

Bill Lewis



2023 -2024

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Rat-L-Trap®

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Rat-L-Trap®



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FOR MORE!

RAT-L-TRAP® THE ORIGINAL

Many will argue that the Rat-L-Trap® is one of the best lures ever made. In fact, Outdoor Life magazine referred to Rat-L-Trap® as the "Most Influential Fishing Lure" of all time in their Hall of Fame fishing lure article. This lure emits a noise that is nearly identical to the sound made by distressed bait fish, which leads to attracting predator fish and stimulating an aggressive feeding response. This simple-to-use lipless crankbait is a must have for locating and catching fish.



FEATURING
Mustad **SW**
SALT WATER

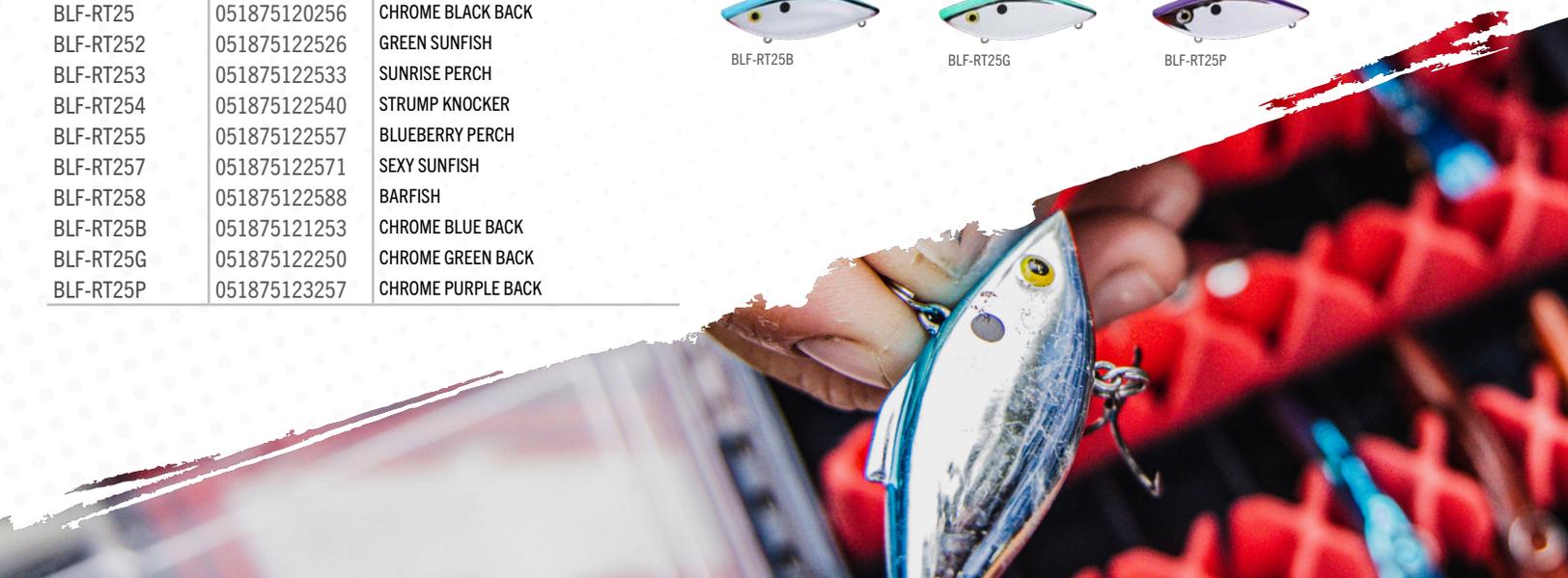


3" Long, 1/2 oz.
BLF-RT(color)



3" Long, 1/2 oz.
BLF-RT(color)

