

TACKLE BOX REPORT

DEPTH CHART FOR CRANKBAITS

This tech sheet was designed for quick reference in finding the average running depths of various Luhr Jensen crankbaits in casting and trolling applications. In actual use, you will find that several important factors affect the true running depths of each lure model you select. By keeping close control of the variables you can tailor each lure selection to your personal use.

LURE TUNING

Few manufacturers want to talk about lure tuning and even fewer actually tank test their crankbaits. In reality, small changes in sealing the body halves together, mold design and production tolerances can require a simple adjustment to the line tie on the lure nose or lip. This adjustment point can quickly restore the depth and action of all but truly defective lures.

The penalties from fishing out-of-tune lures can definitely affect fish response because it is a fact that out-of-tune lures will positively not achieve their full running depths, and their built in action and vibration will be compromised.

Anglers who troll crankbaits need to pay special attention to tuning because out-of-tune crankbaits will loop or barrel roll after bottom contact and broach the surface, or take a long time to track back to their original depth pattern. It is also especially important to tune trolling lures to the actual intended speed they will be trolled. Today, many anglers may speed troll from four to as high as eight miles per hour! Other anglers may crank our lures at the top speed


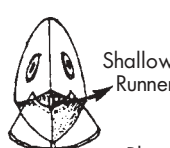



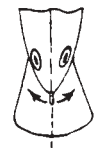
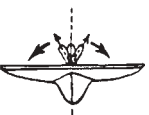
of a 6:2:1 baitcasting reel or a super-fast spinning reel. Yet others may troll near the heavy current flow of a dam, putting even more forces on the lip of the lure. This requires perfect tuning.

If your usage of a certain lure model exceeds the lower speeds of tank testing, then a careful tuning session on a dock or some other location with sufficient depth will be well worth the effort. Always select a location out of wind and current, cast each lure and retrieve it at or above your intended speed of use.

Point your rod straight at the lure on each cast and never follow the lure or line with your rod tip! If you hold the rod straight you will clearly see the line track either right or left of the rod tip.

WHAT TO DO: With a small, conventional square-jawed pliers (mini-linesman's pliers are good) bend, never twist the line tie in the direction you want the lure to go. If the lure runs to the right, cautiously bend the line tie to the left. If it runs left, reverse the procedure. Long-nose pliers are not as efficient as small, conventional pliers for deep divers, but they are very good for tuning shallow-running lures with line ties on the lure's nose. Perfectly tuned lures running at their best designed-in speeds are a major factor in the success of serious anglers!

"THE BASICS OF CRANKBAIT TUNING"

| WHAT YOU SEE | WHAT YOU DO | DO NOT TWIST EYES |
|--|--|---|
| <p style="text-align: center;">This lure runs out to <u>left</u></p>  <p style="text-align: center;">This lure is being retrieved at its intended speed of usage and it runs out to the <u>left</u>.</p> | <p style="text-align: center;">Front View</p> <p style="text-align: center;">Shallow Runner</p>  <p style="text-align: center;">Pliers</p>  <p style="text-align: center;">Deep Diver</p>  <p style="text-align: center;">Lipless Rattle Lure</p>  <p style="text-align: center;">The line tie is now cautiously bent to the <u>right</u> until lure runs dead straight. If you overture - reverse procedure!</p> | <p style="text-align: center;">Top View - Shallow Runner</p> <p style="text-align: center;">Bend eyes as if on a hinge - either right or left.</p>  <p style="text-align: center;">Deep Diver</p> <p style="text-align: center;">Lay the eye over as if on a hinge - bend it the direction you want the lure to go</p>  |

LINE TEST CONSIDERATIONS

Today most anglers know it is not line brand names or line test rating that affect the running depth of a lure; it's line diameter. The frictional resistance of any kind of line varies with its diameter and that resistance affects depth and frictional drag when cranking or trolling a lure.

Think of line diameter as a form of depth control and use it accordingly to adjust depth within the limits of abrasion and the habitat of the species you are after. For anglers casting lures, a drop in line diameter of only .001-in. can add about a foot in depth to a long cast. Braided lines that are round have a proven use in flat line trolling with a mono shock leader, and generally round lines work better in river current than flat, cross-section lines. For both cranking and trolling with small-to medium size lures, premium line (mono) in the 8-, 10- and 12-lb. class with thinner diameters works best. Anglers who crankbait deep, clear lakes without high vertical cover will go down to the 6- or 8-lb. class diameters for maximum depth and know that line above 12-lb. class diameters restrict maximum depth fast. Measure or obtain the diameters of the lines you buy.

