

# als

GOLDFISH LURE CO

ESTABLISHED 1952  PROVEN VERSATILITY



# Classics

## About the Goldfish

Named by Field & Stream as one of the 50 greatest lures all time, the Goldfish is a must have in any tackle box. Since 1952, the lure known as the "Al's Goldfish" has been catching everything from giant brown trout to striped bass and everything in between. It simply moves through the water imitating predators' favorite food, a fleeing minnow.



## Easy to use

Cast and allow to drop to desired depth, generally 1 second of time is roughly 1 foot. Then retrieve at a slow steady pace. That's it. You can add a twitch periodically and or a pause to mimic a dying minnow. Direct tie on, split ring or clip are recommended. A swivel will allow lure to spin and reduce wobble action. Slow trolling also works well without swivel. Fast trolling requires swivel.



**Nickel**  
1/2 oz. - Actual Size



**Gold**  
1/4 oz. - Actual Size



**Neon Blue**



**Pink Black**



**Gold Red**



**Red White**



**Copper**  
3/16 oz. - Actual Size



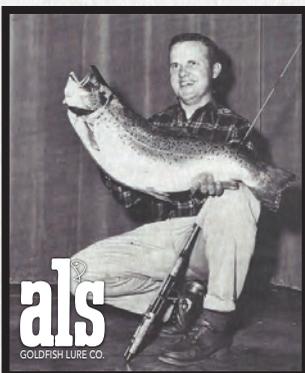
**Gold Orange**



**Chartreuse**

G100	3/16 oz.		1 1/2"		#8 Hook
G200	1/4 oz.		2"		#6 Hook
G300	1/2 oz.		2 3/4"		#2 Hook

*"Thanks again for keeping this fine line of lures alive and in this country."  
- Michael Jones*



## 52 Years and Counting...

In May of 1966 Dana Deblois set the current standing Massachusetts brown trout record with the Gold Orange Goldfish. The record 19 lb, 10 oz., 31" long monster was pulled from the Wachusett reservoir.

## Fish Stories

According to Dana's wife, she had to drive him to go fishing after catching this monster. People learned his car and would follow him around to fish next to him!



Cover design by Eddy Stahowiak



# Northern Edition



*New Product*

## About the Northern Edition

The Northern Edition is the same great lure, it's just BIGGER. The Northern Edition Goldfish is 2 3/4" long, comes in three weights (1/2 oz, 3/4 oz, and 1 1/4 oz), and a variety of colors. Choose between a 1/0 treble hook or a 3/0 single hook with hackle feather on size 6 standard stainless steel ring.

The Goldfish proves its versatility as Pike, Muskie, Walleye, Trout, Salmon and Bass can't resist its distinctive action.



SHOWN IN ACTUAL SIZE



ALL COLORS AVAILABLE WITH SINGLE OR TREBLE HOOK OPTION



# Saltwater Series



**Bunker: 3/4 oz and 1 1/4 oz.  
Actual Size**

*Cast or Jig*



**Black Pearl  
1 1/4 oz.**

**Neon Blue  
3/4 oz. & 1 1/4 oz.**

**Neon Green  
3/4 oz.**

**Chartreuse Pearl  
1 1/4 oz.**

**Gold Orange  
3/4 oz.**

- 100 lb. test rings
- Custom tied 3/0 hooks
- Available in 2 weights
- Goldfish wobble action

- Built Tough
- Marine grade brass
- Hard baked enamels
- Long casts

*"Anyone who fishes the Canal knows that distance is important to catching fish and I averaged between 260 and 280 feet fishing a 9-foot rod with 30-pound test line. It's an incredible lure."*

*Ron Arra, 5 time United States Distance Surfcasting Champion.*

*"In a few hours, the two of us landed over 30 striped bass up to 27". The Goldfish was perfect, and stripers hit it aggressively. Work it up high or if you need to split the water column, pause and let it drop so you can get deep. That lure is blast to fish."*

*Todd Corayer, outdoor writer, blogger and avid angler.  
FISHWRAPWRITER.COM*



# Ice Jigs



The Original Goldfish and Living Lures configured for Ice Fishing. All lures come with red tab that can be added if desired. Can be accessorized with an Al's Tailhook, sold separately.

