

Live Target Crankbaits – The Baitball Story

By Bernard Williams, Outdoor Writer

I recently encountered a bass fisherman that had a fascinating story to tell. Professional Tournament Angler, Don Terry of Jackson, MS approached me with an idea he'd been studying for quite some time. What he discovered fishing is something that many fishermen may already have seen but failed to put two and two together.

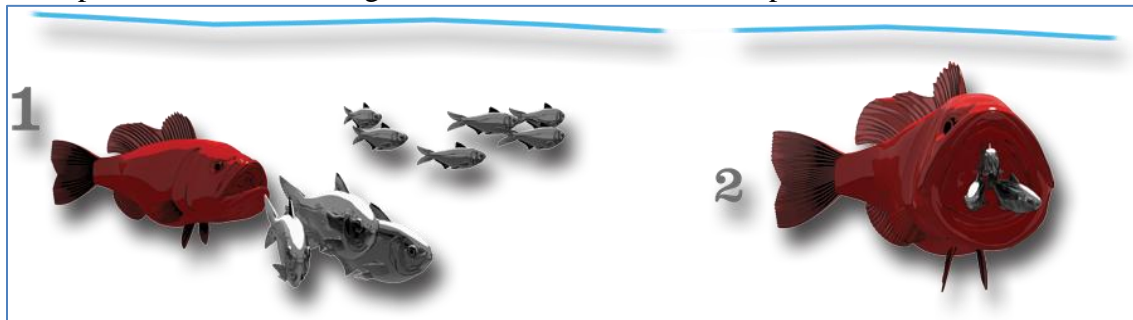
Don says, "I was fishing the Barnett catching yearling and medium sized bass, I let a bass hit the deck of the boat and a ball of bait fish came out of its mouth. I realized what forage they were feeding on. It was small juvenile baitballs. Small fry fish about ¼ to ½ long. The bass had mouths full of these small fry baitfish. I knew then that I had to match the hatch. Evidently someone else had discovered the same notion." Don added, "That's when I started researching a lure that would emulate the baitball effect, and luckily I found the Live Target Lures."

In other words what Don discovered is Mother Nature's complex competition for survival events, the "fight or flight" law of nature. It works like this, the fry knows from instinct that protection is in the sanctuary of a BaitBall.



Here is the scenario, as marauders or predators come closer and closer, the baitfish will form into tighter and tighter groups or schools. Ultimately they will form a baitball to defuse the awaiting attack. Both the predator and

the quarry are on their highest alert. When the predator gets within striking distance the baitfish scatter, the mass is broken. It's pandemonium and chaos, it's an adrenalin filled fright for the baitfish's survival. The frantic baitfish swim unpredictably until the re-grouping occurs, with the objective to reform the refuge of another baitball. This is the concept behind the Live Target Lures. Thus BaitBall Concept was born."



Don says, "Live Target lures are unique in the fact that they're almost life-like. They don't just look real, they're shaped real and have a 3-D texture and shaped just like the real thing."

Terry states, "I started fishing Live Target baits and found I was catching more fish on them whenever and wherever I fished them. They work awesome in crystal clear water

where fish can see some distance. It's almost like fishing with live bait. It's a remarkable concept."

Don is amazed by this lure, "I'm ole-fashioned, if something works and I'm slow to change my techniques. To be honest the fish we're after get so much pressure on them they become wise to our lures. Being a tournament angler, we have to have something unique. That's where Live Target lures stand out. Other anglers can use the old fashioned crankbaits, I'll be throwing something as close to live as I can find."



I asked Terry was the cost a deterrent? "Live Target baits are priced along with most premium crankbaits. You get what you pay for; they're worth the price. They run straight out of the box. You can tell a lot of development has been put into these lures. They're the real deal. The rattle components give the baits a tantalizing fish calling sound and vibration. They're a mixture of lead, brass and steel, giving them a unique sound. When it comes to casting, these lures have a weight-transfer system, allowing them to be cast a greater distance than conventional crankbaits. That really stands out when casting into the wind. They come with Daiichi Hooks, this along gives you a solid hook penetration. That's a critical factor on short strikes."

Finally, all I can say is I review lots of crankbaits; I test them in different scenarios. The Live Target Lures stand head and shoulders above the others in most situations. On top of that they produce more strikes than any hard bait I've fished with. Don't take my word, try it for yourself. What you got to lose other than that tournament winning fish.