

THE 'LAPPLANDIA' SERIES of hollow glass fly-rods

ABU Lapplandia 541



ABU Lapplandia 530



ABU Lapplandia 525 and 526 ZOOM-rods



ABU Lapplandia 515



Two-hand fly-rod

ABU Salmo 585



Unconditional 1 year - 1 claim

ABU LAPPLANDIA 541 9 feet, 2-piece, AFTM-class 9. Single-hand fly-rod for salmon. Ideal for fishing with single hook flies up to size 3/0. Extremely far-casting. Often used for tournament casting. Very strong and powerful rod which kills the biggest fish. With this rod the biggest sea trout in the world were caught in the years of 1962 and 1963. The grip is fitted with 6 inch butt extension for easy playing of big fish. Suitable line: AFTM-class 9. Packed in protective plastic tube.



ABU LAPPLANDIA 530 8½ feet, 2-piece, AFTM-class 8. Single-hand fly-rod in gold finish and with black whippings on silver tape. It has ¾-action, is easy to mend and switch-cast with. Excellent for dry as well as wet fly fishing. A fine rod for trout, grilse and medium-sized salmon. Suitable line: AFTM-class 8. Packed in protective plastic tube.



ABU LAPPLANDIA 525 8½ feet, 2-piece, ZOOM-rod, AFTM-class 7. Single-hand fly-rod in brown finish with black whippings on gold tape. Half-action suitable for dry as well as wet fly fishing. An ideal rod for trout, rainbow etc. Suitable line: AFTM-class 7. Packed in protective plastic tube.

ABU LAPPLANDIA 526 8 feet, 2-piece, ZOOM-rod, AFTM-class 6. Similar to ABU Lapplandia 525 but with lighter action suitable for AFTM-class 6 lines. An ideal rod for the discriminating chalk stream fisherman. Packed in protective plastic tube.



ABU LAPPLANDIA 515 8½ feet, 2-piece, AFTM-class 8. A low-priced but very strong and far-casting single-hand fly-rod with ¾-action. Suitable for trout, grilse and medium-sized salmon. Suitable line: AFTM-class 8.



ABU SALMO 585 12 feet, 2-piece, AFTM-class 10. An ultra-light far-casting and very powerful two-hand fly-rod designed for the discriminating salmon angler. Ideal for fishing with single hook flies up to size 4/0. Parabolic action, easy to mend and switchcast with. The inner part of handle reinforced with a light metal tube. Fitted with rubber end butt.



free replacement guarantee

ATLANTIC-SERIES - Two-handed hollow fibreglass rods

ABU ATLANTIC 474

ZOOM 4
Beachcaster

NEW



ABU ATLANTIC 480



ABU ATLANTIC 460



ABU ATLANTIC 432



ABU ATLANTIC 474 10 feet, 2-piece, ZOOM 4. Superbly designed and built 2-handed beachcaster of tubular fibreglass, designed primarily for heavy shore and boat fishing with casting weights or jig lures weighing between 2 and 9 oz. Fitted with screw-reel seat, the rod is suitable for a fixed spool reel or multiplier. It is 10 feet long and in two sections, with a 32-inch cork grip fitted with a rubber butt cap. Attractive brown finish, with elegant black whippings on gold-coloured base. Suitable reels: ABU Cardinal 77 (fixed spool) or Ambassadeur 9000 or 6000 (multipliers). Cast from the tip.

ABU ATLANTIC 480 10½ feet, 2-piece. Double-handed beachcaster. The world casting champion's rod which owing to its outstanding far-casting qualities has also become a highly prized fishing rod. Suitable for surf fishing and angling for spring salmon in rough rivers with Ambassadeur 6000 and 9000 or ABU Cardinal 77. Exclusive ABU-design, 32" long cork handle and screw reel seat. Fitted with hard-chromed top ring and ABU Streamline rod rings. Rubber end butt. Suitable lures: 5/8—3½ oz. Also ideal tournament rod for ICF games Nos. 7 and 10.

ABU ATLANTIC 460 9 feet, 2-piece. An ideal double-handed baitcaster for surf and salmon fishing with Ambassadeur 5000 B or 6000. For many years Atlantic 460 and Ambassadeur 6000 have been the first choice of discriminating salmon anglers. Atlantic 460 is fitted with off-set reel seat affording an extremely fine and safe thumb control on line when casting as well as playing the fish. The 20" long cork handle is reinforced for sustained long and hard playing of big fish. Suitable lures: 3/8—2 oz.

ABU ATLANTIC 432 8 feet, 2-piece, ZOOM 2. Built from exclusive ZOOM hollow-glass. Double-handed baitcaster in copper finish with black whippings on gold tape. The 26" long cork handle is fitted with Record Speed-Lock-reel seat. The lengthened fore-grip of cork is 6" long. Suitable reel: Ambassadeur 5000, 5000 B and 6000. Suitable lures: 3/8—1 oz. Cast from the tip.

ATLANTIC-SERIES - Two-handed hollow fibreglass rods

ABU ATLANTIC 453 ZOOM 3

NEW



ABU ATLANTIC 450



ABU ATLANTIC 422 ZOOM 2



ABU ATLANTIC 410



ABU ATLANTIC 405



ABU ATLANTIC 453 9½ feet, 2-piece, ZOOM 3. A 2-handed light/medium beach-caster or heavy duty salmon rod of tubular fibreglass, fitted with fixed reel seat and suitable for fixed spool reel or multiplier. 9½ feet, 2-section rod with 26-inch cork grip fitted with rubber butt cap. Streamline rings and hard-chromed end ring. A ZOOM 3 rod is suitable for casting weights, spinners or jig lures from ⅝ to 2 oz. Suitable reels: ABU Cardinal 77, Ambassadeur 5000 B or 6000 (multipliers). Cast from the tip.

ABU ATLANTIC 450 9 feet, 2-piece. Double-handed spinning rod for surf and salmon fishing with the reels ABU Cardinal 66, 77, or ABU 444 A. Outstandingly powerful action. This rod guarantees record distance casts and very quickly kills the gamest fish. Fitted with ABU Streamline rod rings and hard-chromed top ring, 27" long cork handle fitted with ABU Allround adjustable reel seat of delrin. Affords any desired position of the reel on the handle. Rubber end butt. Suitable lures: ⅜—2 oz.

ABU ATLANTIC 422 8 feet, 2-piece, ZOOM 2. Built from exclusive ZOOM hollow-glass, double-handed spinning rod with extreme fast taper action. An ideal rod for fishing for mackerel, sea trout, salmon and grisle. Suitable reel: ABU Cardinal 66 and 77 or ABU 444 A. 24" long cork handle fitted with ABU Allround reel seat and rubber end butt. ZOOM-blank in copper finish with black whippings on gold tape. Suitable lures: ⅜—1 oz. Cast from the tip.

ABU ATLANTIC 410 9 feet, 2-piece. An excellent medium-priced double-handed spinning rod. Suitable for surf and salmon fishing. Ideal in combination with ABU Cardinal 66 or 77, ABU 444 A or Ambassadeur 5000 B and 6000. Fitted with 28" long handle and fixed screw reel seat. This rod is suitable also for multiplying reels. Rod rings of the famous ABU Streamline model and hard-chromed top ring. Rubber end butt. Suitable lures: ⅜—1¾ oz.

ABU ATLANTIC 405 9 feet, 2-piece. This is a budget priced double-handed spinning rod. Its casting qualities are excellent. Fitted with 28" long handle and ABU Allround adjustable reel seat of delrin and rubber end butt. Suitable reel: ABU Cardinal 66 and 77 or ABU 444 A. Suitable lures: ⅜—1¾ oz.