CASTING DISTANCE AND LINE "LETBACK"

Casting distance affects crankbait depth. Adding another ten feet or so to a medium length cast adds about ten percent to the depth. A trolled lure, with its longer fixed length of line, can at least double the depth of a cast lure.

For trollers, line "letback" and line diameter are especially important. Often a fixed length of line at 120 feet is used to test trolling depths but many anglers use 150 feet for flat line trolling. Your line can be measured on a fixed course at home and marked with a permanent marker or tuft of bright yarn. Or, you can pull out line to a known distance and use a "counter-type" reel to measure the length out. Many trollers simply let back a lure until it just lightly skips or digs bottom and then mark their line.

CHART DEPTH GROUPINGS

The Luhr Jensen crankbaits described herein are listed with a quick reference bar graph and depth-vs-line-test information as a base to start with. These bar graphs and lure model descriptions can quickly help you select the correct Luhr Jensen crankbaits for your special use.

FLIP OPEN FOR CHARTS

For more information write:
 Luhr Jensen, P.O. Box 297, Hood River, OR 97031
 Attn: Customer Service or call 541-386-3811.

DIVING DEPTHS OF LUHR-JENSEN HI-TECH CRANKBAITS

(NOTE: LURE BODY LENGTHS LISTED DO NOT INCLUDE LIP)

"FINGERLING HI-CATCH"™ Stock #6603

DIVING DEPTH IN FEET

| | 0 | 5 | 10 | 15 | 20 | 25 | 30 | 35 | 40 |
|--------------------------|---|--|-----------------------|-----------------------|----|----|----|----|----|
| DEEP DIVING MODEL | | | | | | | | | |
| 5/16-oz. (3") | | 6 TO 7 FT. | | | | | | | |
| | | | ON 20-LB. MONO | | | | | | |
| 5/16-oz. (3") | | 12 FT. ON TROLL / 120 FT. | | | | | | | |
| 1-oz. (5 1/8") | | 13 FT. | | | | | | | |
| | | | | ON 20-LB. MONO | | | | | |
| 1-oz. (5 1/8") | | 20-LB. MONO 29 FT. ON TROLL / 120 FT. LETBACK | | | | | | | |

Natural fish body shape with clear Lexan® lip and closed-cell foam body.

A long-time favorite and top seller, the Hi-Catch series were one of the very first crankbaits with closed-cell ABS foam bodies and clear Lexan® lips. As such, they retain the characteristics of both wood and plastic bodied lures by having refined body shapes along with the action associated with wood lures. The small 5/16-oz. version has caught just about every freshwater gamefish casting and trolling while the larger 1-oz. version has been both cast and trolled for muskie, pike, trophy walleye and striper.

"FINGERLING"™ SHALLOW RUNNER Stock #6633

DIVING DEPTH IN FEET

| | 0 | 5 | 10 | 15 | 20 | 25 | 30 | 35 | 40 |
|-----------------------|---|--------------|-----------------------|----|----|----|----|----|----|
| SHALLOW RUNNER | | | | | | | | | |
| 5/16-oz. (3") | | 4 FT. | | | | | | | |
| | | | ON 10-LB. MONO | | | | | | |
| 1-oz. (5 1/8") | | 7 FT. | | | | | | | |
| | | | ON 10-LB. MONO | | | | | | |

Hi-action foam-bodied bait with long minnow profile and clear Lexan® lip.

These minnow profile crankbaits are injection-molded from tough, closed-cell ABS foam with a clear Lexan® plastic lip. The foam body features the action of wood in a near-neutral buoyancy lure. Good for casting and trolling, this series can handle pike and muskie in the 1-oz. version with the 5/16-oz. model deadly on freshwater species such as bass, white bass and walleye. A popular favorite crankbait spanning the late '70s to the present.

