



REVO MGX BAITCAST REEL

- 9 stainless steel HPCR bearings + 1 roller bearing provides increased corrosion protection
- One piece X-Mag alloy frame provides a super light yet extremely strong frame
- Infini II spool design for extended castability and extreme loads
- C6 carbon sideplates provide significant weight reduction without sacrificing strength and durability
- Carbon Matrix drag system provides smooth, consistent drag pressure across the entire drag range
- Aircraft grade aluminum main gear provides weight reduction without sacrificing durability
- IVCB-IV Infinitely variable centrifugal brake gives very precise brake adjustments allowing anglers to easily cast a wide variety of baits
- Compact bent carbon handle provides a more ergonomic design that is extremely lightweight
- Flat EVA knobs provide greater comfort and durability
- Ti coated line guide reduces friction and improves durability
- Recessed reel foot allows for a more ergonomic reel design



REVO-MGX	Revo MGX Baitcast 10BB 7.1:1	N223401
REVO-MGX-SHS	Revo MGX Baitcast 10BB 7.9:1	N223402

ORRA SPINNING REEL

- Machined aluminum braid ready spool allows braid to be tied directly to the spool without any slip
- Hybrid Carbon Matrix drag system for super smooth reliable drag performance
- Slow oscillation provides even line lay with all types of line
- X-Craft alloy frame for increased corrosion resistance
- Duragear brass gear for extended gear life
- Everlast bail system for improved durability
- Stainless steel main shaft and components for improved corrosion resistance



ORRAS20	Orra Spinning 7BB 5.8:1	N49243
ORRAS30	Orra Spinning 7BB 5.8:1	N49244

BLACK MAX REEL

- 4 stainless steel ball bearings + 1 roller bearing provides smooth operation
- Machined double anodized aluminum spool provides strength without adding excess weight
- Power Disk drag system gives smooth drag performance
- Duragear brass gear for extended gear life
- MagTrax brake system gives consistent brake pressure throughout the cast
- Recessed reel foot plus a compact bent handle and star provide a more ergonomic design
- Lightweight one piece graphite frame and graphite sideplates



BMAX2	Ambassadeur Black Max 5BB	N37065
-------	---------------------------	--------

PRO MAX REEL

- 7 stainless steel ball bearings + 1 roller bearing provides smooth operation
- Machined double anodized aluminum spool provides strength without adding excess weight
- Power Disk drag system gives smooth drag performance
- Duragear brass gear for extended gear life
- MagTrax brake system gives consistent brake pressure throughout the cast
- Recessed reel foot plus a compact bent handle and star provide a more ergonomic design
- Lightweight one piece graphite frame and graphite sideplates



PMAX2	Ambassadeur Pro Max 8BB	N51066
-------	-------------------------	--------

SILVER MAX REEL

- 5 stainless steel ball bearings + 1 roller bearing provides smooth operation
- Machined aluminum spool provides strength without adding excess weight
- Power Disk drag system gives smooth drag performance
- Duragear brass gear for extended gear life
- MagTrax brake system gives consistent brake pressure throughout the cast
- The recessed reel seat along with compact bent handle and star provide a more ergonomic design
- Lightweight one piece graphite frame and graphite sideplates
- Flipping switch included



SMAX2	Ambassadeur Silver Max 6BB	N38307
-------	----------------------------	--------



VENGEANCE RODS



- 24 Ton Graphite Construction for a Lightweight and Balanced Design
- High Density EVA Handles are more Durable and Comfortable
- Soft-Touch Sea Guide Reel Seats for Increased Comfort
- Zirconium Coated Guides are Perfect for Braided Line Usage
- Texas-Rigged Hook Keeper for all Bait Applications
- 1 piece rod

VNGC66-6	Casting 6'6" MH-Fast	N32318
VNGC70-5	Casting 7' M-MF	N32311
VNGC70-6	Casting 7' MH-Fast	N32319
VNGS66-6	Spinning 6'6" MH-Fast	N32312
VNGS70-6	Spinning 7' MH-Fast	N32313

BLACK MAX COMBO



NEW! Introducing the MAX™ series low profile baitcast combos from Abu Garcia®. The MAX™ reels feature Swedish engineering, MagTrax™ brakes, Duragear™ brass gears, 6.2:1 high speed retrieve, cam lock, ADS (anti-distortion) wiffle spool, instant anti-reverse, mounted on a 6ft 6in 1 piece Medium Heavy action premium high modulus graphite rod. Outstanding performance and toughness at an extreme value.

BMAX2/661M	BMax Combo 6'6" 1pc M Casting	N53854
------------	-------------------------------	--------

POWER REEL HANDLE



Angling specialists require specialty features. ABU GARCIA offers a line of extended handles designed exclusively for Abu Garcia reels. These handles are perfect for anglers that prefer extra power and leverage on the water. Fits all ambassador® reels up to 6500 size, right or left handed.

PHA-B	Power Handle Black	N13285
PHA-S	Power Handle Silver	N13286



WOB-L-RITE



A time-tested favorite of fish and fishermen alike. Wob-L-Rites cast far and true, run deep, and have a darting, side-to-side action that resembles a baitfish in frantic flight. Especially effective for casting on windy days, fishing in swift water, or when you want to go deep where the big ones wait.

W-100HN	1/4oz Hammered Nickle	N2391
W-100N	1/4oz Nickle	N2392
W-100RWN	1/4oz Red/White Nickle	N2393
W-200HN	1/2oz Hammered Nickle	N2727
W-200N	1/2oz Nickle	N2728
W-200RWN	1/2oz Red/White Nickle	N2729

SIDEWINDER SPOON



Deadly if fished deep or near the surface - in salt or fresh water.

S-100NCS	1/3oz Nickle/Chart Side	N2325
S-150NCS	1/5oz Nickle/Chart Side	N2046
S-200NCS	1/2oz Nickle/Chart Side	N2554
S-340NCS	3/4oz Nickle/Chart Side	N2837



KASTMASTER SPOON

Kastmaster's balance produces wild action without line twist! Because of its aerodynamic design, it's the master distance caster, and catches fish from pan-sized trout to bragging-sized stripers -- in fresh and salt water. The Kastmaster is machined from solid brass. It won't break, bend or corrode and it retains its luster even after repeated exposure to salt water.



SW-121CH 1/2oz w/Teaser Tail Chrome/White N6088



BANDIT LEDGE 250 SERIES

New For This Year -- These are made with special internal weight chambers designed to create a deeper diving and tighter wobbling bait. The Ledge 250 Series has a 1/3 larger body than the 200 series. The body of this bait is 2" with a 1 1/2" bill for a total length of 3 1/2" and it weighs 3/8 oz, giving it a diving depth of 10 to 14 feet.



B-25004	1/2oz 12-14' Brown Craw/Org Belly	N4499
B-25009	1/2oz 12-14' Pearl Red Eyes	N4495
B-25036	1/2oz 12-14' Chart/Blue Back	N4492
B-25038	1/2oz 12-14' Red Crawfish	N4496
B-250A05	1/2oz 12-14' Rootbeer	N4499
B-250D35	1/2oz 12-14' Sun Perch	N4492
B-250D37	1/2oz 12-14' River Bream	N4497
B-250D62	1/2oz 12-14' River Bream	N4498
B-250D65	1/2oz 12-14' Fried Squash	N4493
B-250D66	1/2oz 12-14' Chart Fleck	N4491
B-250D67	1/2oz 12-14' Metal Flake Shad	N4494
B-250KSB02	1/2oz 12-14' Sparkle Ghost	N4491

BANDIT 200 SILENT SERIES

-Very productive along outside drop-offs or where clear water forces fish deep
-Extra-wide wobble
-Premium grade plastics
-Multi-coat gloss paint
-Dives 4' - 8'



B-2S04	1/4oz 2" 4-8' Crawfish Orange	N3995
B-2S43	1/4oz 2" 4-8' Splatter Back	N3991
B-2S76	1/4oz 2" 4-8' Pri Black Sparkle	N3996
B-2S82	1/4oz 2" 4-8' Chart Black Back	N3994
B-2SA05	1/4oz 2" 4-8' Rootbeer	N3998
B-2SD35	1/4oz 2" 4-8' Sun Perch	N3992
B-2SD37	1/4oz 2" 4-8' River Bream	N3997
B-2SKSB02	1/4oz 2" 4-8' Sparkle Ghost	N3999
B-2SKSB04	1/4oz 2" 4-8' Chart Sparkle Ghost	N3993

BANDIT-NEW COLORS

We carry every color BANDIT makes & we've added NEW COLORS for 2012!



B-1B49	1/4oz 2" 2-5' Red Spring Craw	N3997
B-1B50	1/4oz 2" 2-5' Brown Fall Craw	N3993
B-1B51	1/4oz 2" 2-5' Grn Speckled Craw	N3995
B-1D66	1/4oz 2" 2-5' Chart Fleck	N3994
B-1D67	1/4oz 2" 2-5' Metal Flake Shad	N3996
B-2B49	1/4oz 2" 4-8' Red Spring Craw	N3993
B-2B50	1/4oz 2" 4-8' Brown Fall Craw	N3998
B-2B51	1/4oz 2" 4-8' Grn Speckled Craw	N3991
B-2D66	1/4oz 2" 4-8' Chart Fleck	N3999
B-2D67	1/4oz 2" 4-8' Metal Flake Shad	N3992
B-3B31	3/8oz 2" 8-12' Moss Back Spltr	N3998
B-3B49	3/8oz 2" 8-12' Red Spring Craw	N3991
B-3B50	3/8oz 2" 8-12' Brown Fall Craw	N3994
B-3B51	3/8oz 2" 8-12' Grn Speckled Craw	N3996
B-3D16	3/8oz 2" 8-12' Pearl Gold Scale	N3999
B-3D66	3/8oz 2" 8-12' Chart Fleck	N3995
B-3D67	3/8oz 2" 8-12' Metal Flake Shad	N3997



ARMED ASSASSIN



Taking the fishing world by storm is the castable Armed Assassin! Its unique umbrella design allows you to bait 5 hooks at once and catch a slew of fish. Our new Armed Assassin is not only just the umbrella, oh NO! You get the mini umbrella along with a 7ct. bag of our new Die Dapper BANG Scented Lures. This gives you 5 bodies for the umbrella with 2 spares. But wait that is not all! You also get 5 Pro Elite jigheads. This kit is the only one available on the market today! You are sure to catch the fish you have been dying to snag.

AAB3803-433	3/8oz White-Violet Moon	N18994
AAB3803-435	3/8oz White-Green Moon	N18992
AAB3803-438	3/8oz White-Snow Storm	N18993

**Check Out Our
New Dealer Website**

at

www.BurchFishingTackle.com

DIE DAPPER



Our new Die Dapper lure is the first in our new BANG lure line. Enhanced with our BANG Fish Attractant and our new liquid salt impregnated into the plastic, these lures are going to CHANGE THE WAY YOU FISH!!

DDA41410	5" 7ct Watermelon Red Glitter	N3005
DDA41433	5" 7ct Violet Moon	N3003
DDA41435	5" 7ct Green Moon	N3006
DDA41436	5" 7ct Junebug/Blue Belly	N3008
DDA41438	5" 7ct Snow Storm	N3001
DDA41463	5" 7ct Pumpkinseed/Chart Belly	N3009
DDA41464	5" 7ct Waterboy	N3004
DDA41466	5" 7ct Houdini	N3007
DDA41467	5" 7ct Gold Digger	N3005
DDA41468	5" 7ct Trickster	N3002

TINY SHAD

The 1.5 inch Shad Assassin is ideal for crappie and other panfish.



SA01433	1.5" 15ct Violet Moon	N1671
SA01435	1.5" 15ct Green Moon	N1677
SA01474	1.5" 15ct Albino Ghost	N1676
SA01475	1.5" 15ct Limetruse Ghost	N1679
SA01476	1.5" 15ct Pink Ghost	N1678



HAVOC BOTTOM HOPPER

Larry Nixon designed, The Bottom Hopper™ has an enlarged tail and a thin section between the main body and tail to give this worm incredible action. Even though its called the Bottom Hopper, its great for carolina rigs and wacky worming too. The unique shape and hand-picked colors make the Bottom Hopper a must for every fisherman.



HVMBH6-BEM	6.25" 12ct Black Emerald	N2052
HVMBH6-GP	6.25" 12ct Green Pumpkin	N2053
HVMBH6-GPGD	6.25" 12ct Grn Pumpkin Gold	N2054
HVMBH6-GPRD	6.25" 12ct Grn Pumpkin Red	N2055
HVMBH6-JB	6.25" 12ct June Bug	N2056
HVMBH6-SWC	6.25" 12ct Shady Wat.Candy	N2057
HVMBH6-WM	6.25" 12ct Watermelon	N2058
HVMBH6-WMR	6.25" 12ct Watermelon Red	N2059

HAVOC BOTTOM HOPPER JR



Larry Nixon designed, The Bottom Hopper Jr™ has an enlarged tail and a thin section between the main body and tail to give this worm incredible action. Even though its called the Bottom Hopper Jr, its great for carolina rigs and wacky worming too. The unique shape and hand-picked colors make the Bottom Hopper Jr a must for every fisherman.

HVMBHJ4-BEM	4.75" 15ct Black Emerald	N2051
HVMBHJ4-GP	4.75" 15ct Green Pumpkin	N2052
HVMBHJ4-GPGD	4.75" 15ct Green Pumpkin Gold	N2053
HVMBHJ4-GPRD	4.75" 15ct Green Pumpkin Red	N2054
HVMBHJ4-JB	4.75" 15ct June Bug	N2055
HVMBHJ4-SWC	4.75" 15ct Shady Wat.Candy	N2056
HVMBHJ4-WM	4.75" 15ct Watermelon	N2057
HVMBHJ4-WMR	4.75" 15ct Watermelon Red	N2058

HAVOC CRAW FATTY

Bobby Lane designed, The Craw Fatty™ has bigger ribs and a wider body for increased action and maximum disturbance in the water. The thinner design in the plastic body results in flawless hook-ups. It's a great multipurpose bait, you can flip it, pitch it, punch it, Texas & Carolina rig it, or use it as a jig trailer.



HVMCF4-BBF	4" 8ct Black Blue Fleck	N2059
HVMCF4-BBSF	4" 8ct Black Blue Silver Fleck	N2051
HVMCF4-BLR	4" 8ct Black Red Fleck	N2052
HVMCF4-GP	4" 8ct Green Pumpkin	N2053
HVMCF4-GPB	4" 8ct Green Pumpkin Blue	N2054
HVMCF4-GPRD	4" 8ct Green Pumpkin Red	N2055
HVMCF4-LB	4" 8ct Louisiana Bug	N2056
HVMCF4-OCC	4" 8ct Okochobee Craw	N2057
HVMCF4-SGP	4" 8ct Smokey Grn Pumpkin	N2058
HVMCF4-WC	4" 8ct Watermelon Candy	N2059

HAVOC SLOP CRAW

Skeet Reese designed, the Slop Craw™ has the best possible action to get bites in all conditions. It's designed with a small profile to get through the smallest opening where the giants live. The Slop Craw is the ultimate punch crawl!



HVMSC3-BBL	3.5" 10ct Black/Blue	N2052
HVMSC3-GP	3.5" 10ct Green Pumpkin	N2053
HVMSC3-LPP	3.5" 10ct Lime Purple Passion	N2054
HVMSC3-SBBF	3.5" 10ct Sapphire Blue Black Flk	N2055
HVMSC3-VO	3.5" 10ct Vampire Orange	N2056
HVMSC3-WRF	3.5" 10ct Watermelon Red Fleck	N2057

HAVOC DEVIL SPEAR

Mike Iaconelli designed, The Devil Spear™ has a segmented tail that results in wild flapping or whipping action on the fall and retrieve. Since it doesn't have any appendages it can be fished easily even in extremely heavy cover. It's a great bait for flipping, pitching and punching with Texas & Carolina rigs.



HVMDS4-ACR	4" 8ct Alabama Craw	N2051
HVMDS4-BBL	4" 8ct Black-Blue	N2053



HAVOC DEVIL SPEAR



HVMDS4-BL	4" 8ct Black	N2052
HVMDS4-GP	4" 8ct Green Pumpkin	N2054
HVMDS4-GPBF	4" 8ct Green Pumpk-Blue Fleck	N2055
HVMDS4-JB	4" 8ct June Bug	N2056
HVMDS4-JBR	4" 8ct Red Shad Red Fleck	N2058
HVMDS4-RS	4" 8ct Red Shad	N2057
HVMDS4-SBBF	4" 8ct Sapphire Blue Black Flk	N2059
HVMDS4-WRF	4" 8ct Watermelon Red Flk	N2051

HAVOC GRASS PIG



Bobby Lane designed, the shape of the Grass Pig™ allows you to fish the bait as slow as you want and still have that irresistible wiggle. The combination of body and tail design, along with many different ways to fish this bait make it a sure fire winner.

HVMGP5-BBSF	5" 6ct Blk/Blue Silv Fleck	N2059
HVMGP5-BGM	5" 6ct Bubblegum	N2051
HVMGP5-BL	5" 6ct Black	N2058
HVMGP5-CALI	5" 6ct California	N2052
HVMGP5-CHS	5" 6ct Chart Silver Fleck	N2053
HVMGP5-GPW	5" 6ct Green Pump/Watermelon	N2054
HVMGP5-PWSF	5" 6ct Pearl White Silver Fleck	N2055
HVMGP5-SWG	5" 6ct Swamp Gas	N2056
HVMGP5-WC	5" 6ct Watermelon Candy	N2058
HVMGP5-WM	5" 6ct Watermelon	N2057

HAVOC PIT BOSS



Skeet Reese designed, The Pit Boss™ has the best possible action to get bites in all conditions. It's the perfect size to match the most common forage like bait fish and crawfish. The Pit Boss will be the ultimate flipping bait.