Special rods for boat fishing

ABU PACIFIC



ABU STRONG



Match rod for coarse fishing

ABU MARK 5



ABU PACIFIC 6½ feet, 2-piece. A special rod for boat fishing. An excellent rod for tope, blue shark, skate, cod, ling etc. Ideal for trolling with monofilament line of 22—39 or braided line of 30—35 lbs. test in combination with the reel Ambassadeur 9000. Extra long hickory handle with fore-grip of foam rubber and rubber end butt.

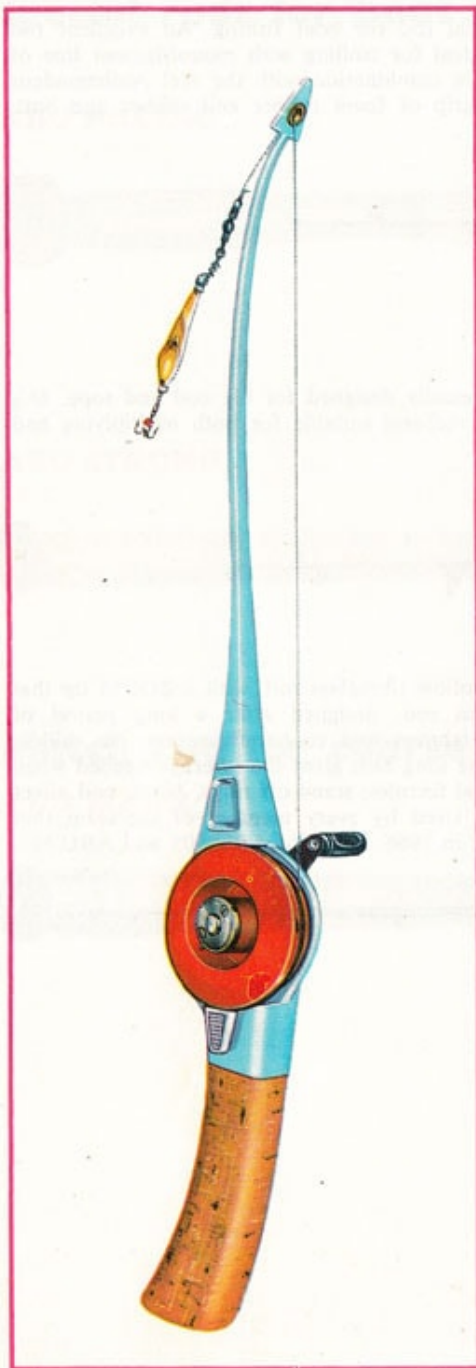
NEW

ABU STRONG Boat rod of solid glass specially designed for big cod and tope. 6½ feet, 2-piece. Cork handle fitted with screw reel-seat suitable for both multiplying and spinning reels.

The new match rod sensation

ABU MARK 5 is a superbly built 13 feet hollow fibreglass rod, with a ZOOM tip that gives the matchman extra fast action. This rod, designed after a long period of research, is specifically built for British matchmen and coarse fishermen. No middle wobble to delay tip striking action — and the long butt gives the leverage needed when long casting on rivers like the Trent. Integral ferrules, stand-off rings, black and silver whippings and superb charcoal grey finish. Used by every member of the team that won the Angling Times Winter League Finals in 1966. Ideal for ABU 505 and ABU 503. Packed in protective plastic tube.





ABU Pimpel 2 NEW

Primarily designed for ice-fishing in Scandinavia, this unusual combination rod and reel will be appreciated by British boatfishing enthusiasts for sea-jigging. Beautifully designed and built with comfortable cork handle. Note these fine features:

- Built-in reel with 1:2 ratio for fast retrieve of line.
- Push-button line release for fast lowering of jig lure or bait.
- Automatic anti-reverse.
- Big running fish easily stopped by pressing the thumb against the side plate of the spool at the same time pressing the free-spool button to disengage the anti-reverse.
- Sensitive tip action — registers the smallest bite.

Spool capacity: 110 yds. 7 lbs. or 90 yds. 9 lbs. Top-Knot ABULON.

Length: 18".

STANDARD COLOURS FOR ABU BAITS

Gold (G), Silver (S), Copper (K), Chrome (C), Zebra (Z) (Black nickel-plated with golden stripes), Silver/Gold (S/G) and Silver/Copper (S/K). Any exceptions are indicated in the text for the actual baits.

Eskimo girl with specimen arctic char.

Baits



Popular sportfish



PERCH (*Perca fluviatilis*) occurs in fresh water and in brackish water. Maximum weight $8\frac{3}{4}$ lbs. Swedish record approx. $8\frac{1}{2}$ lbs, 1964. *Must lures: ABU Reflex, Flax Spinner, Atom or Little Wiggley.*

SMALL-MOUTHED BASS (*Micropterus dolomieu*) is the premier sporting fish of North America and this fish is now the subject of breeding and distribution experiments undertaken by ABU. Maximum weight 11 lbs. *Must lures: similar to those for the perch with the addition of a number of flies.*

MACKEREL (*Scomber scombrus*) occurs in salt water. Maximum weight between $4\frac{1}{2}$ and 5 lbs. Swedish rod-and-line record stands at a little over $4\frac{1}{4}$ lbs., 1964. *Must lures: Shiner, Krill, Toby or Pep.*

GRAYLING (*Thymallus vulgaris*) occurs in fresh and in brackish water, primarily in the Province of Lapland. Maximum weight $7\frac{3}{4}$ lbs. Swedish record $7\frac{1}{4}$ lbs., 1966. *Must lures: Droppen, Flax Spinner, ABU-Fly or Toby.*

BROWN TROUT (*Salmo trutta lacustris*) occurs only in fresh water. Maximum weight about $50\frac{1}{2}$ lbs. Swedish record on rod-and-line 25 lbs., 1963. *Must lures: ABU Killer, Toby, Salar or ABU Reflex.*

CHAR (*Salvelinus salvelinus*) is found in two varieties: the greater char and the arctic char, both in fresh water. Maximum weight 23 lbs. Swedish record $18\frac{1}{2}$ lbs., 1961. *Must lures: Flax Spinner, Little Wiggley, Salar or Toby.*

RAINBOW TROUT (*Salmo irideus*) is now the subject of breeding and distribution experiments in Europe. Is found both in fresh and salt water. Maximum weight 11 lbs. Swedish record 8 lbs. 1965. *Must lures: Flax Spinner, Little Wiggley, Salar and Toby.*

SEA TROUT (*Salmo trutta trutta*) is found in the sea along the entire coast and in the large streams and rivers. Maximum weight about 33 lbs. Swedish record almost 31 lbs., 1950. *Must lures: Toby, Salar, ABU Reflex or ABU-Fly.*

SALMON (*Salmo salar*) occurs in the sea and in the larger streams and rivers. Maximum weight 79 lbs. Swedish record 57 lbs. 10 oz., 1964. *Must lures: Toby, Salar, Plankton Favorit or ABU Shrimp.*

