

BY KEITH JACKSON

## Lures

When anglers come to your store for the hottest new lures, you'll be ready after seeing the latest offerings in *FTR*.

### Buzzard

Bayou Tackle

For those days when your customers need a spinnerbait and a buzzbait as one lure, the Buzzard has a spinnerbait head and first blade, but the back blade helps it stay on top and create lots of disturbance.

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

### Double Diamond Swimmer

AA Worms/Optimum Baits

Modeled after the surface iron plugs used out West, this lure has a wobbling swimming action and excels when fished along the surface. The bait is slotted for use with a standard or weighted hook but can also be rigged on a leadhead.

» [www.optimumbaits.com](http://www.optimumbaits.com); 951-676-6383

### BLT (Baby Line Thru)

AA Worms/Optimum Baits

This swimbait, a downsized version of the larger model, provides a finesse presentation for picky fish. It comes with internal nonlead sinkers and is phthalate-free.

» [www.optimumbaits.com](http://www.optimumbaits.com); 951-676-6383

### Boogie Baby

Bayou Tackle

A combination bladed jig/jerkbait, this 4-inch lure swims and darts erratically at any depth. It comes with a 3/0 VMC hook and is available in nine colors.

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

608-444-9102

### Heavy Cover Finesse Football Jig

Jewel Bait Co.

Your customers have been clamoring for a 3/8-ounce version of the jig that Bassmaster Elite Series angler Mike McClelland has been using to make hay on tour. Be sure to stock up on this one.

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

800-458-7370

### Crank-Z

Azuma

This family of crankbaits runs true out of the box and fishes the water column from 2 to 12 feet deep. Look for high-quality finishes and hardware that is proof against saltwater. Six other families complete the lineup for this new company.

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

941-358-3388

#### (Ed. Note:

*Because of the high number of new lures, FTR could not show them all here. Companies displaying at ICAST were given preference, and not even all of those could be shown.)*

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## Slider Spin Jig

Charlie Brewer's Slider Co.

The combination of a crappie slider grub with its paddle tail and a safety-pin spinner is a natural for all panfish and trout.

» [www.sliderfishing.com](http://www.sliderfishing.com);  
800-762-4701

## Rock N Vibe

Ima Lures

This heavy rattle bait is designed to buzz rather than knock on retrieve. Because of its compact size, it casts well and sinks true, holding at the depth of retrieve at moderate speed. Two years in development, it comes in nine finishes.

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

## Super Shad Swim Bait

Big Bite Baits

This bait has a solid head and large belly slit to make rigging easy.

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

## Vibra-FLX Spinnerbait

Booyah Bait Co.

The Vibra-FLX wire frame on this spinnerbait gives it more action than stainless steel spinnerbaits, and it's twice as tough, making for a bait that will stay in tune and last longer. The lure also has counter-rotating blades.

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

## Crappie Stroll'R

Bobby Garland

If your customers need a bait for slow trolling or "strolling," this 2 1/2-inch lure is the ticket. With the popular Baby Shad body and kicker-style tail, the crappie can't resist it.

» [www.genelarewlures.com](http://www.genelarewlures.com);  
918-949-6291

## Zell's Pip-Zqueek

Booyah Bait Co.

Following its name, this buzzbait squeaks like a frightened mouse. It comes with a silicone skirt and a unique flat head design.

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

## Pigskin Jig

Booyah Bait Co.

Whoa, Nelly! Take a football head jig, add a round rubber and silicone skirt, and you're ready to play ball. It's available in 1/4-, 3/8-, 1/2- and 3/4-ounce sizes and a half dozen colors.

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

## Tasty Tui

Trophy Sticks

This 4 1/2-inch lure comes with a thick, durable lip, lifelike paint job and is can take abuse from trout or bass.

» [www.trophysticks.com](http://www.trophysticks.com); 916-221-0126





## Gulp Alive Crazy Legs Jerk Shad

Berkley

With the split tail providing extreme action, and the Gulp Alive formula providing the fish-catching scent, this is a lure that will trigger a strike response in any predatory fish in fresh or saltwater.

» [www.berkley-fishing.com](http://www.berkley-fishing.com); 712-336-1520

## Fish Frog

Crème Lures

Designed to be fished like a frog, this shad-shaped lure has a flat body that should make it less likely to roll on the retrieve. It's available in a host of popular, realistic colors.

» [www.cremelure.com](http://www.cremelure.com); 903-561-0522



## Culprit Ultimate Goby

Classic Fishing Products

Gobies are becoming a staple of the Great Lakes bass fishery, and it's difficult to find a better imitation than the Ultimate Series Goby. It will also have an appeal wherever madtoms or sculpins are favored forage.

» [www.culprit.com](http://www.culprit.com); 407-656-6133



## Culprit Ultimate Frog

Classic Fishing Products

This 4-inch topwater frog looks just like the real thing, has tails that create a buzzbait-like commotion and refuses to roll on the retrieve. Lures come as a four-pack, with one bait rigged on a double-hook.