G100 3/16 oz. | 1 1/2" | #8 Hook



## Tailhooks

- Clip to your lure in seconds with an Al's Goldfish Kwik Klip
- 2" mono leader
- Available in hook size 4 or 6
- 3 pack



# Living Lures & Bob Christopher

**"REAL FISH IMAGES ON BOTH SIDES"**

- ✓ High Resolution Fish Images
- ✓ Al's Original Goldfish Spoon
- ✓ Chip Resistant



## Living Lures

The ultimate in premium spoons, Al's Living Lures are the original goldfish with tough as nails, chip resistant, high resolution imaging of real baitfish on both sides. Just as effective as the original goldfish, but now you can match the hatch and target the food source of the day.



G100 3/16 oz. | 1 1/2" | #8 Hook  
 G200 1/4 oz. | 2" | #6 Hook

*Chart for Both Living Lures and Bob Christopher Series*

## Bob Christopher Series

Bob Christopher has spent almost 50 years quietly designing and painting fishing lures for some of the most popular lures North America has ever seen. Thankfully, Bob is an Al's Goldfish fan and agreed to create some new colors of the legendary goldfish. To no one's surprise, they are beautiful and effective.

**We proudly present the Bob Christopher premium goldfish series.**



# Al's Helgy & Water Witch



Black



## Al's Helgy

The Al's Helgy is a lightweight spoon made to imitate the shape of the Hellgrammite, or Dobsonfly larvae. These formidable insects live in streams throughout the USA and are favorite food of the predators within.

When retrieved it bounces, wobbles and spins imitating many larval insects, hellgrammite and leaches.

H100 1/4 oz. | 1 3/4" | #8 Hook



Black



White



Chartreuse



Copper



Nickel



Genuine Gold

*Great for casting and trolling*

## Al's Water Witch

A long time New England favorite, the Water Witch has been brought back to the market for all to enjoy. Al's only stainless steel bodied lure comes with Nickel or Gold plating and at a reasonable price. Effective and easy to use makes it perfect for young anglers.

P175 1/4 oz | 2" | #8 Hook



Nickel



Gold



# Al's 49er



Neon Blue

Gold

Copper

Nickel

Gold Red

Black

Copper Orange Raspberry

Chartreuse

Copper Orange

Pink Black

Red White

## About

A classic durable trolling and casting lure, at 5/16 oz and 2 ¼ long, it can take the hits from the big Trout, Pike, Pickerel and more without concern. Coming through the water on it's back with a ¾ rotation, the 49er generates flash and vibration as it wobbles during retrieve or troll. Great for slow trolling from a kayak, deep for those big lakers and Salmon, or casting in the holes where lunkers hide.



The wobble of the 49er... direct tie on for ¾ turn wobble.

## Easy to use

Trolling from a kayak or small boat: simply tie on and let line out. The lure is designed to create a modest dive as it's pulled.

When casting, allow to drop to desired depth, generally 1 second of time is roughly 1 foot. Then retrieve at a slow steady pace. That's it. You can add a twitch periodically and or a pause to mimic a dying minnow. Direct tie on or clip are recommended.

