



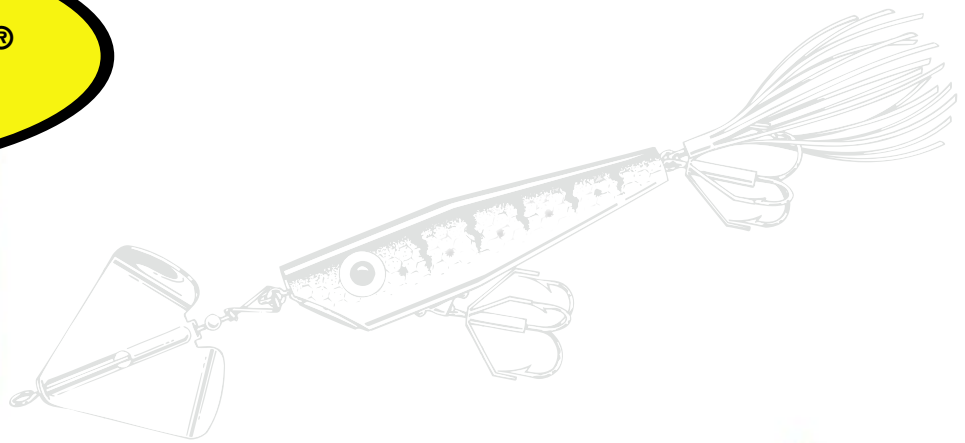
10 Coach Dog
Blk/Chart. Skirt

Arbogast®

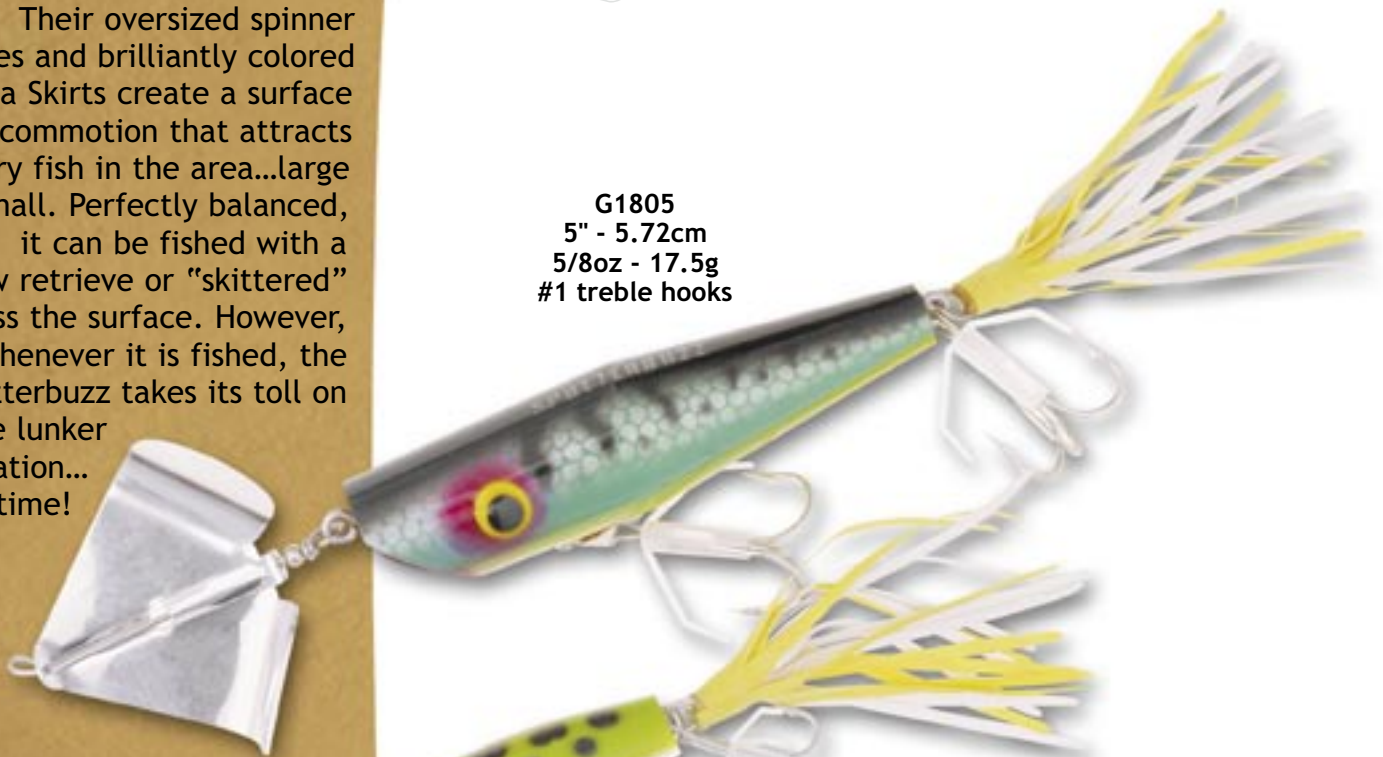
Sputterbuzz®

Acclaimed to be the "perfect" prop baits, the Arbogast Sputterbuzz® series poses a serious threat to the bass population of the world.

Their oversized spinner blades and brilliantly colored Hula Skirts create a surface commotion that attracts every fish in the area...large or small. Perfectly balanced, it can be fished with a slow retrieve or "skittered" across the surface. However, whenever it is fished, the Sputterbuzz takes its toll on the lunker population... big time!



G1805
5" - 5.72cm
5/8oz - 17.5g
#1 treble hooks



G1835
2 5/16" - 5.84cm
3/8oz - 9.7g
#4 treble hooks



Available Colors

— G1805
02, 05, 06, 403

— G1835
02, 05, 06, 403



02 Black
Black/White Skirt



06 Frog / White Belly
Yellow/White Skirt



05 Perch
Yellow/White Skirt



403 Tennessee Shad
Yellow/White Skirt



Bobber Stop™

GAR-1000
5 per package



The Arbogast Bobber Stop™ is THE must-have accessory for every panfish angler. Once the angler locates the depth of their fish, they simply "mark" the spot on their line by installing the Bobber Stop spring. This will allow them to reel their line in completely, bait their hook then recast to their special fishing spot. Once the spring reaches the red bead, it will stop at the preset depth, keeping the bait at the depth every time. The angler can adjust the Bobber Stop's depth setting with the flick of their finger. Easy-to-follow instructions for quick rigging are found on the back of the package.

GAR-1000

5 stops and 5 springs in a reclosable clam blistered to a 5" card with how to use instructions on the back.

UW10384

4 1/2' x 2 1/2'
White weatherproof Tyvek® material.
Weather-resistant ink.
Grommet in each corner.



Arbogast Banner - UW10384