» [www.culprit.com](http://www.culprit.com); 407-656-6133



## Gulp Alive Jumbo Floating Leech

Berkley

This morsel floats above bottom weeds and attracts any fish that can open wide enough. It will replace live bait in many boats.

» [www.berkley-fishing.com](http://www.berkley-fishing.com); 712-336-1520



## PowerBait Hollow Belly Split Tail

Berkley

The blend of Hollow Belly construction with a shad-style body and PowerBait scent makes this lure an effective bait on the fall. It's also good as a jerkbait.

» [www.berkley-fishing.com](http://www.berkley-fishing.com); 712-336-1520



## Culprit Ultimate Minnow

Classic Fishing Products

The classic thin-bodied swimbait has a realistic finish, large eyes and belly fins. The four-pack of lures comes with a wide gap weighted hook.

» [www.culprit.com](http://www.culprit.com); 407-656-6133



## Russian River Sockeye Rig

Gamakatsu

Tied specifically for Alaska's Russian River sockeye fishery, this fly/rig is intended to be flip-cast for sockeye salmon. The hook is regulation for the Russian but will fit nearly any sockeye fishery.

» [www.gamakatsu.com](http://www.gamakatsu.com); 253-922-8373



### Laser Minnow

G. Pucci & Sons Inc.

With its holographic finish, lifelike eyes and diamond cross section for an active fall, this jigging spoon will clean up in both freshwater and saltwater.

» [www.p-line.com](http://www.p-line.com); 800-537-2394



### Salmon Super Vibrax

Blue Fox

Long a staple in the Northwest and Alaskan salmon scene, there are times when a Vibrax just isn't heavy enough. This spinner comes in the best salmon finishes and has an elongated brass body for more weight and a narrow spinner blade for greater depth.

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



### Chubby Frog Clear Legs

Secret Lures

The clear legs on this soft plastic frog make it a finesse lure for tail biters — the body provides a well-defined target, and the legs provide the commotion without detracting from the hook set.

» [www.secretlures.com](http://www.secretlures.com); 812-372-7398



### Vibrax Double Spin

Blue Fox

When you need to get the most from your muskie baits, the Twin Turbo gives it: twin blades for twice the vibration and a Mylar skirt for added flash. Also, all the components are built to withstand muskie abuse.

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



### Prop Bait

L&S Bait Co.

If your customers need a surface lure sure to draw lots of strikes, it's hard to beat this 3-inch lure with its counter-rotating blades.

» [www.mirrolure.com](http://www.mirrolure.com); 727-584-7691



### Flat Top Finesse Jig

Buckeye Lures

When this jig hits the bottom, it has a 60-degree upright posture, supposedly the same attitude a defensive crawfish takes when threatened. The hidden eye allows it to come through debris with ease.

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

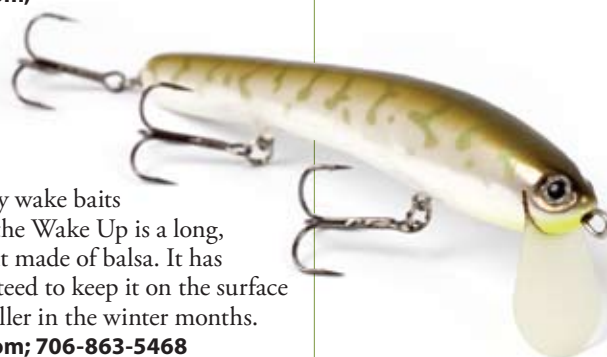


### Humpback Mule

L&S Bait Co.

The loud chug and wagging tail make this lure a winner. It's available only as a 2 7/8-inch, 3/8-ounce bait, making it an ideal morsel for even nonactive fish.

» [www.mirrolure.com](http://www.mirrolure.com); 727-584-7691



### Wake Up

Buckeye Lures

Unlike the many stubby wake baits currently on the market, the Wake Up is a long, floating-minnow style bait made of balsa. It has a circuit-board lip guaranteed to keep it on the surface — and it's a downright killer in the winter months.

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

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# You Should Be Selling



## Biffle-O Jr.

Gene Larew

This is not just a smaller version of its 8-inch brother. While it has a tail that will not stop moving in the water and can be worked on the surface or below on a Texas rig or jighead, the 5 1/2-inch Jr. doubles as a killer leech.

» [www.genelarewlures.com](http://www.genelarewlures.com);  
918-949-6291



## Pro Senko

Gary Yamamoto  
Custom Baits

Modeled after the original 5-inch Senko, this version has a slimmer head and thin tail and is made for shaky head fishing.

» [www.baits.com](http://www.baits.com);  
800-645-2248



## Biffle-O Lizard

Gene Larew

Having a super thin tail that undulates at the slightest twitch and forward-facing paddle feet, this lizard/all-everything bait will move lots of water. Look for it to be a killer from the top to the bottom of the water column.