HVMPB4-BBL	4" 8ct Black-Blue	N2051
HVMPB4-BTX	4" 8ct Big Texan	N2059
HVMPB4-CALI	4" 8ct California	N2052
HVMPB4-GP	4" 8ct Green Pumpkin	N2053
HVMPB4-JB	4" 8ct June Bug	N2054
HVMPB4-LPP	4" 8ct Lime-Purple Passion	N2055
HVMPB4-OCC	4" 8ct Okochobee Craw	N2056
HVMPB4-PL	4" 8ct Plum	N2057
HVMPB4-SBU	4" 8ct Sapphire Blue	N2058
HVMPB4-VO	4" 8ct Vampire Orange	N2059

HAVOC THE DEUCE



Gary Klein designed, the Deuce™ has an innovative tail design that creates movement even at the slowest speeds. The longer body allows you to use a larger hook for better hook-ups. It's a very versatile bait, which can be used for all techniques.

HVMTD3-CPB	3" 10ct Cinn Purple Black Fleck	N2051
HVMTD3-GP	3" 10ct Green Pumpkin	N2052
HVMTD3-GPBL	3" 10ct Grn Pumpkin Blue	N2053
HVMTD3-GPGR	3" 10ct Grn Pumpkin Green	N2054
HVMTD3-GPS	3" 10ct Grn Pumpkin Sumthin	N2055
HVMTD3-SMSP	3" 10ct Smoke Sparkle	N2057
HVMTD3-SSB	3" 10ct Smoke Sparkle Black Flk	N2058
HVMTD3-SWC	3" 10ct Shady Wat Candy	N2056
HVMTD3-WCR	3" 10ct Watermelon Candy Red	N2059
HVMTD3-WMR	3" 10ct Watermelon Red	N2051



HAVOC WIDE LOAD



Skeet Reese designed, the Wide Load™ has the best possible action to get bites in all conditions. When you need a bait that moves a lot of water this is it. Whether you are flipping or casting the Wide Load is going to bring a load to the scales.

HVMWL5-BBL	5" 6ct Black/Blue	N2053
HVMWL5-BTX	5" 6ct Big Texan	N2052
HVMWL5-CALI	5" 6ct California	N2054
HVMWL5-GP	5" 6ct Green Pumpkin	N2055
HVMWL5-JB	5" 6ct Junebug	N2056
HVMWL5-LPP	5" 6ct Lime Purposele Passion	N2057
HVMWL5-OCC	5" 6ct Okeechobee Craw	N2058
HVMWL5-PL	5" 6ct Plum	N2059
HVMWL5-SBU	5" 6ct Sapphire Blue	N2051
HVMWL5-VO	5" 6ct Vampire Orange	N2052

POWER WORM

NEW SIZE - 12" POWERWORM

Ribbontail design swims naturally on the fall with twitches and short hops. Soft but firm texture is irresistible to fish. Ideal for lakes, reservoirs, streams or rivers.



MPWA12-BB	12" 5ct Black/Blue	N4715
MPWA12-BBF	12" 5ct Black Blue Fleck	N4713
MPWA12-BF	12" 5ct Blue Fleck	N4716
MPWA12-BGP	12" 5ct Black Grape	N4714
MPWA12-GP	12" 5ct Green Pumpkin	N4717
MPWA12-MOR	12" 5ct Motor Oil Red Fleck	N4718
MPWA12-PL	12" 5ct Plum	N4719
MPWA12-RS	12" 5ct Red Shad	N4711
MPWA12-WCH	12" 5ct Watermelon/Chart	N4713
MPWA12-WMC	12" 5ct Watermelon Candy	N4712

JUMBO CHIGGER CRAW

The tournament winning Chigger Craw got a lot bigger. The high disturbance "jumbo" pinchers create more strikes and the larger body delivers increased water disturbance. Designed for rigging versatility. Fish it as a jig trailer, Texas rig or open water jigs.



MPJCHC5-BBF	5" 4ct Black/Blue/Fleck	N2805
MPJCHC5-BLR	5" 4ct Black Red Fleck	N2804
MPJCHC5-CPF	5" 4ct Cinn Purposele Fleck	N2806
MPJCHC5-GP	5" 4ct Green Pumpkin	N2807
MPJCHC5-GPBF	5" 4ct Green Pumpkin Blue Flk	N2808
MPJCHC5-PG	5" 4ct Pumpkin Green Fleck	N2809
MPJCHC5-SBU	5" 4ct Sapphire Blue	N2801
MPJCHC5-WM	5" 4ct Watermelon	N2802
MPJCHC5-WMC	5" 4ct Watermelon Candy	N2803

HOLLOW BELLY SWIMBAIT



Oversized paddle tail creates unbelievable swimbait action. Hollow body collapses for instant hook sets. Soft texture mimics the feel of live baitfish.

HBCSB4-BG	4" 3p Bluegill	N6594
HBCSB4-FT	4" 3p Fire Tiger	N6595
HBCSB4-GZS	4" 3p Gizzard Shad	N6596
HBCSB4-PW	4" 3p Pearl White	N6597
HBCSB4-TNS	4" 3p Tennessee Shad	N6598
HBCSB4-TRT	4" 3p Trout	N6599
HBCSB5-BG	5" 3p Bluegill	N6591
HBCSB5-FT	5" 3p Firetiger	N6592



POWER GRUB

Smaller profile to stimulate feeding. Popular for all species of fish. A flexible bait for a variety of rigging options. Size: 2" -- 20 per pack

MPG2-FT	2" 20ct Fire Tiger	N2703
MPG2-MSP	2" 20ct Milky Salt & Pepper	N2704
MPG2-PW	2" 20ct Pearl White	N2705
MPG2-WH	2" 20ct White	N2706

HANKS FOOTBALL JIG



Ideal football head design and line tie placement allows jig to mimic live prey crawling on rock bottom. Rubber skirt keeper is designed to keep skirt tentacles uniform and hold rattles.

GJFB12-CDDY	1/2oz Craw Daddy	N2287
GJFB12-GPRF	1/2oz Green Pumpkin Red Flk	N2288
GJFB12-MGPK	1/2oz Midnight Green Pumpkin	N2289
GJFB12-OC	1/2oz Orange Craw	N2281
GJFB12-PBJ	1/2oz Peanut Butter & Jelly	N2282
GJFB12-RCR	1/2oz Rusty Craw	N2283
GJFB1-CDDY	1oz Craw Daddy	N2284
GJFB1-GPRF	1oz Green Pumpkin Red Flk	N2285
GJFB1-MGPK	1oz Midnight Green Pumpkin	N2286
GJFB1-OC	1oz Orange Craw	N2287
GJFB1-PBJ	1oz Peanut Butter & Jelly	N2288
GJFB1-RCR	1oz Rusty Craw	N2289
GJFB34-CDDY	3/4oz Craw Daddy	N2281
GJFB34-GPRF	3/4oz Green Pumpkin Red Flk	N2282
GJFB34-MGPK	3/4oz Midnight Green Pumpkin	N2283
GJFB34-OC	3/4oz Orange Craw	N2284
GJFB34-PBJ	3/4oz Peanut Butter & Jelly	N2285
GJFB34-RCR	3/4oz Rusty Craw	N2286

HANKS SWIMMIN JIG



Triple coned, double barbed bait keeper grips the trailer securely. Designed with a hydrodynamic head and less skirt tentacles to allow the jig to swim easily through grass

GJSM12-ACR	1/2oz Alabama Craw	N2287
GJSM12-BBHR	1/2oz Blueback Herring	N2288
GJSM12-EG	1/2oz Electric Grape	N2289
GJSM12-GPO	1/2oz Green Pumpkin Orange	N2281
GJSM12-PBJ	1/2oz Peanut Butter & Jelly	N2282
GJSM12-TSF	1/2oz Tequila Sunrise Flash	N2283
GJSM14-ACR	1/4oz Alabama Craw	N2284
GJSM14-BBHR	1/4oz Blueback Herring	N2285
GJSM14-EG	1/4oz Electric Grape	N2286
GJSM14-GPO	1/4oz Green Pumpkin Orange	N2287
GJSM14-PBJ	1/4oz Peanut Butter & Jelly	N2288
GJSM14-TSF	1/4oz Tequila Sunrise Flash	N2289
GJSM38-ACR	3/8oz Alabama Craw	N2281
GJSM38-BBHR	3/8oz Blueback Herring	N2282
GJSM38-EG	3/8oz Electric Grape	N2283
GJSM38-GPO	3/8oz Green Pumpkin Orange	N2284
GJSM38-PBJ	3/8oz Peanut Butter & Jelly	N2285
GJSM38-TSF	3/8oz Tequila Sunrise Flash	N2286

LIGHTNING ROD



North America's #1 selling graphite rod. The Lightning Rod built its reputation on a unique combination of strength and sensitivity. Today, the Berkley Lightning Rod® IM6 still is the fastest, strongest, and lightest rod in its class. Chrome-plated SS304 guides have made the Lightning Rod® IM6 lighter, stronger, and more sensitive than ever.

LR661MHC	Lightning Rod IM6 6'6" MH	N24597
LR701MC	Lightning Rod IM6 7' M	N24598
LR701MHC	Lightning Rod IM6 7' MH	N24599



NANOFIL LINE

Uni-Filament -- Made out of gel-spun polyethylene, much like a superline, this ultimate spinning reel fishing line consists of hundreds of Dyneema® nanofilaments that are molecularly linked and shaped into a unified filament fishing line. Dyneema, The World's Strongest Fiber™, gives this line superline type strength and our uni-filament process gives it a combination of casting and sensitivity never before seen in any line category.



NF15010-CM	10lb 150yd Clear Mist	N12601
NF15012-CM	12lb 150yd Clear Mist	N12602
NF1504-CM	4lb 150yd Clear Mist	N12603
NF1506-CM	6lb 150yd Clear Mist	N12604
NF1508-CM	8lb 150yd Clear Mist	N12605

DUAL-TUBE BLACKLIGHT

Ultraviolet black light. Fluorescent white light. Ideal illumination for night fishing. 15 foot cord with vehicle plug-in.



BTCTFL	Dual Tube Fluorescent Light	N21376
--------	-----------------------------	--------

CLIP ON HAT LIGHT

Cap clip-on light with white and red LED lights. Weatherproof. Great for hunting, fishing or camping. Hands-free light source clips to hat or visor. Lithium batteries included.



BTCOHL	Berkley Clip On Hat Light	N6977
--------	---------------------------	-------

BALL BEARING SWIVEL

Smooth rotating ball bearing swivel helps reduce line twist.



P2BB	#2 25lb 3pk Black	N2778
------	-------------------	-------

REEL OIL & GREASE KIT

Safeguard your reels against rust and corrosion.



BAOGK	Berkley Reel Oil & Grease Kit	N2979
-------	-------------------------------	-------

STEELON LEADER

McMahon® swivel and super strong cross-lok snap on a hand wound leader.



3W1230BL	Steelon 12" 30lb 3pk Black	N731
3W1845BL	Steelon 18" 45lb 3pk Black	N962
3W2445BL	Steelon 24" 45lb 3pk Black	N1073



CHROMA-GLOW CRAPPIE NIBBLES

The first dough bait to glow in color. Creates a visible sparkle trail and reflects light to attract more fish.



CNGC	Glow Nibble 1.1oz Glow Chart	N3264
CNGP	Glow Nibble 1.1oz Glow Pink	N3265
CNGW	Glow Nibble 1.1oz Glow White	N3266
CNGY	Glow Nibble 1.1oz Glow Yellow	N3267



MR CRAPPIE BALSA SLIP THANG



Made from Balsa wood and made with all the quality features like no breakable stick

783-SF-36YG	Balsa Slip Thang 3/4" YG 36pk	N27148
-------------	-------------------------------	--------

MR CRAPPIE LIGHTED FLO GLO BOBBER



- Bright light
- Super high visibility
- Slip or fixed depth
- Looks and works like a bobber
- Super sensitive to bite
- Three times brighter and can be seen 3X further
- 2 Pc. Bubble Pack with 4 light sticks

M125W-2YG-GL	Flo Glo 1.25" Round 2ct Yell/Grn	N2639
M2BW-2YG-GL	Flo Glo 2.50" Cigar 2ct Yell/Grn	N2632
MP150W-2YG-GL	Flo Glo 1.50" Pear 2ct Yell/Grn	N2631

MR CRAPPIE FLO GLO LIGHT STICKS



- Bright light
- Super high visibility
- 3 times brighter and can be seen 3 times further
- Can be used to light lures and other bobbers
- Each pack includes 4 light sticks, 4 plastic sleeves, and 1 bobber clip

FGS437-4G	Flo Glo Light Sticks 1.50" 4ct	N1333
-----------	--------------------------------	-------

SLIP STICK FLOATS



Slip Stick Pear Foam Float
-Super sensitive spin casting adjustable slip float.
-Can also be used as fixed float.

B075P-50RW	Pear 0.75" 50ct Red/White	N10194
B100P-50RW	Pear 1.00" 50ct Red/White	N10575
B4BC-50RW	Unweighted Cigar 3.00" 50ct	N13146



WARMOUTH



Big Bite is proud to announce the WarMouth, the latest signature bait from Big Bite Pro Dean Rojas. The WarMouth is a deadly sight fishing bait that has helped Dean to top finishes. Also known a swim bream, the subtle kicking action of the legs also make it a great swim jig trailer. The WarMouth is compact at 3.5" long and designed to be fished with a Extra Wide Gap worm hook.

3WM-01	3.5" 4pk Chartreuse Bluegill	N4497
3WM-02	3.5" 4pk SS Shad	N4493
3WM-03	3.5" 4pk Wat Red Ghost	N4495
3WM-04	3.5" 4pk Shad	N4492
3WM-05	3.5" 4pk Green Bluegill	N4499

CONTINUED.....



WARMOUTH

3WM-06	3.5" 4pk Wild Shiner	N4496
3WM-07	3.5" 4pk War Party	N4494
3WM-08	3.5" 4pk Easy Money	N4498
3WM-09	3.5" 4pk Green Pumpkin	N4491



FAT FREE SHAD

When introduced, this flat sided deep runner completely renovated the hard bait market. With an enticing tight action, Fat Free Shad was responsive with an ease of retrieve never before seen in a bait of its size and running depth. With Excalibur Tx3 Rotating Treble Hooks and brilliant new finishes, this is the premier deep-diving crankbait on the market.



BD6F-FL	1/2oz 8-14' Foxy Lady	N4691
BD7F-FL	3/4oz 14-18' Foxy Lady	N4699
BD8F-AS	3/4oz 17-19' Bama Shad	N4697
BD8F-CBSP	3/4oz 17-19' Chart Blues Sparkle	N4698
BD8F-CCR	3/4oz 17-19' Chartreuse Craw	N4699
BD8F-DCS	3/4oz 17-19' Citrus Shad	N4691
BD8F-DFT	3/4oz 17-19' Fire Tiger	N4693
BD8F-ESP	3/4oz 17-19' Emerald Sparkle	N4692
BD8F-FL	3/4oz 17-19' Foxy Lady	N4694
BD8F-FS	3/4oz 17-19' Foxy Shad	N4695
BD8F-RG	3/4oz 17-19' Rayburn Gold	N4696
BD8F-RX	3/4oz 17-19' Roux	N4697
BD8F-TSP	3/4oz 17-19' Tenn Special	N4698

SILENT FAT FREE SHAD

Most pro anglers have two versions of identical, productive crankbaits on hand for every tournament -- one that rattles and one that's silent. Why? Because after whacking a few fish from a school and the action slows down, these guys know that they can pick up a few more by switching to the silent version of the same bait. Silent crankbaits also are the preferred style in gin-clear water, especially if its experienced heavy fishing pressure. The Fat Free Shad has been recognized as the leader in the crankbait industry for more than a decade and it's still going strong.



BD7SF-AS	3/4oz 14-18' Bama Shad	N4695
BD7SF-CBSP	3/4oz 14-18' Chart Blue Sparkle	N4697
BD7SF-CCR	3/4oz 14-18' Chartreuse Craw	N4698
BD7SF-DCS	3/4oz 14-18' Dance Citrus Shad	N4699
BD7SF-DFT	3/4oz 14-18' Dance Fire Tiger	N4691
BD7SF-ESP	3/4oz 14-18' Emerald Sparkle	N4692
BD7SF-FL	3/4oz 14-18' Foxy Lady	N4693
BD7SF-FPH	3/4oz 14-18' Foxy Phantom	N4694
BD7SF-FS	3/4oz 14-18' Foxy Shad	N4695
BD7SF-RG	3/4oz 14-18' Rayburn Gold	N4696
BD7SF-RX	3/4oz 14-18' Roux	N4697
BD7SF-TSP	3/4oz 14-18' Bama Shad	N4698
BD8SF-AS	3/4oz 17-19' Rayburn Gold	N4691
BD8SF-CBSP	3/4oz 17-19' Chart Blue Sparkle	N4692
BD8SF-CCR	3/4oz 17-19' Chart Craw	N4693
BD8SF-DCS	3/4oz 17-19' Citrus Shad	N4694
BD8SF-DFT	3/4oz 17-19' Fire Tiger	N4696
BD8SF-ESP	3/4oz 17-19' Emerald Sparkle	N4695
BD8SF-FL	3/4oz 17-19' Foxy Lady	N4697
BD8SF-FPH	3/4oz 17-19' Foxy Phantom	N4698
BD8SF-FS	3/4oz 17-19' Foxy Shad	N4699
BD8SF-RG	3/4oz 17-19' Rayburn Gold	N4692
BD8SF-RX	3/4oz 17-19' Roux	N4693
BD8SF-TSP	3/4oz 17-19' Tenn Special	N4694

FAT FREE FINGERLING

The Bomber's Fat Free Fingerling is a serious crankbait for serious crankbait fishermen. The Fat Free Fingerling is a crankbait many tournament anglers have tied on all the time because it's the perfect size compromise and dives to the right depth to be a general "all day, every day" crankbait.