"SUGAR SHAD"® Stock #6664

DIVING DEPTH IN FEET

| | 0 | 5 | 10 | 15 | 20 | 25 | 30 | 35 | 40 |
|-------------------|---|--------------|-----------------------|----|----|----|----|----|----|
| SUGAR SHAD | | | | | | | | | |
| 1/8-oz. (2") | | 3 FT. | | | | | | | |
| | | | ON 10-LB. MONO | | | | | | |
| 1/4-oz. (2 1/2") | | 5 FT. | | | | | | | |
| | | | ON 10-LB. MONO | | | | | | |
| 1/2-oz. (3 1/8") | | 6 FT. | | | | | | | |
| | | | ON 10-LB. MONO | | | | | | |

The "Rolls Royce" of lipless, vibrating crankbaits!

The Sugar Shad® has converted a lot of anglers from other industry lipless, rattle baits. Designed by the late Jack Davis, it features superb action from the lower retrieve speeds to high speed cranking. It is excellent for jiggling off the bottom, high-speed "burning" and it will not broach water in really strong river currents like rattle baits with a flat section on the upper head end of the lure. The two larger sizes stand on their nose on the bottom when jiggling is stopped. Great on the cast, this is the best of the premium, lipless rattle baits.

"KLAWDAD"™ PRO-DESIGN Stock #6644

DIVING DEPTH IN FEET

| | 0 | 5 | 10 | 15 | 20 | 25 | 30 | 35 | 40 |
|------------------|---|------------------|-----------------------|----|----|----|----|----|----|
| KLAWDAD | | | | | | | | | |
| 3/8-oz. (2 1/4") | | 4 1/2 FT. | | | | | | | |
| | | | ON 10-LB. MONO | | | | | | |
| 1/2-oz. (2 3/4") | | 6 1/2 FT. | | | | | | | |
| | | | ON 10-LB. MONO | | | | | | |

Beautifully sculpted crayfish imitation doubles as a red hot, high-vibration crankbait.

The patent-pending Klawdad™ is the first fully-clawed crayfish crankbait with split rings and true in-line belly hooks. Protected hook position provides snag protection superior to lures with hooks at the tip of the claws. Natural "tail-out" design for true species recognition. Tough ABS plastic body, computer designed lure will not roll on side after bottom contact for a natural, mud-raising appearance. Casts like a bullet with medium-low buoyancy to stay in front of fish. Crank as fast as you can!

"SPEED TRAP"™ PRO-DESIGN Stock #6594

DIVING DEPTH IN FEET

| | 0 | 5 | 10 | 15 | 20 | 25 | 30 | 35 | 40 |
|-------------------|---|--------------|-----------------------|----|----|----|----|----|----|
| SPEED TRAP | | | | | | | | | |
| 1/8-oz. (2 1/4") | | 5 FT. | | | | | | | |
| | | | ON 10-LB. MONO | | | | | | |
| 1/4-oz. (2 3/4") | | 7 FT. | | | | | | | |
| | | | ON 10-LB. MONO | | | | | | |

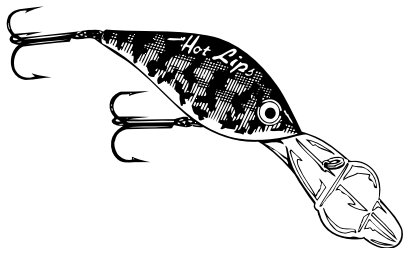
High speed, tight vibrating crankbait. SHALLOW TO MID-DEPTH DIVER. SPEED KILLS!

The best shallow running crankbaits in the tackle industry! Each Speed Trap™ boasts the vibration and action of the best balsa lures but with the consistent, computer-designed reliability of injection-molded plastic. Tank tested with exceptional low-to-high-speed performance, this lure has taken every fresh water species and dives quicker and deeper than conventional alphabet-style shallow runners. A truly great river and reservoir lure.

"HOT LIPS EXPRESS"® II Stock #6557

DIVING DEPTH IN FEET

TROLLING VERSION



| Weight / Length | 0 | 5 | 10 | 15 | 20 | 25 | 30 | 35 | 40 |
|------------------|---|---|----|----------------|----------------|----|----------------|----|----------------|
| 1/4-oz. (2 1/8") | 10 FT. CAST | | | ON 10-LB. MONO | | | | | |
| 1/4-oz. (2 1/8") | 20 TO 21 FT. ON TROLL / 120 FT. LETBACK | | | | | | ON 10-LB. MONO | | |
| 1/2-oz. (2 3/4") | 14 FT. CAST | | | ON 10-LB. MONO | | | | | |
| 1/2-oz. (2 3/4") | 26 TO 27 FT. ON TROLL / 120 FT. LETBACK | | | | | | ON 10-LB. MONO | | |
| 3/4-oz. (3 1/4") | 17 TO 18 FT. CAST | | | | ON 10-LB. MONO | | | | |
| 3/4-oz. (3 1/4") | 33 TO 35 FT. ON TROLL / 120 FT. LETBACK | | | | | | | | ON 10-LB. MONO |