» [www.genelarewlures.com](http://www.genelarewlures.com); 918-949-6291



## YamaMinnow

Gary Yamamoto  
Custom Baits

This lure has a shad-shaped body and tapered tail that make it look enough like a young-of-the-year fry to be one. There are also tubes, curl tails and baby Iks in the new panfish line.

» [www.baits.com](http://www.baits.com);  
800-645-2248



## AC Casitas 2.0

A.C. Plug

This rainbow trout wannabe has realistic eyes, flared, oversized pectoral fins and a hybrid tail design that gives it a realistic shimmy. It also comes with a downsized stinger hook and an improved balance/weight system.

» [www.acplugs.com](http://www.acplugs.com); 702-294-6676



## Custom Cranks

Gambler

These custom balsa cranks, available in deep diving (shown) and shallow running models, feature a wire-through harness, eight-layer paint jobs, computer chipboard bills and VMC precision hooks.

» [www.gambler-bang.com](http://www.gambler-bang.com);  
954-969-1772



## Drop Dead Fred

Hildebrandt

Designed by Lee Sisson, the lure has a hinged arm, allowing the blades to spin on the fall as well as the retrieve. It comes with Hildebrandt blades and in 3/8-, 1/2- and 5/8-ounce sizes.

» [www.yakimabait.com](http://www.yakimabait.com);  
509-854-1311



## Treat

Kamakazee

The company has expanded its line of hollow-body swimbaits to include 3 1/2- and 6 1/2-inch (shown) versions. There are nearly two dozen colors available.

» [www.kamakazeebaitco.com](http://www.kamakazeebaitco.com);  
208-365-3470



### 3-Inch Scrub

Kalin's

The Scrub is a grub-bodied twin-tail that can be used as a trailer or fished as the grub that it is. The tails are closer to legs, each of which has a paddle foot, making it a great spinnerbait or jig trailer.

» [www.unclejosh.com](http://www.unclejosh.com);  
866-244-2277



### Laser Crank

Laserlure

This company has computer-controlled lasers in its line of four hard lures: two crankbaits, a popper and a jerkbait. The laser will trigger strikes, and the finishes will attract even Austin Powers.

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



### Mini-E

Lil' Hustler

This 5/16-ounce, short-arm spinnerbait comes with gold- and sterling silver-coated blades, silicone skirts and features a Mustad Ultra Point hook.

» [www.lilhustler.com](http://www.lilhustler.com);  
603-224-8856



### Redemption

Lucky Craft

Redemption, the signature line of spinnerbaits for Bassmaster Elite Series angler Skeet Reese, features a tungsten head that has a finish on par with the company's hard baits. The quality of finish and components will make this a killer, especially in clear water.

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



### Kelly J

Lucky Craft

This topwater prop bait mimics sunfish near the surface. With small props on both ends, it creates a lot of commotion in a small package. This lure may not be live bait, but it acts like it.

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



### Original Viking Spoon

Lindy Legendary Fishing Tackle

The Original Viking Spoon finally climbed off the long boats and waded ashore. These spoons, long a favorite in Scandinavia, are perfect for trolling, casting or vertical jigging. They come in a range of colors, including the very productive Uncle Creepy.

» [www.lindyfishingtackle.com](http://www.lindyfishingtackle.com); 218-828-1741



### Maniac Minnow

Maniac Custom Lures

While most soft plastic swimbaits have to move along at a good clip to get the swimming action down, the Maniac Minnow works at barely above an idle, thanks to the superthin curl tail. It fishes well on a jighead or belly-weighted hook.

» [www.maniaccustomlures.com](http://www.maniaccustomlures.com); 435-279-9900



### Struggling Shad

Maxota

The tail on this unusual hard bait gives it an action that mimics that of a wounded baitfish, an appearance that is helped by the lure swimming on its side, much as a wounded shad might.

» [www.maxota.com](http://www.maxota.com);  
612-616-8464

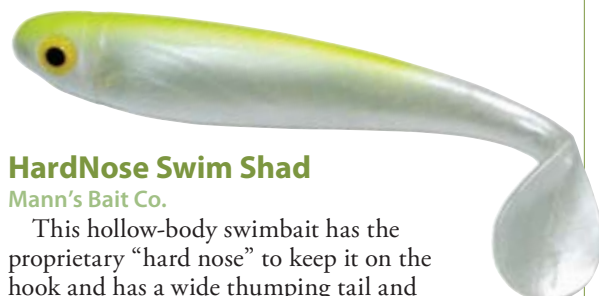


### Weasel

Mann's Bait Co.

The Weasel is another hollow frog bait, except that it has a flexible, crankbait-like lip that gives it an erratic action and a rat-like tail for added attraction.