BD5F-FL	3/8oz Foxy Lady	N4698
BD5F-SPT	3/8oz Sparkle Tiger	N4699



FAT FREE FRY



The Bomber Fat Free Fry fishing lure is the perfect crankbait choice when the average size of shad and other baitfish are smaller than two inches. The two-inch Fry weighs 1/4 ounce and will dive to six feet. The Fry is also be a good fishing lure to use around cover as it features the Fat Free Shad's exclusive kick-out paddle, which reduces hang ups. The Fat Free Fry is superb for white bass and largemouth bass fishing

BD4F-FL	1/4oz Foxy Lady	N4691
BD4F-MPS	1/4oz Pearl Shad	N4692
BD4F-RBF	1/4oz Rootbeer Float	N4693
BD4F-SPT	1/4oz Sparkle Tiger	N4694

FAT FREE GUPPY



The Fat Free Guppy is a fish-catching crankbait made for medium to shallow waters. The body of this two-inch, 3/8-ounce fishing lure is similar to that of the proven Fat Free Fingerling, but the Guppy runs in the 4 to 6 foot zone that none of the other Fat Free Shads cover. The Guppy is an easy-pulling Bomber crank bait featuring a kick-out paddle that will roll over structure preventing hangups. It casts for distance and features, realistic eyes and XCalibur Tx3 point treble hooks.

BD5M-CHBL	3/8oz Chartreuse Blues	N4695
BD5M-RBCH	3/8oz Rootbeer Chartreuse	N4696
BD5M-RBF	3/8oz Rootbeer Float	N4697
BD5M-SPT	3/8oz Sparkle Tiger	N4698

SQUARE A VALUE SERIES



The Bomber Square A features a square paddle with chamfered corners that allow this bait to run over fallen timber and through heavy cover. It produces a wide wobble & is built Bomber tough.

4SL-BTS	1/4oz 0-3' Baby Threadfin Shad	N2191
4SL-FYBS	1/4oz 0-3' Chart/Black Scale	N2192
4SL-TS	1/4oz 0-3' Tennessee Shad	N2194
4SL-XC4	1/4oz 0-3' Dark Brown Crawdad	N2193
4SL-XC5	1/4oz 0-3' Apple Red Crawdad	N2199
5SL-BTS	3/8oz 0-3' Baby Threadfin Shad	N2195
5SL-FYBS	3/8oz 0-3' Chart Black Scales	N2197
5SL-TS	3/8oz 0-3' Tennessee Shad	N2199
5SL-XC4	3/8oz 0-3' Brown Crawdad	N2196
5SL-XC5	3/8oz 0-3' Red Apple Crawdad	N2198

BOMBER HAT BLACK & ORANGE



High quality structured, low-vis, hat from the makers of The Game®. With 3D embroidered logo on the front. One size fits most Velcro® strap.

LWBMH3	Bomber Hat Black (Orange B Mark)	N11681
--------	----------------------------------	--------

BOMBER HAT BLACK & WHITE



High quality structured, low-vis, hat from the makers of The Game®. With 3D embroidered logo on the front. One size fits most Velcro® strap.

LWBMH2	Bomber Hat Black/White Black	N11992
--------	------------------------------	--------



BOMBER HAT KHAKI

High quality structured, low-vis, hat from the makers of The Game®. With 3D embroidered logo on the front. One size fits most Velcro® strap.



LWBMH6 Bomber Hat Khaki N10433



PAD CRASHER



There's nothing like fishing the weeds and slop, and nothing like the surprise and violence of a big bass crashing through the thick stuff to eat your frog. The Pad Crasher's soft plastic is just the right consistency to ensure solid, consistent hook-ups while remaining weed- and snag-free. The belly features "chines" that make "walking the frog" easy in open water, and it's just the right weight for pulling over slop or through the pads for big bass. Realistic decoration schemes and adjustable spinnerbait-style legs seal the deal for big bass.

BYPC3900	1/2oz Swamp Frog	N4289
BYPC3901	1/2oz Leopard Frog	N4288
BYPC3902	1/2oz Cricket Frog	N4286
BYPC3903	1/2oz Bull Frog	N4285
BYPC3904	1/2oz Albino Frog	N4284
BYPC3905	1/2oz Kuro Frog	N4287

GLOW BLADE TANDEM

Booyah®'s Glow Blade™ Spinnerbaits are hard to beat in stained or dingy water and maybe your ace in the hole when the clouds take over. Finished with a durable hi-viz glow paint on both blades and the head, with a vibrant 50-strand silicone skirt back on the business end. Premium construction throughout.



BYGBT12615	1/2oz Snow White White/Blades	N3993
BYGBT12616	1/2oz Wht/Cht Wht/Cht Blades	N3994
BYGBT12617	1/2oz Chartreuse	N3991
BYGBT12618	1/2oz Cht/Wht Cht/Red Blades	N3992
BYGBT38615	3/8oz Snow White White/Blades	N3997
BYGBT38617	3/8oz Chartreuse	N3995
BYGBT38618	3/8oz Cht/Wht Cht/Red Blades	N3996

POND MAGIC

A truly unique bait series, Pond Magic is specialized in color and blade combinations which have been hand selected to match the forage base of smaller waters. Small in size by spinnerbait standards but certainly not short on features. Premium components and 60-strand ultra fine silicone skirts make these every bit the quality of our BOOYAH Blades. Pick up a Pond Magic and you'll find out quickly that these are fish catching machines.



BYPM36715	3/16oz Sunrise Craw	N3112
BYPM36716	3/16oz Moss Back Craw	N3118
BYPM36717	3/16oz Nest Robber	N3119
BYPM36718	3/16oz Okie Craw	N3111

BLADE SKIRT

Spinnerbait and Buzzbait replacement skirts -- 2 per package.



BYSSD629	Blade Skirt Blue/Chartreuse	N1393
BYSSD631	Blade Skirt Red Orange	N1394



SHARK SUNGLASS RETAINER



-The New Browning "Shark" retainer is made with a patent pending tip that allows it to fit multiple style temple tips snugly for a secure hold.
-The flex PC strap resists fading and binding. It is super durable and lightweight

BRN-SR-BLK Shark Sunglass Retainer N5005

NEOPRENE SUNGLASS RETAINER



Neoprene sunglass Retainer is 18" long and 1.2" wide. Features- Secure rubber tips, adjustable slide for adjustable length, fade resistant braided nylon.

BRN-NEO-02 Neoprene Retainer-Pink N2336

ROPE SUNGLASS RETAINER



BRN-RRO-001 Rope Retainer-Camo N2337



Browning's Buckmark Outdoor Power Bracelet has positive frequency holograms that work with the body's natural energy field to create greater focus, strength, balance and flexibility. It also looks great too.



BRN-PBL-BLK	Black Size: Large	N5008
BRN-PBM-BLK	Black Size: Medium	N5001
BRN-PBM-PNK	Pink Size: Medium	N5003
BRN-PBS-PNK	Pink Size: Small	N5002
BRN-PBX-BLK	Black Size: X-Large	N5009

BROWNING SOFTSIDE COOLERS



Large Softsider - Holds 24 - 12oz cans
Small Softsider - Holds 6 - 12oz cans

BRN-CLR-001	Small Softside Cooler	N7005
BRN-CLR-002	Large Softside Cooler	N9504

12OZ BOTTLE COOZIE



BROWNING BOTTLE COOZIE 3.5MM NEOPRENE
We DARE you to Place these Browning Coozies close to your checkout counter...we refer to them as a "Convenience Cash Cow" Item!

BRN-BTL-BY	Bottle Koozie Black/Yellow	N2806
BRN-BTL-OR	Bottle Koozie Orange	N2807
BRN-BTL-PK	Bottle Koozie Pink Camo	N2808
BRN-BTL-RD	Bottle Koozie Red	N2809



12OZ CAN COOZIE

BROWNING CAN COOZIE 3.5MM
NEOPRENE

We DARE you to Place these Browning Coozies close to your checkout counter...we refer to them as a "Convenience Cash Cow" Item!



BRN-CAN-BY	Can Koozie Black/Yellow	N1891
BRN-CAN-OR	Can Koozie Orange	N1892
BRN-CAN-PK	Can Koozie Pink Camo	N1893
BRN-CAN-RD	Can Koozie Red	N1894



JWILL SWIMBAIT HEAD

B.A.S.S. Elite Series Pro, Jason Williamson has worked exclusively with Buckeye Lures to create this unique way of fishing a swimbait in open water. The Buckeye J-Will Swimbait Head boasts an extra sharp 5/0 (1/8oz has a 4/0) Mustad Ultra Point Heavy Flipping Hook for unmatched strength. These heads have been custom painted to match most colors of swimbaits on the market. The collar on the head holds the swimbait securely cast after cast fish after fish.



JWAYU12	1/2oz Ayu	N4005
JWAYU14	1/4oz Ayu	N4002
JWAYU18	1/8oz Ayu	N4008
JWAYU38	3/8oz Ayu	N4005
JWBBACK12	1/2oz Blueback	N4006
JWBBACK14	1/4oz Blueback	N4003
JWBBACK18	1/8oz Blueback	N4009
JWBBACK38	3/8oz Blueback	N4006

JWGS12	1/2oz Glimmer Shad	N4007
JWGS14	1/4oz Glimmer Shad	N4004
JWGS18	1/8oz Glimmer Shad	N4001
JWGS38	3/8oz Glimmer Shad	N4007
JWP12	1/2oz Pearl	N4008
JWP14	1/4oz Pearl	N4005
JWP18	1/8oz Pearl	N4002
JWP38	3/8oz Pearl	N4008
JWSH12	1/2oz Shad	N4009
JWSH14	1/4oz Shad	N4006
JWSH18	1/8oz Shad	N4003
JWSH38	3/8oz Shad	N4009
JWUN12	1/2oz Unpainted	N4001
JWUN14	1/4oz Unpainted	N4007
JWUN18	1/8oz Unpainted	N4004
JWUN38	3/8oz Unpainted	N4001



RED LIGHTNIN LINE

Cajun Red color disappears in as little as 3' of water. Designed for the toughest of fishing conditions with high abrasion resistance, low stretch, and superior knot strength. 2-lb. spool.
> Virtually invisible under 3' of water
> Designed for tough fishing conditions
> High abrasion resistance, low stretch and superior knot strength



CL10QB	Red Lightnin 1/4lb 10lb	N5232
CL12QB	Red Lightnin 1/4lb 12lb	N5233
CL14QB	Red Lightnin 1/4lb 14lb	N5234
CL17QB	Red Lightnin 1/4lb 17lb	N5235
CL20QB	Red Lightnin 1/4lb 20lb	N5236
CL25QB	Red Lightnin 1/4lb 25lb	N5237
CL30QB	Red Lightnin 1/4lb 30lb	N5238
CL40QB	Red Lightnin 1/4lb 40lb	N5239
CL50QB	Red Lightnin 1/4lb 50lb	N5231
CL6QB	Red Lightnin 1/4lb 6lb	N5232
CL8QB	Red Lightnin 1/4lb 8lb	N5233



SYNTHETIC PADDLE



Blade Dimensions: 6-1/8" X 22" (6-1/8" X 14" less than 4") -- Shaft Diameter: 1" Silver Aluminum (1-1/8" at hand position) -- Shaft Color: Silver Aluminum (excluding shaft grip position) -- Grip Type: Palm or T-Grip

BPS25	Synthetic Paddle Black 2.5'	N4194
BPS30	Synthetic Paddle Black 3'	N4955
BPS35	Synthetic Paddle Black 3.5'	N5756
BPS40	Synthetic Paddle Black 4'	N6687
BPS45	Synthetic Paddle Black 4.5'	N7118
BPS50	Synthetic Paddle Black 5'	N7649
BPS55	Synthetic Paddle Black 5.5'	N8491



FROG GIG



-Black 5-prong solid steel gigs
-2-Piece 12ft. Aluminum Handle

FG-6	Frog Gig Pole Teles. 12' w/gig	N19342
------	--------------------------------	--------



AIRD SERIES ROD



- IM-6 graphite blank
- Minimized, direct contact reel seat for reduced weight-greater sensitivity-with stainless hood
- Lightweight split grip design with non-slip, high density EVA foam
- Stainless Steel guides
- Folding hook keeper

AIRD661MHXB	Aird Casting 6'6" MH	N26893
AIRD661MHXS	Aird Spinning 6'6" MH	N26895
AIRD701MHXB	Aird Casting 6'6" MH	N29584
AIRD701MXS	Aird Spinning 7' M	N29586

TEAM "T" ROD



- IM-6 graphite blank
- Minimized, direct contact reel seat for reduced weight-greater sensitivity-with stainless hood
- Lightweight split grip design with non-slip, high density EVA foam
- Stainless Steel guides
- Folding hook keeper

TDT661MHXB	Team T Casting Rod 6'6" MH	N46037
TDT661MXS	Team T Spinning Rod 6'6" M	N46031
TDT701MHXB	Team T Casting Rod 7' MH	N49319
TDT701MXB	Team T Casting Rod 7' M	N49318
TDT701MXS	Team T Spinning Rod 7' M	N49312



LAGUNA REEL

- Open access, low-profile frame for easy thumbing and line maintenance
- Lightweight composite frame and side plates
- Swept Handle for less wobble, better feel and winding power
- Five ball bearings plus roller bearing
- Magforce magnetic anti-backlash control
- Lightweight, drilled aluminum spool
- Dual-system infinite Anti-Reverse



LAG100H	Laguna Baitcast 6BB 6.3:1	N40533
LAG100HS	Laguna Baitcast 6BB 7.1:1	N40534

SWEEPFIRE REEL

- Smooth, 2 ball bearing drive
- Digigear
- Twist Buster®
- Advanced Locomotive Levelwind
- ABS aluminum spool design



SW1000-2B	Sweepfire Spinning 2BB UL	N14331
SW1500-2B	Sweepfire Spinning 2BB L	N14335
SW2000-2B	Sweepfire Spinning 2BB ML	N14338
SW2500-2B	Sweepfire Spinning 2BB ML	N14339
SW3500-2B	Sweepfire Spinning 2BB M	N14336
SW4000-2B	Sweepfire Spinning 2BB MH	N14337

D-SHOCK COMBOS



All D-Shock Reels Feature:

- Digigear™ for ultra-smooth retrieve
- Twist Buster™ II Line twist reduction
- ABS™ Machined Aluminum Spool
- Graphite composite body

DSH-4Bi reels also feature:

- 4 ball bearings and roller bearing, plus Infinite Anti-Reverse

DSH-Bi reels also feature:

- Single ball bearing and roller bearing, plus Infinite Anti-Reverse

DSH-2B reels also feature:

- 2 ball bearings

DHS10-2B/F502UL	Spinning 2BB 5' 2pc UL	N17995
DHS15-2B/F562L	Spinning 2BB 5' 6" 2pc L	N17996
DHS20-2B/F602ML	Spinning 2BB 6' 2pc ML	N17997
DHS20-4Bi/G602ML	Graphite Spinning 4BB 6' 2pc ML	N29992
DHS25-2B/F662M	Spinning 2BB 6' 6" 2pc M	N17998
DHS25-4Bi/G662M	Graphite Spinning 4BB 6' 6" 2pc M	N29993
DHS30-2B/F702M	Spinning 2BB 7' 2pc M	N17999
DHS30-4Bi/G702M	Graphite Spinning 4BB 7' 2pc M	N29994



PROFESSIONAL WILD MICRO SERIES



> Introducing the E21 Carrot Stix Wild Casting Series Rods. Each rod features Element 21's advanced Nano Carrot Fiber and Nano Silica blank construction. E21 even increased the nano bio fibers in each blank, resulting in even heightened sensitivity and increased flex strength. High quality Pac Bay Semi-Micro Guides with Zirconium inserts provide the increased casting distance and better load distribution associated with micro guides, and they are still large enough to allow knots and debris to pass through with minimal resistance.

> Proprietary E21 Reel Seats also deliver direct access to the blank for increased sensitivity, and all but the essential material has been removed to help reduce weight even further. Offering the advanced performance and sensitivity you expect from E21 - at a value-conscious price - the E21 Carrot Stix Wild Casting Rods.

CWX671MH-F-S	"WILD" Micro Spinning 6' 7" MH	N59996
CWX701H-F-C	"WILD" Micro Casting 7' H	N59992
CWX701MH-F-C	"WILD" Micro Casting 7' MH	N59994
CWX701ML-F-C	"WILD" Micro Casting 7' ML	N59995
CWX701ML-F-S	"WILD" Micro Spinning 7' ML	N59998
CWX701M-M-C	"WILD" Micro Casting 7' M	N59993
CWX701M-MF-S	"WILD" Micro Spinning 7' M	N59997
CWX761H-F-C	"WILD" Micro Casting 7' 6" H	N65991



RICK CLUNN SERIES ROD



- > Specifically designed by Rick for each of his most productive crankbait techniques.
- > S-Glass blank construction delivers incredible power, a super soft feel and improves the fish catching action of all crankbaits.
- > Split-handle design for weight reduction and improved balance.
- > Revolutionary high-density rubber handles deliver incredible feel and a sure grip.
- > Large fighting butt delivers performance and durability.
- > Holographic zirconium guides reduce weight and improve casting distance.
- > Available in six casting models, all 1-pc. construction from 6'6" to 7'8".
- > Custom, turquoise crackle finish.