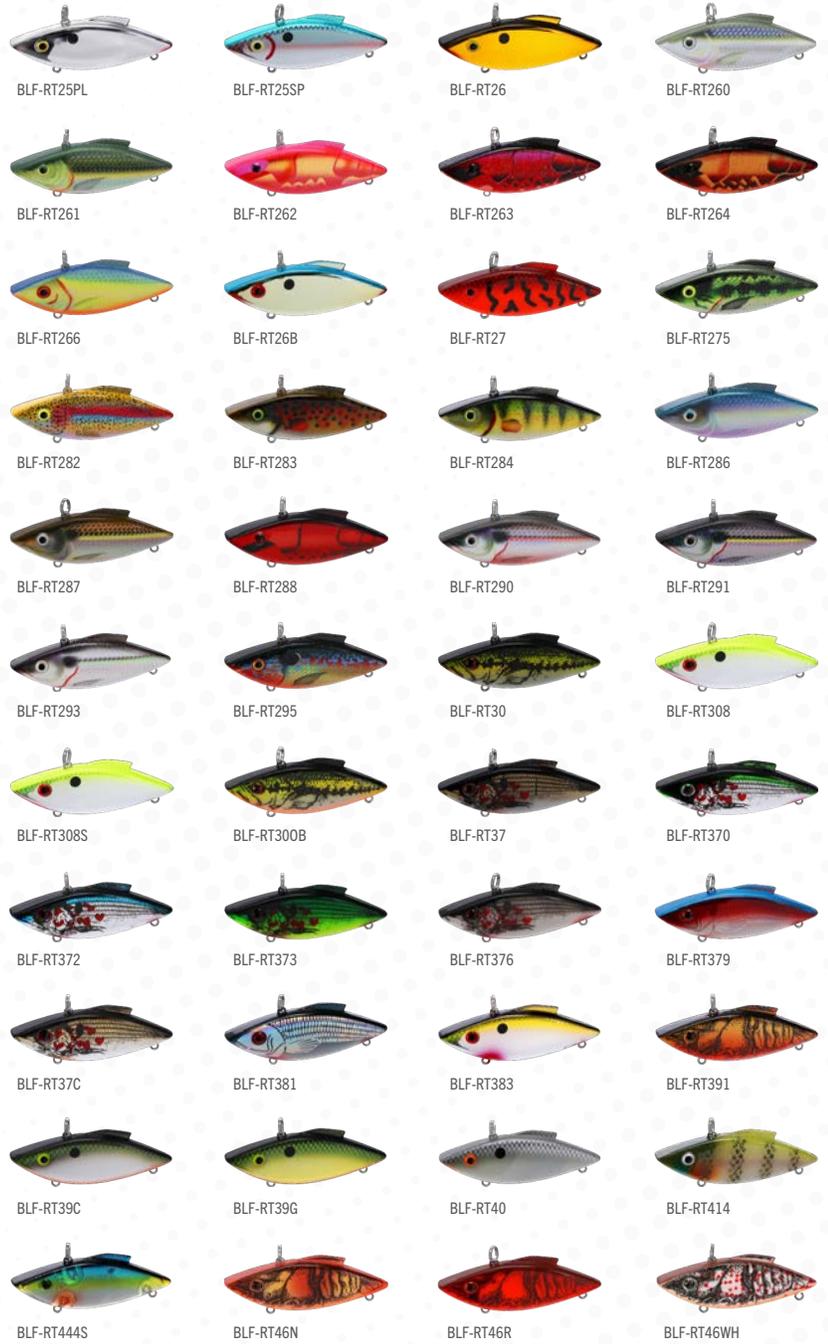
ITEM:	UPC:	COLOR:
BLF-RT05	051875120058	SMOKEY JOE
BLF-RT06	051875120065	NATURAL / ORANGE BELLY
BLF-RT09	051875120096	CHARTREUSE / BLACK BACK
BLF-RT110	051875121109	TEQUILA SUNRISE
BLF-RT114	051875121147	PUMPKIN SEED
BLF-RT139S	888151045114	CHROME BLACK BACK - SALT
BLF-RT140S	051875221403	CHROME BLUE BACK - RED EYE SW
BLF-RT141	051875221410	CHROME / CHARTREUSE
BLF-RT141S	051875201412	CHROME / CHARTREUSE SW
BLF-RT142S	051875201429	CHROME / PINK B & B - SW
BLF-RT143S	051875221434	GOLD BLACK BACK / RED EYE SW
BLF-RT144S	051875201443	CAJUN'S CHROME SW
BLF-RT145S	051875201450	GOLD / HOT PINK B & B / RED EYE SW
BLF-RT146S	051875201467	AVACADO HALO SW
BLF-RT17	051875120171	PARROT
BLF-RT22	051875120225	FIRE TIGER
BLF-RT24	051875120249	CHARTREUSE CRAWDAD
BLF-RT25	051875120256	CHROME BLACK BACK
BLF-RT252	051875122526	GREEN SUNFISH
BLF-RT253	051875122533	SUNRISE PERCH
BLF-RT254	051875122540	STRUMP KNOCKER
BLF-RT255	051875122557	BLUEBERRY PERCH
BLF-RT257	051875122571	SEXY SUNFISH
BLF-RT258	051875122588	BARFISH
BLF-RT25B	051875121253	CHROME BLUE BACK
BLF-RT25G	051875122250	CHROME GREEN BACK
BLF-RT25P	051875123257	CHROME PURPLE BACK



