

IMPORTANT DIRECTIONS.

Just tie the line on and bat away, the Bite-Em-Wiggler will do the rest.

Furnished in the following colors:

- No. 101WR—White—Red Head,
No. 102WRR—White — Red Head,
Red Tail,
No. 103BWG—Black—White Head,
Gold Tail,
No. 104BRG—Black—Red Head, Gold
Tail,
No. 105YRR—Yellow — Red Head,
Red Tail,
No. 106YGG—Yellow—Green Head,
Green Tail,
No. 107CW — Choc-Sheen — White
Head.

- No. 108GWR—Gold—White Head,
Red Tail,
No. 109RW—Red—White Head,
No. 110ARR—Aluminum—Red Head,
Red Tail.

Quality Goes In Before the Name
Goes On.

Every Bait guaranteed as to material, workmanship and to meet fully description of finish and action.

Price 85 Cents Each

Manufactured By
BITE-EM-BATE CO.,
Warsaw, Indiana

Some Exclusive Features

OF THE

BITE-EM WIGGLER



The Nickel Plated Spoon on the Tail makes the Bait very active and attractive.

The above illustration shows our New Bite-Em Wiggler No. 101WR.

Manufactured by

The BITE-EM-BATE CO.
WARSAW, INDIANA

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A SEVERE TRYOUT WILL PROVE THE BITE-EM- WIGGLER A SUPERIOR ARTIFICIAL LURE.

The Nickel Plated Spoon rigidly attached to the tail of Bite-Em-Wigglers is the greatest improvement in active lures. When the many advantages of this exclusive Bite-Em-Wiggler attachment are fully understood, by bait casters, these excellent fish-getters will have a welcome and permanent place in all tackle boxes.

This rear spoon makes the lure very active causing it to Dip, Dart, Dive or Skitter at the will of the user. It also adds to the attractiveness of the bait thereby hooking many tardy rear biters which otherwise would be lost.

By getting the active movements from the rear, rather than the head end, the general outline or shape is such that the **Stress or Tension** on Rod, Reel and Line is so little that the life of the tackle is extended many, many times. This alone makes the lure the most economical to use. Not only the saving of rod, reel and line appeals to the good business sense of fishermen but the greatly lessened fatigue to wrist and arm is of no small moment and is appreciated very much by all those who wish to get the most fish with

the greatest ease and pleasure. Even lady casters can work the bait for hours with very little fatigue from retrieving it.

The general stream lines of the Bite-Em-Wiggler are beautiful and appeal to all those who like symmetry and proper proportions of outline.

The paints, enamels and lacquers are especially prepared and applied by experts. They are put on by what is known as the long drying process which makes them the most elastic and durable. The tendency to crack and peel is eliminated and long life can be expected from finishes thus carefully applied.

The **Color Work** is up to Bite-Em-Pate standard, which for several years past, has pleased all who have used our product.

Our color scheme is not a haphazard arrangement to catch the fisherman, but is a scientific combination which raises the fighting ire of all game fishes inducing them to strike with a vengeance.

The hooks now used on all Bite-Em-Bate lures are high grade steel, hand filed to needle points.

Too many fish are lost through the use of dull, poorly tempered hooks. The hooks are so placed on Bite-Em-Wigglers that they cannot interlock nor tangle. This feature commends itself to all whose patience have been often tried by many mixed up hook conditions.

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