WMERCDT78C1	Deep 2" Crankin 7'8" M	N57501
WMERCJB66C1	Jerkbait Rod 6'6" MH	N57502
WMERCLC70C1	Lipless Crankbait 7' M	N57503
WMERCSB68C1	Square Bill Rod 6'8" H	N57505
WMERCSBC70C1	Clearwater Square Bill 7' MH	N57509
WMERCSBM70C1	Murky Water Square Bill 7' H	N57504



SKEET REESE SERIES ROD



> The sacrifices required to achieve immortal status have declined significantly with the advent of the Wright & McGill Micro Honeycomb Blank Technology. With these rods you'll be fishing the most technologically advanced tools available. Extremely lightweight and incredibly sensitive, these high-modulus fishing rods deliver unparalleled performance without sacrificing rod strength and durability.

> Created through the combination of three separate layers of high-modulus graphite wrapped around a high-density graphite core, reinforced by woven fibers and then bound together by Wright & McGill's new, industry leading, Carbon Nanotube resin. The combination of micro guides and Micro Honeycomb technology creates perfectly balanced works of engineering that deliver power, performance and precision with a substantial weight advantage over normal graphite rods. All hail.

WMESRJW64C1	Jig/Worm Rod 6'4" MH	N57506
WMESRMFJ64C1	Micro Football Jig/Big Worm 6'4" MH	N61251
WMESRMFJ72S1	Micro Football Jig Rod 7' 2" MH	N61259
WMESRMFW63C1	Micro Finesse Worm/Fluke 6'3" MH	N61258
WMESRMSH72S1	Micro Drop Shot 7' 2" ML	N61257
WMESRSB64S1	Spinner Bait 6'4" MH	N57502

SWIVEL-BLACK BALL BEARING

Eagle Claw Ball-Bearing Swivel with Coastlock Snaps® in a resealable package -- Black Nickle finish.



01092-001	w/Coastlock Snap 3ct Size 1	N1603
01092-002	w/Coastlock Snap 3ct Size 2	N1604
01092-003	w/Coastlock Snap 3ct Size 3	N1605

SWIVEL-BLACK BARREL

Eagle Claw Barrel Swivel in a resealable package -- Black Nickle finish.



01112-003	Black Barrel 12ct/12pk Size 3	N13486
-----------	-------------------------------	--------

SWIVEL-BLACK CRANE

Eagle Claw Crane Swivels with Coastlock Snap in a resealable package -- Black Nickle finish.



01122-003	w/Coastlock Snap 12ct/12pk Sz 3	N11147
01122-005	w/Coastlock Snap 12ct/12pk Sz 5	N10118
01122-007	w/Coastlock Snap 12ct/12pk Sz 7	N10809

BRONZE OFFSET HOOK-84 SERIES

NEW SIZE - Plain Shank, Offset, Eagle Claw Point, Ringed Eye
The Eagle Claw 084 Hook is a "Top 10" seller for us...therefore we added a large 10/0 size to complete the selection!



84-10/0	Bronze Offset 100 Size 10/0	N22751
---------	-----------------------------	--------



S1 SERIES LARGE DEEP RUBBER



- Floats
- Hoop 19" x 21"
- Bag depth 24"
- Non-tangle/hook free lightweight rubber mesh
- Handle 36" Anodized octagonal aluminum
- Product Weight: 2.0 lbs

EGO-71351

S1 Large Deep Rubber

N39602

S1 SERIES LARGE PVC



- Floats
- Hoop 19" x 21"
- Bag depth 31"
- Non-tangle/hook free nylon mesh
- Handle 36" Anodized octagonal aluminum
- Product Weight: 1.4 lbs

EGO-71353

S1 Large PVC

N28353

S1 SERIES MEDIUM PVC



- Floats
- Hoop 17" x 19"
- Bag depth 28"
- Non-tangle/hook free nylon mesh
- Handle 30" Anodized octagonal aluminum
- Product Weight: 1.2 lbs

EGO-71363

S1 Medium PVC

N26644

S2 SLIDER SERIES LARGE DEEP RUBBER



>> The Revolutionary EGO S2 SLIDER product system offers the most advanced handle extension technology available to the angling market place. With a simple pull or push of the S2 SLIDER handle grip, it gives the savvy angler real time control of the handle extension length throughout the fish capturing process. The innovative modular platform also allows the handle to detach, providing component interchangeability and compact storage. >> Available with two landing net hoop sizes, multiple accessory attachments, and two handle lengths the EGO S2 SLIDER product system has redefined the sport fishing landing net paradigm!

EGO-72035

S2 Slider Deep Rubber-Large

N63795



FRABILL AERATOR HOSE

Includes aerator hose & 2 stones.



FR-1428

Aerator Hose w/2 Stones

N2136

Gamakatsu

DROP SHOT HOOK

The ultimate hook for nose hooking a Roboworm, small Gitzit, or any number of soft plastic drop shot baits. When it's time to get serious about finesse fishing this hook will amaze you!



50412	Black Size 2/0 6ct	N1997
50413	Black Size 3/0 6ct	N1998

JIG HEAD WACKY

Jig Head Wacky: With help from Shin Fukae, Gamakatsu debuts the Jig Head Wacky at ICAST 2011 featuring a new head designed to resist snags and a concealed hook tie to better protect your line. The hook is a custom bend similar to that used for shiners and the result is a higher percentage of hook ups, not just bites. The new Jig Head Wacky will sell in packs of 3 in these sizes: (1/16, 3/32, 1/8, and 3/16 ounces with a 1/0 hook).



312411-BK-1/16	1/16oz 3ct Black	N4919
312411-BK-1/8	1/8oz 3ct Black	N4912
312411-BK-3/16	3/16oz 3ct Black	N4914
312411-BK-3/32	3/32oz 3ct Black	N4916
312411-GP-1/16	1/16oz 3ct Green Pumpkin	N4911
312411-GP-1/8	1/8oz 3ct Green Pumpkin	N4913
312411-GP-3/16	3/16oz 3ct Green Pumpkin	N4915
312411-GP-3/32	3/32oz 3ct Green Pumpkin	N4917

STAND UP ALIEN HEAD

Stand Up Alien Head: Gamakatsu's new stand-up jig head is made for hard bottom fishing and comes with their very own bait keeping system designed to hold the bait in place without tearing. It comes with a black finesse hook and in either green pumpkin or black jighead. Available in these sizes: (1/8, 3/16, 1/4, 5/16 ounce sizes with a 3/0 black finished hook).



309413-BK-1/4	1/4oz 4ct Black	N4788
309413-BK-1/8	1/8oz 4ct Black	N4782
309413-BK-3/16	3/16oz 4ct Black	N4784
309413-BK-5/16	1/4oz 4ct Black	N4789
309413-GP-1/4	1/4oz 4ct Green Pumpkin	N4781
309413-GP-1/8	1/8oz 4ct Green Pumpkin	N4783
309413-GP-3/16	3/16oz 4ct Green Pumpkin	N4785
309413-GP-5/16	5/16oz 4ct Green Pumpkin	N4786



BABY SHAD

NEW COLORS -- The Bobby Garland line of crappie baits have exploded this year!! Just try to hold this bait so the tail doesn't dance. You can't and that's why this bait catches more fish. Comes in 18-count bag.



GLBS279	2" 18ct Halo Laminate	N2098
GLBS280	2" 18ct Shimmer Shad	N2099
GLBS281	2" 18ct Green Hornet Laminate	N2097



MINNOW MIND R



NEW COLORS -- Tip it with a live minnow, Scent Wiggler or fish it as is. This unique twin-tailed crappie catcher provides color, flash and hook-holding security to a live minnow.

GLMM281	2.25" 12ct Green Hornet	N2383
GLMM282	2.25" 12ct Blue Dauber	N2381
GLMM287	2.25" 12ct Horse Fly	N2384
GLMM289	2.25" 12ct Deer Fly	N2382
GLMM299	2.25" 12ct Love Bug	N2385

MO GLO BABY SHAD



NEW COLORS -- They Glow in the Dark!

MGBS284-18	2" 18ct Screamer	N2087
MGBS285-18	2" 18ct Devils Grin	N2086

SLAB SLAY R



NEW COLORS -- The perfect combination of a solid body and a thin spear-tail for enticing crappie. Comes in 12-count bag.

GL2SS281	2" 12ct Green Hornet	N2098
GL2SS287	2" 12ct Horse Fly	N2099

GL2SS288	2" 12ct Love Bug	N2091
----------	------------------	-------

STROLL R



NEW COLORS -- Stroll it. Troll it. Cast it. Jig it. No other crappie bait has this much action from head to tail. Comes in a 12-count bag.

GLSR278	2.5" 12ct Midnight Sun	N2295
GLSR281	2.5" 12ct Green Hornet	N2292
GLSR287	2.5" 12ct Horse Fly	N2293
GLSR288	2.5" 12ct Love Bug	N2294



CHUG N SPOOK



JUST ARRIVED! Be the first to have this dangerous topwater annihilator!

X9556-02	1oz 4-7/8" Black Shiner	N4997
X9556-427	1oz 4-7/8" Bone/Orange Belly	N4998
X9556-428	1oz 4-7/8" Golden Shad	N4997
X9556-430	1oz 4-7/8" Pearl Melon	N4999
X9556-431	1oz 4-7/8" Ghost	N4996
X9556-435	1oz 4-7/8" Salt/Bone	N4991
X9556-436	1oz 4-7/8" Salt/Ham Bone Flash	N4993
X9556-439	1oz 4-7/8" Salt/Red Head Flash	N4994
X9556-444	1oz 4-7/8" Salt/Citrus	N4992
X9556-BB	1oz 4-7/8" Baby Bass	N4996
X9556-GBF	1oz 4-7/8" G-Finish Bullfrog	N4992
X9556-GBLSD	1oz 4-7/8" G-Finish Blue Shad	N4991
X9556-GBSD	1oz 4-7/8" G-Finish Shad	N4995
X9556-GFS	1oz 4-7/8" G-Finish Foxy Shad	N4993



CHUG N SPOOK

X9556-GPER	1oz 4-7/8" G-Finish Perch	N4994
X9556-HBS	1oz 4-7/8" Wounded Shad	N4995
X9556-HFB	1oz 4-7/8" Florida Bass	N4999
X9556-HOS	1oz 4-7/8" Okie Shad	N4998



CRAPPIE MAGNET

NEW COLORS 2012



CM15-B/C/FLASH	1.5" 15ct Black/Chart Flash	N846
CM15-HEAVY/D	1.5" 15ct Heavy D	N847
CM15-MIDNIGHT/BLUE	1.5" 15ct Midnight Blue	N848
CM15-PEARL	1.5" 15ct Pearl	N849
CM15-PEARL/PINK	1.5" 15ct Pearl/Pink	N841
CM15-RED/CHT/FLASH	1.5" 15ct Red/Chart Flash	N842
CM15-WHITE/RED	1.5" 15ct White/Red	N843
CM15-YELLOW/PEARL	1.5" 15ct Yellow/Pearl	N844



LASER MG SPEED SPOOL



> One-piece lightweight graphite composite frame > Eight premium double shielded stainless steel bearing system > Zero-Reverse one-way stainless steel clutch bearing > Externally adjustable magnetic brake system > Die cast aluminum drilled (12-hole) anodized spool > Large Rulon 10 lb. maximum drag system > Anodized aluminum handle > Titanium line guide > Quick and easy removable graphite palming side plate > Right-side metal spool tension adjustment dial > Full adjustable, smooth metal star drag system > LS1SMG features high capacity spool and a longer 95MM "power crank" handle

LS1HMG	MG Speed Spool 8BB 6.4:1	N54396
LS1SHMG	MG Speed Spool 8BB 7.1:1	N54397
LS1SMG	MG Speed Spool 8BB 5.4:1	N54395

TOURNAMENT MG REEL



> One-piece die cast aluminum frame > Sturdy graphite side covers > Deep, machine forged and anodized aluminum spools > Anodized aluminum "power crank" 95MM reel handle > High-strength solid brass gearing > Premium 10 double shielded stainless steel bearing system > Zero-Reverse one-way clutch bearing > Externally adjustable magnetic brake system > External handle side spool tension adjustment > Rugged Rulon drag system (10 lbs. of drag power) > Zirconia line guide

TS1HMG	Tournament MG Baitcast 10BB 6.4:1	N88849
TS1SHMG	Tournament MG Baitcast 10BB 7.1:1	N88841
TS1SLMG	Tournament MG Baitcast LH 10BB 7.1:1	N88842
TS1SMG	Tournament MG Baitcast 10BB 5.4:1	N88848



TOURNAMENT PRO SPEED SPOOL



> One-piece die cast aluminum frame > 11 double-shielded premium stainless steel bearings > Aircraft-grade machine forged Duralumin drilled and anodized spool and gear system > ZeroReverse one-way clutch bearing > Easily removable palming side plate > Rugged carbon composite drag system with audible click star drag > Lightweight graphite side plates > External lube port > Titanium-coated zirconia line guide

TP1HL	Tournament Pro Speed Spool LH 11BB 6.4:1	N138714
TP1S	Tournament Pro Speed Spool 11BB 5.4:1	N138713

TOURNAMENT SPEED SPOOL



> One-piece die cast aluminum frame > 10 double-shielded premium stainless steel bearings > Drilled and forged, anodized aluminum spool > High strength solid brass gearing > External-adjust Multi-Setting Brake (MSB) dual magnetic/centrifugal cast control > ZeroReverse one-way clutch bearing > Easily removable palming side plate > Right-side spool tension adjustment with audible click star drag > Lightweight graphite side plates > Rugged carbon composite drag system with audible click > Lightweight aluminum bowed handle with Lew's custom paddle knobs > Titanium-coated zirconia line guide > Deep-spool TS1S cranking model with a longer 95MM handle

TS1HL	Tournament Speed Spool LH 10BB 6.4:1	N104035
-------	--------------------------------------	---------

LASER SPEED SPIN



> Rugged graphite painted body and rotor > Double anodized aluminum spool with titanium lip and gold accent lines > Larger diameter spool for longer casting and faster line retrieve > Strong and balanced thick aluminum bail > Thin compact gear box > Quality seven bearing system > Zero-Reverse one-way clutch bearing > Machined aluminum handle with Soft Touch knob > Includes spare aluminum spool

LS100	Laser Speed Spin 7BB 5.2:1 110/4	N26516
LS200	Laser Speed Spin 7BB 5.2:1 120/6	N26517
LS300	Laser Speed Spin 7BB 5.2:1 190/8	N26518

SPEED SPOOL LEFT HAND



> One-piece die cast aluminum frame > 10 double-shielded premium stainless steel bearings > Drilled, machine forged and anodized aluminum spool > High strength solid brass gearing > External-adjust magnetic brake system > ZeroReverse one-way clutch bearing > Easily removable palming side plate > Rugged Rulon® star drag system > Lightweight graphite side plates > Anodized aluminum handle with Lew's custom paddle knobs > Titanium-coated zirconia line guide > Deep-spool SS1S cranking model with a longer 95MM handle

SS1HL	Speed Spool Baitcast LH 10BB 6.4:1	N69999
-------	------------------------------------	--------

WALLY MARSHALL SIGNATURE REEL



> One-piece graphite frame and side plates > Two plus one bearing system > Line capacity 100 yards/10-lb. mono > Forged shallow aluminum spool > 6.4:1 gear ratio > Magnetic cast control system > Smooth, full adjustable star drag system

WMC100	Wally Marshall Signature Baitcast Reel	N34991
--------	----------------------------------------	--------

MR CRAPPIE SLAB SHAKER REEL



SS1	Slab Shaker Reel	N10042
-----	------------------	--------



MR CRAPPIE SLAB SHAKER SPINNING REEL

--Rugged graphite painted body and rotor --
Double anodized aluminum spool with titanium
lip and gold accent lines -- Larger diameter
spool for longer casting and faster retrieve --
Strong and balanced thick aluminum bail --
Thin compact gear box -- Quality six bearing
system -- Zero-Reverse one-way clutch
bearing -- Adjusts for right or left hand retrieve
-- Pre-spooled with premium Mr. Crappie
Mono



MCS100	Slab Shaker Spinning Reel	N13393
MCS75	Slab Shaker Spinning Reel	N13394

LASER SL SPEED STICK ROD



--Lew's proprietary Advanced Performance Technology blank construction --
Premium HM45 graphite blanks --Black coated stainless steel frames with
polished hard aluminum oxide semi micro guides --Skeletal graphite reel seats --
Hi-density EVA split grips --Lew's Limited Lifetime Warranty

SL66MFC	Speed Stick 6' Casting Medium	N56995
SL66MFS	Speed Stick 6' Spinning Medium	N56996
SL66MHFC	Speed Stick 6'6" Casting Med Hvy	N56997
SL66MHFS	Speed Stick 6'6" Spinning Med Hvy	N56998
SL70MFC	Speed Stick 7' Casting Medium	N56999
SL70MFS	Speed Stick 7' Spinning Medium	N56993
SL70MHFC	Speed Stick 7' Casting Medium Hvy	N56991
SL70MLFC	Speed Stick 7' Casting Med Light	N56992
SL70MLFS	Speed Stick 7' Spinning Med Light	N56994

MR CRAPPIE SLAB SHAKER ROD



MC10PL2G	Slab Shaker Graphite Rod 10' 2pc	N19835
MC12PL2G	Slab Shaker Graphite Rod 12' 2pc	N21696
MC9PL2G	Slab Shaker Graphite Rod 9' 2pc	N18597