RAT-L-TRAP® THE ORIGINAL



ITEM:	UPC:	COLOR:
BLF-RT25PL	051875125251	PLAIN CHROME
BLF-RT25SP	051875129259	LAKE FORK SPECIAL
BLF-RT26	051875120263	GOLD
BLF-RT260	051875122601	BLUE SHINER
BLF-RT261	051875122618	FATHEAD MINNOW
BLF-RT262	051875122625	COTTON CANDY CRAW
BLF-RT263	051875122632	CANDY CRAW
BLF-RT264	051875122649	PINCH'N PEACH
BLF-RT266	051875122663	OXBOW
BLF-RT26B	051875129679	GOLD BLUE BACK
BLF-RT27	051875120270	ORANGE CRAWDAD
BLF-RT275	051875122755	BABY BASS
BLF-RT282	051875122823	RAINBOW TROUT
BLF-RT283	051875122830	BROWN TROUT
BLF-RT284	051875122847	YELLOW PERCH
BLF-RT286	051875122861	BLUE BACK HERRING
BLF-RT287	051875122878	GIZZARD SHAD
BLF-RT288	051875122885	CHERRY CRAW
BLF-RT290	051875122908	AMERICAN SHAD
BLF-RT291	051875122915	CHARTREUSE SILVER SHAD
BLF-RT293	051875122939	SILVER SHAD
BLF-RT295	051875122953	PUMPKIN PERCH
BLF-RT30	051875120300	YEARLING BASS
BLF-RT308	051875223087	CHARTREUSE FLASH
BLF-RT308S	888151045138	CHARTREUSE FLASH - SALT
BLF-RT300B	051875121307	YEARLING BASS / ORANGE BELLY
BLF-RT37	051875120379	BLEEDING SHINER
BLF-RT370	051875123707	CHROME BLEEDING SHAD
BLF-RT372	051875123721	CHROME BLUE BLEEDING SHAD
BLF-RT373	051875123738	CHARTREUSE BLEEDING SHAD
BLF-RT376	051875123769	WHITE BLEEDING SHAD
BLF-RT379	051875123790	BLOOD LINE SHAD
BLF-RT37C	051875121376	BLEEDING SHINER ON CHROME
BLF-RT381	051875123813	ICE BLUE SHAD
BLF-RT383	051875123837	Z CHROME
BLF-RT391	051875123912	NATURAL RED BLEEDING CRAW
BLF-RT39C	051875121390	TENNESSEE SHAD CHROME
BLF-RT39G	051875122397	GOLD TENNESSEE SHAD ON GOLD
BLF-RT40	051875120409	SILVER TENNESSEE SHAD
BLF-RT414	051875214146	BLUEGILL HP
BLF-RT444S	888151045121	CIGAR MINNOW - SALT
BLF-RT46N	051875121468	NATURAL CRAWFISH
BLF-RT46R	051875124469	RED CRAWFISH
BLF-RT46WH	051875120546	WHITE CRAWFISH