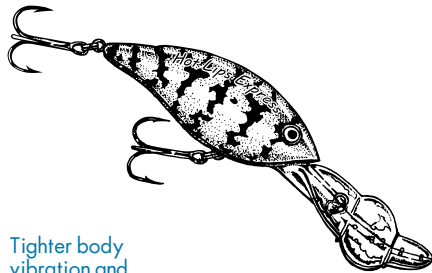
The straight lipped trolling version of the Hot Lips® has a wider body action or wiggle than the bent lip casting version. It also has heavier split rings and a tail hook one size larger. River anglers often prefer it to the casting version in stronger currents.

Straight Lip trolling version, wider body action and heavy-duty hardware.

"HOT LIPS EXPRESS" T.A.* II Stock #6554 PRO-DESIGN

DIVING DEPTH IN FEET

BENT LIP CASTING MODEL



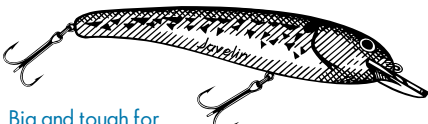
| Weight / Length | 0 | 5 | 10 | 15 | 20 | 25 | 30 | 35 | 40 |
|------------------|---|---|----|----------------|----------------|----|----------------|----|----------------|
| 1/4-oz. (2 1/8") | 11 FT. CAST | | | ON 10-LB. MONO | | | | | |
| 1/4-oz. (2 1/8") | 20 TO 21 FT. ON TROLL / 120 FT. LETBACK | | | | | | ON 10-LB. MONO | | |
| 1/2-oz. (2 3/4") | 16 FT. CAST | | | | ON 10-LB. MONO | | | | |
| 1/2-oz. (2 3/4") | 26 TO 27 FT. ON TROLL / 120 FT. LETBACK | | | | | | | | |
| 3/4-oz. (3 1/4") | 20 FT. CAST | | | | ON 10-LB. MONO | | | | |
| 3/4-oz. (3 1/4") | 33 TO 35 FT. ON TROLL / 120 FT. LETBACK | | | | | | | | ON 10-LB. MONO |

The Hot Lips® series is justly famed for three very desirable characteristics: Extreme dive angle; extreme depth for each body size, and the action of wooden lures in a durable plastic body. Computerized thin-wall body design produces superior vibration and the unique, lobed, bent lip and "broadhead" style cutting edge body make for exceptional diving performance. Casting or trolling, these are the dominant lures for freshwater species such as bass and walleye.

Tighter body vibration and steeper dive angle for steeper cranking! *Tournament Advantage

"JAVELIN"™ II Stock #5024

DIVING DEPTH IN FEET



| Weight / Length | 0 | 5 | 10 | 15 | 20 | 25 | 30 | 35 | 40 |
|--------------------|-----------|---|----|----------------|----|----|----|----|----|
| 1 1/4-oz. (5 3/4") | 6 - 7 FT. | | | ON 20-LB. MONO | | | | | |

Big and tough with true modern crankbait action, response and vibration, the Javelin™ was designed by the late Jack Davis, the legendary master lure designer with decades of experience. The Javelin™ hits hard at muskie and pike and is a great saltwater lure for use over deep or medium-depth bottoms..

Big and tough for muskie, pike, saltwater and South American species.

"JAVELIN"™ II SHALLOW RUNNER Stock #5034

DIVING DEPTH IN FEET




| Weight / Length | 0 | 5 | 10 | 15 | 20 | 25 | 30 | 35 | 40 |
|--------------------|---------|---|----------------|----|----|----|----|----|----|
| 1 1/4-oz. (5 3/4") | 2-3 FT. | | ON 20-LB. MONO | | | | | | |

Big and tough with true modern crankbait action, response and vibration, the Javelin™ was designed by the late Jack Davis, the legendary master lure designer with decades of experience. The Javelin™ hits hard at muskie and pike and is a great saltwater lure for use over deep or medium-depth bottoms..

Big and tough for muskie, pike, saltwater and South American species.