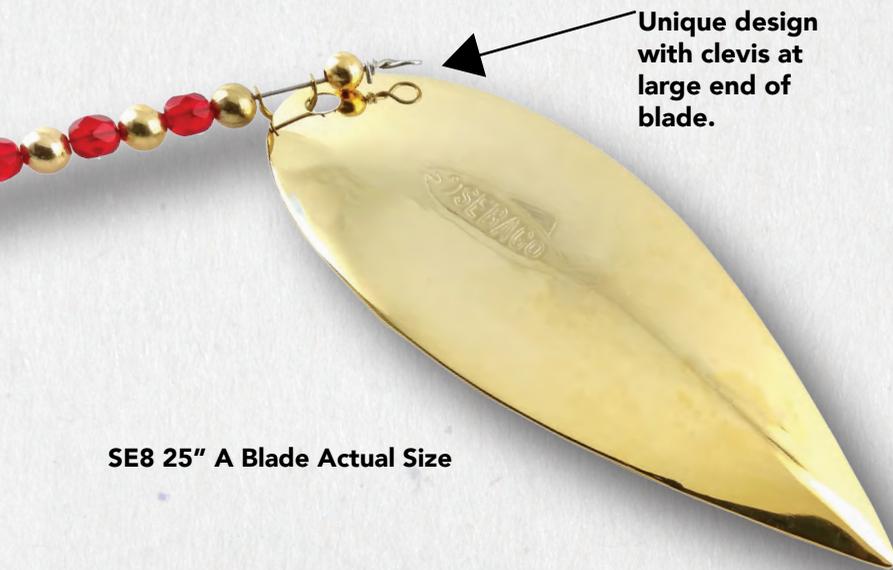


**"The Gold 49er I had so much luck with was stolen by a 20" pickerel last Saturday. After catching over 40 Bass and Pickerel that day, I need to get another one."**

*Bob Sampson, Outdoor Writer*



# Sebago Trolling Rigs



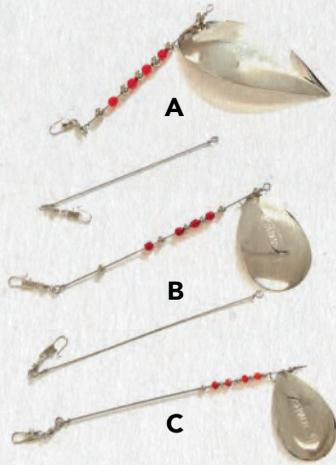
Unique design with clevis at large end of blade.

Named after Maine's deepest lake, the 25" Sebago rig includes the uniquely shaped large A blade. With the clevis at the curve, it creates immense vibration and flash.

Made with stainless steel wires, red glass, brass or nickel plated beads and gold or nickel plated brass A, B & C blades.

The full rig is 5 individual links connected with barrel swivels to stop line spin. It also allows you to change configuration for fishing depth.

SE8 25" A Blade Actual Size



**Starvation Chain:** A & B blades with the bare link between removed to run deep. Troll speed 1.8 knots.

**Strawberry Shallow Runner:** Large A - blade, 18" leader & crawler tipped with power bait. 25-30' depth.

**Yellowstone Limiter:** Like the Strawberry rig, large A-blade, 24" leader & Al's Helgy instead of crawler.



The SE10 is a 11" lake troll with 2 independent sections connected with snap swivels. Made with stainless steel wires, red glass, brass or nickel plated beads and 22K gold or nickel plated brass C & D blades.



SE10 11" C Blade Actual Size

# Accessories

## The ONLY American Made Hook Bonnets

Still Proudly MADE IN THE USA, hook bonnets are a must have accessory for every tackle box. Protect your kids, skin, clothes and upholstery. Get rid of tackle box tangles. Various pack sizes available. Check website or price list for current details.



### Standard Hook Size Chart

Small Blue 12-8 | Medium Green 8-2 | Large Red 2-2/0

## Tailhooks

Quickly and easily clip snelled hooks to spoons, jigs or spinners. Constructed with an Al's Goldfish Kwik Klip on a 2" mono leader. Available in hook sizes 4 or 6. (3 Pack)



## Minnow Rig

### Stainless Steel Wire

The Minnow Rig is a leader through dead or live minnow. Perfect for all gamefish. The detachable double hook with a strong swivel is used with minnows, worms, hellgramites, grasshoppers and frogs. (3 Pack)



AVAILABLE IN LENGTHS

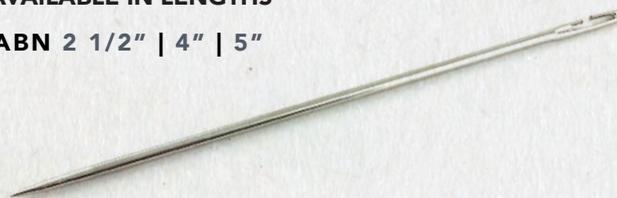
MR 1 1/2" | 2" | 2 1/2" | 3"

