

BY DARL BLACK & MIKE PEHANICH

Lures



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;
803-754-7000

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;
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;
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;
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;
636-519-4840



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; 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; 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; 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; 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; 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; 877-527-5873



INDEX

Company Page No.

Accent	22
American Rod & Gun	34
Bass Assassin	34
Bayou Tackle	32
Bechhold & Son Flasher & Lure Co.	29
Berkley	
1-inch Gulp Alive Minnow	22
5-inch PowerBait	
Hand Poured Curl Tail Worm	22
PowerBait Ripple Shad	22
Big Bite Baits	
Cane Stick	34
Fighting Frog	37
Bill Lewis Lures	22
Booyah	25
Buckeye	33
Crème Lures	26
Culprit	23
Damiki	
Hydra	28
Mamba Jig	28
MTS Spinnerbait	28
Fish Harder Co.	
Mad Maxx	29
Fish Harder Co.	29
Gary Yamamoto	30
Gene Larew	
Biffle Bug	30
Gene Larew	30
Heddon	37
IronClads/Lake Resources Group	23
Jackall Bros.	
Sasuketi Craw	30
SuperpinTail	30
Koppers	34
Lake Fork Tackle	24
LaserLure	
Laser Jig	23
Rattling Laser	23
Lindy	
Lindy Shadling	30
Viking Glow Spoon	30
Lobina Lures	34
Lucky Craft	
EPG Pointer 170/180	24
3-Joint Pointer 125	24
Pointer 95 Silent	24
Mann's	
HardNose Snake	25
Textured Stretch 6+	25
MegaStrike	25
Molix	30
Mystic Tackleworks	32
NetBait	25
Northland Fishing Tackle	
Macho Minnow	24
Mr. Walleye Crawler Hauler	24
Optimum	
7-inch BLT (Baby Line Thru)	31
7-inch Double Diamond	31



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.optimumbait.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; 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; 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; 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; 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.luckycraft.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; 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.luckycraft.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.luckycraft.com; 714-241-8484

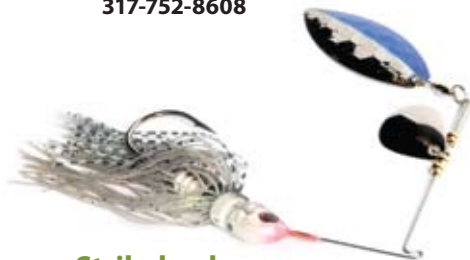


Revolution Shad

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;
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;
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.santonelures.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; 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; 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; 334-382-3080



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;
479-782-8971

INDEX, CONTINUED

Company Page No.

Panther Martin	37
Persuader American Angling	34
Rapala VMC Corp	
Flat Rap	32
MaxRap	32
Trigger X	32
Trolls-To-Shad & Trolls-To-Minnow	32
Reaction Strike	25
Reins Japan	23
Revere Maxx Fishing	26
Santone Lures	25
Sebile	
Magic Swimmer Soft Pro	27
Spin Shad	27
Vibrato Jig	27
Secret Weapon Lures	
Crank, Spin & Buzz	30
SLOG	31
Skinny Bear Bass Jigs	26
Skippy FISH Bait Co.	32
Snag Proof	26
Spro	
BBZ-1 Jr.	26
King Daddy Bronzeye Frog	26
Little John DD	26
Strike King	
Hack Attack Jig	33
Rage Eliminator	33
Sexy Swimmer	33
Strike Pro	
Flex Crawfish	28
Hunchback Wake Bait	28
Tightlines	28
Timbuktu Outdoors	29
TTI-Blakemore	
Road Runner Natural Science Series	24
Walleye Stacker	24
Tuscaroran Pro-Lures	28
Ultimate Bucket Mouth	27
Uncle Josh	26
V&M	
Hula Shad	37
Swim Jig	37
Yakima Bait Co.	
Hildebrandt Elite Pro Series Spinnerbait	28
Yo-Zuri America	
Sashimi Minnow FW	33
Sashimi Shad	33
Yum	
Money Frog	37
Money Hound	37
Z-Man	
Hard Leg Elite FrogZ	23
Ultra Frog	23
Zoom	34



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; 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; 770-919-1722



Drop Shot Worm

Skinny Bear Bass Jigs

This 3 1/2-inch soft plastic minnow bait can be employed for drop shotting, 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; 661-589-4564



Rex-Rip Frog

Revere Maxx Fishing

This hard-body frog lure incorporates two interchangeable trailing hooks. Skirts, paddletail grubs, curled-tail grubs or worms are rigged on the hooks to create legs. Any hook or any soft plastic may be used. The Rex-Rip is available in 12 colors.

» www.rockstarfrog.com; 610-762-4466



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; 770-919-1722



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 preyfish patterns.

» 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; 513-489-6483



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; 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; 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; 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; 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; 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;
409-938-7400



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; 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;
660-853-9290



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; 409-938-7400



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;
661-702-0506



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;
800-527-2711



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;
954-651-7312



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;
661-702-0506



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;
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;
724-349-2267



5-inch Tru-Life Swimmbait

Fish Harder Co.

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

» 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;
706-343-6098

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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; 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; 218-829-1714

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; 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; 800-937-7258



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; 562-493-0300



Sasuketi Craw

Jackall Bros.

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

» 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; 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; +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; 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;
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;
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;
615-469-5710

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SkippyFiSH

Skippy FiSH Bait Co.

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

» www.skippyfish.com; 610-906-3114

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;
952-933-0046



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;
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;
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;
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.bayoutackle.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;
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; 901-853-1455

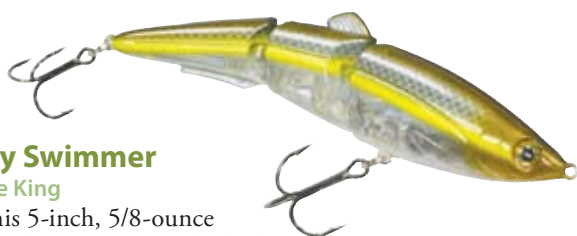


Rage Eelinator

Strike King

One of four new baits in the Rage Tail line, the Eelinator 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 Hawk creature and Thumper Worm.

» 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;
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;
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;
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; 888-336-9775

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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;
888-231-4448



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



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;
925-820-5543



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;
386-294-1049



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; 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;
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



Money Frog

Yum

The legs of this soft frog paddle wildly on the retrieve, creating a disturbance akin to a buzzbait.

» www.lurenet.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.lurenet.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; 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; 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.lurenet.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; 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; 800-762-8397