» [www.mannsbait.com](http://www.mannsbait.com);  
800-841-8435



### HardNose Swim Shad

Mann's Bait Co.

This hollow-body swimbait has the proprietary "hard nose" to keep it on the hook and has a wide thumping tail and pearlescent flash.

» [www.mannsbait.com](http://www.mannsbait.com); 800-841-8435





## Skimmer

**Ima Lures**

The Skimmer is a slender, surface-walking bait that has the profile of a soft stickbait, yet its weighted tail makes it easy to cast. The slender profile lets it swim across the surface for a finesse topwater presentation.

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



## BioPulse Lure

**Mystic Tackleworks Inc.**

These technologically advanced lures have everything: a scent dispersal mechanism with specials scents, LED lighting and a sound production system. When a fish bites the lure, a soft pouch on the bottom oozes scent.

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



## Spear Worm

**Minda Lures**

This bait is one of those shapes that makes soft plastic lures so intriguing. It has a broad, soft tail that will mimic the swimming motion of an eel or a leech or, well, something edible.

» [www.mindalures.com](http://www.mindalures.com); 866-649-2941

## Zander

**Matzuo**

This suspending jerkbait has a prism finish, red front treble hook and comes in both shallow and deep diving versions. It's available in seven colors.

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



## Puppert Minnow

**Northland Fishing Tackle**

This swimming-style jigging lure has an advantage over other similar lures — three line tie-in points for three distinct swimming actions. You can swim it, jig it or allow it to work its darting magic on the fall.

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

## Triple Play

**Matzuo**

Designed as both a casting and a trolling bait, the Triple Play has a very realistic swimming action and suspends when the retrieve is paused.

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



## Havana Jack

**Poe's**

This cedar topwater bait is large enough for muskie and just right for bass and pike.

» [www.yakimabait.com](http://www.yakimabait.com); 509-854-1311



## Castaic RockHard Bass

**Nature Vision Inc.**

This hard swimbait moves like the real thing, thanks to its triple-jointed body, but better than that, it looks like the real thing, thanks to a super-realistic paint job and realistic eyes. Better yet, it comes in six versions to match popular forage fish.

» [www.castaicsoftbait.com](http://www.castaicsoftbait.com); 218-825-0733



## Slurpies Rock-R-Minnow

**Northland Fishing Tackle**

This realistic soft swimbait provides a definite forage-fish look as well as a realistic swimming action. It's so close to nature that mama bass won't know the difference.

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



### Hogzilla

Mizmo Inc.

This hand-poured 10-inch worm has a finesse profile, but it has big fish written all over it.

» [www.mizmo.com](http://www.mizmo.com);  
870-932-2490



### SkipJack

Mizmo Inc.

Like most swimbaits currently on the market, the SkipJack has the looks and motion to attract hungry fish. But unlike most swimbaits, this one has a solid, durable head that won't tear easily.

» [www.mizmo.com](http://www.mizmo.com);  
870-932-2490



### Mimic Minnow Fry

Northland Fishing Tackle

With its realistic jig head, the Mimic Minnow Fry is what panfish are looking for — a fat, tasty meal. This small bait is equally at home in open water or under the ice.

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



The other 364 days are kind of a blur.  
But you'll *always* remember this one.


From your first fish. To the world's record fish. And nearly every nibble in between. We've always been part of the fun. **Eagle Claw®**. Where great fishing begins.™



**EAGLE CLAW®**  
Eagle Claw Fishing Tackle, Denver, Colorado USA  
eagleclaw.com • eagleclawclassic.com

CIRCLE NO. 005 ON READER SERVICE CARD

# FUJI GUIDES ARE COOL!



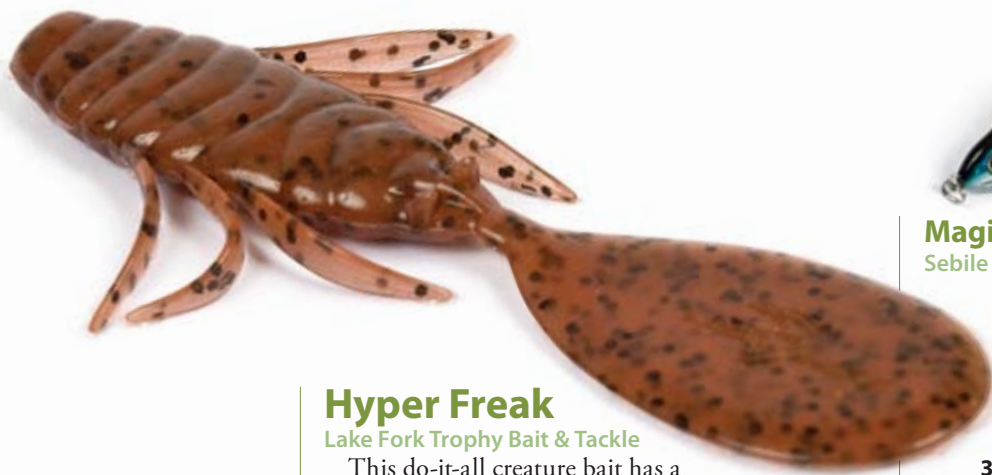
**The Heat From Inferior Guides Ruins Expensive Fishing Line.**