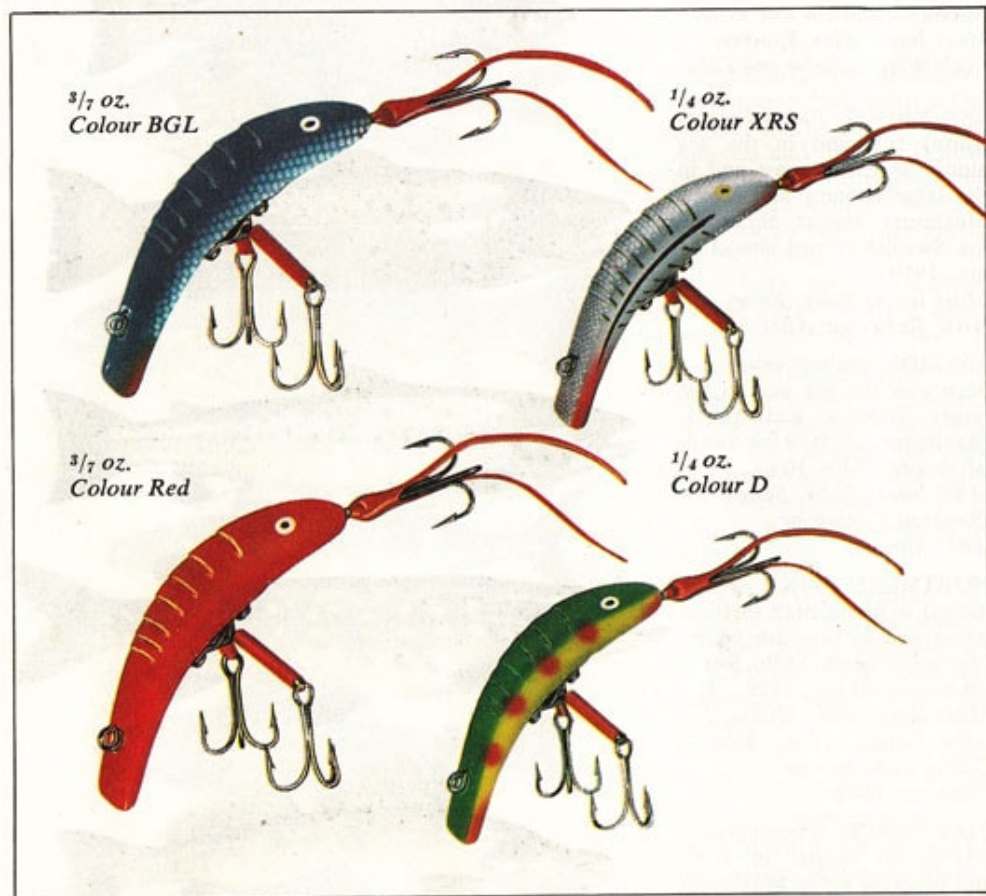
NORTHERN PIKE (*Esox lucius*) is found both in fresh water and in brackish water. Maximum weight 58 lbs. Swedish record 46 lbs., 1959. *Must lures: ABU Hi-Lo, ABU Reflex, Atom, Atom Giller, Flamingo or Flamingo Giller.*

PIKE-PERCH (*Lucioperca lucioperca*) occurs in fresh and brackish water. Maximum weight 33 lbs. Swedish record $27\frac{1}{2}$ lbs., 1954. *Must lures: ABU Hi-Lo, Koster, ABU Killer or ABU Reflex.*

COD (*Gadus callarias*) is found in salt and brackish water. Maximum weight 88 lbs. Swedish record on rod-and-line $55\frac{3}{4}$ lbs., 1965. *Must lures: Toby, Egon Pirk, Koster or Shiner.*



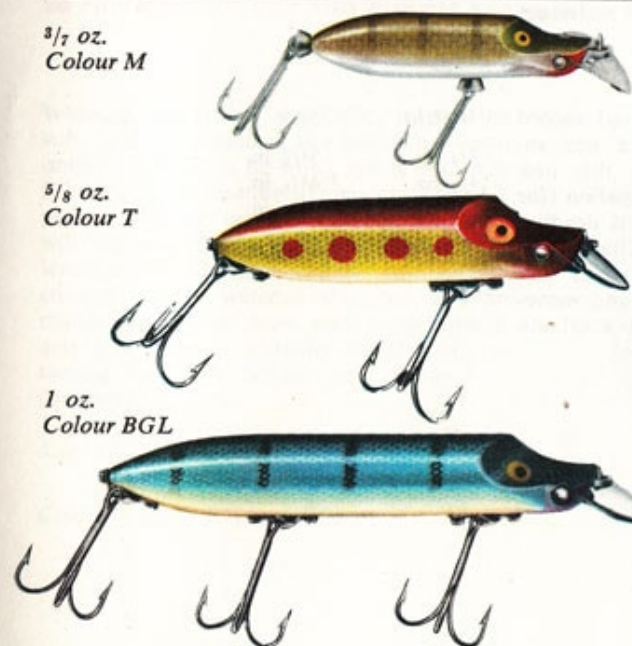
ABU Shrimp a Must-lure for salmon



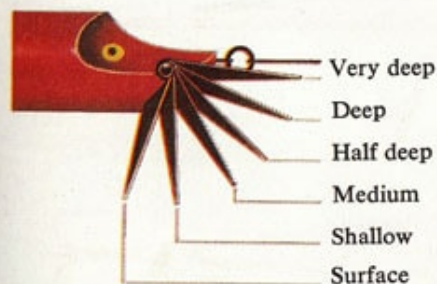
ABU Shrimp is a wobbler that looks strikingly like a shrimp. The body and finish are as ingenious as the world famous ABU Hi-Lo wobbler. It has waddling movements and is tempting to all types of predatory fish. Very good results have already been obtained with both salmon and pike during its first seasons on the market.

ABU Shrimp is made in two sizes, 1/4 oz. sinking and 3/7 oz. floating and in colours XRS, Red, D and BGL.

ABU HI-LO a MUST-lure for pike and salmon



The outstanding fish-getting action, the adjustable lip — reaches fish at every depth — and the unsurpassed quality have made ABU Hi-Lo the most popular wobbler on the market. Sizes 3/7 and 5/8 oz. are sinking; size 1 oz. floating with the exception of LYS (luminous), which is sinking. On retrieving all types of Hi-Lo hold the depth to which the lip has been adjusted. Colours: XRY, M, T, D, BGL, L, RH, XRS, XBW, XBG and LYS (Luminous).



New ABU Killer

NEW

The perfect lure for pike and salmon

The famous lifelike killer has achieved record catches all over the world. Now a new indestructible surface treatment gives this new slender, sparkling beauty a fatal fascination (for fish, that is!), destined to be an even deadlier killer than before. The New ABU Killer is the perfect wobbler-type lure, so easy to sink and fish at the right depth. Appearance and movement in water are vividly lifelike — few salmon or pike can resist this tempting action!

Weight	Size	Colour
3/8 oz.	3 1/2 in.	S
1/2 oz.	4 1/2 in.	G
3/4 oz.	5 1/2 in.	BGL
All sinking		



3/8 oz.
Colour S
Sinking



1/2 oz.
Colour G
Sinking



3/4 oz.
Colour BGL
Sinking

Cello

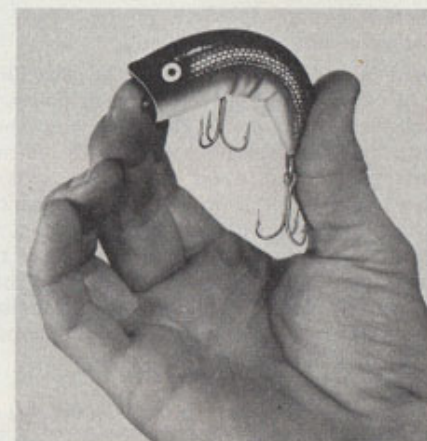
NEW

So realistic the fish can almost taste it!

When a fish strikes the Cello, it gets the soft "feel" of a natural live bait fish — and once he "tastes" it he won't spit it out, even if he could, because this tremendously flexible plastic wobbler bends so freely the hook will not tear from the fish's mouth under leverage. The ingenious cellular construction ensures that no water is absorbed, and no matter how many bites and tooth cuts it gets the Cello is virtually unaffected, retaining its finish, weight and deadly performance.

Size: 1/2 oz. (floating).

Colours: D, S, RH and BGL.