MR CRAPPIE SLAB SHAKER TELESCOPIC POLE



MC12TL4G	Graphite Telescopic 12' 4 section	N16738
----------	-----------------------------------	--------

LASER SPEED SPOOL COMBO



REEL FEATURES --One-piece rigid lightweight graphite composite frame --Die
cast aluminum anodized spool --Six premium double shielded stainless steel
bearing system --Zero reverse one-way stainless steel clutch bearing --Four pin
centrifugal braking system --Right-side metal spool tension adjustment knob --
Large Rulon 10-lb. maximum drag system --Anodized aluminum handle --Zirconia
line guide

ROD FEATURES --One-piece IM6 6'6" medium heavy action graphite rod --
Stainless steel guides and frames --Contoured cork grips --Split grip handle
design for minimum weight

LS1H1066MH	Laser Speed Spool 6'6" MH 6.4:1	N65899
------------	---------------------------------	--------



SPEED STICK SPINNING COMBO



Reel Features: --Quality bearing construction --Multi-stop point anti-reverse system --Rugged painted graphite body and rotor --Smooth fully adjustable front drag system --Lightweight graphite spool

Rod Features: --Light and sensitive one and two-piece graphite blanks --Rugged Dura-Tip construction --Premium stainless steel frames and rings --Durable lightweight EVA foam split grip handles

SS20060-2 Speed Stick Combo 6' M 2pc 5.2:1 N23201

MR CRAPPIE SLAB SHAKER SPINNING COMBO



REEL FEATURES: -Unique Mr. Crappie ® cosmetics -Lightweight graphite body and rotor -Dual bearing construction -Pre-spooled with premium Mr. Crappie ® fishing line

ROD FEATURES: -Light action graphite composite blank construction - Stainless steel guides -Durable EVA split grip handle

SPECS: -Reel Model: 75 -Rod Length: 5'6" -Action: Light -Pieces: 2
SS1060-2 Mr Crappie Slab Shaker 6' 2pc N20392

MR CRAPPIE LINE



MC10HV	Mr Crappie Mono 1000yd 10lb HiVis	N4283
MC4HV	Mr Crappie Mono 2000yd 4lb HiVis	N4286
MC6HV	Mr Crappie Mono 1500yd 6lb HiVis	N4285
MC8HV	Mr Crappie Mono 1200yd 8lb HiVis	N4284
MCFS10SHV	Mr Crappie Mono 500yd 10lb HiVis	N3297
MCFS4SHV	Mr Crappie Mono 500yd 4lb HiVis	N3298
MCFS6SHV	Mr Crappie Mono 500yd 6lb HiVis	N3299
MCFS8SHV	Mr Crappie Mono 500yd 8lb HiVis	N3291



RICK CLUNN STICK BAIT



Luck E Strike teamed up with legendary angler, Rick Clunn, to create another lure destined to be a classic - the Luck E Strike RC STX Jerkbait. Designed to be the perfect suspending jerkbait, its hydrodynamic design and advanced rolling weight transfer system, provide it with its deadly, erratic, darting action, as well as, its amazing ability to suspend perfectly on the pause. Incredibly detailed as well with its etched scale and gill patterns, 3D eyes, and Clunn's handpicked colors, the Luck E Strike RC STX Jerkbait delivers proven performance tested by the zen master, himself, Rick Clunn - and they're available at a price that won't hurt your wallet.

RCSTX-31-1	Stick Bait Emerald Shiner	N5255
RCSTX-32-1	Stick Bait Deadly Black Illusion	N5254
RCSTX-33-1	Stick Bait French Pearl	N5256
RCSTX-34-1	Stick Bait Herring Bone Chart	N5257
RCSTX-35-1	Stick Bait Pro Blue	N5259
RCSTX-36-1	Stick Bait Purposele Gold Flash	N5251
RCSTX-37-1	Stick Bait Black Stardust Shad	N5253
RCSTX-38-1	Stick Black Cosmic Shad	N5252
RCSTX-39-1	Stick Bait Purposele Golden Shiner	N5252



RICK CLUNN STICK BAIT

RCSTX-40-1	Stick Bait Midnight Blue Silver	N5258
RCSTX-41-1	Stick Bait Secret Night	N5253
RCSTX-42-1	Stick Bait Stealth Flash	N5254

RICK CLUNN CLASSIC 1.5 SERIES

Handpicked by 4-time Bassmaster Classic Champion, Rick Clunn, the Luck E Strike Rick Clunn Square Bill Crankbaits are quality lures that consistently produce regardless of the fads that come and go in fishing. Bass will always chase baitfish, and the Rick Clunn Square Bill Crankbaits deliver a realistic, silent (no-rattles) presentation second-to-none in shallow waters. Available in an array of proven colors, Rick Clunn also wanted to offer the Luck E Strike Rick Clunn Square Bill Crankbait at a price that the everyday angler could afford and justify spending.



RCSBC15-01	Classic 1.5 Spotted Shad	N4656
RCSBC15-02	Classic 1.5 Bream	N4656
RCSBC15-03	Classic 1.5 Copper Perch	N4657
RCSBC15-04	Classic 1.5 Tasty Shad	N4658
RCSBC15-05	Classic 1.5 Purposele Back Chart	N4653
RCSBC15-06	Classic 1.5 True Blue/Chart	N4659
RCSBC15-07	Classic 1.5 Green Minnow	N4652
RCSBC15-08	Classic 1.5 Snow Leopard	N4655
RCSBC15-09	Classic 1.5 Blue/Chart	N4655
RCSBC15-10	Classic 1.5 Green Copper Shad	N4658
RCSBC15-11	Classic 1.5 Tasty Herring	N4657
RCSBC15-12	Classic 1.5 Green Crawdad	N4659
RCSBC15-13	Classic 1.5 Red Crawdad	N4654
RCSBC15-14	Classic 1.5 Green Ghost	N4651



MANNS ALABAMA RIG



Please Note: Baits and jigheads not included -- The original Alabama Rig that started it all - the Mann's Slick Lures Alabama Rig is the same rig that Paul Elias used to run away with the win at the October 2011 Lake Guntersville FLW Tour Open, and the rig that every angler and pro has been clamoring to get their hands on ever since. An old standby for saltwater and striper anglers, Elias proved its deadly effectiveness on the normally finicky, suspended Fall bass that are feeding on shad. Designed to simulate a school of baitfish, it features five super strong wires with swivels and snaps to attach your choice of swimbaits, grubs, spinnerbaits or jigs. Rest assured, it's also durable enough to not tear up once you get into fish, and you can even throw it on a stouter, standard rod. Taking the bass fishing world by storm - get the original - the Mann's Slick Lures Alabama Rig.

TAR65-02	Alabama Rig 6.5" Pearl/Black	N23001
----------	------------------------------	--------



MARTIN FLY FISHING KIT



Prepackaged combos make selecting the right equipment for getting started a snap - eliminating the guesswork that can be so intimidating to a newcomer.

Our Martin MRT56TK complete kit includes a single-action, lightweight aluminum fly reel that's pre-loaded with backing, line and leader. Also included is an 8' 3-piece 5/6-weight rod, a custom fly assortment and a "Getting Started" how-to booklet.

Features:

- 5/6 Fly reel pre-loaded with backing, line and leader
- 3-piece 8' fly rod
- Assorted custom flies
- "Getting Started" booklet

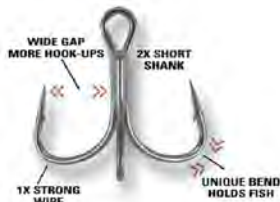
MRT56TK

Martin Fly Fishing Kit

N22562



KVD ELITE TRIPLE GRIP TREBLE



An excellent option when added strength is needed on larger baits, and where hook tangling is not an issue, they feature Mustad's 1X strong wire for excellent power and a standard length shank. The standard length shank increases the distance between the hook points and the lure body, raising hook-up percentages. Available in a range of sizes, the Mustad KVD Elite Series 1x Triple Grip Treble Hooks are a great choice for topwater baits.

TG78NP-BN-1-6	Triple Grip 1X 6ct Size 1	N4493
TG78NP-BN-2-6	Triple Grip 1X 6ct Size 2	N3754
TG78NP-BN-4-6	Triple Grip 1X 6ct Size 2	N3755
TG78NP-BN-6-6	Triple Grip 1X 6ct Size 6	N3756

BLACK BALL BEARING SWIVEL



Black Ball bearing Swivel, two welded rings w/snap

77252-3/100-4	w/Snap 4ct Size 3	N4878
77252-4/150-3	w/Snap 3ct Size 4	N4877

DUAL LOCK SNAP

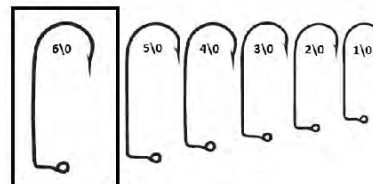


Quickly clip lures and leaders to main line, heavy-duty design sturdy brass construction, black nickel.

772004-4-10	Dual Lock Snap BN 10ct Size 4	N959
772004-5-9	Dual Lock Snap BN 9ct Size 5	N952
772004-6-8	Dual Lock Snap BN 8ct Size 6	N951

JIG HOOK NEEDLE POINT

NEW SIZE -- Opti-Angle Needle Point, chemically sharpened, Nor-Tempered, round bend.

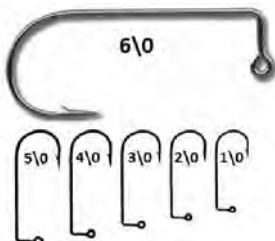


32746BLN-6/0	Black Nickel 100ct Size 6/0	N18513
--------------	-----------------------------	--------



JIG HOOK ROUND BEND HEAVY

NEW SIZE -- Opti-Angle Needle Point, chemically sharpened, Nor-Tempered, forged, 2 extra strong, black nickel.



32833BLN-6/0 Round Bend Hvy 50ct Size 6/0 N18124



GENERAL PURPOSE LIFE VEST

Onyx Adult General Purpose Vest

- Provides comfort and safety for all types of water activity
- Constructed of nylon oxford fabric with adjustable belts for secure fit
- Soft foam contours to your body and won't hinder your mobility
- Open-sided styling for adjustability
- Large armholes for greater range of motion

* U.S. Coast Guard Approved Type III Life Jacket / Personal Flotation Device (PFD)



3332-0131	Gen Purp -Child Red/Navy	N12671
3332-0132	Gen Purp -Child Blue/Black	N12679
3352-0131	Gen Purp -Youth Red/Navy	N12675
3352-0132	Gen Purp -Youth Blue/Black	N12674
3570-0131	Gen Purp -Adult Red/Navy	N12678
3570-0132	Gen Purp -Adult Blue/Black	N12677
3580-0131	Gen Purp -Adult 3XL Red/Navy	N12676
3580-0132	Gen Purp -Adult 3XL Blue/Black	N12675
3600-0132	Gen Purp -Infant Blue/Black	N12672
3600-0133	Gen Purp -Infant Red/Navy	N12673

TYPE II LIFE VEST-ORANGE

Type II Life Jacket

Basic flotation for the boating enthusiast. Designed specifically to provide minimum buoyancy and turn an unconscious person face up in calm water situations. Less bulky and more affordable than a Type I offshore life jacket.

* U.S. Coast Guard Approved Type II Life Jacket / Personal Flotation Device (PFD)



4230-00	Orange Type II Child Small	N6999
4250-00	Orange Type II Child Medium	N6998
4270-00	Orange Type II Adult Large	N6996
4280-00	Orange Type II Adult X-Large	N6997

DELUXE LIFE VEST-MESH

Onyx Mesh Deluxe Sport Vest

- Mesh shoulders, back, and sides to keep you cool and comfortable for all-day fishing
- Neoprene collar reduces neck irritation and provides added protection from wind and cold
- Durable ripstop nylon fabric withstands rips and abrasions
- Lightweight, durable foam contours to your body
- Tool holder on pocket is ideal for pliers or hand tools, providing quick access
- D-ring attachment for small accessories

* U.S. Coast Guard Approved Type III Life Jacket / Personal Flotation Device (PFD)



9673-0077	Vest Sapphire Medium	N29905
9674-0077	Vest Sapphire Large	N29904
9675-0077	Vest Sapphire X-Large	N29906
9676-0077	Vest Sapphire 2X-Large	N29901
9677-0077	Vest Sapphire 3X-Large	N33942
9678-0077	Vest Sapphire 4X-Large	N33943

Onyx

PRO CASTER LIFE VEST



- Onyx Pro Caster Vest
- High performance angling vest providing excellent fit and function with the comfort of neoprene, combined with the durable performance of nylon
 - 200 denier nylon ripstop fabric outer shell for durability - resists snags and tears
 - Neoprene inserts in the sides and shoulders mold to the body for a custom fit and increased mobility
 - Triple layer storage pockets along with fleece-lined handwarmer pockets
 - Chest pocket to hold essential electronics and gear
 - Comfortable and durable flotation foam
 - Neoprene collar for superior comfort
 - D-ring attachment for small accessories
- * U.S. Coast Guard Approved Type III Life Jacket / Personal Flotation Device (PFD)

8663-0034	Vest Navy Blue Medium	N49331
8664-0034	Vest Navy Blue Large	N49339
8665-0034	Vest Navy Blue X-Large	N49332
8666-0034	Vest Navy Blue 2X-Large	N49337
8667-0034	Vest Navy Blue 3X-Large	N49338

UNIVERSAL SPORT VEST



- Great for the active sportsman looking for style, comfort, and value
 - Roomy pockets to keep fishing necessities close at hand
 - Lightweight, durable foam contours to your body and won't hinder your mobility
 - D-ring attachment for small accessories
- * U.S. Coast Guard Approved Type III Life Jacket / Personal Flotation Device (PFD)

3860-0060	Universal Sport -Tan Youth	N15755
3870-0060	Universal Sport -Tan Adult	N17904
3880-0060	Universal Sport -Tan 3XL Adult	N17903

AUTOMATIC-MANUAL LIFE JACKET



-- Onyx A/M-24 Automatic / Manual Inflatable Life Jacket (PFD) - 3200BLU -- Automatically inflates upon immersion in water or when the wearer pulls the inflation handle -- Provides comfort, safety and peace of mind for the sportsman, flatwater paddler, or recreational boater without knowing you have it on, until you may need it -- Lightweight, low profile design keeps you cool in warm weather without limiting movement -- Soft neoprene neckline for all day comfort -- Reflective piping for greater visibility -- ReliaPull Guide for predictable inflation and assists in repacking -- Durable ripstop fabric resists tears and punctures -- Convenient, reusable mesh storage/carry bag -- Universal size fits adults over 80 lbs. -- Not approved for children under 16 years of age -- For replacement CO2 cartridge, use Onyx Rearming Kit K320

* U.S. Coast Guard Approved Type V Life Jacket / Personal Flotation Device (PFD) with Type III Performance** Item contains a CO2 cylinder and may not be available to ship to Alaska or Hawaii.

3200BLU99	Automatic/Manual Jacket A/M-24	N78676
-----------	--------------------------------	--------

MANUAL INFLATABLE BELT PACK



Onyx M-24 Belt Pack Manual Inflatable Life Jacket (PFD)

- Inflatable life jacket inflates by manual activation or oral inflation
- Convenient, compact belt pack style allows for total freedom of movement when fishing, flatwater paddling, stand up paddleboarding (SUP), sailing, recreational boating and hunting
- Provides comfort, safety and peace of mind without knowing you have it on, until you may need it
- Zippered pocket for convenient storage of keys, cell phone, license, etc.
- ReliaPull Guide for predictable inflation and assists in repacking
- Reflective piping for increased visibility
- Convenient reusable mesh storage/carry bag
- Universal size fits adults over 80 lbs.
- Not approved for children under 16 years of age
- For replacement CO2 cartridge, use Onyx Rearming Kit K301

* U.S. Coast Guard Approved Type V Life Jacket / Personal Flotation Device PFD with Type III Performance

** Item contains a CO2 cylinder and may not be available to ship to Alaska or Hawaii.

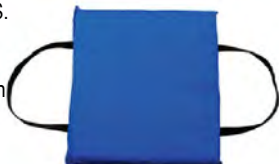
3001BLK99	Manual Inflatable Belt Pack M-24	N65337
-----------	----------------------------------	--------

Onyx

THROWABLE BOAT CUSHION

Onyx Throwable Foam Cushion

- Make sure your boat is legal with this U.S. Coast Guard approved throwable flotation cushion
- Convenient webbing grab straps for aid in throwing during rescue, and double as convenient carry handles
- Functional and comfortable PE foam
- Strong, durable nylon oxford shell withstands abrasions



* U.S. Coast Guard Approved Type IV
Personal Flotation Device (PFD)

8078-01	Throwable Boat Cushion Red	N9009
8078-03	Throwable Boat Cushion Blue	N9008

TOWABLE TUBE ROPE

Full Throttle 60' Towable Tube Rope - R441YLB99

- Towable tube line with float
- Designed for 1 to 2 rider towable tubes
- 60' line - 16 strand, 960 filaments, tensile strength - 2500 lbs., 16 mm dia.
- Loop at each end



R441YLB99	Towable Tube Rope w/Float	N8001
-----------	---------------------------	-------

SKI ROPE

Full Throttle 75' Ski Rope - 1 Section - R431RED99

- Aluminum single handle ski rope
- 75' line - 16 strand, 640 filaments, tensile strength - 1750 lbs., 16 mm dia.
- Floating handle



R431RED99	Ski Rope Single 75' 3/8"	N12002
-----------	--------------------------	--------

OWNER

OWNER JIG RIG

JIG RIG is the ultimate for fishing soft plastic baits along the bottom. The slim-profile weight, with bait in tow, drops straight down, penetrating vegetation until you feel it hit bottom. Then, as you slowly retrieve the snagless rig over bottom contours, your bait, rigged on a hook that pivots independent of the weight, freely moves about, tantalizing even the most wary bass. With the weight leading the way, the compact profile of this rig allows for longer, more accurate casts. Perfect for Texas Rig'N, the light wire hook (attached to a solid ring) features an extra wide gap, Z-lock shoulder bend, Super Needle Point, and black chrome finish.



