

BY DARL BLACK & MIKE PEHANICH

# Lures



The hottest lures  
of 2010 are  
likely found on  
these pages.

## Rat-L-Trap High-Def

Bill Lewis Lures

The newest Rat-L-Traps feature engraved scales, 3-D eyes and detailed hand painting. The Liv-N-Sound feature has been modified to a lower frequency pitch for clear water. The 21 new HD Traps are available in a three-pattern Tilapia Series, six-pattern Sunfish Series and a 12-pattern specific baitfish Northwoods Series.

» [www.rat-l-trap.com](http://www.rat-l-trap.com);  
318-487-0352



## 5-inch PowerBait Hand Poured Curl Tail Worm

Berkley

The 5-inch Hand Poured Curl Tail Worm joins Berkley's Poured Finesse Worm lineup. The Curl Tail provides added vibration and can be fished Texas-style or on a finesse leadhead. It will be available in 12 colors.

» [www.purefishing.com](http://www.purefishing.com);  
803-754-7000



## PowerBait Ripple Shad

Berkley

A unique segmented body provides more vibration and swimming action. The ripple sides offer better scent dispersion. The oversize red eye offers another fish attraction trigger.

The Ripple Shad is available in two lengths and eight colors.  
» [www.purefishing.com](http://www.purefishing.com);  
803-754-7000



## 1-inch Gulp Alive Minnow

Berkley

Following the success of larger minnows in the Gulp Alive lineup, the company downsized the minnow. The 1-inch Gulp Alive Minnow is available in seven colors.

» [www.purefishing.com](http://www.purefishing.com);  
803-754-7000



## Scooter Jig Accent

A patent-pending free-range hook system is the heart of the new Scooter Jig, which amounts to a wide gap hook hinged to a leadhead jig, allowing unhampered hook movement and more natural bait/trailer appearance.  
» [www.fishaccent.com](http://www.fishaccent.com);  
636-519-4840

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### Ultimate Topwater Shad

Culprit

Having the profile of a baitfish but being weedless as well, the Ultimate Topwater Shad has a walk-the-dog action that entices open water predators; or it can be fished in the thickest cover. The lure is available in five colors.

» [www.culprit.com](http://www.culprit.com); 888-252-7421



### Hard Leg Elite FrogZ

Z-Man

The FrogZ combines two plastics of varying hardness, making it a lure that can withstand numerous assaults from hungry bass.

» [www.zmanfishing.com](http://www.zmanfishing.com);  
843-377-2800



### Ultra Frog

Z-Man

The closed-cell Elaztech body of this new frog from Z-Man will not absorb water and comes with the company's innovative Trigger Hook.

» [www.zmanfishing.com](http://www.zmanfishing.com);  
843-377-2800

### WormClad Wacky Spin

IronClads/Lake Resources Group

The Wacky Spin combines a wacky-rigged WormClad with a single spinner blade for added attraction.

» [www.ironcladlures.com](http://www.ironcladlures.com);  
608-513-3535



### Rattling Laser

LaserLure

Incorporating the company's patented laser technology with new sound and vibration, LaserLure has created controlled rapid movement in its new Rattling Laser, a lipless bait featuring detailed scaling, 3-D eyes and red Mustad Triple Grip hooks. It is available in 15 colors.

» [www.laserlure.com](http://www.laserlure.com);  
877-527-5873

### Laser Jig

LaserLure

Explaining that its laser light beam elicits frenzied responses from fish, LaserLure introduces its water-activated, computer-controlled laser beam infused into a jig.

» [www.laserlure.com](http://www.laserlure.com); 877-527-5873

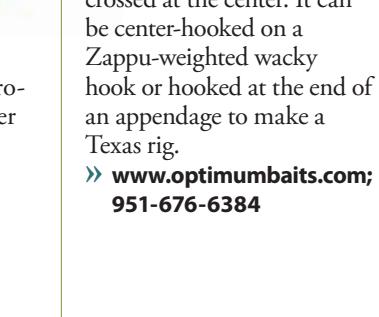


### Cross Swamp

Reins Japan

This X-shaped bait looks like two plastic worms crossed at the center. It can be center-hooked on a Zappu-weighted wacky hook or hooked at the end of an appendage to make a Texas rig.

