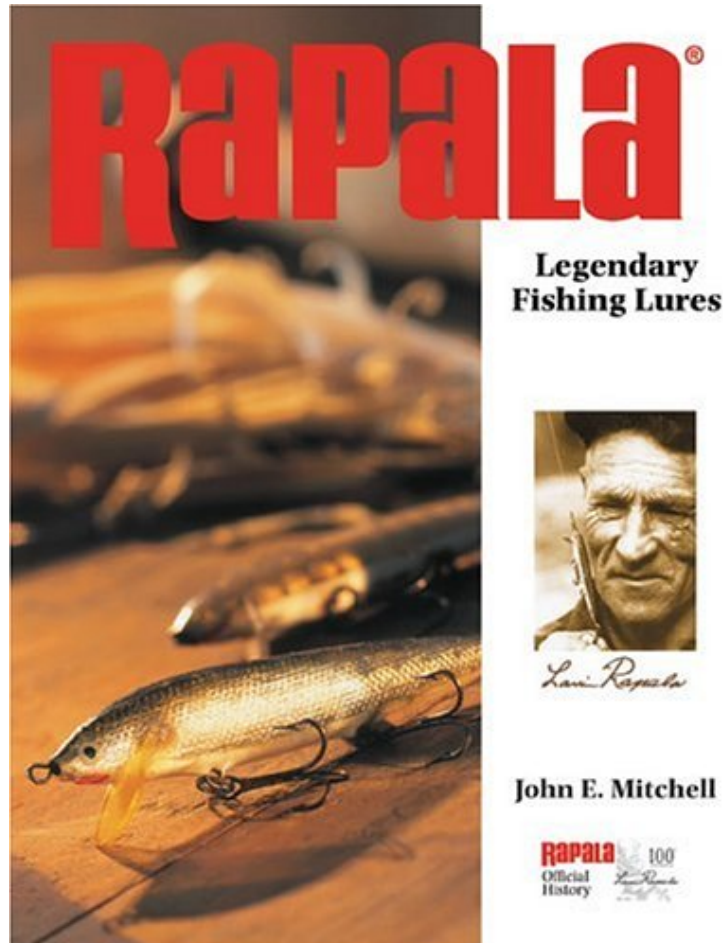


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## Rapala: Legendary Fishing Lures

*John Mitchell*

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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