5117-031	Tungsten 1/0 3/16oz 2ct	N5366
5117-033	Tungsten 3/0 3/16oz 2ct	N5907
5117-045	Tungsten 5/0 1/4oz 2ct	N5908
5122-031	Lead 1/0 3/16oz 2ct	N4063
5122-033	Lead 3/0 3/16oz 2ct	N4294
5122-045	Lead 5/0 1/4oz 2ct	N4835

CENTERING PIN SPRING

As featured on Owner TwistLOCK hooks, our interchangeable stainless steel Centering-Pin Springs attach to hook eyes, and allow any soft plastic bait to be "permanently" secured by inserting the pin in the center of the bait's nose and then screwing the bait onto the coil spring to rig perfectly everytime!



5324-029	Small Pro Pack 50ct	N12862
5324-039	Medium Pro Pack 50ct	N12861
5324-049	Large Pro Pack 45ct	N12869



WEIGHTED TOAD HOOK

DOUBLE TOAD HOOK, weighted version has a contoured lead shape that increases castability, and creates a keel effect for balancing baits.



5624W-025

Toad Hook 5/0 1/8oz 2ct

N4833

TOAD HOOK

DOUBLE TOAD HOOK, made from three separate pieces of wire, is perfectly balanced. A narrower V-angle between points rigs most "toads" perfectly and makes it easier for baits to slide into gap upon hooksets. Features separate eye between shanks for rigging spinners.



5624-151

Toad Hook 5/0 2ct

N4294



PRESIDENT SPINNING REEL



6920X	President Spinning 7BB	N36288
6925X	President Spinning 10BB	N43535
6930X	President Spinning 10BB	N43536
6935X	President Spinning 10BB	N43537

**Check Out Our
New Dealer Website
at
www.BurchFishingTackle.com**



ADARO SPARROWHAWK PLIERS

Features:

The most exciting introduction into the tackle accessory market in years is the P-Line SparrowHawk. At a feather-light weight of 2.1 ounces and a compact size of just over 5 inches, this machine cut aluminum pair of pliers will nest into your favorite fishing vest or fit comfortably on your belt. Don't let the SparrowHawk's small size fool you, it has a mean set of tungsten carbide cutters which slice through braided line with ease. The cutters are replaceable, and the tool comes with a nylon pouch and lanyard.

Specs:

Model: PASH GM

Brand: P-Line

Length: 5-1/4"

Color: Gun Metal



PASH-GM	Adaro Sparrowhawk 5.25" Pliers	N23759
---------	--------------------------------	--------

LASER MINNOW

The P-Line Laser Minnow is manufactured with a unique holographic laser tape, creating an amazingly life-like finish. The oblong shape and sharp cuts on the side allow for a erratic action when jigged. This action will trigger strikes from a number of species.



PLM1-09	1oz Black Pink Silver	N2111
PLM1-17	1oz Pearl	N2112
PLM34-09	3/4oz Pink Black Silver	N2114
PLM34-17	3/4oz Pearl	N2113



BRAIDED LINE-SUPER SLICK BROWN

PowerPro Super 8 Slick Timber Brown - The ideal color for fishing flooded timber, stumps, wood and brush piles. Also excellent for fishing muddy or stained water in or around rivers, inlets & deltas. Super 8 Slick is 8 yarn Spectra fiber construction for anglers who demand high performance. PowerPro "EBT" (Enhanced Body Technology) process creates a stronger, thinner, smoother and quieter line.



PPSS20-150	Super Slick Brown 150yds 20lb	N14145
PPSS30-150	Super Slick Brown 150yds 30lb	N14146
PPSS40-150	Super Slick Brown 150yds 40lb	N14147
PPSS50-150	Super Slick Brown 150yds 50lb	N14148
PPSS65-150	Super Slick Brown 150yds 65lb	N15369
PPSS80-150	Super Slick Brown 150yds 80lb	N17211

BRAIDED LINE-GREEN

NEW SIZE -- PowerPro Braided Line Green
This color is ideal for water types ranging from glacial and high run off river systems to all oceanic regions of the world. Green is also suited for fishing in clear lakes to lakes that have large algae blooms. Because green is similar to many bio organisms, it will "blend-in" to the background of the typical surroundings with which a fish is familiar.



PPG100-150	Green 150yds 100lb	N16812
------------	--------------------	--------



CASTGLO BLACKLIGHTS



NEW - Cigarette Lighter Plug-In Models
This is an addition to the original 12V powered lights. They fit in any standard size 12 volt receptacle and is excellent for older boats that do not have or do not wish to have the 1/4" jacks installed. Features 2 large adjustable suction cups that attach to the edge of your boat with ease.

PBL-PBG	24Black/24Green Cigarette plug-in	N94993
PBL-PBS	Superlight w/Cigarette Plug-in	N112995
PBL-PBU	48 Black LED Cigarette Plug-In	N94994



EXO REEL



EXO - "Metal Where it Matters". That's the thinking behind our exoskeletal hybrid construction. It combines a special, ultra-rigid aluminum alloy in load bearing areas with a lightweight composite that reduces weight in non-critical locations by 50%. This allows us to build the lightest possible frame with absolutely no sacrifice in strength. In fact, it's 38% stronger than magnesium and 6 times stronger than a graphite composite frame.
EX100HPT -- 7.3:1 Gear -- 145yds/12lb -- 15lbs Drag -- 10+1 Bearings -- 5.9oz
EX100PPT -- 5.3:1 Gear -- 145yds/12lb -- 19lbs Drag -- 10+1 Bearings -- 5.9oz
EX100SPT -- 6.6:1 Gear -- 145yds/12lb -- 17lbs Drag -- 10+1 Bearings -- 5.9oz

EX100HPT	EXO Baitcast 5.9oz 11BB 7.3:1	N173238
EX100PPT	EXO Baitcast 5.9oz 11BB 5.3:1	N173236
EX100SPT	EXO Baitcast 5.9oz 11BB 6.6:1	N173237

EXO ROD



EXO - The Next Generation of PT
Exo PT rods feature EX4™ construction which provides lightweight sensitivity without sacrificing durability. This results in a lighter and thinner blank with exceptional performance. The new Fuji® reel seats are 54% lighter than conventional seats and the Fuji® Alconite™ micro guides are 84% lighter and help to improve castability and increase sensitivity. **5-YEAR LIMITED WARRANTY**

EXC705F	EXO Baitcast Rod 7' M 3.97oz	N111751
EXC706F	EXO Baitcast Rod 7' MH 4.44oz	N111752
EXC747XF	EXO Baitcast Rod 7' 4" H 4.86oz	N111759

TOUR KEVIN VAN DAM ROD



Nothing Short Of Perfection

Designed by Elite Series professional angler Kevin VanDam, this series of high-performance cranking rods offer the perfect blend of fiberglass and graphite for backbone and sensitivity, and feature his own hand-picked actions for launching crankbaits well beyond where others throw. This series was the star of the show as Kevin won his 3rd Classic Championship on Lay Lake in 2010.

TKVD664MA	6'6"1pc ML Cast Cranking	N96295
TKVD685MA	6'8"1pc M Cast Cranking	N96296
TKVD705MA	7' 1pc M Cast Cranking	N96297
TKVD706MA	7' 1pc MH Cast Cranking	N96299
TKVD7105MA	7'10" 1pc M Cast Cranking	N96292
TKVD7106MA	7'10" 1pc MH Cast Cranking	N96293
TKVD746MA	7'4" 1pc MH Cast Cranking	N96296
TKVDC150PPT	150 SZ, 11BB, RH BC 5.3:1	N205997
TKVDC6106FA	6'10" 1pc MH Casting	N96293
TKVDC666FA	6'6" 1pc MH Casting	N96294
TKVDC726XFA	7'2" 1pc MH Casting	N96294
TKVDS704FA	7' 1pc M Spinning	N96298
TKVDS705FA	7' 1pc MH Spinning	N96291
TKVDS744FA	7'4" 1pc M Spinning	N96295

QUANTUM

BLUE RUNNER SPINNING REEL

Saltwater PT Value

Blu PT represents one of the best values in high-performance inshore saltwater spinning and features all of the best Performance Tuned features you expect from Quantum PTs.



BLR60F	Blue Runner Spinning 4.7:1 1BB	N18401
BLR70F	Blue Runner Spinning 4.1:1 1BB	N18408
BLR80F	Blue Runner Spinning 4.1:1 1BB	N18409

BLUE RUNNER SPINNING COMBO

- Corrosion-resistant stainless steel bail wire
- Multi-stop antireverse protects gear for long life
- Graph X blank with long cast handle for MH action
- Reel seat features cushioned stainless steel hoods
- Saltwater-grade diamond butt wrap



BLR50702MH	Blue Runner Spinning 7' 2pc MH	N25954
BLR60902MH	Blue Runner Spinning 9' 2pc MH	N33855
BLR70102MH	Blue Runner Spinning 10' 2pc MH	N37242
BLR80122MH	Blue Runner Spinning 12' 2pc MH	N41193

METRIC BAITCAST COMBO



ME100701MH	Metrix Baitcast Combo 7' 1pc MH	N69596
------------	---------------------------------	--------

VANTEX BAITCAST COMBO



VA100701M	Vantex Baitcast Combo 7' 1pc	N57547
-----------	------------------------------	--------

OPTIX SPINNING COMBO



OP2060MB	Optix Spinning OP20F/OPS602M	N24598
OP8010MB	Optix Spinning OP80F/OPS1002M	N39499

RAPALA

RIPPIN RAP

Rapala® Rippin' Rap

A lipless, tall body profile with textured scales is designed to crank, swim and rip. Hard vibrating action is accented by a distinctive loud BB rattle system. Long casting has a variable running depth, and VCM® black nickel hooks will help keep you attached to your catch. Per each.



RPR06-CH	1/2oz 2.5" Chrome Black	N4592
RPR06-CHB	1/2oz 2.5" Chrome Blue	N4593
RPR06-CMBS	1/2oz 2.5" Chrome Moss Back Shiner	N4594
RPR06-CSD	1/2oz 2.5" Chart Shad	N4591
RPR06-FT	1/2oz 2.5" Fire Tiger	N4595
RPR06-GCH	1/2oz 2.5" Gold Chrome	N4596

Rapala®

RIPPIN RAP

RPR06-HSD	1/2oz 2.5" Helsinki Shad	N4597
RPR06-PGS	1/2oz 2.5" Pearl Grey Shiner	N4598
RPR06-RCW	1/2oz 2.5" Red Crawdad	N4599



ABRAZX FLUOROCARBON



- Unparalleled abrasion resistance
- Nearly invisible in the water
- Sinks fast
- Nonabsorbent so it won't freeze

06-AX-200	100% Fluoro 175yd 6lb	N13705
08-AX-200	100% Fluoro 175yd 8lb	N13706
10-AX-200	100% Fluoro 175yd 10lb	N13701
12-AX-200	100% Fluoro 175yd 12lb	N13702
15-AX-200	100% Fluoro 175yd 15lb	N15803
20-AX-200	100% Fluoro 175yd 20lb	N17904

INVIZX FLUOROCARBON



Nearly invisible to fish, INVIZX is specifically designed to dominate freshwater. Soft, supple, and castable without sacrificing abrasion resistance. For casting or spinning reels. Features exceptional knot strength and superior sensitivity. Made from 100% exclusive Seaguar resins.

06-VZ-200	100% Fluoro 200yd 6lb	N12902
08-VZ-200	100% Fluoro 200yd 8lb	N12903
10-VZ-200	100% Fluoro 200yd 10lb	N12907
12-VZ-200	100% Fluoro 200yd 12lb	N12908
15-VZ-200	100% Fluoro 200yd 15lb	N15009
20-VZ-200	100% Fluoro 200yd 20lb	N15001

RED LABEL FLUOROCARBON



The Seaguar Red label Fluorocarbon Line is 100% Fluorocarbon designed to be an everyday freshwater go-to line with all the knot and tensile strength--as well as the nearly invisible performance of 100% fluorocarbon--in an economical package that everyone can appreciate.

06-RM-250	100% Fluoro 250yd 6lb	N8258
08-RM-250	100% Fluoro 250yd 8lb	N8259
10-RM-250	100% Fluoro 250yd 10lb	N8257
12-RM-200	100% Fluoro 200yd 12lb	N8255
15-RM-200	100% Fluoro 200yd 15lb	N8256
20-RM-175	100% Fluoro 175yd 20lb	N8254



SYNERGY STEEL SPINCAST REEL

- Polished stainless steel front cone and line guide..
- One steel pick-up pin.
- Durable steel handle.
- Metal gears for increased durability
- SYNST6 Filled with 6 LB. line.
- SYNST 10 Filled with 10 LB. line.



SYNST10X	Synergy Steel Spincast 7.7oz	N7352
SYNST6X	Synergy Steel Spincast 5.4oz	N7231

SYNERGY STEEL SPINCAST COMBO



- Synergy Steel Spincasting Combos
- Polished stainless steel front cone and line guide.
 - Tubular glass rod.
 - One steel pick-up pin.
 - Steel handle.
 - Stainless Steel guides.
 - Comfortable EVA grips and twist-lock reel seat.

SYNST566CBO	Synergy Steel Combo 5'6" 2pc L	N13993
SYNST6010CBO	Synergy Steel Combo 6' 2pc M	N13994

SYNERGY TITANIUM SPINCAST REEL

- 2 ball bearings (SYMC and SYMS have 1 ball bearing).
- Polished stainless steel front and rear cover.
- Titanium line guide.
- Gear driven, adjustable multi-disc drag system.
- Insta-Grab™ dual titanium pickup pins.
- Durable elastomer pinch ring for reduced line wear.
- On/off anti-reverse and bait clicker.
- Strong metal handle with soft-grip rubber knobs.
- Left/right convertible retrieve.



SYNTI14B	Synergy Ti Spincast 100/14 2BB	N11765
----------	--------------------------------	--------

SYNERGY TITANIUM SPINCAST COMBO



Synergy Ti Spincasting Combos

- Polished stainless steel front cone and rear cover.
- Titanium line guide and pickup pins for reduced line wear.
- Cork fore and rear grip.
- Graphite composite rod.

SYNTI10COMBO	Synergy TI Combo 6' 2pc M	N18787
SYNTI14COMBO	Synergy TI Combo 6' 2pc MH	N19358
SYNTI20COMBO	Synergy TI Combo 6'6" 2pc MH	N23199
SYNTI6COMBO	Synergy TI Combo 5'6" 2pc L	N18786

UGLY STIK CATFISH ROD

- Howald Process™ Double-Built™ blanks and Ugly Stik Clear Tip® design for guaranteed strength and sensitivity.
- Comfortable "Ugly Tuff™" EVA grips for all-day and all-night fishing.
- Graphite reel seats with cushioned stainless steel hoods.
- Medium heavy actions in casting and spinning models.
- Great for long casts and fighting big cats.
- Exclusive "Ugly Back" 70-day/7-year warranty.



UCCA110170	Ugly Stik Catfish Rod 7' 1pc MH	N24861
------------	---------------------------------	--------



UGLY STIK STRIPER ROD



- Howald Process™ Double-Built™ blanks and Ugly Stik Clear Tip® design for guaranteed strength and sensitivity.
- Comfortable "Ugly Tuff™" EVA grips for all-day and all-night fishing.
- Graphite reel seats with cushioned stainless steel hoods.
- Perfect actions for live bait and plug casting.
- Soft tips won't let fish feel resistance when taking the bait.
- Exclusive "Ugly Back" 70-day/7-year warranty.

USCA70MH

Ugly Stik Striper 7' 1pc MH

N24862

CARS ROD & REEL KIT



- Cars Sound Fishing Kit
- 2'6" all-in-one rod and reel with line.
 - Foam targets and hook for safe casting inside or outside.
 - Interactive "Try Me" Packaging.
 - Plays Fun Sounds.
 - Can be used as a casting game and also to catch fish!

CARSCSTSND

Rod/Reel Kit Cars w/Sound

N12903

MICKEY ROD & REEL KIT



- Mickey Fishing Kit
- 2'6" all-in-one rod and reel with line.
 - Interactive "Try Me" Packaging.
 - Practice casting plug.

MICKEYKIT

Rod/Reel Kit Mickey Mouse

N9854



FIX-A-LURE GLUE



Especially designed to work on soft plastic lures, our strong and reliable Fix-A-Lure™ glue will get your lure back together and keep it together! Not only will Spike-It's™ glue have your lure as good as new, it won't stick to your hands! Fix-A-Lure™ is also great for designing and customizing your own unique lures. Try gluing a new tail to an existing lure or adding a 3-D eye to a plastic minnow. With Fix-A-Lure™ the possibilities are endless! (0.6 fl. oz.)

SP57000

Fix-A-Lure Glue .5oz

N3755

SPRO

BIG DADDY 70

Big Daddy 70: Another bait that was supposed to have been kept quiet until ICAST, but was leaked this past Spring was Russ Lane's new crank, the Big Daddy 70. Designed as a medium diving (10-12), wide wobbling and rolling crank, the Big Daddy 70 is intended to bring shallow water crank action down deep.