RAT-L-TRAP® THE ORIGINAL



ITEM:	UPC:	COLOR:
BLF-RT48	051875120485	RED CRAWFISH / CHARTREUSE BELLY
BLF-RT502	051875125022	TRANSPARENT
BLF-RT505	051875125053	CHARBLUE FLASH
BLF-RT506	051875125060	SEXY PRISM
BLF-RT507	051875125077	LIV-N-CHROME
BLF-RT509	051875125091	NATURAL SHAD
BLF-RT52	051875120522	CHARTREUSE SHINER
BLF-RT520	051875125206	SEXY WEST
BLF-RT520C	051875215204	SEXY CHROME
BLF-RT520G	051875225203	SEXY GOLD
BLF-RT521	051875125213	TOLEDO GOLD
BLF-RT522	051875125220	ROYALE
BLF-RT524	051875125244	CREOLE CRAW
BLF-RT527	051875125275	HONEY CRAW
BLF-RT53	051875120577	DIAMOND DUST
BLF-RT532	051875125329	RAYBURN RED ZOMBIE
BLF-RT537	051875123370	WHITE ZOMBIE
BLF-RT540	051875125404	CHROME BLACK ZOMBIE
BLF-RT558	051875125589	DELTA CRAW
BLF-RT559	051875125596	CALI CRAW
BLF-RT560	051875125602	WHITE NATURAL NOVA
BLF-RT561	051875125619	BLACK NATURAL NOVA
BLF-RT564	051875125640	RED HEAD GLAS NOVA
BLF-RT564S	051875205649	RED HEAD GLASS - SW
BLF-RT566	051875125664	NOVA GLASS
BLF-RT567	051875125671	BLEEDING NOVA TRANSPARENT
BLF-RT570	051875125701	NOVA CLOWN
BLF-RT572	051875125725	Z NOVA
BLF-RT574S	051875205748	GOLD BLACK TRANSPARENT SW
BLF-RT576	051875125763	GREEN LIGHT TIGER
BLF-RT577	051875125770	PURPLE LIGHT TIGER
BLF-RT580	051875125800	RED LIGHT TIGER
BLF-RT583S	051875125831	ELECTRIC CHICKEN SW
BLF-RT584	888151045558	SCHOOL BUS
BLF-RT587	051875125879	RAYBURN RED CRAW
BLF-RT594	051875125947	GHOST MINNOW
BLF-RT60	051875120607	SHAD
BLF-RT601	051875126012	RETRO CRAW
BLF-RT611	051875126111	SUMMER SEXY SHAD
BLF-RT616	051875126166	SWAMP CRAW
BLF-RT617	051875126173	GOLDFIRE CRAW
BLF-RT633	051875126333	GOLD MINE SHAD
BLF-RT634	051875126340	ROYAL RED SHAD
BLF-RT639	051875126395	BLACK CRAPPIE