» [www.optimumbaits.com](http://www.optimumbaits.com);  
951-676-6384





## Mr. Walleye Crawler Hauler

Northland Fishing Tackle

Created to quell the demand from anglers who troll and drift the Great Lakes for walleye, the Mr. Walleye Crawler Hauler has metallic fish scale attractor blades, comes rigged with a 17-pound-test fluorocarbon leader and is available in 12 different blade colors.

» [www.northlandtackle.com](http://www.northlandtackle.com); 218-751-6723



## Macho Minnow

Northland Fishing Tackle

The Macho Minnow is a minnow-imitating jigging spoon developed for vertical jigging below a boat or ice hole. It features a cut-slab beveled-edge design that creates an erratic tumbling, darting action and has a kicker fin tail. The lure is available in six sizes and 10 holographic baitfish image patterns.

» [www.northlandtackle.com](http://www.northlandtackle.com); 218-751-6723



## Hyper Lizard

Lake Fork Tackle

Available in 6- and 9-inch sizes, this segmented lizard has a paddle tail and swims naturally even when falling through the water column.

» [www.lftlures.com](http://www.lftlures.com); 800-408-2028



## Road Runner Natural Science Series

TTI-Blakemore

The company's Natural Science series of jigheads features 3-D eyes, a black nickel hook and a custom foil finish. This series is available in two sizes and seven custom baitfish finishes.

» [www.ttiblakemore.com](http://www.ttiblakemore.com); 334-567-2011



## EPG Pointer 170/180

Lucky Craft

These jointed slow-sinking swimmers, built for muskie and Northern pike, have heavy-duty hardware and are available in nine specific finishes representative of Northern baitfish.

» [www.luckyraft.com](http://www.luckyraft.com); 714-241-8484



## Walleye Stacker

TTI-Blakemore

Designed for drifting or slow trolling, this rig incorporates a No. 2 StandOut hook several inches above a Road Runner glow-head. The rigs are available in four colors.

» [www.ttiblakemore.com](http://www.ttiblakemore.com); 334-567-2011



## Pointer 95 Silent

Lucky Craft

Designed for the most finicky fish in clear, cold water, this Pointer does not have rattles or a weight transfer system. The Pointer 95 is available in 14 finishes.

» [www.luckyraft.com](http://www.luckyraft.com); 714-241-8484



## 3-Joint Pointer 125

Lucky Craft

Designed to work close to the surface, the 3-Joint Pointer 125 can be fished like a swimbait or jerkbait. The lure weighs 1 ounce and is available in eight colors.

» [www.luckyraft.com](http://www.luckyraft.com); 714-241-8484



### rEvolution Shad

#### Reaction Strike

Designed by Bassmaster Elite Series angler Mark Burgess, the rEvolution Shad swimbait is a 4-inch-long jointed hard bait available in wake, slow-fall, fast-fall and suspending models.

» [www.reactionstrike.com](http://www.reactionstrike.com);  
317-752-8608



### Strikeback Spinnerbait

#### MegaStrike

This spinnerbait has a midsection joint that allows the hook to swing 180 degrees, thereby reducing the chance of a fish throwing the lure. It is available in three weights and five color combinations.

» [www.megastrike.com](http://www.megastrike.com);  
866-454-6487



### 4-Runner Spinnerbait

#### Santone Lures

The 4-Runner is available in 3/8- to 1 1/2-ounce sizes and 19 color combinations.

» [www.santonetolures.com](http://www.santonetolures.com);  
903-285-0648



### HardNose Snake

#### Mann's

Described as "the world's only soft plastic snake that stays put on the hook," this 10-inch floating snake is the latest addition to the HardNose lineup. Capable of floating a 5/0 hook, the beefier body provides more weight for greater casting distance. The snake is available in five colors.

» [www.mannsbait.com](http://www.mannsbait.com); 334-687-5716



### Textured Stretch 6+

#### Mann's

The newest member of the Stretch series from Mann's has the textured look of a real baitfish. The 6+ complements the deeper divers in the Stretch series, allowing anglers to cover shallower water when casting or trolling for large gamefish. It is offered in 12 color schemes.

» [www.mannsbait.com](http://www.mannsbait.com); 334-687-5716



### Paddle Tail Worm

#### NetBait

If you're looking for a worm that can kick up a fuss, look no further than NetBait's Paddle Tail Worm, which has an oversize tail. It can be fished along the bottom or as a "buzzer" on top.