SBD70-HCW	5/8oz 9-12' Honey Crow	N8466
SBD70-HSD	5/8oz 9-12' Honey Shad	N8467
SBD70-LSD	5/8oz 9-12' Lavender Shad	N8468
SBD70-NHR	5/8oz 9-12' Nasty Herring	N8469
SBD70-NSD	5/8oz 9-12' Nasty Shad	N8461
SBD70-SBC	5/8oz 9-12' Sneaky Blue Chart	N8462
SBD70-TRG	5/8oz 9-12' Tenn River Gizzard	N8463
SBD70-TSD	5/8oz 9-12' Tropical Shad	N8464

LITTLE JOHN DD

The John Crews Series Little John DD Deep Diver-Get'er Down! The all-new Little John DD Deep Diving Crank Bait designed by John Crews "I designed the Little John DD to be the best deep diving crank bait ever created!" Dives Deeper, casts farther and fishes easier than any other deep diver. A unique Tungsten weight transfer system and an aerodynamic streamline design make this deep diver simple to cast and retrieve. Comes standard with those sticky sharp Gamakatsu Hooks!



SLJD60-CBL	5/8oz 12' Chartreuse Blue	N8816
SLJD60-CCH	5/8oz 12' Clear Chartreuse	N8818
SLJD60-CMT	5/8oz 12' Cell Mate	N8815
SLJD60-CSD	5/8oz 12' Citrus Shad	N8817
SLJD60-NSD	5/8oz 12' Nasty Shad	N8819
SLJD60-SCW	5/8oz 12' Spring Crow	N8812
SLJD60-SPN	5/8oz 12' Spooky Nasty	N8811

STREN

STREN GOLDEN LINE

The Stren Golden Line is back by popular demand!



GRM-10	Golden Line 100yd 10lb	N2463
GRM-8	Golden Line 100yd 8lb	N1934



SQUARE BILL 1.0

NEW KVD - 1.0
A smaller version of the 1.5



HCKVDS1.0-511	1.0 Gizzard Shad	N4391
HCKVDS1.0-514	1.0 Chrome Sexy Shad	N4399
HCKVDS1.0-517	1.0 Tennessee Shad	N4396
HCKVDS1.0-535	1.0 Black Back Chart	N4395
HCKVDS1.0-538	1.0 Chart Sexy Shad	N4397
HCKVDS1.0-564	1.0 Orange Belly Crow	N4393
HCKVDS1.0-568	1.0 Green Gizzard Shad	N4392
HCKVDS1.0-586	1.0 Sexy Blue Back Herring	N4394
HCKVDS1.0-590	1.0 Sexy Shad	N4395
HCKVDS1.0-622	1.0 Bluegill	N4396
HCKVDS1.0-648	1.0 Chili Crow	N4398



SQUARE BILL 1.5



Designed to the specifications of BassMaster's Classic Champ Kevin VanDam. Perfect for shallow water power fishing. The square bill design and unique action will constantly "wander" with erratic action while still running true. It also helps deflect off cover to entice strikes. The KVD baits are designed with no KVD - 1.5 7/16 oz. Dives 3-6 feet

HCKVDS1.5-500	1.5 Clear Ghost Sexy Shad	N4391
HCKVDS1.5-514	1.5 Chrome Sexy Shad	N4398
HCKVDS1.5-534	1.5 Citrus Shad	N4399
HCKVDS1.5-620	1.5 Gold Sexy Shad	N4392
HCKVDS1.5-648	1.5 Chili Craw	N4397
HCKVDS1.5-649	1.5 Red Sexy Shad	N4393

SQUARE BILL 2.5



KVD - 2.5 5/8 oz. Dives 3-6 feet
Designed to the specifications of BassMaster's Classic Champ Kevin VanDam. Perfect for shallow water power fishing. The square bill design and unique action will constantly "wander" with erratic action while still running true. It also helps deflect off cover to entice strikes. The KVD baits are designed with no internal rattles for a "silent" approach.

HCKVDS2.5-500	2.5 Clear Ghost Sexy Shad	N4398
HCKVDS2.5-514	2.5 Chrome Sexy Shad	N4396
HCKVDS2.5-534	2.5 Citrus Shad	N4397
HCKVDS2.5-620	2.5 Gold Sexy Shad	N4399
HCKVDS2.5-648	2.5 Chili Craw	N4394
HCKVDS2.5-649	2.5 Chili Craw	N4395

SERIES 3XD



Xtra Deep Series 3XD 7/16 oz. Dives approx. 10+ feet

An Xtra Deep diving version of the Series 3 with a unique curved bill and is balanced to cause a steep dive angle to enable this small body bait to dive faster and deeper than other crankbaits this size. The bill design also enables the lure to track well when in contact with the bottom. It runs great, even when moved fast, and casts extremely well.

HC3XD-500	7/16oz Clear Ghost Sexy Shad	N4393
HC3XD-509	7/16oz Green Back Chart	N4397
HC3XD-511	7/16oz Gizzard Shad	N4395
HC3XD-513	7/16oz Fire Tiger	N4394
HC3XD-514	7/16oz Chrome Sexy Shad	N4391
HC3XD-517	7/16oz Tennessee Shad	N4392
HC3XD-518	7/16oz Pearl Chart Belly	N4394
HC3XD-534	7/16oz Citrus	N4392
HC3XD-535	7/16oz Black Back Chart	N4392
HC3XD-538	7/16oz Chart Sexy Shad	N4397
HC3XD-539	7/16oz Green Crawfish	N4398
HC3XD-556	7/16oz Baby Carp	N4391
HC3XD-561	7/16oz Powder Blue Back Chart	N4395
HC3XD-562	7/16oz Chart Belly Craw	N4395
HC3XD-563	7/16oz Rootbeer	N4397
HC3XD-564	7/16oz Orange Belly Craw	N4392
HC3XD-565	7/16oz Chart Rootbeer	N4396
HC3XD-568	7/16oz Green Gizzard Shad	N4399
HC3XD-569	7/16oz Green Tomato	N4391
HC3XD-570	7/16oz Pearl Black Splatter CB	N4393
HC3XD-583	7/16oz Blue Gizzard	N4393
HC3XD-585	7/16oz Sexy Ghost Minnow	N4399
HC3XD-586	7/16oz Sexy Blue Back Herring	N4398
HC3XD-590	7/16oz Sexy Shad	N4391
HC3XD-598	7/16oz Chart Shad	N4398
HC3XD-620	7/16oz Gold Sexy Shad	N4396
HC3XD-622	7/16oz Bluegill	N4394
HC3XD-623	7/16oz Pumpkinseed	N4396
HC3XD-648	7/16oz Chili Craw	N4399

SERIES 4S



Series 4S 9/16 oz. Dives from 2 to 5 feet
The Series 4S features the same body design as the popular Series 4, but is designed for shallow applications. It crawls through all types of thick shallow cover with its unique wide wobble design and square bill. The shallow, cover-laden stained water domain of the spinnerbait angler can now be conquered with our Series 4S.

HC4S-503	9/16oz 2-5' Blue Back Chart	N3894
----------	-----------------------------	-------



SERIES 4S

HC4S-511	9/16oz 2-5' Gizzard Shad	N3895
HC4S-517	9/16oz 2-5' Tennessee Shad	N3896
HC4S-535	9/16oz 2-5' Black Back Chart	N3893

RED EYE SHAD

The Red Eye Shad is one mean lipless crankbait. Designed by our National Pro-Staff, the Red Eye Shad has incredible action and features some awesome paint jobs, premium hooks, 3D eyes and free floating rattles to give you the best action and sound of any lipless crankbait on the market. The action when it free falls is awesome!!



REYESD12-454	1/2oz Albino Craw	N4567
REYESD12-648	1/2oz Chili Craw	N4568
REYESD12-649	1/2oz Red Sexy Shad	N4569
REYESD14-454	1/4oz Albino Craw	N4561
REYESD14-648	1/4oz Chili Craw	N4562
REYESD14-649	1/4oz Red Sexy Shad	N4563
REYESD34-454	3/4oz Albino Craw	N5134
REYESD34-648	3/4oz Chili Craw	N5135
REYESD34-649	3/4oz Red Sexy Shad	N5136

SERIES 5XD-6XD

Series 5XD 5/8 oz. Dives to 15 feet
An Xtra Deep diving version of the Series 5 with a unique curved bill and is balanced to cause a steep dive angle to enable this medium body bait to dive faster and deeper than other crankbaits this size. The bill design also enables the lure to track well when in contact with the bottom. The longer you can cast the deeper a crankbait can go and this lure casts far! Series 6XD 1 oz. Dives 19 feet and beyond A large deep diver crankbait with unique curved bill that allows the bait to dive deeper & faster than most other deep diving crankbaits. The Series 6XD is available in 2 models a ratlin' version and a silent version for a whole new presentation to deeper fish. Try them both to better your chances of catching a bunch of big bass!



HC5XD-535	1/2oz Black Back Chart	N4397
HC6XD-535	3/4oz Black Back Chartreuse	N4398

SERIES 3

Series 3 3/8 oz. Dives to 8 feet
A small-bodied deep diver, the Series 3 is designed to enhance castability, thus reaching maximum depths. One of the most popular crankbaits on the market!



HC3-648	1/4oz Chili Craw	N3899
---------	------------------	-------

PREMIER PLUS

Strike King's top-of-the line spinnerbait includes the exciting new Perfect Skirt that blooms wide and even, and the exclusive Magic Tails serve as a trailer while together they give more action than typical skirts. The color patterns match the head of the lure and create an appealing and natural look to the fish.



PPL12WW-201SG	1/2oz Super Chartreuse	N5339
PPL12WW-203SG	1/2oz Chartreuse/White	N5333
PPL12WW-204GS	1/2oz Super White	N5331
PPL12WW-209S	1/2oz Blue Shad	N5332
PPL12WW-212G	1/2oz Red Crawfish	N5336
PPL12WW-215G	1/2oz Golden Shiner	N5335
PPL12WW-217SG	1/2oz Fire Tiger	N5334
PPL12WW-218S	1/2oz Bleeding Shad	N5331
PPL12WW-234SG	1/2oz Smokey Shad	N5337



PREMIER PLUS

PPL12WW-257GS	1/2oz Smokey Shad	N5338
PPL14CW-203SG	1/4oz Chartreuse/White	N5334
PPL14CW-204GS	1/4oz Super White	N5336
PPL14CW-209S	1/4oz Blue Shad	N5332
PPL14CW-217SG	1/4oz Fire Tiger	N5335
PPL14CW-234SG	1/4oz Bluegill	N5333
PPL38CC-201SG	3/8oz Super Chartreuse	N5339
PPL38CC-203SG	3/8oz Chartreuse/White	N5331
PPL38CC-204GS	3/8oz Super White	N5332
PPL38CC-212G	3/8oz Red Crawfish	N5336
PPL38CC-217SG	3/8oz Fire Tiger	N5333
PPL38CW-201SG	3/8oz Super Chartreuse	N5331
PPL38CW-203SG	3/8oz Chartreuse/White	N5332
PPL38CW-204GS	3/8oz Super White	N5333
PPL38CW-209S	3/8oz Blue Shad	N5338
PPL38CW-212G	3/8oz Red Crawfish	N5337
PPL38CW-215G	3/8oz Golden Shiner	N5335
PPL38CW-217SG	3/8oz Fire Tiger	N5334
PPL38CW-218S	3/8oz Bleeding Shad	N5337
PPL38CW-234SG	3/8oz Bluegill	N5339
PPL38CW-257GS	3/8oz Smokey Shad	N5338

PRO Model



"I helped design the Premier Pro-Model®. It has consistently helped fishermen win tournaments across the country. It's an awesome top-of-the-line spinnerbait." -Kevin VanDam

PP12W-1SG	1/2oz WW Hot Chart/Gold	N4976
PP12W-215G	1/2oz WW Gold Shiner/Gold	N4974
PP12W-217G	1/2oz WW Gold Shiner/Gold	N4975
PP316CC-212G	3/16oz Texas Red/Gold	N4555
PP316CC-213SG	3/16oz Chart/Wht/Silver/Gold	N4551
PP316CC-217SG	3/16oz Chart/Wht/Silver/Gold	N4552
PP316CW-201G	3/16oz Chart/Gold	N4558
PP316CW-201SG	3/16oz Chart/Silver-Gold	N4559
PP316CW-204S	3/16oz White/Silver	N4556

PP316CW-209GS	3/16oz Blue Glimm/Gold-Silver	N4557
PP316CW-213SG	3/16oz Chart-Wht/Silver-Gold	N4553
PP316CW-590GS	3/16oz Sexy Shad/Gold-Silver	N4554
PP34CW-201G	3/4oz Chartreuse Gold Blades	N4837
PP38CC-204S	3/8oz White Silver Blades	N4838
PP38CC-213G	3/8oz Chart-White/Gold Blades	N4831
PP38CW-12S	3/8oz Hot White/Silver Blades	N4836
PP38CW-1SG	3/8oz Hot Chart/Silv-Gold Blades	N4835
PP38CW-201G	3/8oz Chart/Gold Blades	N4839
PP38CW-204GS	3/8oz White/Gold-Silver Blades	N4839
PP38CW-204P	3/8oz White/White Blades	N4832
PP38CW-204S	3/8oz White/Silver Blades	N4831
PP38CW-209GS	3/8oz Blue Glimm/Gold-Silv Blades	N4838
PP38CW-212G	3/8oz Texas Red/Gold Blades	N4837
PP38CW-213SG	3/8oz Chart-Wht/Silv-Gold Blades	N4832
PP38CW-215G	3/8oz Gold Shiner/Gold Blades	N4834
PP38CW-217SG	3/8oz Fire Tiger/Silv-Gold Blades	N4833

QUAD SHAD



Special long arm stainless steel wire and NEW high RPM Willow blades turn easier and faster at any speed and makes this the best 3-4 Willow blade spinnerbait on the market! Also includes sculpted head with 3D reflective eyes, the exclusive Perfect Skirt and Spin-Eze ball bearing swivel.

GCQST38WW-12	3/8oz White	N5205
GCQST38WW-1G	3/8oz Chartreuse	N5203
GCQST38WW-3	3/8oz Chartreuse/White	N5204

TOUR GRADE NIGHT TIME SPINNERBAIT



The Tour Grade Night Spinnerbait features a short-arm Vibra-Max™ stainless steel wire coupled with an oversized Colorado main blade for added thump and vibration to attract fish in low light or off-color water conditions. It also features the Perfect Skirt™ with Magic Tails™, a Gamakatsu® hook, and Spin-Eze™ ball bearing swivel.

TGN12C-200	1/2oz Black/Chart	N4764
TGN12C-202	1/2oz Black/Blue	N4763
TGN12C-210	1/2oz Black	N4762
TGN12C-219	1/2oz Black/Red	N4765
TGN12C-221	1/2oz Tequila Moonshine	N4766
TGN12CC-200	1/2oz Black/Chart	N4768
TGN12CC-202	1/2oz Black/Blue	N4767
TGN12CC-210	1/2oz Black	N4766



TOUR GRADE NIGHT TIME SPINNERBAIT

TGN12CC-219	1/2oz Black/Red	N4769
TGN12CC-221	1/2oz Tequilla Moonshine	N4761

TRI-WING MINI BUZZ

Catch the attention of fish with this Strike King Tri-Wing Mini Buzz King® 1/8 oz Buzzbait. The 3-blade Diamond-pattern prop enables slow retrieves and makes spitting and squeaking sounds that lure in fish. The buzzbait features a Diamond Dust® head with a Diamond Dust® silicone skirt to help attract bites. 1/8 oz.



316BM-70	3/16oz Chartreuse	N3238
316BM-71	3/16oz Chartreuse/Blue	N3239
316BM-72	3/16oz White	N3231
316BM-76	3/16oz Black/Blue	N3237

KVD SEXY FROG

The KVD Sexy Frog is the finest, feature packed frog style bait EVER from Strike King. It features a fully sealed nose to minimize water entry and a free floating rattle for excellent sound emission. This bait was designed and approved by Kevin VanDam for open water and heavy cover applications. It's the perfect bait for great topwater frog action!



SFKVD-10	Frog- Black	N5952
SFKVD-152	Frog- Tiger Black	N5952
SFKVD-153	Frog- Tiger	N5951
SFKVD-154	Frog- Frog-	N5958
SFKVD-155	Frog- Leopard Frog-	N5956
SFKVD-156	Frog- Copper Frog	N5953
SFKVD-157	Frog- Stump Jumper	N5959
SFKVD-46	Frog- Green Pumpk-Org Throat	N5954
SFKVD-47	Frog- Green Pumpk-Pearl Belly	N5955
SFKVD-84	Frog- Pearl White	N5957

SHADALICIOUS

The Shadalicious swimbait is designed for the discriminating fisherman. Every feature, from the action to the lifelike colors, is designed with one thing in mind.....To Catch More and Bigger Fish! Rig on either an open jig head, internal jig head or with a weighted hook and fish with a slow, steady retrieve. Match the hook size to the bait's size and enjoy the finest swimbait on the market.



SHDLC3.5-504	3.5" 6ct Ayu	N6743
SHDLC3.5-512	3.5" 6ct Neon Ghost	N6747
SHDLC3.5-568	3.5" 6ct Green Gizzard	N6746
SHDLC3.5-583	3.5" 6ct Blue Gizzard	N6744
SHDLC3.5-590	3.5" 6ct Sexy Shad	N6748
SHDLC3.5-598	3.5" 6ct Chartreuse Shad	N6745

RAGE CRAW

Each Rage Tail lure has a unique and exclusive tail design and is engineered like no other soft plastic bait. Each is designed with a specific purpose and uses customized hi-grade plastics for superior action. You won't believe the splash, noise or other action that each Rage Tail has!