RAT-L-TRAP® THE ORIGINAL



ITEM:	UPC:	COLOR:
BLF-RT642	051875126425	RAYBURN - GOLD BONES
BLF-RT643	051875126432	RETRO RED BONES
BLF-RT654	051875126548	CHERRY BOMB
BLF-RT68	051875120683	WILD SHINER
BLF-RT680	051875216805	SUNNY GILL
BLF-RT682	051875216829	REDBELLY
BLF-RT683	051875216836	ROOTBEER CRAW
BLF-RT691	051875126913	MCCALL CRAW
BLF-RT692	051875216928	STRAWBERRY CRAW
BLF-RT750	051875127507	GRACIES GOLDFISH LIV-N FISH SERIES
BLF-RT754	051875127545	EMERALD SHINE LIV-N FISH SERIES
BLF-RT755	051875127552	YOUNG SUNFISH LIV-N FISH SERIES
BLF-RT756	051875127569	BNB CHROME BLACK-N-BLUE SERIES
BLF-RT757	051875127576	BNB SHAD BLACK-N-BLUE SERIES
BLF-RT758	051875127583	BNB MINNOW BLACK-N-BLUE SERIES
BLF-RT759	051875127590	BNB CRAW BLACK-N-BLUE SERIES
BLF-RT760	051875127606	HB CPR HOLOGRAPHIC BLUEGILL SERIES
BLF-RT762	051875127620	NEWBERRY CRAW
BLF-RT763	051875127637	SKY SHAD
BLF-RT764	051875127644	BRASSY SHAD
BLF-RT765	051875127651	VIOLET FLASH
BLF-RT766	051875127668	PINK LADY
BLF-RT767	051875127675	CRIMSON CHROME
BLF-RT768	051875127682	PENNY PERCH
BLF-RT770	888151045541	FIRE CRAW
BLF-RT772	888151045534	OYSTER
BLF-RT-800	888151056424	SMALLIE MAGIC NEW
BLF-RT-801	888151056431	GUACAMOLE NEW
BLF-RT-802	888151056448	PURPLE NURPLE NEW
BLF-RT-808	888151056455	THREADFIN SHAD NEW
BLF-RT820	051875128207	RED CHROME / SOLID
BLF-RT836	051875128368	SILVERADO SPARKLE
BLF-RT97	051875120973	RED HEAD UNCLE TED
BLF-RT97S	051875200972	RED HEAD UNCLE TED SW
BLF-RTL1	051875170015	LECTRIC SILVER
BLF-RTL2	051875170022	LECTRIC GOLD
BLF-RTL3	051875170039	LECTRIC BLEEDING SHINER
BLF-RTL6	051875170060	LECTRIC RED
BLF-RTSY1	051875100012	CHROME ORANGE BELLY
BLF-RTSY2	051875100029	GOLD ORANGE BELLY
BLF-RTSY3	051875100036	WHITE SHAD
BLF-RTSY5	051875100050	CHARTREUSE SHAD
BLF-RTSY8	051875100081	RED SHAD
BLF-RTW1	051875129112	CHROME / BLUE BACK / BLACK STRIPE
BLF-RTW161	051875121611	CLOWN - WALLEYE
BLF-RTW4	051875129143	FIRE TIGER
BLF-RTW578	051875125787	ORANGE LIGHT TIGER
BLF-RTW583	051875205830	ELECTRIC CHICKEN
BLF-RTWY	051875100005	WHITE / YELLOW EYE



HAMMER-TRAP™ **NEW**

The Hammer-Trap™ is the newest offering from Bill Lewis in the lipless category, which they put on the map over 50 years ago. The Hammer-Trap's name is derived from its incredible hammering action. This action, which will literally rock your rod tip, also activates the Tri-Tone sound chambers. In turn, this emits 3 distinct tonal frequencies as well as the next-level vibration. When stopped on the retrieve, the Hammer-Trap™ will fall with a fluttering action. These attributes, along with a very modern profile, culminate in a lure that draws vicious strikes from any fish in its vicinity. The Hammer-Trap, which comes in 3/8 oz and 5/8 oz, is available in 16 pro-selected colors and comes equipped with Mustad Triple Grip hooks.