**ALWAYS LOOK FOR THE FUJI TAG**

anglersresource.net • US Fuji Agent  
400 East Section Ave. • Foley, Alabama 36535 • 251-943-4491 • fax: 251-943-4493

CIRCLE NO. 002 ON READER SERVICE CARD





## Hyper Freak

Lake Fork Trophy Bait & Tackle

This do-it-all creature bait has a very interesting glide as it falls through the water column. It's ideal as a flipping bait or jig trailer and comes in all the popular colors, including junebug.

» [www.lftlures.com](http://www.lftlures.com); 903-473-0208



## Chubby Darter

Salmo

The Chubby Darter's No. 3 size is a hot bait for ice fishermen. This slow sinker is micro-sized and dives, darts and sinks like a live minnow.

» [www.salmofishing.com](http://www.salmofishing.com); 952-224-3649



## Hyper Worm

Lake Fork Trophy Bait & Tackle

This worm provides a strong vibration while it shimmies and shakes behind a jig, or when Carolina or Texas rigged. Don't forget to try it on a plain jighead, though.

» [www.lftlures.com](http://www.lftlures.com); 903-473-0208

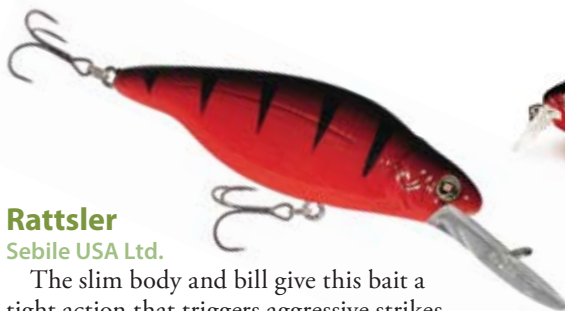


## Stick Shadd

Sebile USA Ltd.

Available as a topwater/waker or a shallow diver, the Stick Shadd walks, jerks and darts just like the shad it's designed to imitate. It's one your customers are sure to want to get their hands on.

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



## Rattsler

Sebile USA Ltd.

The slim body and bill give this bait a tight action that triggers aggressive strikes. The weight-transfer system makes this lure a breeze to cast.

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



## Magic Swimmer

Sebile USA Ltd.

It should be called the "perfect swimmer," comes in several new sizes and weights and in colors that are as realistic as your customers will ever see.

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

325-437-8103



## DT Fat 01

Rapala

The fat body and wide wobble means the DT Fat 01 can easily run through brush. It will run as a wake bait when crawled slowly or down to 3 feet when fished faster.

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

952-933-0046



## Clackin' Rap

Rapala

Not only is it wider to provide a different action, but also it has a metallic sound chamber that contains one large metal BB to provide the big noise for big fish.

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

952-933-0046



## X-Rap Shad Shallow

Rapala

On a fast retrieve, the X-Rap Shad Shallow runs down to 3 feet. It also doubles as a great jerkbait and can be trolled.

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

## Nest Raider

River2Sea LLC

A 5 1/2-inch version of the original Nest Raider, this water dog imitator should grow the popularity of the bait even more, especially throughout the South and Northeast.

» [www.river2seausa.com](http://www.river2seausa.com); 510-237-2405





## Bass Kicker Frog

Snag Proof

Manufacturing Inc.

It's a kicky, little lure thanks to the paddle feet that create a buzzbait-like wake when this frog is fished fast. Unlike many solid-bodied frogs, this one collapses when a fish hits, making for positive hook sets.

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



## Bronzeye Popper

Spro

The latest Spro frog, also designed by Bassmaster Elite Series angler Dean Rojas, has the weight that allows it to cast like a dream, but its deep, cupped mouth will draw big bass out of the tightest cover. It comes with new Gamakatsu double hooks.

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



## BBZ-1 Shad

Spro

This ultrarealistic lure is a carbon copy of a threadfin shad, right down to the piece of thread on its back. With a four-section body for a realistic swimming action, a scale pattern that borders on the supernatural and nearly alive eyes, it's a sure winner.