» [www.netbait.com](http://www.netbait.com); 334-382-3080

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### Booyah Micro Pond Magic Booyah

A single Colorado blade on an R-bend wire produces an emphatic, fish-attracting thump on this durable 1/8-ounce spinnerbait. The lure features a Bio-Flex silicone skirt, 3-D eyes and a round bend Mustad hook.

» [www.booyahbaits.com](http://www.booyahbaits.com);  
479-782-8971



## Drop Shot Worm

### Skinny Bear Bass Jigs

This 3 1/2-inch soft plastic minnow bait can be employed for drop shooting, split shotting or on a darter head. The oversize eyes and detailed scale pattern combine to make a realistic minnow bait that will fool any bass.

» [www.skinnybearbassjigs.com](http://www.skinnybearbassjigs.com); 661-589-4564



## 4-Flex Shad

### Uncle Josh

A hard-bodied swimbait, the 4-Flex Shad's segmented body always remains upright and can be made to turn 180 degrees with a hard snap of the rod. The slow-sinking lure is available in six prefish patterns.

» [www.unclejosh.com](http://www.unclejosh.com); 920-563-2491



## Ish's Phat Frog

### Snag Proof

Designed by Bassmaster Elite Series angler Ish Monroe, the Phat Frog features an inner tube construction, making it virtually unsinkable because the hollow body cannot fill up with water. The legs of the lure are also set farther apart on the lure to enhance hook sets. The lure is available in eight colors.

» [www.snagproof.com](http://www.snagproof.com); 513-489-6483



## Mad Dog Minnow

### Crème Lures

This lipless flex plug combines hard bait action with the feel of soft plastic. An interchangeable hook system allows use of a double or single hook to reduce hang-ups around cover or a treble hook for open water. The lure is offered in eight colors.

» [www.cremelure.com](http://www.cremelure.com); 800-445-8737



## BBZ-1 Jr.

### Spro

Building on the big-fish catching success of the original BBZ-1, the Jr. measures 6 inches, swims like the real thing and has an amazing finish.

» [www.spro.com](http://www.spro.com); 770-919-1722



## King Daddy Bronzeye Frog

### Spro

An upsized version of the popular Spro Bronzeye Frog, the King Daddy weighs 1 ounce, features a 6/0 Gamakatsu Superline EWG double hook and is available in six colors.

» [www.spro.com](http://www.spro.com); 770-919-1722



## Little John DD

### Spro

With the addition of the Little John DD (Deep Diver), Spro now offers a crankbait that dives to a true 20 feet. The Little John DD features a tungsten weight-transfer system and aerodynamic design for long casts. The lure weighs 1 ounce and comes in seven colors.

» [www.spro.com](http://www.spro.com); 770-919-1722



### Spin Shad

Sebile

The Spin Shad has a wide, weighted belly, narrow back and a shad-shaped blade as a trailer. The lure is available in 3/4- and 1 1/4-ounce sizes.

» [www.sebileusa.com](http://www.sebileusa.com); 325-437-8103



### Magic Swimmer Soft Pro

Sebile

This soft plastic version of the wildly popular hard bait has an impressive finish and an incredibly lifelike swimming action. The lure is available in two sizes, 4- and 5-inch, and a host of lifelike colors.

» [www.sebileusa.com](http://www.sebileusa.com);  
325-437-8103



### Vibrato Jig

Sebile

This unique vibrating jig lure flutters and vibrates on both the upstroke and fall. Designed as a multispecies lure for deep water, the Vibrato is available in six sizes and six colors.

» [www.sebileusa.com](http://www.sebileusa.com); 325-437-8103



### Ugly Frog

Ultimate Bucket Mouth

This realistic fake amphibian, complete with bumps and warts, not only looks like a real frog but floats like one. It can be hopped or skipped along the surface.

» [www.ultimatebucketmouth.com](http://www.ultimatebucketmouth.com);  
281-528-9410

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## Hunchback Wake Bait

Strike Pro

An addition to the Hunchback series of bug-eyed diving baits, the EG-112 wake bait comes in two sizes and will walk-the-dog on the surface on a direct retrieve. The lure is available in 13 colors.