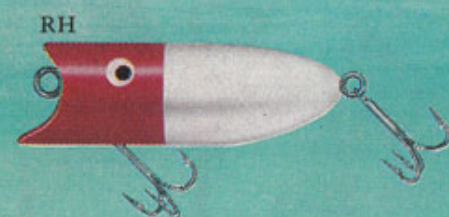
BGL



D



S



RH

Droppen

New Vibratory Spinner
for game and coarse fishing

With its plummet-like shape the new Drop-pen casts beautifully and long distances are achieved with ease. The revolving spoon attachment shields the entire body when in motion, and in water the crimped spoon creates a naturalistic fishscale appearance and movement, with fine vibrations that will entice any predator to strike. A new type of saddle shackle allows the spoon to rotate under minimum friction. Point of balance is in the rear of the body, which helps to prevent line twist.

Colours: G, S, K and Z.

Weights: $\frac{1}{16}$ oz. $\frac{1}{8}$ oz. $\frac{3}{16}$ oz. $\frac{1}{4}$ oz.
0 1 2 3

Isac-pirk

New jig-lure for perch

This jig-lure has proved deadly for perch, especially when boat fishing in deep lakes — it is small and very lively in the water but heavy enough to keep your line down and well stretched.

Colours: S, K, S/G and S/K.

Sizes: $\frac{3}{16}$ oz. and $\frac{3}{8}$ oz.



Toby

the famous lure with the built-in cunning

Often imitated but never equalled, Toby maintains its lead as the world's most versatile fish-taker, unsurpassed for salmon and other salmonoids. Look at some of these records for 1966!

Britain: River Tay. 54-lbs. Salmon.

Loch Awe. 13 $\frac{3}{4}$ -lbs. Brown Trout.

Finland: River Konnekoski. 25 $\frac{1}{2}$ -lbs. Brown Trout.

Greenland: Arctic char 9-lbs.

Norway: River Namsen. 47 $\frac{1}{2}$ -lbs. Salmon.

Toby is the bait that casts like a dream! — looks — moves — acts like a real live bait fish. It's a Must-lure for Salmon, Trout, Bass, Cod and Mackerel.

NEW!

Trout-sized Toby ($\frac{1}{8}$ oz.) performs as beautifully as its bigger brothers and has already on test proved a deadly trout taker in both still and running water.

NEW!

Salmon Toby ($\frac{3}{4}$ oz.) has been designed especially for salmon fishermen who need a medium sized Toby that will cast long distances and fish well through heavy water conditions.

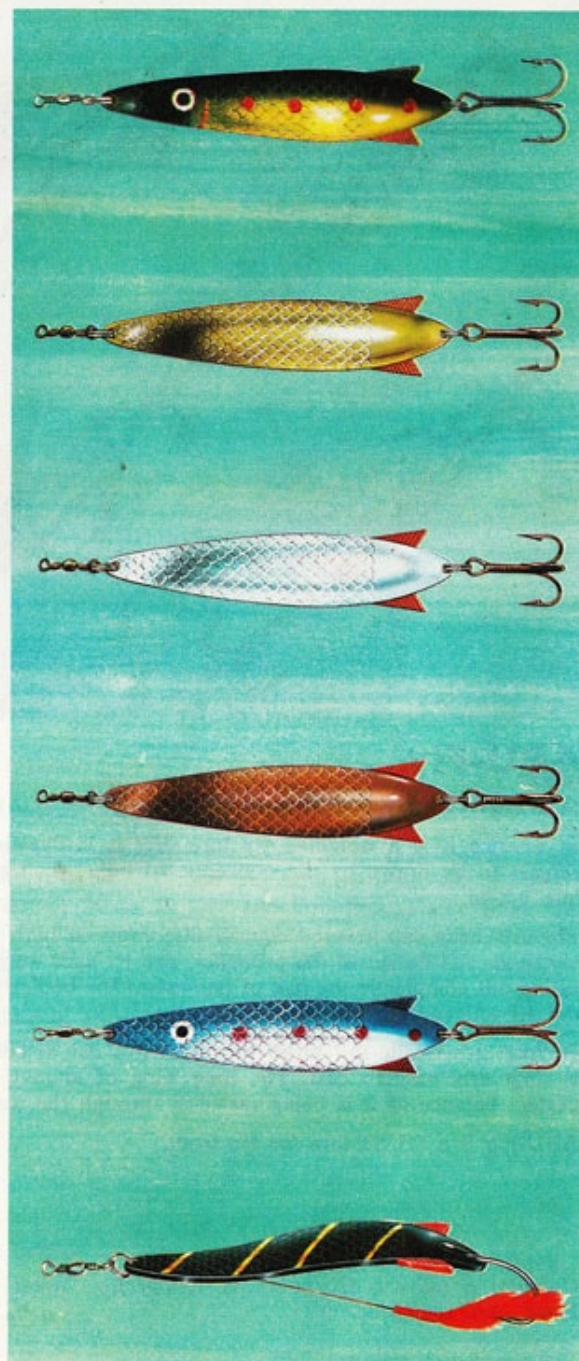
	Colours								
Weights	G	S	K	Z	SG	SK	D	T	BGL
$\frac{1}{8}$ oz.	x	x	x	x	x	x			
$\frac{1}{4}$ oz.	x	x	x	x	x	x			
$\frac{3}{8}$ oz.	x	x	x	x	x	x	x	x	x
$\frac{3}{7}$ oz.	x	x	x	x	x	x			
$\frac{5}{8}$ oz.	x	x	x	x	x	x	x	x	x
$\frac{3}{4}$ oz.	x	x	x	x					
1 oz.	x	x	x	x					

TOBY WEEDLESS

The Toby lure with a weedless single hook.

Only in colours G, S, K and Z.

Sizes: $\frac{3}{8}$, $\frac{5}{8}$ and 1 oz.





ABU-Fly

A weighted fly for spinning

In essence it is a weighted fly lure, but it is likewise a typical spinning lure. If a fish refuses to be drawn by the conventional lures, then it is high time to bring the ABU-Fly into action.

The ABU-Fly can be used equally effectively in both dead water and in a good flow. Due to the special design of the propeller, and its light weight, the fly itself does not rotate, thus ruling out completely the risk of line-twist. The bodies carry spots, and these greatly increase the attractiveness of the fly.

Because practically the entire weight of this bait is concentrated in the body, the ABU-Fly is singularly easy to cast. The long wing of animal hairs ensure that the lure maintains perfect balance as it is being reeled-in through the water.

ABU-Fly is a MUST-lure for sea trout.

Colours: S (silver), G (gold), K (copper),
Black, Red and Blue.

Sizes:
1/8, 1/4 and 3/8 oz.



ABU Optic

NEW

A new hackled streamer of tremendous killing power

At last! The first ABU range of hackled streamers, produced after years of tests and scientific investigation. At times of the year when brown and rainbow trout and grilse are lying in deep warm waters, they frequently refuse to take standard flies. That's when you take to an Optic — so called because its bulbous beguiling eyes tempt and tease with the allure of eyed ova. The Optic is a hair-winged, light-dressed streamer brilliantly designed to titillate the curiosity of the most reluctant fish.

- 12 different patterns covering angling in all waters and weathers.
- Use as conventional fly or in spinning as a dropper fly tackled either in front of or behind the lure.

<i>Playboy</i>	black-winged
<i>Pin-up</i>	grey-winged
<i>Streamtease</i>	brown-winged
<i>Callgirl</i>	hot orange-winged

All available with silver, red or black bodies.

Hook sizes 8 and 10.

Spinners

ABU REFLEX

This lure is a "MUST" for pike, perch, pike-perch and trout. In 1966 Mr. Roger Davies, Great Britain, caught a Salmon weighing 23½ lbs.