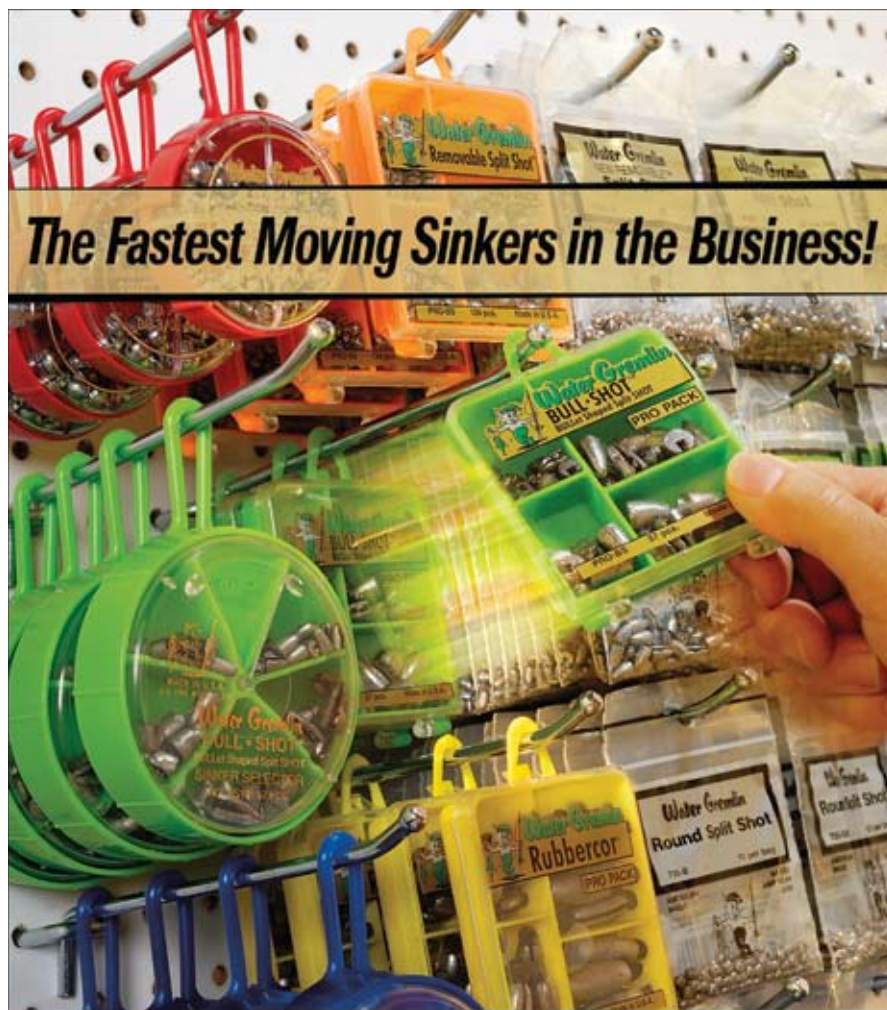
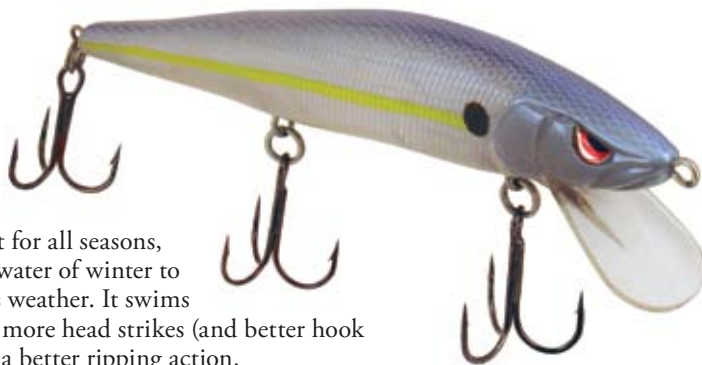
» [www.spro.com](http://www.spro.com);  
770-919-1722

## McStick

Spro

It's a jerkbait for all seasons, from the cold water of winter to summer shorts weather. It swims nose down for more head strikes (and better hook sets) as well as a better ripping action.

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



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## Bump'n Run Buzzbait

Uncle Josh Bait Co.

The buzzbait has a head that rotates and locks in place. The crankbait-type lip forces the lure to run straight, to the right or to the left.

» [www.unclejosh.com](http://www.unclejosh.com); 866-244-2277

## Original ThinFin

Storm Lures

Back by popular demand, the ThinFin is a popular lure on the Great Lakes because of its deep body, tight wiggle and extreme flash. This really is the second appearance of this hard bait as it's made from the original Storm molds.

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



## FlutterStick MadFlash

Storm Lures

This sinking stickbait is a do-everything bait from shallow to deep. While its action as it's twitched is fish-catching, it's the rocking-rolling flutter as it sinks horizontally that makes this a real killer.

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

## ThunderBlade

Storm Lures

Not a vibrating rattle bait, and not a vertical jigging lure, the ThunderBlade performs both duties well. Run it fast over weeds or drop it down the face of a bluff, the vibration and flash will lure any predator.

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



## Master Blaster

Strikezone Lure Co.

Using a hidden weight system, the company gives anglers their choice of a 3/8-, 1/2- or 3/4-ounce spinnerbait on a 1/4-ounce head. It comes with Starflash skirts and serrated willowleaf blades.