» [www.strikepro.com.tw](http://www.strikepro.com.tw);

409-938-7400



## Flex Crawfish

Strike Pro

One of the more realistic lures to be shown at ICAST 2009, the Flex Crawfish can be used for flipping and pitching or crawled along the bottom in deeper water. The action of this lure is that of a crawfish moving backward, tail under body. It also contains a rattle.

» [www.strikepro.com.tw](http://www.strikepro.com.tw); 409-938-7400



## Rude Frog

Tuscaroran Pro-Lures

This frog, said to be impossible to roll upside down during the retrieve, is made of firmer soft plastic capable of standing up to catching multiple fish.

» [tuscaroranlures@bellsouth.net](mailto:tuscaroranlures@bellsouth.net);

954-651-7312

## Hydra

Damiki

The tentacles of this lure are made of a buoyant material, causing the skirt to flare, making what looks like a tube into a killer bait even when it is sitting still on the bottom.

» [www.damiki.com](http://www.damiki.com); 661-702-0506



## MTS Spinnerbait

Damiki

The multi-hull design of this spinnerbait's head adds turbulence and makes the lure track well, even at high speeds. The bait features a silicone skirt and a three-pronged trailer keeper.

» [www.damiki.com](http://www.damiki.com);

661-702-0506



## Mamba Jig

Damiki

The streamlined head of this jig makes it ideal for fishing heavy cover. It features a skirt made with both fine round rubber and cut silicone, said to give the jig a natural pulsating action when retrieved; and it is available in 1/4-, 3/8- and 1/2-ounce sizes.

» [www.damiki.com](http://www.damiki.com);

661-702-0506



## Ultimate Vision Lures

Tightlines

The company's ultraviolet lures are available in nine body styles and 12 colors.

» [www.uv-tackle.com](http://www.uv-tackle.com);

660-853-9290



## Hildebrandt Elite Pro Series Spinnerbait

Yakima Bait Co.

These spinnerbaits feature an ultraviolet coating on the blades and are available in three sizes and eight colors.

» [www.yakimabait.com](http://www.yakimabait.com);

800-527-2711



### UV Series Fish Catcher

Bechhold & Son Flasher & Lure Co.

This inline downrigger vertical attractor attachment has ultraviolet coating, making it ideal for fishing in deep water and in low light conditions.

» [www.fishcatcher.com](http://www.fishcatcher.com);  
530-367-6650

### Mad Maxx

Fish Harder Co.

This frog has 3-D eyes, tungsten rattles and a MiHatchii hook. It also features a drain hole at the rear to prevent the frog from taking on water and sinking.

» [www.tru-tungsten.com](http://www.tru-tungsten.com);  
724-349-2267



### Fisher's Choice

Timbuktu Outdoors

These canned crickets, wax worms, superworms (large meal worms) and nightcrawlers give anglers a go-anywhere package when real bait is required.

» [www.timbuktuoutdoors.com](http://www.timbuktuoutdoors.com);  
706-343-6098

### 5-inch Tru-Life Swimbait

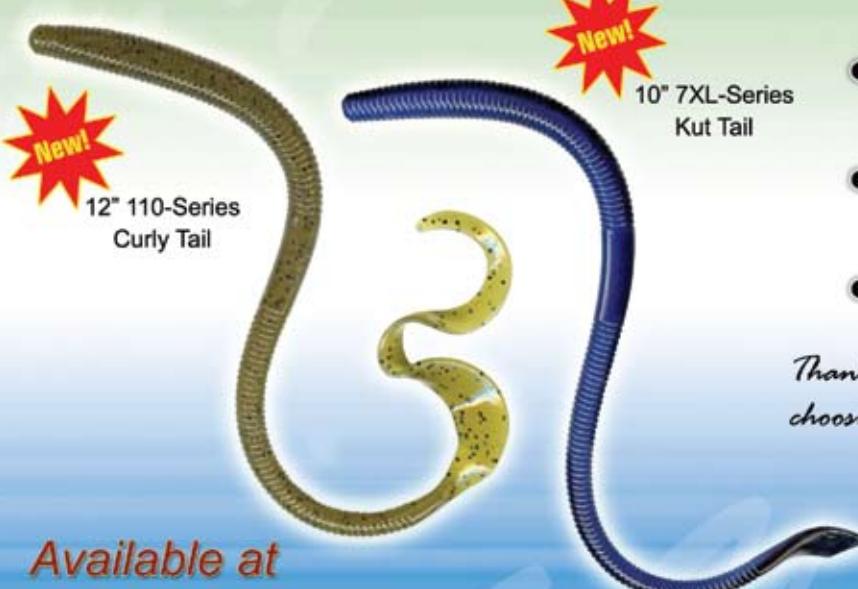
Fish Harder Co.