RGBC-108	9ct Blue Craw	N4199
RGBC-140	9ct Watermelon Meat	N4193
RGBC-144	9ct Hard Candy	N4191
RGBC-145	9ct Plum Crazy	N4192
RGCRW-108	7ct Blue Craw	N4195
RGCRW-140	7ct Watermelon Meat	N4198
RGCRW-142	7ct Blue Bug	N4194
RGCRW-144	7ct Hard Candy	N4196
RGCRW-145	7ct Plum Crazy	N4197

RODENT

The Rodent is a great choice for heavy cover and works excellent on a Texas rig, Carolina Rig or as a Jig trailer. The new Rodent contains the world's best blend of soft plastic ingredients! This allows the use of large amounts of salt yet keeps the bait soft and pliable. The Coffee scent adds to the appeal as it masks human scents and oils contributing to added bites and longer hold times increasing hook-up percentages.



RO3-140	3" 8ct Watermelon Meat	N3881
RO3-144	3" 8ct Hard Craw	N3889
RO4-140	4" 6ct Watermelon Meat	N3625



RODENT

RO4-142	4" 6ct Blue Bug	N3622
RO4-144	4" 6ct Hard Candy	N3623
RO4-145	4" 6ct Plum Crazy	N3624

RAGE SMOKN ROOSTER



- 5" Long
- Aggressive Creature bait with oversized swimming arms
- Great for Texas Rigs, Carolina Rigs, Flipping or pitching

RGSR-135	5" 6ct Falcon Lake Craw	N4196
----------	-------------------------	-------

TOUR FINESSE FOOTBALL JIG



The pro's choice for finessing finicky fish. To meet the desires of tour level pros it includes; an incredibly sharp GamakatsuR hook for better penetration when setting the hook with light line, a wide football shaped head to enhance feel when contacting the lake bottom and help keep the jig upright, a 60 degree "flat" hook eye flush with the head to keep your knot in the proper position, a "crew cut" supple Perfect Skirt in beautiful colors, and a specially designed tapered barb "keeper" to securely hold soft plastic or ElaZtech™ trailers

TGFFJ-108	Finnesse Footb Blue Craw	N2087
TGFFJ-135	Finnesse Footb Falcon Lake Craw	N2088
TGFFJ-145	Finnesse Footb Plum Crazy	N2089

FOOTBALL JIG



The Tour Grade football head Jig is the ultimate jig for Deep water fishing. The wide football shaped head gives better feel and helps the bait stand-up on the bottom. The flat eye line tie helps keep the line knot and jig in the proper position and the extra sharp GamakatsuR 60 degree round bend hook aids in hook sets. It also features durable powder coated paint, color coordinated weedguards and premium skirts for lifelike look and action.

TDJ12-108	1/2oz Blue Craw	N2691
TDJ12-135	1/2oz Falcon Lake Craw	N2692
TDJ12-145	1/2oz Plum Crazy	N2693
TDJ14-108	1/4oz Blue Craw	N2694
TDJ14-135	1/4oz Falcon Lake Craw	N2695
TDJ14-145	1/4oz Plum Crazy	N2696
TDJ34-108	3/4oz Blue Craw	N2697
TDJ34-135	3/4oz Falcon Lake Craw	N2698
TDJ34-145	3/4oz Plum Crazy	N2699
TDJ38-108	3/8oz Blue Craw	N2691
TDJ38-135	3/8oz Falcon Lake Craw	N2692
TDJ38-145	3/8oz Plum Crazy	N2693



832 BRAIDED LINE



Sufix 832 Advanced Superline® is the strongest, most durable small diameter braid on the market. R8 Precision Braiding and fiber technology provides superior strength, roundness and line consistency. Patent-pending construction of 8 fibers (7 HMPE Dyneema® plus 1 Patent Pending GORE® Performance Fiber) and 32 weaves (pics) per inch. GORE® Performance Fibers improve abrasion resistance, increase casting distance & accuracy and reduce line vibration. HMPE Dyneema® fibers provide high strength & sensitivity, hydrophobic water-repellent protection and small diameter.

660-080G	832 Braid 150yd 80lb Lo-Vis Green	N16464
----------	-----------------------------------	--------



PERFORMANCE BRAID GREEN

Sufix Performance Braid is the longest-casting and easiest handling braid on the market. Exclusive Y6 braiding produces a rounder, smoother, thinner and quieter braided line. Performance Braid handles effortlessly, casts a mile, resists wind knots while still being ultra-abrasion resistant and super-sensitive.



663-080G	Perfor Braid Green 150yd 80lb	N17356
663-100G	Perfor Braid Green 150yd 100lb	N17355



SECRET 7 DIP BAIT

Team Catfish has come up with a secret formula for their catfish dip bait. The secret dip bait is being called Secret-7 Premium Catfishing Dip Bait. Team Catfish has Cat Tracker Bait Company (Junnies) manufacture the bait for them using Team Catfish's secret recipe.



TC-S712GAL	Secret 7 Dip Bait 1/2 Gallon	N16117
------------	------------------------------	--------

SUDDEN IMPACT FIBER BAIT

Brand new and smokin hot is the only way to describe the new SUDDEN IMPACT fiber bait from Team Catfish....



TC-SI128	Sudden Impact Fiber Bait 128oz	N26658
TC-SI24	Sudden Impact Fiber Bait 24oz	N5359

TEAM CATFISH DOUBLE ACTION CIRCLE HOOK

Team Catfish circle hook is perfect for landing that big catfish.



TC81VP-5/0	DoubleAction Blk Nickle 5/0 15ct	N7611
TC81VP-8/0	DoubleAction Blk Nickle 8/0 12ct	N7612
TC84VP-5/0	DoubleAction Red 5/0 15ct	N7613
TC84VP-8/0	DoubleAction Red 8/0 12ct	N7614

TEAM CATFISH SUPER CIRCLE HOOK

- Extra-wide gap
- Heavy-gauge construction
- Designed for larger baits and larger catfish



TC72VP-10/0	Super Circle Blk Nickle 10/0 7ct	N7615
TC72VP-12/0	Super Circle Blk Nickle 12/0 6ct	N7616
TC72VP-9/0	Super Circle Blk Nickle 9/0 8ct	N7617



SPINSHOT DROP SHOT HOOK



The VMC Spinshot hook is the new generation of drop shot rigging. This hook eliminates all line twist, improving presentation and hooking performance. The Spinshot hook makes drop shotting easier to rig which gives you more time fishing! It also provides a more natural presentation than competitors.

7119SS-1/OPP	Spinshot Blk Nickle 4ct Size 1/0	N2598
7119SS-1PP	Spinshot Blk Nickle 5ct Size 1	N2599
7119SS-2PP	Spinshot Blk Nickle 5ct Size 2	N2591
7119SS-4PP	Spinshot Blk Nickle 5ct Size 4	N2592



EERATIC SHAD



- Special contoured body
- Custom colors designed by master lure designer Tim Hughes
- Slashing and suspending minnow
- Edwin Evers' first choice in jerkbaits
- Exquisite gill and scale detail
- Slick weight transfer
- Super premium components
- Tx3 triple-edged hooks

XEE470	1/2oz 4.5" Black Back Shiner	N5334
XEE471	1/2oz 4.5" Blue Back Shiner	N5335
XEE472	1/2oz 4.5" Gold Shiner	N5331
XEE473	1/2oz 4.5" Clown	N5336
XEE474	1/2oz 4.5" AYU	N5333
XEE475	1/2oz 4.5" Herring	N5332
XEE476	1/2oz 4.5" Hologram Shad	N5333
XEE477	1/2oz 4.5" Voodoo	N5338

XEE478	1/2oz 4.5" Deja Voodoo	N5338
XEE479	1/2oz 4.5" Tenkiller	N5336
XEE480	1/2oz 4.5" Olive Shad	N5335
XEE481	1/2oz 4.5" Deadly Shad	N5337
XEE482	1/2oz 4.5" Melon	N5334
XEE483	1/2oz 4.5" Violet Collision	N5337
XEE488	1/2oz 4.5" Foxy Shad	N5339

SQUARE LIP



XCalibur's Xcs Square Lip series is exactly what anglers need when bass are holding in shallow cover. The Xcs Square Lip wobbles and semi-rolls to show its flash and the sophisticated color patterns with etched scale patterns trigger violent strikes, and the paddle (lip) design prompts it to bump-and-run through all types of cover. With 3 sizes and 14 color patterns, there's an XCalibur Square Lip for every situation. Tx3 in-line hooks ride up against the body to further reduce snags.

XCS10051	1/2oz 2" Pumpkinseed	N4855
XCS10053	1/2oz 2" Rayburn Gold	N4856
XCS10054	1/2oz 2" Blue Racer	N4851
XCS10061	1/2oz 2" Foxy Phantom	N4853
XCS10062	1/2oz 2" Bruiser	N4852
XCS10063	1/2oz 2" Black Shad	N4859
XCS10064	1/2oz 2" Orange Craw	N4854
XCS20044	5/8oz 2.75" Foxy Lady	N4859
XCS20051	5/8oz 2.75" Pumpkinseed	N4852
XCS20053	5/8oz 2.75" Rayburn Gold	N4853
XCS20054	5/8oz 2.75" Blue Racer	N4858
XCS20060	5/8oz 2.75" Smallmouth Green	N4854
XCS20063	5/8oz 2.75" Black Shad	N4857
XCS20064	5/8oz 2.75" Orange Craw	N4851
XCS30051	3/4oz 3" Pumpkinseed	N4856
XCS30053	3/4oz 3" Rayburn Gold	N4857
XCS30054	3/4oz 3" Blue Racer	N4855

ZELL POP

Xz2 ZELL POP



The quickest way to become a master of poppin' and chuggin'? Fish a bait designed by the world's finest topwater master and professional angler, Zell Rowland. Zell hand-carved the prototype that became the Zell Pop. XCalibur's performance engineering and Hi-Tek design developed a popper that will sit tail down and create the optimum spitting action.

XZ336	Zell Pop 3/8oz Foxy Mama	N6798
-------	--------------------------	-------



XCALIBUR VISOR



LWXCV1	Xcalibur Visor	N8349
--------	----------------	-------



ROOSTER TAIL

NEW COLORS

If there was ever an all around fishing lure, Worden's Original Rooster Tail is it.



212-RHFC	1/4oz Red Hook/Fluor. Chart	N2401
212R-YL	1/4oz Yellow-Red Hook	N2403
212-TSHAD	1/4oz Tinsel Shad	N2402
214-FCHR	3/8oz Flash Chartreuse	N2504
214-FWH	3/8oz Flash White	N2505
214-SMG	3/8oz Shimmer Gold	N2506
214-SMS	3/8oz Shimmer Silver	N2507



YUMBRELLA

The new Yumbrella Rig from Yum capitalizes on the multi-rig phenomenon with a rig manufactured with "super wire," stainless steel that has been repeatedly heat-treated for strength and flexibility. The five super wire arms are attached with a true molded coupler for incredible toughness and durability, ensuring that the wire arms never break free. Plus, the head of the rig contains a rattle for added attraction.



YUMB5FL	Yumbrella Rig Foxy Lacy	N10958
YUMB5TS	Yumbrella Rig Tenn Special	N10959

PUMPKIN ED JIG

You've got to have the right tools to do the job right, and for power shakin', this is the right tool. Power shakin' takes shaky head fishing to the next level, and the Pumpkin 'Ed jig is the foundation of that technique. The extended lure-holder spring makes rigging easy, and the flat head and horizontal line tie prompts the jig to stand straight up on bottom. Rigged with a worm or minnow-shaped plastic it mimics a fish or other invader feeding on bottom; rigged with a soft plastic craw it stands up in a defensive position. B.A.S.S. Elite pro Edwin Evers won the 2011 Citrus Slam on a prototype of this jig!



YPEJ1431	1/4oz 3/0 3ct Black	N2661
YPEJ1432	1/4oz 3/0 3ct Green	N2662
YPEJ1441	1/4oz 4/0 3ct Black	N2663
YPEJ1442	1/4oz 4/0 3ct Green	N2664
YPEJ1451	1/4oz 5/0 3ct Black	N2665
YPEJ1452	1/4oz 5/0 3ct Green	N2666
YPEJ1461	1/4oz 6/0 3ct Black	N2667
YPEJ1462	1/4oz 6/0 3ct Green	N2668
YPEJ3631	3/16oz 3/0 3ct Black	N2669
YPEJ3632	3/16oz 3/0 3ct Green	N2661
YPEJ3841	3/8oz 4/0 2ct Black	N2662
YPEJ3842	3/8oz 4/0 2ct Green	N2663
YPEJ3851	3/8oz 5/0 2ct Black	N2664
YPEJ3852	3/8oz 5/0 2ct Green	N2665
YPEJ3861	3/8oz 6/0 2ct Black	N2666
YPEJ3862	3/8oz 6/0 2ct Green	N2667



PUMPKIN ED JIG

YPEJ5641	5/16oz 4/0 2ct Black	N2668
YPEJ5642	5/16oz 4/0 2ct Green	N2669
YPEJ5651	5/16oz 5/0 2ct Black	N2661
YPEJ5652	5/16oz 5/0 2ct Green	N2662
YPEJ5661	5/16oz 6/0 2ct Black	N2663
YPEJ5662	5/16oz 6/0 2ct Green	N2664
YPEJ5841	5/8oz 4/0 2ct Black	N2665
YPEJ5842	5/8oz 4/0 2ct Green	N2666
YPEJ5851	5/8oz 5/0 2ct Black	N2667
YPEJ5852	5/8oz 5/0 2ct Green	N2668
YPEJ5861	5/8oz 6/0 2ct Black	N2669
YPEJ5862	5/8oz 6/0 2ct Green	N2661

F2 MIGHTEE WORM



Big Bass look at the Yum F2 Mightee Worm like a hungry pilgrim looks at Thanksgiving dinner. Measuring in at 10.5" in length, it presents a massive profile in the water, and with F2 attractant infused during the molding process, it gives off a strong scent trail that bass can't resist. Created for power shaking on Edwin Evers' Yum Pumpkin Ed Standup Jig Head, it's also a great choice on a Texas-, Carolina-, or even a Wacky-rig. Available in a range of colors, the Yum F2 Mightee Worm will give you the chance to catch the bass of your life.

YUMMW1002	10.5" 5ct Watermelon Red	N3533
YUMMW1004	10.5" 5ct Junebug	N3536
YUMMW1008	10.5" 5ct Green Pumpkin	N3535
YUMMW1009	10.5" 5ct Watermelon Seed	N3534
YUMMW10153	10.5" 5ct Bama Bug	N3532
YUMMW10155	10.5" 5ct Ultimate Craw	N3531
YUMMW10157	10.5" 5ct Virgo Blue	N3532
YUMMW1040	10.5" 5ct Plum	N3537
YUMMW1041	10.5" 5ct Red Bug	N3539
YUMMW1043	10.5" 5ct Grape Red Flake	N3534
YUMMW1053	10.5" 5ct Red Blood Line	N3538
YUMMW1069	10.5" 5ct Blue Fleck	N3533



OMEGA PRO SPINCAST REEL



- The pinnacle of spincast performance
- All-metal gears
- Auto Bait Alert
- Aircraft aluminum covers
- Changeable right- or left-hand retrieve
- Triple-cam multi-disk drag system
- 3X positive line pickup
- Oscillating spool

Z02PRO

Omega Pro Spincast 7BB

N50805

CATFISH FIGHTER RODS



- Big combos designed for catfishing -- Most popular sizes and actions -- 808® spincast and spinning models

CAFC702MH	Spincast 7' 2pc MH	N15356
CAFC802MH	Spincast 8' 2pc MH	N15357
CAFS702MH	Spinning 7' 2pc MH	N15358
CAFS802MH	Spinning 8' 2pc MH	N15359
CAFS902MH	Spinning 9' 2pc MH	N15351

READY TACKLE SPINNING COMBOS



Zebco ReadyTackle® brings truth to the phrase "ready to fish" by expertly grouping the right rod, reel, and other tackle to match your exact needs. ReadyTackle's exclusive selection system takes the mystery out of selecting general purpose tackle. It's the right tackle, expertly organized for you by the pros for a great value and price.

RTBA602ML	Ready Spinning BASS 6' 2pc	N25952
RTCF702MH	Ready Spinning CATFISH 7' 2pc	N29343



READY TACKLE SPINNING COMBOS

RTPF562L	Ready Spinning PANFISH 5'6" 2pc	N22004
----------	---------------------------------	--------

MICRO SPINCAST COMBO



- Perfect for crappie, panfish and trout applications
- Tiggerspin, spincast and spinning styles
- Flatboards include "One-Stop" tackle strip

MICROSCA	Micro Spincast Combo/462UL	N10945
----------	----------------------------	--------

HOOK LINE & SINKER COMBOS

Zebco legendary 202® and 404® combos, and spinning combo -- Pre-tied snap swivel for attaching lures and hooks, no knots required!

HLS202C:

- 202® reel
- 5'6" medium-action rod
- Pre-spooled with 10-pound line
- Pre-rigged jigs, spring loaded bobber, snelled bait hooks, swivels and sinkers

HLS404C:

- 404® reel
- 6'6" medium-action rod
- Pre-spooled with 15-pound line
- Snelled bait holder hooks, pre-rigged dip bait hooks, sponge treble hooks, swivels and sinkers



HLS202C	Hook-Line-Sinker 202 Combo	N11246
HLS404C	Hook-Line-Sinker 404 Combo	N14367