» [www.strikezonelure.com](http://www.strikezonelure.com); 877-787-4534



## Caffeine Shad

Strike King Lure Co.

This lure, made from the new Perfect Plastic blend, incorporates a shad body style with a bubble tail for incredible action, even at slow retrieves. This entire family of soft plastic lures is rich with salt and has the patented coffee scent.

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



## Rage Space Monkey

Strike King Lure Co.

With its compact body and Rage arms and double tail, the Space Monkey is a no-brainer flipping bait. But it also doubles as a frog or can be crawled along the bottom.

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



## Shadalicious

Strike King Lure Co.

The company's hollow-body swimbait is one of the most realistic in appearance. It also swims naturally and comes in a host of popular colors, including Sexy Shad.

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



### Fluke Tail Goby

Zoom Bait Co.

Combining the split tail of a Fluke with a slender, goby-style body makes this little rascal a dynamite option for Great Lakes drop shooting. The lures are available in over a half dozen colors.

» 706-548-1008



### Tiny Tim Baby Swimbait

TABU Tackle

Whether fished on a jighead, using a drop shot or as a Texas rig offering, these 3-inch lures can be dynamite for fickle bass tired of seeing larger hollow body-style swimbaits.

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



### Mag Finesse Worm

Zoom Bait Co.

The most popular finesse worm on the planet just got a little fatter and a little longer, going from 4 3/4 inches to 5 inches. The makeover is part of the company's new Mag Series lineup, which includes a 7 1/2-inch Mag Ultra-Vibe Speed Worm and 7-inch Mag Super Fluke.

» 706-548-1008



### Viper Spoon

Thundermist Lure Co.

This patented lure combines the fish-calling power of a spoon with the added inducement of either live or artificial bait. The traditional hook is replaced with a titanium-wire

harness suitable for freshwater or saltwater fish.

» [www.thundermistlures.com](http://www.thundermistlures.com);  
905-354-7533

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Website: [andemonofilament.com](http://andemonofilament.com)





# You Should Be Selling



## Big Dandy

Talon Custom Lures

The Big Dandy Custom Lake Fork Spoons, available in 1 1/4- and 1 1/2-ounce sizes, are designed for plying deep structure and come with 3X VMC trebles and Flashabou accents.

» [www.talonlures.com](http://www.talonlures.com); 409-625-1261



## Bass Flapdad

Trigger X

This soft plastic chunk contains the species-specific pheromone Ultrabite, a feeding stimulant that makes bass want to bite.

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



## Walleye Leech

Trigger X

This wavy leech is built to shimmy with the real thing, but it's laced with Ultrabite feeding stimulant pheromones.

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



## CreatureX

Vertical Lures

This is a tube like no other. The legs are injected rather than cut so they are at right angles, providing more surface area than other tubes. Included in the tube is a center-of-mass rattle chamber that won't get in the way of setting the hook.

» [www.verticallures.com](http://www.verticallures.com); 864-878-4924



## Shibui Spinnerbait

Talon Custom Lures

Having an aggressive, Japanese-style look, the Shibui has a harmonic wire frame, lifelike head and comes with a Sampo swivel and gel-filled, color-changing eyes.

» [www.talonlures.com](http://www.talonlures.com); 409-625-1261



## MoneyMaker Jig

V&M

Made with Living Rubber skirts, this jig series — designed by Bassmaster Elite Series angler Cliff Pace — comes in football and flipping versions and is available in 18 colors.

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

## Depth Shad

Tru-Tungsten

This soft plastic jerkbait sports a realistic finish and comes in weighted and unweighted versions. With internal tungsten weights, it's the first of its kind.

» [www.tru-tungsten.com](http://www.tru-tungsten.com); 724-349-2260



## Tru-Life Shad

Tru-Tungsten

This 4-inch lure has flat sides, swims just like a fish in the water and has a fall rate that can be adjusted by adding or removing the tungsten balls in its core.

» [www.tru-tungsten.com](http://www.tru-tungsten.com); 724-349-2260



## Tru-Life Swimbait

Tru-Tungsten

Available in both 7- and 8-inch sizes, this trout-profile bait swims naturally and will catch fish from top to bottom, thanks to removable tungsten balls in the lure's body.

» [www.tru-tungsten.com](http://www.tru-tungsten.com); 724-349-2260

## Hula Shad

V&M

By combining the head and body of a jerkbait with the tail of a tube, the company has created a hybrid capable of being fished as a jerkbait, flipping bait, drop shot bait, as well as a suitable Carolina and Texas rig offering.

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



## High Tail Shad

V&M

Effectively a soft plastic jerkbait with an up-turned paddle tail, this 4 1/2-inch lure is supposed to more easily swim at the desired depth.

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



## Tiki Water Scorpion

Wave Fishing

This bait combines the attributes of crawdads, hellgrammites and scorpions into a soft plastic bait that's bound to be a nightmare for fish. It's dynamite as a Texas rig bait but is downright nasty on a football jig or shaky head.

