

Advertising Display

<https://search.bvmuseum.org/link/artifacts3727>

TITLE	Rapala Fishing Lure Display Plaque
CATEGORY	TOOLS AND EQUIPMENT FOR MATERIALS
SUB-CATEGORY	FISHING AND TRAPPING TOOLS AND EQUIPMENT
DESCRIPTION	A thin wood particle backing with 25 different fishing lures glued onto it. At the top and centre of this backing is the block letters that read "Rapala".
HISTORY OF USE	This item was used by Steve Hidber in Oscar's Source for Sports - as of 2017 this had become Dan's Source for Sports. These plaques would be provided by lure manufactures and brought out during fishing season. The same one would be used "over a few years as they did not offer new colours that often back then." Nowadays, Steve says, manufacturers continually renew their stock with new colour variety. Therefore, this plaque and others have declined as manufacturers use colour catalogues and only make smaller cardboard displays that are less involved. This plaque was used in the 1980s.
WIDTH	19
LENGTH	17
UNITS OF MEASUREMENT	Inches
DIMENSION NOTES	Only had the imperial measuring tape during time of accessioning.
ACCESSION NO.	2017.30.1
TYPE OF RECORD	Museum Artifact

Images



