

BY RONELL SMITH

Stock Options



Better your bottom line with these new products.

Lit'l Fishie Shad & Lit'l Fishie Perch

Creme

These two popular soft baits are now available rigged with the company's Change Up Rig, an interchangeable weighted hook system designed for soft plastic swimbaits. Also, the company now offers the lures rigged Mad Dad Minnow-style.

» www.cremelure.com;
903-561-0522



Scum Dog Walker

Southern Lure Co.

Billed as the easiest lure on the market to walk, the Scum Dog comes with Owner hooks and is available in eight colors.

» www.scumfrog.com;
662-327-4548



Football Jig

Bass Patrol

Available with either silicone or living rubber skirts, this jig is compact and has recessed line ties to prevent fraying. The silicone skirt jig comes with a 2X Mustad Ultra Point hook, and each jig is available in an array of colors.

» pacificcatch1@gmail.com;
530-268-6633



Elite Grass Jig

Bayou Tackle

This jig is created for anglers who enjoy swimming jigs in grass. It has a tear drop-shaped head to prevent snagging and comes in 1/4- to 3/4-ounce sizes.

» www.bayoutackle.com;
608-444-9102



Flying Squirrel

Big Bite Baits

This Jeff Kriet-designed creature bait can be used as either a finesse or power lure. Two long, high-flotation “squirrel tails” give the lure added action so it can be used on a shaky head, Texas rig, Carolina rig or even as a jig trailer.

» www.bigbitebaits.com;
877-222-7429



Sharkfin

Castalia

The design of the spool is said to produce longer, more accurate casts and eliminate tangles. There are two sizes (2000 and 4000), and each comes with 10 ball bearings, a brass pinion gear and a one-way clutch.

» www.castaliaoutdoors.com; 800-558-5541



Super Punch Weights

Davis Bait Co.

These weights are made of lead and come in all of the most popular sizes for punching mats, including 1/2, 3/4, 1, 1 1/4 and 1 1/2 ounce.

» www.davisbait.com;
256-249-2281



Repo Man

Paycheck Baits

Formerly sold by Reaction Innovations as the Vixen, the Repo Man topwater lure walks the dog easily and has noisy tungsten rattles to pull fish from cover.

» www.paycheckbaits.com; 209-664-3000



Carolina Rig Pro Weights

Davis Bait Co.

Capable of coming through the densest cover without snagging, the company's Carolina rig sinkers are available in 1/2-, 3/4- and 1-ounce sizes.

» www.davisbait.com;
256-249-2281



Punch Stop

Paycheck Baits

Designed for use with punch skirts, the stop helps keep the skirt fastened to the hook and prevents snagging.

» www.paycheckbaits.com; 209-664-3000

INDEX

Company Page No.

Bass Patrol	20
Bayou Tackle	
Buggin' Ball	23
Elite Grass Jig	20
Hammer Head Jig	23
Big Bite Baits	21
Buckeye Lures	22
Castalia	21
Creme	20
Davis Bait Co.	
Carolina Rig Pro Weights	21
Super Punch Weights	21
Falcon Rods	21
Gambler	22
Lake Fork Trophy Lures	23
NetBait	23
Paycheck Baits	
Punch Stop	21
Repo Man	21
Southern Lure Co.	20
Strike Pro	
Profy Spoon	22
X-Buster	22



Moxie & Volt reels

Falcon Rods

Both reels are made with machined aluminum components and feature a new line management system to prevent line twist and promote longer casts. The Volt comes with a spare aluminum spool, in addition to having a beefed up drag and more durable gear system.

The Volt is available in three sizes – 1000, 2000 and 2500 – while the Moxie is available in sizes 500, 1000 and 2000.

» www.falconrods.com;
918-251-0020

You Should Be Selling



Pulse Jig
Buckeye Lures

Designed for targeting suspended fish, this jig can simply be tipped with a soft plastic jerkbait to create a tempting option. It comes with a fluorocarbon bill, which makes the lure flicker wildly when retrieved, and features a Mustad Ultra Point hook.