Available in wake/slow-sinking and slow/fast-sinking versions, this realistic 5-inch comes with two removable tungsten balls to adjust the rate of its fall.

» [www.tru-tungsten.com](http://www.tru-tungsten.com); 724-349-2267



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## Biffle Bug

Gene Larew

This versatile hollow-bodied creature bait has thin front-end tentacles, ribbontail legs, webbed feet and a flat tapered tail to a beaver body. Anglers can pinch off the rear legs to create a glide bait. The lure is also great for Texas or Carolina rigs.

» [www.genelarewlures.com](http://www.genelarewlures.com); 800-937-7258



## Bobby Garland Mo' Glo

Gene Larew

The three crappie plugs — Slab Slay-r, Baby Shad and Stroll'R — in this line glow like you wouldn't believe. They are great for paring with the company's Mo' Glo Jigheads.

» [www.genelarewlures.com](http://www.genelarewlures.com); 800-937-7258

## Curly Tail Worm & Kut Tail Worm

Gary Yamamoto

Two of the company's most popular soft baits have been upsized: The Curly Tail is now available in a 12-inch version; and the Kut Tail now comes in a 10-inch size. They can be fished Texas rigged on a 4/0 or 5/0 extra-wide gap hook.

» [www.baits.com](http://www.baits.com); 928-645-3812



## Lindy Shadling

Lindy

The company captured the exact colors and patterns of popular baitfish to create this line of lures. The M-frame pull point helps the lure run straight at nearly any speed.

» [www.lindyfishingtackle.com](http://www.lindyfishingtackle.com); 218-829-1714

## SuperpinTail

Jackall Bros.

A cousin to Jackall's Crosstail Shad, this quivering drop shot bait has 3-D eyes and comes in six realistic colors, such as goby, perch and baby bass.

» [www.jackall-lures.com](http://www.jackall-lures.com); 562-493-0300



## Sasuketi Craw

Jackall Bros.

Designed for pitching and flipping applications, this near 4-inch lure has a torpedo-shaped body and oversize claws. It is available in six colors, including green pumpkin.

» [www.jackall-lures.com](http://www.jackall-lures.com); 562-493-0300



## Viking Glow Spoon

Lindy

The original Viking Spoon is now available in six new glow colors designed for low light ice fishing conditions or presentations in extremely deep water beyond the reach of sunlight.

» [www.lindyfishingtackle.com](http://www.lindyfishingtackle.com); 218-829-1714



## Vis Shad

Molix

This swimbait features a flow-through design said to create turbulence and an erratic action as the lure moves through the water.

» [www.molixfishing.com](http://www.molixfishing.com); +39-051-887919



## SLOG

Secret Weapon Lures

This lure kit includes a plastic head and three separate ElaZtech plastics — lizard, snake and frog — for combinations that can be fished throughout the water column.

» [www.secretweaponlures.com](http://www.secretweaponlures.com); 615-469-5710



## 7-inch BLT (Baby Line Thru)

### Optimum

The upsized BLT is ideal for big bass, trophy stripers, muskie and pike. And like all BLTs, the line passes through a sleeve to tie directly to a belly-positioned hook that pulls away from the lure during the fight.

» [www.optimumbaits.com](http://www.optimumbaits.com);  
951-676-6384



## 7-inch Double Diamond

### Optimum

This supersized swimbait features subtle design changes that allow it to track true on a weighted or unweighted 11/0 hook. It's available in 30 colors.

» [www.optimumbaits.com](http://www.optimumbaits.com);  
951-676-6384



## Crank, Spin & Buzz

### Secret Weapon Lures

This mix and match wire-bait kit offers 22 components, including Colorado, willow and buzzbait blades, along with assorted skirts and trailers, for anglers who like to make their own spinnerbaits and buzzbaits.

» [www.secretweaponlures.com](http://www.secretweaponlures.com);  
615-469-5710

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[espnoutdoors.com/classifieds](http://espnoutdoors.com/classifieds)



## MaxRap

Rapala VMC Corp.

