

A Legacy of Innovation
Since 1969

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The Versatile HummBait

by Bernie Barringer

You probably think working for a fishing tackle company like Mack's Lure, Inc. is all drudgery right? Being a marketing director means long hours of writing press releases and calling on pro-staffers, stopping into tackle shops and talking to them about the lures. Boring job right? Of course I'm kidding. Like any job there are good days and bad days, but one of the highlights of the job is the opportunity to test new lures in various situations. Well I did a lot of that this spring and summer with the new Mack's Lure HummBait. I'll sum up my feeling about this bait in three words: "I'm in love."

I mean really infatuated. Holy smokes I have caught so many fish—and so many big fish—in so many places with this lure that I can't help but fall hopelessly in love with it. One thing about lure testing is that you are going fishing. And I have two boys at home who want to be involved whenever going fishing is the goal of the day. I think it's safe to say that they are just as in love as I am.

One of the things we love about the HummBait is the versatility. It can be fished in so many ways in so many

places and in so many differing conditions. We have learned that the spinning body creates a lot of lift, so the bait is normally fished quite close to the surface. In fact, if you are fishing the bait a couple feet below the surface, and there is an obstruction



Top photo: Dawson Barringer with one of dozens of northern pike he has caught on this lure. He's a faithful convert. The author's friend Jon Thorson mooched a HummBait one evening after seeing a bunch of smallmouth caught on it. When the sun dipped below the treetops, the walleyes moved shallow and started to gobble up the HummBaits, too.

of some sort in the lure's path, such as a log, patch of weeds, etc. you can just speed up your retrieve and lift your rod tip a little, and the bait comes right to the surface and right over the problem object.

Because of this feature, it can actually be fished on the surface much like a buzzbait.

The shad model fishes on top the best, and it works best—like all buzzbait-type lures—with a high speed reel. I have had many kinds of fish, including northern pike, smallmouth bass, white bass, largemouth



Smallmouth and largemouth bass cannot leave the HummBait alone.

bass and striped bass explode on this bait as it churns across the top of the water. That's some of the most fun you can have in fishing in my opinion.

We have mostly used this bait in casting situations in lakes and rivers in the upper Midwest. I have no doubt that the HummBait is going to be great on trout and steelhead in the rivers of the West and the Great Lakes tributaries. Really we have just scratched the surface. There are dozens of additional applications that have yet to be tried. If I were you, I would get in on the action. I trust you will get a few of the

HummBaits and try them for yourself. But I'll give you word of warning... you may fall hopelessly in love. In fact, there's a pretty good chance of it.



As Sterling Barringer can attest, the HummBait is a BIG fish catcher. We caught many very large specimens of several species of fish on the HummBait.

Cookin' Your Catch

Tasty Walleye Chowder

Ingredients:

- 1/2 pound of bacon
- 1 cup celery diced
- 1 cup onions diced
- 1 1/2 cup diced potatoes
- 1 pound of walleye filets, diced
- 2 1/2 cups water
- 1 1/2 tsp salt
- 1/4 tsp pepper
- 3 Tbsp butter
- 1/4 cup flour
- 2 1/2 cups Half & Half

Fry the bacon until crisp; add onions and cook until soft. Do not drain. Into the water, add celery potatoes, fish, salt and pepper. Simmer 15 minutes or until the potatoes are tender, then add the bacon and onions. Melt butter in a saucepan and stir in flour until smooth. Add Half & Half, stirring constantly until sauce boils and thickens. Slowly stir in the fish mixture. Heat and stir until piping hot. Man that's some good hot eating on a cold day. Try making some of this in your fish house when you are out ice fishing!

A Legacy of Innovation for...

40 Years!

Yes it's true, Mack's Lure is 40 years old in 2009.

Watch for more info in upcoming editions of the Mack Attack Newsletter!

He Busts 'Em With a Blade

By Hall-of-Fame Angler Stan Fagerstrom

Part 1 of 2

You'd think fishermen wouldn't complain as long as they are putting fish in the boat, but it can and does happen.