Sizes: 1/16, 1/8, 1/4, 3/7 and 5/8 oz.

ABU REFLEX

white body

The hook mount is of anti-line-twist design; patent pending.

Sizes: 1/4 and 3/7 oz.

ABU REFLEX WEEDLESS

Will go through the densest growths of reeds as through open water.

Sizes: 1/4 and 3/7 oz.

FLAX SPINNER

This lure is a "MUST" for perch and trout. In 1966 Mr. Öyvind Jacobsen, Norway, caught a perch weighing 3½ lbs.

Colours: G, S, K, Z and S/G

Sizes: 1/8, 1/4 and 3/7 oz.

MÖRRUM SPINNER

This lure has a specially mounted hook which, when casting, does not get caught up in the line — patented. In 1966 Mr. Lars Göran Andersson, Sweden, caught a pike weighing 22½ lbs.

Sizes: 1/4 (New), 3/7 and 5/8 oz.

ABU SONETTE

The all-round spinner that actually "serenades" the fish towards it. In 1966 Mr. Vincent J. Anderson, Australia, caught a murray cod, weighing 62 lbs with a Sonette.

Sizes: 1/8, 1/4, 3/7 and 5/8 oz.

Spoons

ABU SPOON

It remains at the depth where it was when reeling-in starts. All-round lure for both shallow and deep water. In 1966 Mr. Bjarne Rahbek Skriver, Denmark, caught a perch weighing 3¾ lbs. with this spoon.

Sizes: 1/4, 1/2 and 3/4 oz.

AMULETTE

Suitable for perch and trout.

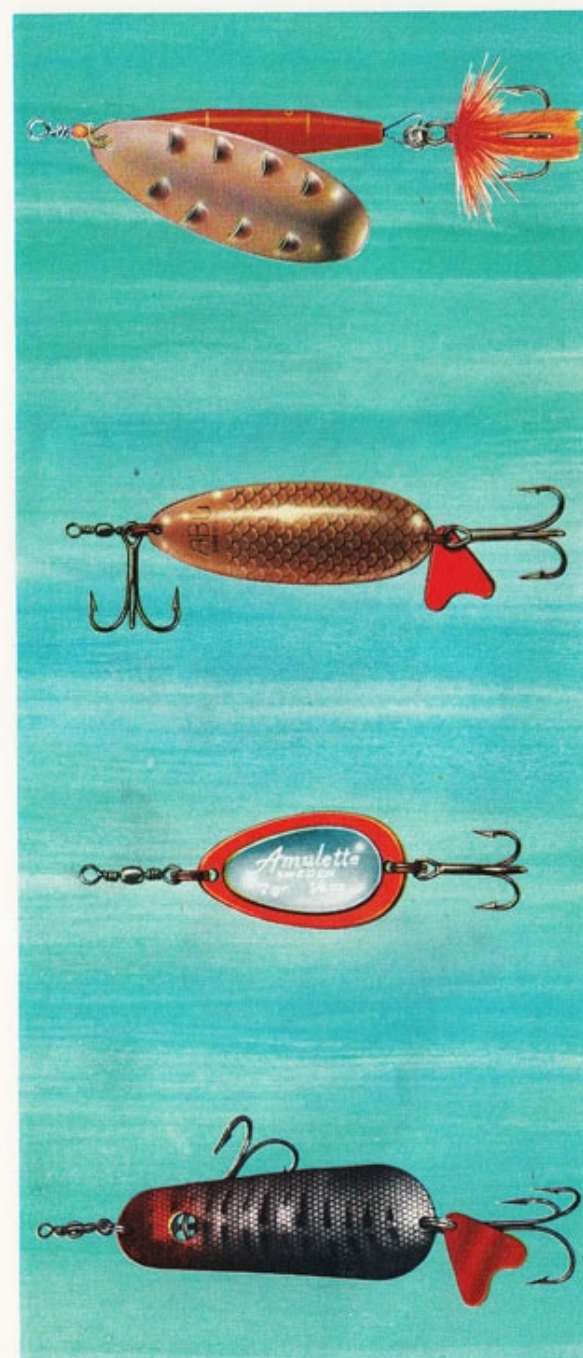
Size: 1/4 oz.

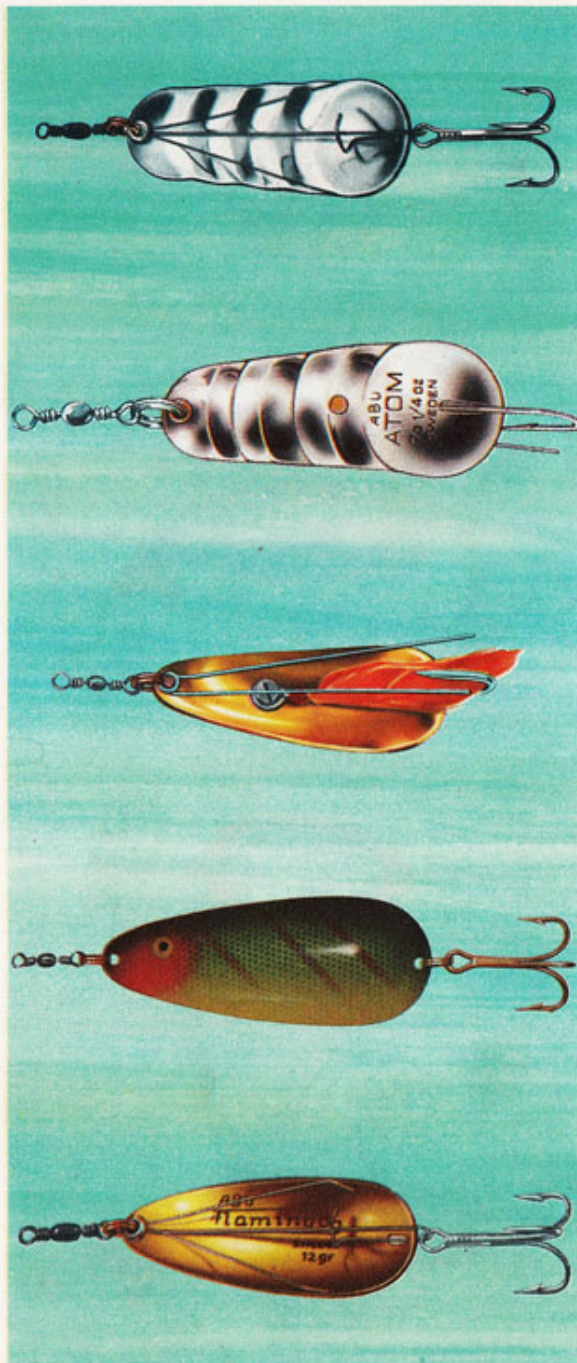
ATOM

This spoon is a "MUST" for pike and perch. In 1966 Mr. Douglas Wingate, Scotland, caught a pike weighing 26 lbs. with the Atom.

Atom 3/7, 3/4 and 7/8 oz. are also available in colours L, M, BGL and XRZ (see colour chart on page 89).

Sizes: 1/4, 3/7, 3/4, 7/8 and 1¼ oz.





ATOM GILLER WEEDLESS

Patent pending.

ABU's highly effective Atom spoon (see page 97) with double-protected weedless treble hook.

Size: $\frac{3}{4}$ oz.

ATOM WEEDLESS

Our wellknown Atom lure with weedless single hook.

Size: $\frac{1}{4}$ oz.

RECORD FAVOURITE WEEDLESS

In 1964 Mr. Sven Nedergård, Sweden, caught a perch weighing $4\frac{4}{5}$ lbs.

Sizes: $\frac{1}{4}$ and $1\frac{1}{2}$ oz.