This suspending jerkbait features an aerodynamic body and patented internal MaxCast system for long-distance casting. The bait features laser-engraved scales and a wounded-minnow action.

» [www.rapala.com](http://www.rapala.com);  
952-933-0046



## Flat Rap

Rapala VMC Corp.

Flat sides and a triangular lip give this slow-rising balsa jerkbait, available in 3 1/8- and 4-inch sizes, a unique look and action.

» [www.rapala.com](http://www.rapala.com);  
952-933-0046



## Trigger X

Rapala VMC

The company's line of soft plastics is fused with bio-salt and Ultrabite species-specific aggression pheromones.

» [www.triggerx.com](http://www.triggerx.com);  
952-933-0046



## SkippyFiSH

Skippy FiSH Bait Co.

The company's jerkbait has a Y-shaped tail and comes in several realistic colors.

» [www.skippyfish.com](http://www.skippyfish.com); 610-906-3114



## Trolls-To-Shad & Trolls-To-Minnow

Rapala VMC Corp.

Inspired by the DT crankbait series, these trolling-specific lures dive to specific depths when attached to the end of 100 feet of 10-pound-test monofilament. The two sizes available for each model are designed to reach 5- and 20-foot depths.

» [www.rapala.com](http://www.rapala.com);  
952-933-0046



## BT Thin

Bayou Tackle

The thin profile of this spinnerbait helps it swim through the gnarliest cover while remaining balanced. The lures are available in 3/8- and 1/2-ounce sizes.

» [www.bayouttackle.com](http://www.bayouttackle.com);  
608-444-9102

## BioPulse

Mystic Tackleworks

The lure that won the Best Hard Lure category of ICAST 2008 never made it to market in 2009. A newer, better lure will, however, make it to market in 2010, the company says. The BioPulse system combines a realistic bait profile with a neurosensory stimulating attractant said to drive fish to bite.

» [www.mystictackleworks.com](http://www.mystictackleworks.com);  
860-415-0530



### Hack Attack Jig

Strike King

Designed by Bassmaster Elite Series angler Greg Hackney for use in heavy cover, this jig is made to withstand the punishment of braid or heavy fluorocarbon line and stout tackle. The jig also features an exclusive heavy-wire black nickel hook and a heavy-duty weedguard.

» [www.strikeking.com](http://www.strikeking.com); 901-853-1455

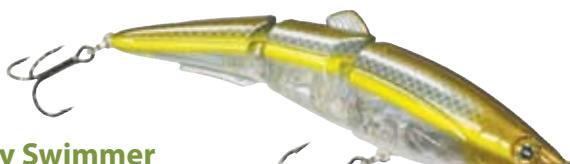


### Rage Eliminator

Strike King

One of four new baits in the Rage Tail line, the Eliminator can function as a topwater bait or bounce bottom on a Texas or Carolina rig. Other new Rage Tail baits include the Smokin' Rooster, Rage Hawg creature and Thumper Worm.

» [www.strikeking.com](http://www.strikeking.com);  
901-853-1455



### Sexy Swimmer

Strike King

This 5-inch, 5/8-ounce low sinker comes in eight shades of the sexy shad color, including sexy ghost minnow and sexy blue back herring.

» [www.strikeking.com](http://www.strikeking.com);  
901-853-1455



### Football Mop Jig

Buckeye

The company widely known for its Mop Jig has added a mop skirt to its football jig, giving the lure the same lifelike, pulsating appearance as its brother. The lure is a great option for anglers plying deep, rocky waters.

» [www.buckeyelures.com](http://www.buckeyelures.com);  
706-863-5468



### Sashimi Shad

Yo-Zuri America

The latest crankbait entry in the Sashimi color-change family sports a shad-like action and appearance. The bait features 3-D eyes, raised gill plates, lateral lines and has a pulsating action.

» [www.yo-zuri.com](http://www.yo-zuri.com);  
888-336-9775



### Sashimi Minnow FW

Yo-Zuri America

This floating color-change twitch bait comes in 2 3/4- and 3 1/2-inch sizes and has a very realistic action when twitched under the surface.

