

32

Bass Lures

We polled Bassmaster Elite Series anglers, BASS writers and independent retailers across the country for the must-have bass lures of 2010.

BY RONELL SMITH

Can't-Miss



Yuki Bug
Owner 1



2
Twin Spin
War Eagle



3
Goby
Ouzo Baits

4
SideWinder
Stanley Jigs



6
Gulp Alive
Berkley

5
Crazy Legs
Chigger Craw
Berkley





7 Ultimate Topwater Shad
Culprit



8 Ultra Frog
Z-Man



9 Hydra
Damiki



10 BBZ-1 Jr.
Spro



11 Fighting Frog
Big Bite Baits



12 Sasuteki Craw
Jackall
Bros.



14 Magic Swimmer Soft Pro
Sebile



15 Mad Dad Minnow
Crème Lures

13 Football
Mop Jig
Buckeye



32 Can't-Miss Bass Lures



THE SERIES 6

XD

Xtra-Deep

DIVING CRANKBAITS

ONLY FROM

Strike King
LURE COMPANY

#1 IN FISHING LURES



WWW.STRIKEKING.COM

CIRCLE NO. 019 ON READER SERVICE CARD



16 Ish's Phat Frog
Snag Proof



17 SuperpinTail
Jackall Bros.



18 Sashimi Shad
Yo-Zuri



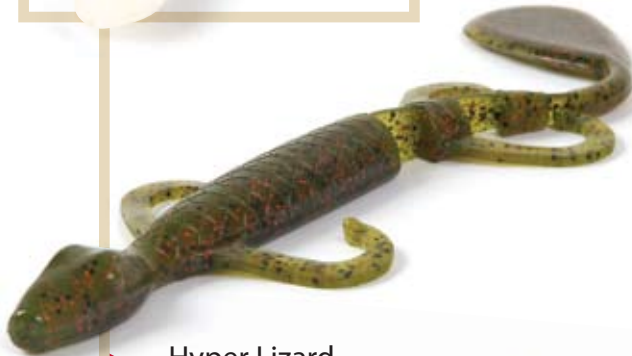
19 Swimming Super Fluke
Zoom



20 BLT (Baby Line Thru)
Optimum



21 Pointer 95 Silent
Lucky Craft



22 Hyper Lizard
Lake Fork Tackle



23 Rico Suave
Lobina Lures



24 Live Target
Koppers

YO-ZURI SASHIMI SERIES

INNOVATIVE COLOR CHANGE TECHNOLOGY

NEW
CIRCLE
HOOKS!



R994 Floating Minnow
R995 Suspending Jerkbait

R998 Floating Pencil

The Highest
Profit Lures on
the Market!

CATCH MORE, KILL LESS™

Yo-Zuri is proud to present the first and only circle hook factory produced series of lures. We now offer three styles; Sashimi Jerkbait, Sashimi Pencil and Sashimi Floating Minnow. There is a Sashimi Circle Hook lure for every application; Pencil for top water action, Jerkbait for suspending fish and the Floating Minnow for shallow water twitching. With the innovative and Patented Sashimi color changing technology and proven conservation circle hooks, you now have a one-two punch that is not available from any other manufacturer. You will "Catch More, Kill Less".

www.Yo-Zuri.com US Patent Pending: U.S.#11/651, 615
International Patent Pending: #PCT/JP2007/068739

CIRCLE NO. 021 ON READER SERVICE CARD

THE NEXT GENERATION IN BIODEGRADABLE BAITS

Excite-A-Bite!

NEW
for 2010

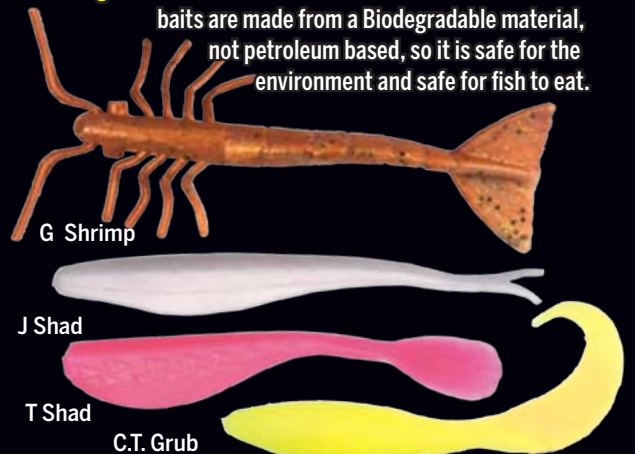
Releasing Potent Pheromones

Excite
Sales!

