

A Legacy of Innovation
Since 1969

March, 2009



CALIBRATING LINE COUNTER REELS

by *Bill Ayres*



Bill & Bernadine Ayres

In the real estate world location, location, location, is the name of the game. In the walleye world—detail, detail, detail is the key to fishing success. One of the detail pieces of the puzzle is—where is my rig running? Too far below the fish and they can't see it—too far above and they may not be that aggressive. The one way to take the guess work out is to calibrate your line counter reels.

I start off by using a large capacity reel because the more line you can get on one pass across the spool, the more accurate for a longer time your reel will be. Next, I use 40# power pro braid;

it is the same diameter as 10# mono. The precision trolling book is primarily based on 10# mono. Choose a 300 yard spool and divide it in half. It is nice to have a quiet back yard without kids or dogs on the loose. Use 20# cheapie backer mono. To just spool up the 40# braid will leave you short. I drive stakes in my yard exactly 100 feet apart, in that way, it will tell me if I am right on at 100 feet or not.

You'll just have to guess how much backer to put on because each reel has a different capacity. So crank some backer on, tie the 40# braid on the backer and crank it on, however, while

cranking it on, put lots of tension on the rod; bend that baby. Don't just crank it on between your fingers. Put pressure on to duplicate actual fishing conditions.

Now comes the moment of truth. On one stake I drive a large finishing nail in the top. Tie a snap swivel to the line—clear the counter, put the snap on the nail and point your rod toward the next stake and open the bail and walk. When you get there, look at your counter; if it says 114 or anything above 100 you must add more mono backer. Off comes the braid, add more mono, crank the braid back on with pressure and recheck from stake to stake until you get real close to 100. If your reel says 90 feet or anything below 100, take some backer off.

Being below 100 is the worst scenario. Fish don't look down too well, so being right on is important. Just keep taking backer off and reloading the braid. Remember keeping it under pressure is the key. When you are first doing this, you will look at the reel and say, well it says 95 feet, I'll just add more. Don't fall for it. If it says anything below 100 take line off. If it says anything above 100 add more backer. If you haven't been to one of our seminars—we cover this very important detail at the start of each meeting. I hope you get your reels right on and have the peace of mind that comes with all other things right. You will then have your lure in the catching zone.

Bobby Loomis Named Director of Sales and Marketing at Mack's Lure

A man who is well known throughout the fishing industry has been named director of sales and marketing at Mack's Lure.



He is Bobby Loomis, of Wenatchee, WA. Loomis has been deeply involved in the tackle industry for the past quarter century. He was one of the first employees of G.Loomis Rods.

Loomis, a nephew of Gary Loomis, the founder of G.Loomis Rods, worked closely in his uncle's rod business for 18 years. He was involved in all aspects of the company's business. His responsibilities involved everything from rod design and manufacturing to promotion and sales and marketing.

In recent years Loomis has himself been designing and manufacturing blanks and rods for customers from all over the world. "I owe my expertise where fishing tackle is concerned," Loomis says, "to having had opportu-

nity to work so closely with G.Loomis Rods. I have been very fortunate to have had a chance to travel, learn, work and fish all over the world."

"We are both pleased and excited to have Bobby Loomis take over leadership our marketing team," says Bob Schmidt, general manager of Mack's Lure. "He has a tremendous knowledge of all aspects of the tackle industry. We're convinced few are more prepared or qualified to let people know about our innovative product line than he is."

Schmidt says Loomis is also very well qualified to assist tackle dealers in carrying the best product mix for the areas they serve. "At the same time," Schmidt says, "Bobby brings years of personal fishing experience that enables him to tell prospective customers how they can use Mack's Lure products to put more fish in the boat."

Mack's Lure has been serving anglers now for 40 years. The company was launched by Vern McPherson at Riggins, Idaho in 1969. For many years the company was based in Leavenworth, WA. Several years ago Schmidt moved the operation to newly constructed headquarters in Wenatchee.

One of the first products Mack's Lure brought to market was the now world famous Wedding Ring Spinner. In recent years the company has become equally well known for its Smile Blades. One or another style of these proven fish attracting products is now used by knowledgeable anglers to catch everything from salmon and trout to walleyes and bass.

Bobby Loomis and his wife, Kimberly, have three sons.

Cookin' Your Catch

Mustard-Crusted Salmon

Ingredients

- 4 to 5 pieces (about 1/2 lb. each) salmon fillet
- 1/4 cup finely minced garlic
- 3 tablespoons butter or margarine
- 3/4 cup whole-grain Dijon mustard
- 1/2 cup dry white wine
- Lemon wedges

Rinse fish; pat dry. Place pieces, skin down, on an oiled broiler pan. In 6- to 8-inch frying pan, stir garlic in butter over medium heat until soft, about 3 minutes. Spoon butter from garlic and drizzle over salmon fillets; reserve garlic in pan. Broil salmon 2 to 3 inches from heat for 2 minutes. Meanwhile, mix mustard and wine with sauteed garlic. Remove pan from oven. Spoon mustard mixture evenly over fillets. Return to oven; broil until crust is golden brown and fish is barely opaque in thickest part (cut to test), 4 to 6 minutes.

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!