FLAMINGO

This spoon is a "MUST" for pike. In 1966 Mr. Curt A. Moser, Austria, caught a pike weighing 23 lbs. with this spoon.

Colours: G, S, K, Z, L, M, and BGL.

Sizes: $\frac{1}{4}$, $\frac{3}{7}$ and $\frac{5}{8}$ oz.

FLAMINGO GILLER WEEDLESS (Patent pending)

Our fish-getting Flamingo spoon, equipped with a weedless giller hook.

Colours: G, S, K, Z, L, M, and BGL.

Sizes: $\frac{3}{7}$ and $\frac{5}{8}$ oz.

GLIMMY

In 1965 Mr. Torsten Bergström, Sweden, caught a perch weighing 3 lbs. with this spoon.

Size: $\frac{1}{4}$ oz.

ISLAND

In 1965 Mr. Svein Kvarme, Norway, caught a salmon weighing $35\frac{1}{2}$ lbs. and in 1963 Mr. Kolbjörn Aasen, Norway, caught a brown trout weighing $27\frac{1}{2}$ lbs. with this spoon.

Sizes: $\frac{1}{4}$, $\frac{3}{7}$ and $\frac{5}{8}$ oz.

KOSTER

This spoon is a "MUST" for salmon, cod, mackerel and pike-perch. In 1966 Mr. Kjell Arne Larsen, Norway, caught a cod weighing $34\frac{1}{2}$ lbs. with a Koster.

Colours: G, S, K and Z.

Sizes: $\frac{3}{7}$, $\frac{5}{8}$, 1, and $1\frac{1}{2}$ oz.

KRILL

A new sensational casting lure for coast and river fishing. Excellent for trout, salmon, cod, mackerel etc.

Colours: G, S and K.

Sizes: $\frac{5}{8}$ and 1 oz.

LITTLE WIGGLEY (Lill-Öringen)

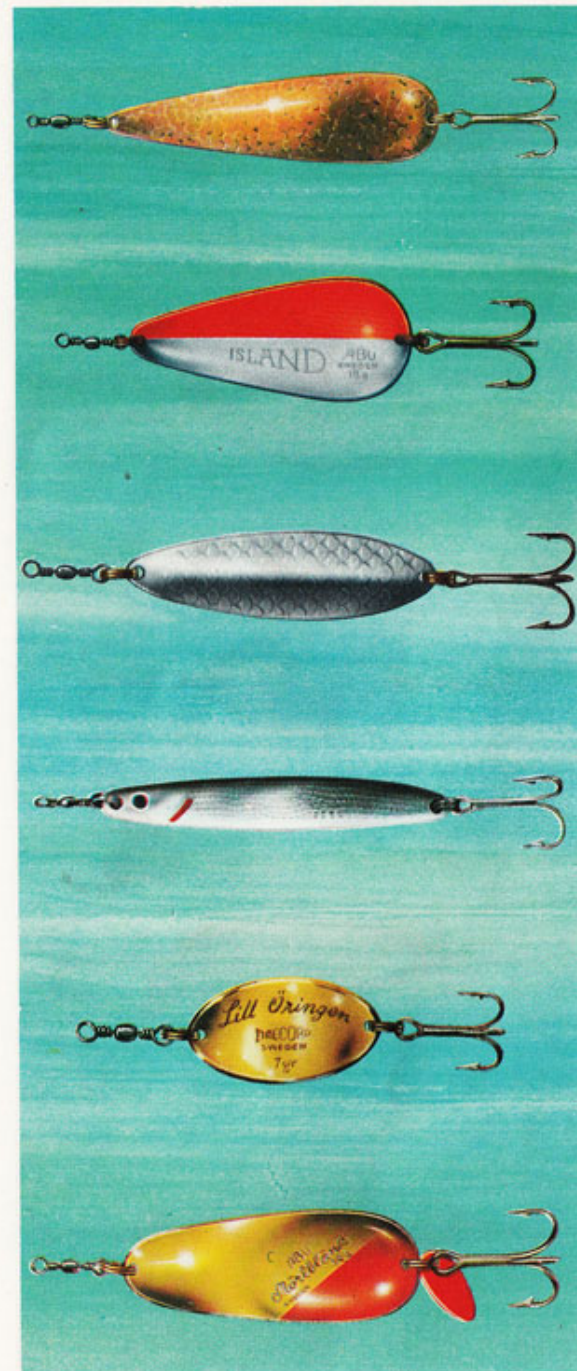
A "MUST" for trout and perch. In 1966 Mr. Koitto Sillanpää, Finland, caught a perch weighing $4\frac{3}{4}$ lbs. with this lure.

Size: $\frac{1}{4}$ oz.

LU (Mörtblänk)

Safe all-round spoon for all types of predatory fish. In 1965 Mr. Bernt Nilsson, Sweden, caught a pike weighing $29\frac{3}{4}$ lbs. with a Lu.

Sizes: $\frac{1}{4}$ and $\frac{3}{4}$ oz.





PEP

When testing the Pep lure on the west coast, Mr. W. Rente, Sweden, caught 6 sea trout weighing $4\frac{1}{2}$ — $6\frac{1}{2}$ lbs. each.

In colours G, S and K.

Size: $\frac{5}{8}$ oz.

PLANKTON FAVOURITE

This lure is a "MUST" for salmon. Designed for long, easy casts and accurate control.

Sizes: $\frac{1}{4}$, $\frac{3}{7}$ and $\frac{3}{4}$ oz.

SAFIR

Special lure for perch and trout. In 1966 Mr. Erben Kurt, West Germany, caught a rainbow trout weighing $7\frac{1}{2}$ lbs. with a Safir.

Size: $\frac{1}{4}$ oz.

SALAR

This lure is a "MUST" for all fish belonging to the salmon family and for mackerel. In 1966 Mr. Anlon Klieber, Austria, caught a danube salmon weighing $36\frac{1}{2}$ lbs. with this lure.

Sizes: $\frac{1}{4}$, $\frac{1}{2}$ and $\frac{3}{4}$ oz.

SHINER

This lure is a "MUST" for cod and mackerel. In 1965 Mr. Hans Garmusch, Austria, caught a danube salmon weighing 57 lbs. $6\frac{1}{2}$ oz. with a Shiner.

In colours G, S and K.

Sizes: $\frac{1}{4}$, $\frac{3}{7}$, $\frac{5}{8}$ and 1 oz.

DAFFY

In 1965 Mr. Gösta Dahlgren, Sweden, caught a mackerel weighing 4 lbs. with this lure.

Sizes: $\frac{1}{4}$ and $\frac{1}{2}$ oz.

TILLY

Excellent for salmon, trout and perch.

Sizes: $\frac{1}{4}$ and $\frac{5}{8}$ oz.

ABU Casting lead

NEW

This combines an anti-kink vane and a casting weight. It is ideal for casting very light spinners long distances and also for keeping a salmon lure down in deep but fast flowing waters. Available in weights $\frac{1}{4}$, $\frac{3}{7}$ and $\frac{3}{4}$ oz.

Luminous hooks and shrimps

Luminous hooks and shrimps are especially designed for sea fishing and are also extremely useful when fishing at great depth or in dark waters.

THE LUMINOUS SHRIMPS are available in colours red, yellow and orange.