» [www.yo-zuri.com](http://www.yo-zuri.com); 888-336-9775

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## Magnum Trick Worm

Zoom

While the lure officially made its debut in March, the Magnum Trick Worm deserves mention here. The lure excels in water filled with big fish and is versatile enough to be fished weightless or on a Carolina or Texas rig.

» [www.zoombait.com](http://www.zoombait.com)



## 2-inch Swimbait

Bass Assassin

This new paddletail swimbait is perfect for crappie and other panfish. It features a large tail and a soft body with a lifelike appearance. It is available in 15 colors.

» [www.bassassassin.com](http://www.bassassassin.com) 386-294-1049

## Live Target

Koppers

Featuring some of the most realistic-looking lures to hit the market, the Live Target line of hard baits contains a number of realistic baitfish profiles, including bluegill, pumpkinseed sunfish, baby largemouth bass, smelt, crawfish and blueback herring.

» [www.livetargetlures.com](http://www.livetargetlures.com); 888-231-4448

## Black Bird Popper

Persuader American Angling

A hand-carved, hand-painted topwater for bass, the Black Bird Popper comes with a Mustad Ultra Point hook, weighs less than 1 ounce and will stand up to toothy fish such as pike and muskie.

» [www.persuaderamerican.com](http://www.persuaderamerican.com); 925-820-5543



## Fighting Frog

Big Bite Baits

The swimming legs of this creature bait make it versatile enough for everything from flipping and pitching to Texas and Carolina rigs.

» [www.bigbitebaits.com](http://www.bigbitebaits.com); 877-222-7429



## Rico Suave

Lobina Lures

One of the sexiest-looking lures FTR saw at ICAST, the 4 1/2-inch, 1/2-ounce Rico Suave has a flashy, foil finish and darts and dances like a Las Vegas showgirl with the slightest movement of the rod.

» [www.lobinalures.com](http://www.lobinalures.com); 800-498-9520



## DoubleTake

American Rod & Gun

Because the line goes through the first lure and links to the smaller one behind it, the DoubleTake looks like two baitfish swimming on the surface. But when an angler stops the retrieve and throws slack to the lures, the second lure sinks, much like an injured baitfish.

» [www.basspro.com](http://www.basspro.com)



### Money Frog

Yum

The legs of this soft frog paddle wildly on the retrieve, creating a disturbance akin to a buzzbait.  
» [www.lurennet.com](http://www.lurennet.com); 479-782-8971



### Money Hound

Yum

One of the coolest new lures at ICAST 2009, the Money Hound resembles the Heddon Zara Spook, but it can be fished in heavy cover and tight, tough-to-reach areas where treble-hooked baits dare not go. It has a hook slit in the belly to increase hookups.

» [www.lurennet.com](http://www.lurennet.com);  
479-782-8971



### Swim Jig

V&M

Made with Living Image skirts, this series of jigs, designed by Bassmaster Elite Series angler Cliff Pace, comes in 1/4- and 3/8-ounce sizes and is available in 15 Living Image skirt patterns and 15 standard silicone skirt patterns.

» [www.bayououtdoors.com](http://www.bayououtdoors.com);  
800-762-8397



### Big Eyed Pro Frog

Panther Martin

This frog features solid construction to prevent it from taking on water, and the company's patented Pro-Tec weedguard allows anglers to fish even the thickest vegetation. The frog comes with Owner hooks, is available in 3/8- and 5/8-ounce sizes, and is offered in five colors.

» [www.panthermartin.com](http://www.panthermartin.com); 800-524-4742



### Rattlin' Spook & One Knocker Spook

Heddon

The One Knocker Spook has a single tungsten rattle, while the Rattlin' Spook contains several tungsten BBs.

» [www.lurennet.com](http://www.lurennet.com); 479-782-8971



### Cane Stick

Big Bite Baits

This soft plastic stickbait has a ribbed exterior and provides an undulating action on the fall.

» [www.bigbitebaits.com](http://www.bigbitebaits.com);  
877-222-7429 **FTR**



### Hula Shad

V&M

Combining the best characteristics of both a tube and a soft plastic jerkbait, the Hula Shad is a versatile little number, capable of making hay in applications ranging from flipping and pitching to Carolina rigging. (*Eds. note: Though shown in last year's Lures coverage, the Hula Shad never went into production in 2009.*)

» [www.bayououtdoors.com](http://www.bayououtdoors.com); 800-762-8397