

BY RONELL SMITH

Hottest Hard Baits For 2009



We asked the editors and writers of BASS, along with retailers and distributors, to weigh in on the hottest hard baits for 2009.

Clackin' Rap

Rapala

This wide-bodied rattlebait has a metallic sound chamber containing a large metal BB that makes a lot of noise as the lure vibrates in the water.

» www.rapala.com;
952-933-0046

Red Eye Shad

Strike King

The lipless rattler that Bassmaster Elite Series angler Kevin VanDam used to make hay during the 2008 season has been upsized to 3/4 ounce.

» www.strikeking.com; 901-853-1455



Bowstick

Jackall

What looks like a walk-the-dog lure is actually a walking bait that also splashes and leaves a bubble trail.

» www.jackall-lures.com; 562-493-0300



X-Rap Shad Shallow

Rapala

A versatile lure if ever there was one, the X-Rap Shad Shallow can be successfully trolled, cranked or fished as a jerkbait.

» www.rapala.com;
952-933-0046



Stick Shadd

Sebile USA Ltd.

There's no wrong way to fish the Stick Shadd, which can double as a wake bait or as a shallow diver.

» www.sebile.com;
325-437-8103



BBZ-1 Shad

Spro

Your customers will not find a better artificial example of a thread-fin shad than this one. The lure has a segmented body, swims like the real thing and is sure to be a crowd (and fish) pleaser.

» www.spro.com;
770-919-1722



Kelly J
Lucky Craft

A topwater prop bait designed to mimic sunfish, this lure creates tons of surface commotion.

» www.luckycraft.com



Tru-Life Shad

Tru-Tungsten

This 4-inch lure has flat sides and swims naturally in the water. The fall rate can be adjusted by adding or removing tungsten balls from the belly of the lure.

» www.tru-tungsten.com;
724-349-2260



Tru-Life Swimbait

Tru-Tungsten

California anglers will love this hard bait, which is available in both 7- and 8-inch sizes, has a trout profile and swims like the real thing.

» www.tru-tungsten.com;
724-349-2260



Xrk100 One Knocker

XCalibur Tackle

This large-bodied, 1-ounce lure makes a loud knocking sound courtesy of a single-forged tungsten-lead ball in the belly of the lure.

» www.xcaliburtackle.com;
479-782-8971



Xr100

XCalibur Tackle

If your customers need a 1-ounce rattler that will attract both large fish and anglers, the Xr100 is just what they need.

» www.xcaliburtackle.com;
479-782-8971



Magic Swimmer

Sebile USA Ltd.

While this lure certainly is not new, it's still one of the hottest hard baits on the market and is available in several new sizes, weights and colors.

» www.sebile.com; 325-437-8103

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Original ThinFin

Storm Lures

A Great Lakes staple, this lure has a deep body and flat sides, both of which help to give the lure a tight wiggle and extreme flash.

» www.stormlures.com;
952-933-0046

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The advertisement displays a collection of fishing-related apparel including several baseball caps in black, red, and grey, and t-shirts in black, red, and grey. A central image shows a man in a white t-shirt holding a large bass. The Bassaholics logo is prominently featured at the top and bottom.

www.Bassaholics.com

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(949) 481-3927 bassaholics@gmail.com

CIRCLE NO. 001 ON READER SERVICE CARD



FlutterStick MadFlash

Storm Lures

A sinking stickbait that stays horizontal as it falls, the FlutterStick has a rocking/rolling fluttering action that fish find irresistible.

» www.stormlures.com;
952-933-0046



McStick

Spro

Designed by Bassmaster Elite Series angler Mike McClelland, the McStick swims nose down and has a very erratic ripping action.

» www.spro.com;
770-919-1722



Wake Up

Buckeye Lures

This balsa bait has a circuit-board lip, long, slender body and slithers with ease on the surface of the water.

» www.buckeyelures.com; 706-863-5468



Skimmer

Ima Lures

This surface, walking bait has a weighted tail, which gives the lure a tantalizing action.

» www.imalures.com; 951-676-6384

FTR



Sashimi Jerkbait

Yo-Zuri

This small jerkbait, part of the color-changing Sashimi line, can be had as a 3/8-ounce floater or 7/16-ounce suspender. It can be fished as a jerkbait or crankbait.

» www.yo-zuri.com;

772-336-2280



LiveTarget

Koppers

Some of the most realistic-looking lures your anglers will ever see, the yellow perch, shad, crawfish and golden shiner-patterned lures in the LiveTarget series make them a hit with anglers.

» www.livetargetlures.com;

888-231-4448



Chugger Minnow

Daiwa

The Daiwa Chugger Minnow, a floating jerkbait, has a lip that allows it to dive just below the surface. The lure has an erratic splashing/swimming action.

» www.daiwa.com;

562-802-9589



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