Consider, for example, a professional bass angler competing in a major tournament. He doesn't want anything but bass messing with his lures. Time is of the essence in tournament competition. The bass tournament competitor who has to fool around bringing something like a big catfish to the boat, then getting the darn thing unhooked, is losing valuable minutes that can make the difference between winning and losing. I bring this up because of an experience I had recently while fishing in Mexico. My companion on a trip to Anglers Inn operations on both El Salto Lake and Lake Mateos was Bob Schmidt. Schmidt, of course, is the general manager of Mack's Lure. I especially wanted him to get a look at the bass action in these Mexican waters. In recent years Lake El Salto especially has provided some of the best bass fishing ever.

As regular readers of this column know, I have fished El Salto Lake a number of times. Bob, who is too busy running a successful company to do a whole lot of fishing, was getting his first look at it.

Things started out at El Salto about as I had expected. Our first morning out we had bass busting our surface lures in good shape. Things

slowed down once the morning surface action was over, so our Mexican guide fired up the outboard and headed for deeper water.

Once we eased up to where submerged trees stuck jagged fingers up out of the water, he muttered "Plastico" and indicated the direction he wanted us to cast. I rigged a 5-inch Senko wacky style and turned in my boat seat to see how Bob was doing. He had a hand full of Smile Blades and it was obvious he was planning to use one or another of



The extra flash and vibration added by a Mack's Lure Smile Blade fooled this big old bass.

them along with whatever plastic bait he selected.

"Looks like you're fixin' to use a Smile Blade," I said.

"Yes I am," he replied. Then he explained why. His reasoning ties in with what I mentioned in the beginning.

If you read the beginning of this column carefully, you're aware I said bass fishermen taking part in tournament competition didn't want to mess around with fish other than those they could take to the weigh in stand. Turns out my friend Bob has been hearing much the same thing from walleye pros around the country.

"Stan," Bob said, "one of the complaints we get from walleye pros now and then is that they just catch too many bass while using our Smile Blades ahead of their bait while fishing tournaments. They don't want, of course, to have to take time away from their search for walleye when a bass comes along. I just thought I'd see how a Smile Blade and a worm work for these Mexican bass."

Using a Smile Blade ahead of a plastic worm didn't come as a surprise to me. I had done the same thing a couple of years ago on a trip to El Salto. And while I didn't set any records, I did get a couple of fish on a day when the fish were hard to come by. As it turned out, Bob rigged and fished his set up a bit differently than I had.

I cast my wacky-rigged Senko up next to one of the submerged trees. I missed a fish as the lure dropped. About that time I heard my Bob holler "Got him!" I turned to watch him battle a 3-pounder up close enough for the guide to slide his net under it. Part of the plastic bait he'd been using dangled from the big mug of that fish. And there just in front of it and sparkling in the morning sun-

light was the blue-colored Smile Blade Bob had slid onto his leader just ahead of his slip sinker.

I was to hear Bob holler “Got him!” again and again over the next few days at both El Salto and Lake Mateos. Remember now, I’m the guy who has been fishing for bass for half a century and then some. My friend Bob hadn’t been in a bass boat in years. But before that morning was over he not only put the most fish in the boat, but had the largest of the trip to go along with it. Every darn

one of them—except for the fish we took off the top early in the day—came on his Smile Blade and plastic bait set up.

There’s more to the story. It includes the day after the one I’m talking about, when collectively we put 19 bass in the boat on 20 casts. Once again it was a plastic bait used behind a Smile Blade that got ‘em. I’ll supply the details that you’ll be wise to try in your own bass fishing in my next column.

Photo of the Month

We want your photos! Send your photos to bernie@mackslure.com.



8-31-08 Kim Samac of Redmond, WA with an 8 lb 4 oz Lake Chelan Mackinaw. She was fishing with her dad, John Samac. It was caught with Guide Joe Heinlein using a fly with a big glow- in-the-dark Smile Blade.

Question of the Month

Have a question? We’d love to answer it! Contact us at bernie@mackslure.com if you have a question you would like to see featured!

Q: How many products does Mack’s Lure company sell in a year? a) 100,000; b) 250,000 to 500,000; c) \$500,000 to 1 million; d) More than 1 million.

A: The answer is d)! More than a million products go out the door from Mack’s Lure company each year!

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