"A Problem Solver Named Paul"

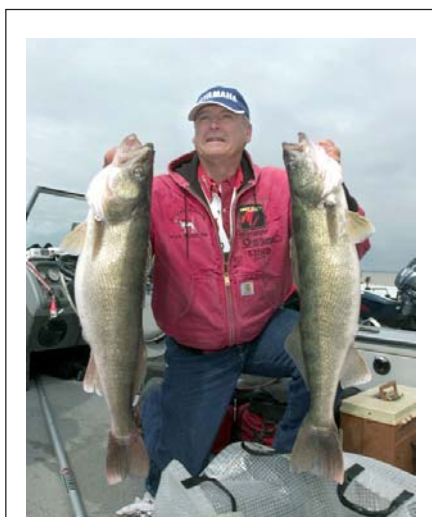
By Hall-of-Fame Angler Stan Fagerstrom

Part 1 of 4

There's often more than one way to bamboozle the fish you're after. Sometimes it means using a lure in a different fashion from what its designer had in mind when it was created.

I find that to be especially true where certain sports fish are concerned. One is largemouth bass and another is the elusive walleye.

My friend Paul Wright, of West Point, Indiana, will agree with the accuracy of those comments. Paul, a nationally known figure in the bird hunting dog field, is also a cracking good walleye angler. He's made life miserable for them all the way from Devils Lake in North Dakota to big Lake Erie. In recent years he has been competing in national walleye tournament competition all over the Mid-West.



Here's proof Paul Wright is a guy who knows how to put big walleyes in the boat. These whoppers came out of Lake Erie.

One of the spots Paul favors for his walleye fishing is big Lake Erie. Erie is one of the nation's best bets for good sized walleyes. "For anyone who has been to Lake Erie and caught big walleyes," he says, "it can be life changing. If you haven't been there, it's time to start making plans to do so."

Wright picks fall as the best time for larger than average walleyes. "Every fish," he says, "will be loaded with rolls of fat. They aren't shy about hitting about any type of bait."

Another reason he selects fall as a prime period is because the weather is usually more stable than at other times of the year. If you've ever fished Lake Erie, chances are you don't have to be told anything about the weather. I've seen that lake when it looked more like the ocean than a lake. It gets mean in a hurry and you need to be prepared for it or stay the heck away.

Paul told me about a recent Lake Erie trip he set up for a couple of close friends in late September and early October. Wright's friends were Mike Brummett and John Connelly, both of whom are Indiana residents. The first couple of days they couldn't even get on the water because conditions were just too bad.

"Don't ever plan on a Lake Erie trip," Paul says, "without taking the weather into consideration. My rule of thumb where Lake Erie is concerned is that you should plan to stay for twice as long as you want to fish. I say that

because you'll usually be kept off the lake half of the time due to rough and windy conditions."

Though they had arrived early in the week, Paul wasn't able to get his two pals on the water until late on Friday. The water was still rough but the wind was dying. They took what Paul regarded as a training session of sorts Friday afternoon. His friends had done a limited amount of previous walleye fishing.

"The lake's water was still dirty from three days of strong winds," Paul says. "Keep in mind that my two friends had never been to Lake Erie before. They had no idea of what a trolling board, reel clicker or line counter reels were or how to set them up. They turned out to be quick learners."

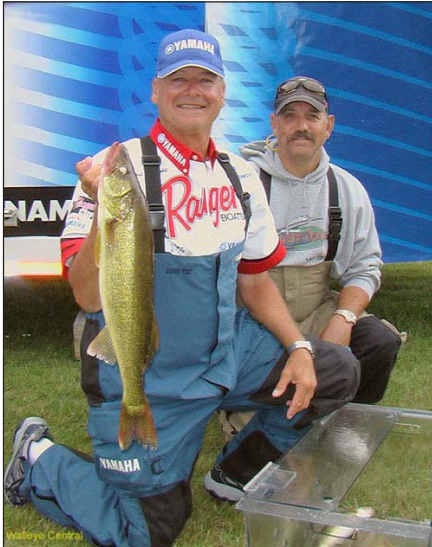
The three were finally able to get serious about their search for Lake Erie walleyes on Saturday morning. "We started out trolling large crankbaits," Wright recalls. "Both of my friend's were really excited when they heard the reel's clicker go off and saw the trolling board sink. Our first fish turned out to be a 7-pounder. That's about average for Lake Erie walleye in the fall."

They caught a couple more fish trolling and then things slowed down. I could have guessed the lure Paul would select when he figured it was time to break out the bait. I say that because he has told me about it before.

"My favorite presentation when I fish with nightcrawlers on Lake Erie," Paul says, "has always been Mack's Lure Wally Pops. We caught most of our fish with this presentation."

But Paul also did something else that I touched on in the beginning. He worked out a method of using a new Mack's Lure to get those Erie walleyes

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Paul Wright has developed a method of using a Mack's Lure product to help nail beauties like the one he's holding here.

to hit. He and his pals wound up catching some of their best fish on the brand new technique he developed.

I'll provide the details on what that new lure is and how Paul Wright and his pals used it in my next column. Watch for it beginning April 1st..

Check Out The New Mack's Lure Forum

- Ask the Pro Staff
- Tips & Rigging Techniques
- Upload Your Fish Photos

www.mackslure.com

Customer Testimonial

"The versatile HummBait combines multiple baits into one. It makes a lot of vibration and noise, and it catches fish in clear or muddy water."

Robert P., Raleigh, NC



Question of the Month

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

Q: What is the largest Walleye on record that was caught on a Smile Blade?

A: A 19.3 pound Walleye on the Columbia River.

The Mack Attack is a free service provided to anyone who is interested by Mack's Lures Inc. We need your input!

If you know of anyone who would like to be on the mailing list to receive the Mack Attack, please forward their e-mail address to al@mackslure.com.

Photos, stories and comments are welcomed and encouraged. Please forward all content materials to bob@mackslure.com.

THANK YOU!

Photo of the Month

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



Troy Schmidt loves the new Mack's Lure HummBait!

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