» www.buckeyelures.com;
866-462-8253

X-Buster

Strike Pro

A jointed glide bait/swimbait, the X-Buster can be fished as a ripbait, twitchbait or lipless crankbait. The lure, which can also be trolled, weighs 3 1/8 ounces and is available in a dozen colors.

» www.strikepro.com; 409-938-7400

Profy Spoon

Strike Pro

The Profy Spoon has an internal rattle, weighs 3/8 ounce and is available in three colors, including the popular grey ghost color.

» www.strikepro.com; 409-938-7400



KO Hook

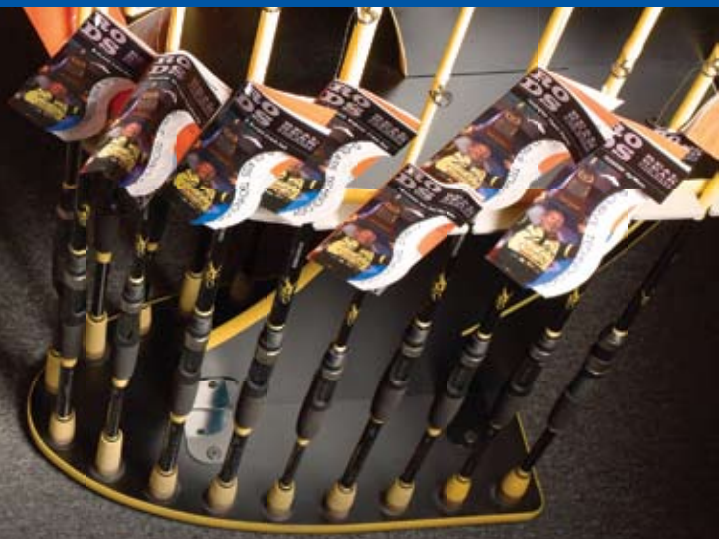
Gambler

Made for punching flipping baits through thick mats, the KO has a welded eye to prevent braid from slipping out and comes in 3/0 and 4/0 sizes.

» www.gambler-lures.com;
954-969-1772



WRIGHT & MCGILL CO.



FROM SURGICALLY-SHARPENED HOOKS
TO BIODEGRADABLE FISHING LINE AND
EVERYTHING IN BETWEEN, WE MAKE IT.



Hammer Head Jig

Bayou Tackle

The shape of this lure allows it to keep hollow-body swimbaits running upright. The weedguard allows anglers to fish it in heavy cover. The jig is available in 1/4- and 3/8-ounce sizes and comes with a 4/0 hook.

» www.bayoutackle.com;
608-444-9102



Dirt Dawg

NetBait

Certainly one of the most interesting soft baits on the market, this finesse creature bait really shines when used on a shaky head but works just as well as a spinnerbait or bladed jig trailer.

» www.netbait.com;
334-382-3080



Baby Shad

Lake Fork Trophy Lures

This little swimbait, the latest in the company's "live" line of soft baits, is 2 1/4 inches in size but is just as deadly on bass as it is on crappie and other panfish. It is available in more than 28 colors and can be fished in all types of waters.

» www.lftlures.com;
800-408-2028



Buggin' Ball

Bayou Tackle

Having the ball attached to the hook via an eyelet molded into the head of the jig allows the lure to swing freely, creating more movement. The jighead is available in 3/16- to 3/4-ounce sizes and with either 3/0 or 5/0 hooks.

» www.bayoutackle.com; 608-444-9102

FTR

For 85 years Wright & McGill has led the technological charge to put fish in the hands of anglers all over the world. Through innovative and effective manufacturing techniques and the most advanced machinery available, we've made fishing more enjoyable for all. At least those who fish.

- First to introduce J-Bend worm hooks.
- First to utilize Teflon® coating on fishing equipment.
- First to use biodegradable packaging to reduce streamside waste.
- Super snell hooks – the only leader without a knot.
- Introduced TroKar, the world's only surgically sharpened fishhook.
- Bioline, the first truly biodegradable fishing line that performs for the needs of today's environmentally conscious angler.
- S-Curve Technology in our Skeet Reese rods offers high-end performance at an unheard of value.

EAGLE CLAW®



Wright & McGill