WHAT IF YOU COULD ACTUALLY
STIMULATE THE FISH TO FEED?

Then you would have the ability to catch
them in most every fishing situation.

Excite-A-Bite is an innovative blend of natural and synthetic Feeding Pheromones that entice fish to feed. Excite-A-Bite baits are made from a Biodegradable material, not petroleum based, so it is safe for the environment and safe for fish to eat.



G Shrimp

J Shad

T Shad

C.T. Grub

www.yo-zuri.com

CIRCLE NO. 022 ON READER SERVICE CARD

SKA Pro Team Crikey caught this monster wahoo using HI-SEAS 100% Fluorocarbon.

SKA Pro Andre Moore
-Team Crikey



- MATCHES LIGHT REFRACTIVITY OF WATER
- VIRTUALLY INVISIBLE UNDERWATER
- FASTER SINK RATE THAN MONO
- ABRASION RESISTANT



- WORLD'S FIRST MULTI COLOR FLUROCARBON
- THE MULTIPLE COLORS REDUCE LIGHT TRANSMISSION ALONG THE LINE



CIRCLE NO. 001 ON READER SERVICE CARD

32 Can't Miss Bass Lures



Tru-Life Swimmbait (5-inch)
Tru-Tungsten 25



MaxRap
Rapala 26



Money Frog
Yum 27

Snag Proof Introduces the New Face of Frogging **PHAT FROG = FAT BASS!**

Designed by Bass Elite Series pro Ish Monroe, the Phat Frog delivers superior performance with the most advanced features ever.

**It chugs. It walks.
It spits water.
It catches BIG BASS!**

Phat frog
available
Spring 2010



1-800-762-4773
www.snagproof.com

CIRCLE NO. 017 ON READER SERVICE CARD

28 **Big Eyed Pro Frog**
Panther Martin



32 **Biffle Bug**
Gene Larew



FTR



Rattling Laser Lure
LaserLure 29



Rage Eelinator
Strike King 30



Money Hound
Yum 31

The background of the advertisement features a large, detailed image of a Magic Swimmer lure in a dark, textured environment. The lure is shown in two orientations: one horizontally and one vertically. The text 'MAGIC!' is written in large, bold, red letters at the top. Below it, the tagline 'Fish Hard and Fish Soft' is written in a smaller, white font. The words 'Original Magic Swimmer' and 'Magic Swimmer SOFT' are placed near their respective lure images. The bottom of the ad features the Sebile logo and the text 'INNOVATIVE FISHING'.

MAGIC!

Fish Hard and Fish Soft



Original Magic Swimmer

Magic Swimmer SOFT

The **ORIGINAL** Magic Swimmer is the tournament proven king of jointed, hard swimbaits.

Fast-sinking models now available, plus sinking and slow sinking

Fast-sinking versions swim on the drop, without any angler action

Perfect for power fishing due to their innovative engineering which allows for a wide range of retrieval speeds

8 sizes in all, ranging from 3 1/2" inches to 9"

Preferred swimbait on the BASS Elite Tour, key lure in wins by Todd Faircloth, Kenyon Hill and Jason Williamson

NEW! Magic Swimmer SOFT, with exactly the same look and swimming action of the original but can be fished weedless.

Pre-marked rigging holes in nose and body for perfect hook placement

Package includes the SEBILE Soft Weight System

Stunning hand-painted color finishes

Not just a swimbait, but a very effective jerkbait; also deadly when fished on Texas, Carolina and Drop-Shot rigs

For Magic Swimmer fishing tips, and to see all models and colors, visit:

www.Sebileusa.com

Sebile
INNOVATIVE FISHING

CIRCLE NO. 016 ON READER SERVICE CARD