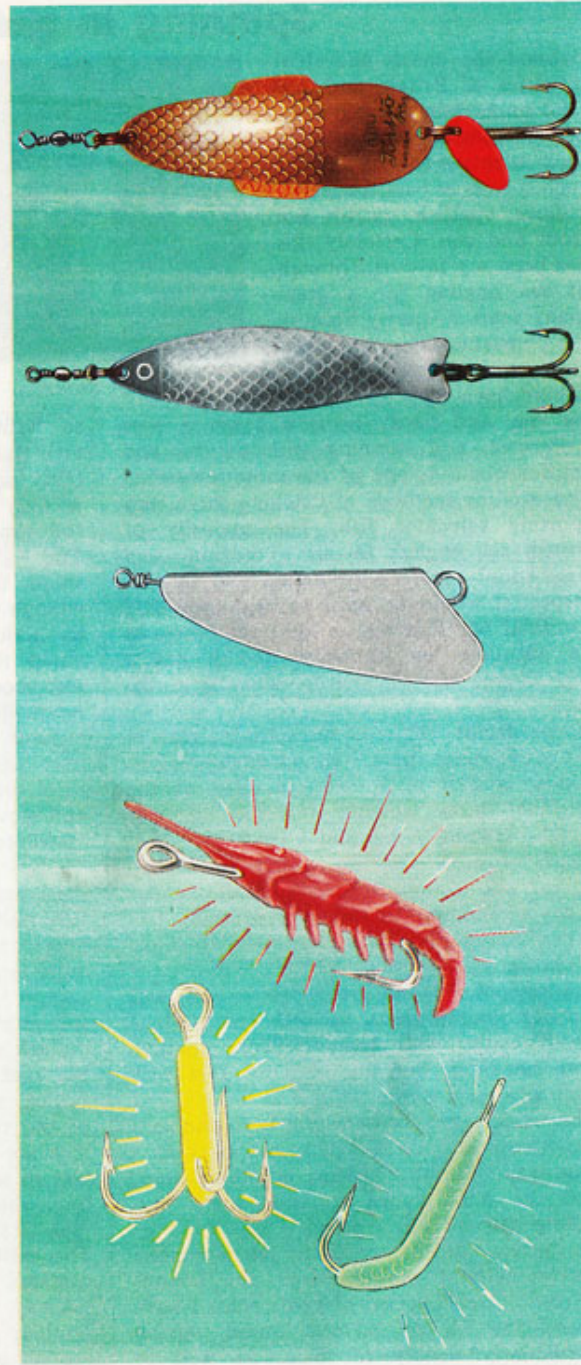
Sizes 1 and 4.

THE LUMINOUS HOOKS are available in yellow, green and red. Single and treble hooks are available.

Sizes:

Single hooks 4/0, 1/0, 1, 2, 3, 4, 6 and 8.

Treble hooks 2/0, 1/0, 1, 2, 3, 4, 6, 8, 10 and 12.



Spinning in the sea

Around the coasts and tidal estuaries of Britain and Ireland an ever-increasing number of anglers are turning their attention to spinning for such species as bass, mackerel, pollack, coalfish, garfish, sea trout and cod. Certainly this has been my favourite branch of sea angling for a great many years — partly because the constant action and ever-changing stratagems of spin-fishing have a special appeal for me, and partly because I am a bass enthusiast, and spinning with natural and artificial baits is one of the most rewarding and exciting methods of catching these very sporting saltwater fish. The majority of British sea anglers favour a medium-sized fixed-spool reel for spinning; and in this respect it would be hard to beat the ABU Cardinal 66. This reel is light yet possesses an adequate line capacity, and it has a high degree of resistance to saltwater corrosion.

If you decide to buy of the spinning rods in the ABU range, then I would advise you to choose a ZOOM 2, because most of the artificial lures suitable for sea spinning weigh between $\frac{3}{8}$ oz. and 1 oz.

Artificial lures vary so widely in design, colour and action that it is small wonder many newcomers to saltwater spinning feel rather bewildered when they have to make a choice.

Fluorescent red and green plastic eels, and natural-coloured plastic sandeels can produce good results with bass, pollack, coalfish and mackerel, but they do not cast very well into an onshore wind.

The modern trend, therefore, is to use self-weighted metal lures which can be cast a long way without using any additional lead, and the ABU range contains some very killing baits of this type.

At the very top of my list of recommended spoon baits I would place the famous "Toby". Over a period of many years I have found the $\frac{5}{8}$ oz. silver-coloured version particularly deadly for bass, as well as



Hugh Stoker

accounting for innumerable mackerel, pollack and coalfish.

Similarly, the "Toby Weedless" is a good bet when spinning for bass over the top of an inshore reef, or in a weedy estuary tideway.

In windy conditions, when a more streamlined type of lure is required, I usually change over to a silver or gold "Koster", "Prisma Pirk" or "Krill". It would be possible

to write a whole article about selecting artificial lures to suit varying sea conditions and fish feeding patterns, but there is only sufficient space here to give the following brief facts:

The $\frac{5}{8}$ oz. "Koster" is a good all-round spoon for rough conditions. It is compact enough to be taken readily by mackerel, and its action is sufficiently lifelike to bring about the downfall of large bass. It will also account for pollack, coalfish and cod. In April/May, when mackerel first appear around the south-western coasts they are only just beginning to change over from their seasonal period of plankton feeding, and most artificial lures fail to interest them. However, a silver $\frac{3}{7}$ oz. "Prisma Pirk" or "Toby" will often yield large catches of these early season mackerel, as well as garfish, pollack, school bass and sea trout.

Later in the season mackerel will attack quite large lures. When long casting is necessary, a $\frac{5}{8}$ oz silver "Prisma Pirk" or "Krill" will often take mixed bags of bass, mackerel, pollack and coalfish; also cod in season.

Big reef bass often fall for a large ABU Reflex, retrieved slowly just over the top of the rocks. Really large "double figure" bass are often present in only two or three feet of water, and to avoid getting snagged up it may be advisable to use the weedless type of spoon.

The ABU Reflex is also one of the best spinners to use when fishing an estuary tideway for bass and sea trout. Cast well up-tide; then work the lure down and around with the current.

Pirks for sea angling

ROBOT

A fish-like jig for ice-fishing, cod fishing and bait-casting on the coast. Mr. Villy Jacobsen, Denmark, caught a sea trout weighing 14 lbs. in 1965 and the same year Mogens Fungh, Denmark, caught a cod weighing 33 lbs. The jig is mounted with a feathered treble hook.

Colours: S, K, S/G, S/K. Size 7 oz. only S.

Sizes: $\frac{3}{7}$, $\frac{5}{8}$, 1, 1 $\frac{1}{2}$ and 7 oz.

PRISMA PIRK

The most reliable cod lure in Europe also good for pike. In 1966 Mr. Carl-Erik Carlsson, Sweden, caught a cod weighing 45 lbs. on Prisma. Mounted with a feathered treble hook.

Colours: S, K, S/G and S/K. 3 $\frac{1}{2}$ and 7 oz. only in S.

Sizes: $\frac{3}{7}$, $\frac{5}{8}$, 1, 1 $\frac{1}{2}$, 3 $\frac{1}{2}$ and 7 oz.

EGON PIRK

The sensational cod lure of 1965 which became a great hit. Mr. Niels Østervemb, Denmark, caught a cod weighing 51 $\frac{1}{2}$ lbs. with "Egon" in 1966.

1 oz. in colours S, K, S/G and S/K

2 ozs in colour S

3 $\frac{1}{2}$ ozs in colour S

7 ozs in colour S

RAUTO SPOON This lure was originally designed for icefishing for char in Scandinavian waters. Now it is being used with great success as a flounder spoon and is reported to be taking large numbers of fish off the south coast of Britain. ABULON Leader 4 ins. 0.40 mm and a barbed shank keep the worm safely on the hook.

Made in sizes $\frac{1}{2}$ and $\frac{7}{8}$ oz. and in colours G, S, K and GSK (three colours; gold, silver and copper).