» [www.wavefishing.com](http://www.wavefishing.com);  
903-383-3573



## Persuader Swimmbait

Persuader American

This jointed, hard-bodied swimbait makes noise not only with rattles in the two front sections but also with the E-Chip attached to the rear hook. The finish is highly reflective for maximum flash, and the realistic eye watches you closely.

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



## Xrk100 One Knocker

XCalibur Tackle

The extra-large profile of the 1-ounce bait pushes a lot of water and puts out a lot of vibration. Combined with the loud knock of a single forged tungsten-lead ball, it's a big-fish magnet.

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



## Platypus

Wave Fishing

One of the most talked about creature baits from ICAST 2008, the Platypus is as solid as a flipping bait as it is on a Carolina rig. It has a rounded body, flat and paddled appendages, and is sure to move lots of water.

» [www.wavefishing.com](http://www.wavefishing.com);  
903-383-3573



## Sashimi Jerkbait

Yo-Zuri

The Sashimi line, which changes colors based on the position of the lure, has been expanded to freshwater. The 3 1/2-inch jerkbait in a floating 3/8-ounce size or suspending 7/16-ounce version can be used as both a jerkbait and a crankbait with a steady retrieve.

» [www.yo-zuri.com](http://www.yo-zuri.com); 772-336-2280



## Xr100

XCalibur Tackle

The 1-ounce size of this large rattle bait assures it will get a lot of attention from fish. The vibration of multiple rattles and its large size likely mean it will attract larger fish, whether bass, stripers or pike.

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



## Tiki Lizard

Wave Fishing

The company upsized its lizard for 2009, creating an 8-inch offering that's sure to be popular in the Southeast, where anglers are always looking for a bigger lizard in spring and summer. It comes in all the popular colors, including sweet potato pie.

» [www.wavefishing.com](http://www.wavefishing.com);  
903-383-3573



## Edge Minnow

Yo-Zuri

An interesting triad-shaped body gives this lure a slicing, wobbling, flashing action. A weight-transfer system makes it easy to cast, and it's available in floating and suspending versions.

» [www.yo-zuri.com](http://www.yo-zuri.com);  
772-336-2280



# You Should Be Selling



## Money Craw

Yum Bait Co.

The combination of a swimbait's suppleness with a hand-painted crawfish pattern and hand-painted eyes makes this soft plastic craw stand out as a money bait.

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

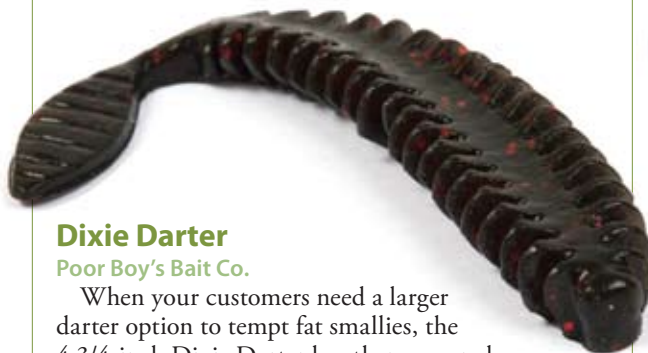


## Fat Money Minnow

Yum Bait Co.

The company broadened Money Minnow's body, giving it more of a gizzard shad profile and creating a great-looking, super realistic bait in the process. This swimbait can be weighted internally to get down where the big fish live.

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



## Dixie Darter

Poor Boy's Bait Co.

When your customers need a larger darter option to tempt fat smallies, the 4 3/4-inch Dixie Darter has them covered. It's available in a half dozen popular colors, including Mango Magic.

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



## Baby Dancin' Eel

Yum Bait Co.

The small package that combines the swimming action possible only with soft plastic and the wiggle of a crankbait is deadly for smaller waters.

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



## ChatterBait Pro and Pro2

Z-Man Fishing Products

The chatter this year is about the two "pro" versions of the lure that was the talk of the circuit a while back. Improvements include a weedguard on both lures to further increase the weedlessness, as well as large, red eyes.

» [www.zmanfishing.com](http://www.zmanfishing.com); 800-822-3398



## ChatterStreak

Z-Man Fishing Products

Take a ChatterBait, dump the skirt, add a plated minnow jighead with premium hook and a plastic body and you have the ChatterStreak. The new lure is available in either a tapered, fluke-style body or curled tail grub.

» [www.zmanfishing.com](http://www.zmanfishing.com); 800-822-3398



## Original WingBait

Wingman Lure Co.

This soft plastic lure is a swimming son-of-a-gun, considering the thin wings running the length of its body. Rig it any way you want, and it will provide action that's never been seen on anything not alive.

» [www.wingmanlures.com](http://www.wingmanlures.com); 770-442-7302

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