## Baiting Needles

A nifty accessory for threading our Minnow Rig. Simple, easy to use and low priced. You will also find many uses for these handy needles around your home or shop. (4 pack)

AVAILABLE IN LENGTHS

ABN 2 1/2" | 4" | 5"



# Accessories



## Fly Line Eyelets

Eliminates knots in flyline where leader is tied  
 No splash when line hits water  
 Soft, smooth, easier casting  
 Line does not catch when pulled through guides  
 Now in more economical 15 packs



FL1 SMALL FL2 LARGE



MAGNIFIED FOR DETAIL



ACTUAL SMALL SIZE



## Kwik Klips

Change flies in seconds  
 Floats with dry fly  
 Natural free action  
 Fly will not whip off  
 6 klips per pack  
 Only one knot to tie  
 Designed for strength

- A 6 SMALL
- B 6 MEDIUM
- C 6 LARGE
- D 6 XLARGE

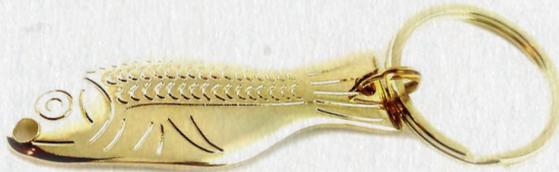
MAGNIFIED FOR DETAIL



ACTUAL SMALL SIZE

## Al's Good Fortune Keyring

For centuries, goldfish have been considered symbols of good fortune. It is believed that a goldfish or its likeness in a home allows good fortune to enter and stay. What is better than allowing good fortune to stay right in your pocket? Use as is or attach it to an existing keyring. Give a genuine gold plated Al's Goldfish Good Fortune Keyring to each member of your family and friends to create "A Circle of Good Fortune."



## Fishing Clippers

These clippers have a sharp flat clipping edge for your line, small knife blade and de-tangler. Handy accessory for fishing or everyday life.

## Al's Apparel

Check our website for current stock of hats, shirts and other apparel.



## Precision Oiler

Allows you to easily place a drop of light weight machine oil exactly where you want it. Great for boats, reels, hinges and more.



*A must have on any boat*



# Al's 2018 Anglers of the Year



## Mike Arena - Westfield, MA

Mike Arena caught this impressive smallmouth bass on a gold 1/2 oz Goldfish from a reservoir in Western Massachusetts. Mike told us he grew up near the original Al's Goldfish Company storefront – Stuart's Sports Shop – and said "I've had these lures since the 1960's. For trout they are great but I was so happy to catch huge smallmouths. My son Eric bought me many of these in all different colors."

We talked to Eric too, and he told us "my dad gave me a copper 1/4 oz Al's Goldfish when I was just a kid and it was the first lure I ever caught a trout on" ...a wonderful story we frequently hear.



Al's Original Goldfish, 1/2 oz.

## Michael and Benjamin Jones - Columbus, NE

The story behind this submission has a backstory, so we'll start with it. Mike Jones told us he acquired his first Goldfish when he bought an old tackle box that contained a Goldfish at a rummage sale. After researching Al's Goldfish, he became a fan. One Christmas, his wife surprised him by making an advent calendar out of Al's Goldfish lures – a different lure for every day! Fast forward to this submission...the email we received with these photos said "Sometimes a Goldfish isn't the best lure...sometimes, it's a gold Water Witch! My son Benjamin used his gold Water Witch yesterday afternoon to catch rainbow trout, largemouth bass, black crappie, bluegill, and sunfish...all from the same body of water. We had all of the Goldfish from my advent calendar Christmas tree that he wanted to try, but they sat on the sidelines because the Water Witch never cooled off." He went on to say Ben was actually jigging with the Water Witch, and that it has a different flutter that is more side to side on the drop than a lot of other spoons.