ABU popular Lure Kits

in practical plastic boxes

CASTING LURE KIT

A practical pocket-size plastic box containing the following six popular ABU lures: Atom $\frac{7}{8}$ oz. (25 g.), Plankton Favourite, Lu, ABU Weedless, all $\frac{3}{4}$ oz. (20 g.), ABU Reflex $\frac{5}{8}$ oz. (18 g.) and Tandem Spinner $\frac{5}{8}$ oz. (18 g.).



SPINNING LURE KIT

A practical pocket-size plastic box containing eight of the most popular ABU lures: Roulette, ABU Reflex, Tommy, ABU Spoon, Little Wiggley, Atom and Safir, all $\frac{1}{4}$ oz. (7 g.) and Salar $\frac{1}{2}$ oz. (15 g.). Two extra sections for small tackle items.

Special Lure Kits

WEEKEND I

I ABU Reflex $\frac{3}{7}$ oz. (12 g.), 1 Tandem Spinner $\frac{3}{7}$ oz. (12 g.), 1 Salar $\frac{1}{2}$ oz. (15 g.), 1 ABU Spoon $\frac{1}{2}$ oz. (15 g.), 1 Record Favourite Weedless $\frac{1}{4}$ oz. (7 g.).

WEEKEND II

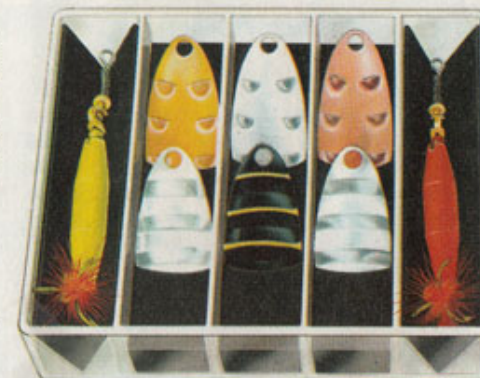
1 Island $\frac{1}{4}$ oz. (7 g.), 1 Salar $\frac{1}{4}$ oz. (7 g.), 1 ABU Reflex $\frac{1}{4}$ oz. (7 g.), 1 Hazard $\frac{1}{4}$ oz. (7 g.), 1 Toby $\frac{1}{4}$ oz. (7 g.).



ABU VARIANT (12 spinners in one)

This spinner is a real sensation. ABU Variant is something different and revolutionary because of its blades being interchangeable. Packed in a smart transparent plastic box, containing 2 bodies, 3 ABU Reflex blades and 3 ABU Sonette blades in assorted colours.

Sizes: $\frac{1}{4}$ and $\frac{3}{7}$ oz.



ABU COCKTAIL LURE KIT

A handy plastic box with 3 outstanding lures. 3 different assortment allow you to choose the Cocktail which suits your water. Each lure in the Cocktail assortment is chosen on the basis of enthusiastic acclaim and remarkable popularity.

COCKTAIL I

Island $\frac{5}{8}$ oz.
ABU Reflex $\frac{5}{8}$ oz.
Toby $\frac{5}{8}$ oz.

COCKTAIL II

Toby $\frac{5}{8}$ oz.
Mörrum spinner $\frac{5}{8}$ oz.
Lu $\frac{5}{8}$ oz.

COCKTAIL III

Krill $\frac{5}{8}$ oz.
Koster $\frac{5}{8}$ oz.
Pep $\frac{5}{8}$ oz.





FLAX ASSORTMENT KIT

Here is unusual value! 5 Flax spinners in assorted colours in a very handy pocket-size plastic box. No extra charge for the box.

Sizes: $\frac{1}{8}$, $\frac{1}{4}$ and $\frac{3}{7}$ oz.



ABU ASSORTMENT KIT

The unprecedented demand and phenomenal sales of the ABU Reflex have prompted the assembly of this special lure kit. Assorted colours.

Sizes: $\frac{1}{8}$, $\frac{1}{4}$ and $\frac{3}{7}$ oz.



ABU SONETTE KIT

The extremely popular ABU Sonette sound-producing spinner in our handy pocket-size 5 compartment plastic box. Assorted colours.

Sizes: $\frac{1}{4}$ and $\frac{3}{7}$ oz.

MUST-lure assortments



MUST LURES FOR PERCH

Kit comprises: ABU Reflex ($\frac{1}{4}$ oz.), Flax Spinner ($\frac{1}{4}$ oz.), Atom ($\frac{1}{4}$ oz.) and Little Wiggley ($\frac{1}{4}$ oz.).



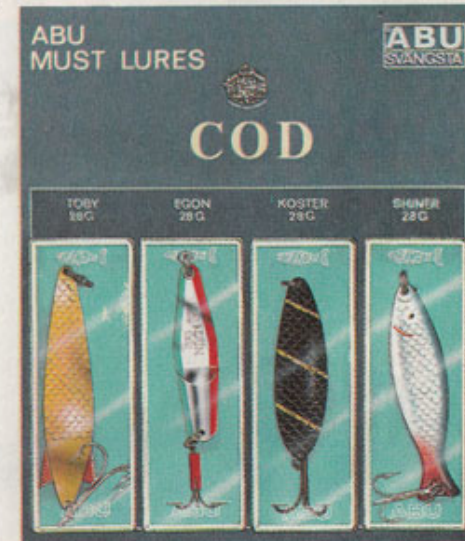
MUST LURES FOR TROUT

Kit comprises: Flax Spinner ($\frac{1}{4}$ oz.), Little Wiggley ($\frac{1}{4}$ oz.), Salar ($\frac{1}{4}$ oz.) and Toby ($\frac{3}{8}$ oz.).



MUST LURES FOR PIKE

Kit comprises: ABU Hi-Lo ($\frac{5}{8}$ oz.), Atom ($\frac{3}{4}$ oz.), Flamingo Giller Weedless ($\frac{5}{8}$ oz.) and ABU Reflex ($\frac{3}{7}$ oz.).



MUST LURES FOR COD AND BASS

Kit comprises: Toby, Egon, Koster and Shiner: all in the 1 oz. size.

ABU FLAME

The ideal fuel for the ABU SMOKER. Fill the can top to half volume with ABU Flame foam and lit. It will burn for about 10 minutes, enough to smoke the fish. One can of ABU Flame is sufficient for about 15 smoking operations.

ABU Flame is safe and easy to transport and will not leak and damage the contents of rucksacks, picnic baskets etc.

Use ABU Flame as a fire-lighter as well! Shake well and hold can up side down when content is let out!

ABU SMOKER

Here's how it's done

1. Clean fish
2. Dry fish well with towel or paper
3. Use *plenty* of salt

Many an angler relishes the enjoyment of sitting down by the water's edge to prepare a delicious meal from his own catch. The compact ABU SMOKER succulently smokes in minutes the delectable meal that satisfies an appetite sharpened by a crisp morning outdoors. The secret is in the special ABU smoke powder that delicately imparts a new and subtle flavour to any kind of fish. Use it for grills too. Take it on picnics and barbecues — even use it at your own fire-side. Every ABU Smoker comes complete in its leatherette case with fuel container, scraper, grid, ABU smoke dust, drip-tray and flame-shield. REMEMBER! Use only ABU special smoke dust for the best results.

*External dimensions: $11\frac{1}{2} \times 6\frac{1}{2} \times 3\frac{1}{8}$ ins.
Extra large bags with special smoke dust for 50 operations also available.*

ABU ELECTRIC FIRE-LIGHTER

NEW

Place the lighter in the hearth with the nozzle at a distance of only $\frac{1}{8}$ "— $\frac{1}{4}$ " from the nearest coal or wood. No paper or other kindling material necessary. Put the plug in the wall-socket and the key in the socket marked 'off' and finally press key back into 'on' position. After a few minutes the fire starts burning. After a few additional minutes the key is moved back to 'off' position. Now let the lighter continue to blow air and serve as bellows.



Accessories