"BRUSH BABY"® Patent Pending PRO-DESIGN Stock #6534

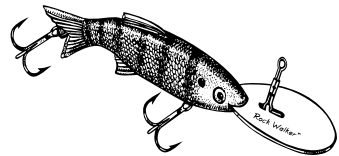
DIVING DEPTH IN FEET

| | 0 | 5 | 10 | 15 | 20 | 25 | 30 | 35 | 40 |
|---|-------------------|--------|----|----------------|----------------|----|----|----|----|
|  <p>The only lure you need for brush, timber stumps, beaver lodges and submerged weeds.</p> | 1/4-oz. (2 3/4") | 13 FT. | | | ON 10-LB. MONO | | | | |
| | 1/2-oz. (2 3/16") | 10 FT. | | ON 10-LB. MONO | | | | | |

The Brush Baby® series of buoyant crankbaits was designed specifically to increase your skill and effectiveness in guiding an open-hooked lure through stumps, buckbrush, timber or weeds without hanging up. The ultra-buoyant "fat" body protects hooks and backs up lure from brush *instantly* when you give it slack. Use the two sizes interchangeably to probe fish positions and adjust to depth, water clarity, fish activity moods or fishing pressure.

"ROCKWALKER"™ Stock #6624


DIVING DEPTH IN FEET

| | 0 | 5 | 10 | 15 | 20 | 25 | 30 | 35 | 40 |
|--|------------------|---|----|----|----|----|----|----|----|
|  <p>The lure with the reflective golden brass lip. All-species performance, and proved on walleye.</p> | 3/8-oz. (3") | 10-LB. MONO 16 - 18 FT. / 120 FT. LETBACK | | | | | | | |
| | 3/4-oz. (3 1/2") | 10-LB. MONO 24 FT. / 120 FT. LETBACK | | | | | | | |

Rockwalkers™ have a tough, stamped, reflective brass lip which gives a longer service life than aluminum. Great Lakes anglers like the extra reflective power of the lip in the open depths of these inland seas and the fact it can be colored with marking pens. Both size Rockwalkers™ dive deep and have great classic crankbait action to complement their sculptured minnow bodies.

"POWER DIVE"® MINNOW™ Stock #6564

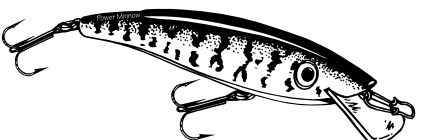
DIVING DEPTH IN FEET

| | 0 | 5 | 10 | 15 | 20 | 25 | 30 | 35 | 40 |
|--|-------------------|---|----|----|----|----|----|----|----|
|  <p>Walleye & bass trolling lures with tight driving actions and exceptional diving performance.</p> | 1/2-oz. (3 1/4") | 10-LB. MONO 16 - 18 FT. / 120 FT. LETBACK | | | | | | | |
| | 3/4-oz. (4 3/16") | 10-LB. MONO 25 FT. / 120 FT. LETBACK | | | | | | | |


Power Dive® Minnows have taken a wide range of species but they are best known for their walleye catches on the Northwest's Columbia River with fish in the 17-lb. range. Tremendously popular for Great Lakes trolling where a slim-bodied, minnow profile lure is desirable as long as it has exceptional diving performance. Its tight, driving action is totally unlike the numerous Rapala copies and it has the famous Hot Lips® body cross-section and lip design.

"POWER MINNOW"™ Stock #6584

DIVING DEPTH IN FEET

| | 0 | 5 | 10 | 15 | 20 | 25 | 30 | 35 | 40 |
|--|----------|-------|----------------|----|----|----|----|----|----|
|  <p>Trolling or casting model with multi-speed design, computerized thin-wall construction for maximum vibration</p> | (3 3/8") | 4 FT. | ON 10-LB. MONO | | | | | | |
| | (4 1/2") | 6 FT. | ON 10-LB. MONO | | | | | | |

The Power Minnow™ series offers both floating and suspending versions of this minnow-shaped Pro-Design™ lure for casting and trolling applications. Available in 3 3/8" and 4 1/2" sizes and more than 25 color variations.



I invite you to try any or all of the crankbaits described in this "Tackle Box Report". I feel we have the most effective and innovative line of fishing lures available anywhere on the market today. Our "Pro-Design"™ baits lead the way in diving performance, action and overall quality. Why not fish with the best?

Phil Jensen, President