FEATURING
Mustad



ITEM:	UPC:	COLOR:
BLF-HT38-587	888151055335	RAYBURN RED CRAW
BLF-HT38-683	888151055342	ROOTBEER CRAW
BLF-HT38-687	888151055359	SNEAKY SHAD
BLF-HT38-770	888151055366	FIRE CRAW
BLF-HT38-772	888151055373	OYSTER
BLF-HT38-775	888151055380	PRO PERCH
BLF-HT38-778	888151055397	BATON ROUGE
BLF-HT38-790	888151055403	GREEN GIZZARD
BLF-HT38-796	888151055410	PHANTOM PURPLE
BLF-HT38-797	888151055427	CHROME BLUE / SPLATTER BACK
BLF-HT38-798	888151055434	CHROME BLACK / SPLATTER BACK
BLF-HT38-799	888151055441	GOLD BLACK SPLATTER w/ ORANGE BELLY
BLF-HT38-800	888151055458	SMALLIE MAGIC
BLF-HT38-801	888151055465	GUACAMOLE
BLF-HT38-802	888151055472	PURPLE NURPLE
BLF-HT38-836	888151055489	SILVERADO
BLF-HT58-587	888151055496	RAYBURN RED CRAW
BLF-HT58-683	888151055502	ROOTBEER CRAW
BLF-HT58-687	888151055519	SNEAKY SHAD
BLF-HT58-770	888151055526	FIRE CRAW
BLF-HT58-772	888151055533	OYSTER
BLF-HT58-775	888151055540	PRO PERCH
BLF-HT58-778	888151055557	BATON ROUGE
BLF-HT58-790	888151055564	GREEN GIZZARD
BLF-HT58-796	888151055571	PHANTOM PURPLE
BLF-HT58-797	888151055588	CHROME BLUE / SPLATTER BACK
BLF-HT58-798	888151055595	CHROME BLACK / SPLATTER BACK
BLF-HT58-799	888151055601	GOLD BLACK SPLATTER w/ ORANGE BELLY
BLF-HT58-800	888151055618	SMALLIE MAGIC
BLF-HT58-801	888151055625	GUACAMOLE
BLF-HT58-802	888151055632	PURPLE NURPLE
BLF-HT58-836	888151055649	SILVERADO



KNOCK-N-TRAP™

Utilizing the time-proven profile of the original Rat-L-Trap®, the Knock-N-Trap™ features a unique hard-driving, low frequency knocking sound. This sound is very effective on highly pressured waters and offers a great alternative to follow up your favorite original Rat-L-Trap®.



FEATURING
Mustad

ITEM:	UPC:	COLOR:
BLF-KRT25	051875520254	CHROME BLACK BACK
BLF-KRT25B	051875521251	CHROME BLUE BACK
BLF-KRT26	051875520261	GOLD
BLF-KRT260	051875522609	BLUE SHINER
BLF-KRT46R	888151045077	RED CRAWFISH
BLF-KRT52	888151045046	CHARTREUSE SHINER
BLF-KRT520	051875525204	SEXY WEST
BLF-KRT521	051875525211	TOLEDO GOLD
BLF-KRT522	888151045060	ROYALE
BLF-KRT587	051875525877	RAYBURN RED CRAW
BLF-KRT762	051875527628	NEWBERRY CRAW
BLF-KRT836	888151045053	SILVERADO
BLF-KMG25	051875430256	CHROME BLACK BACK
BLF-KMG25B	051875431253	CHROME BLUE BACK
BLF-KMG26	051875430263	GOLD BLACK BACK
BLF-KMG260	888151045084	BLUE SHINER
BLF-KMG46R	051875434469	RED CRAWFISH
BLF-KMG520	888151045091	SEXY WEST
BLF-KMG521	888151045107	TOLEDO GOLD
BLF-KMG587	051875435879	RAYBURN RED CRAW
BLF-KMG762	051875437620	NEWBERRY CRAW
BLF-KMG836	051875438368	SILVERADO



MINI-TRAP®

The Mini-Trap® is a proven favorite for covering lots of water fast to find and catch fish. Even at its 2.5" size and 1/4- ounce weight, the Mini-Trap® has excellent castability because it is compact and aerodynamic. Downsizing your lure may be the ticket when fish are chasing smaller shad or prey. The Mini-Trap® is perfect for shallow clear water and when bait fish are running a little skittish as well as casting into schools of shad working along the surface. Dropping temps also make these lures good choices. As the fish's metabolism slows down, a bite-size meal becomes more tempting. It's always the right season for tossing the Mini-Trap®. Great for largemouth, smallmouth, whitebass, and many saltwater species. These lightweight traps also make an excellent choice for panfish. Many lunker crappie have fallen victim to these two tenacious traps.



FEATURING
Mustad

ITEM:	UPC:	COLOR:
BLF-MT05	051875140056	SMOKEY JOE
BLF-MT06	051875140063	NATURAL / ORANGE BELLY
BLF-MT22	051875140223	FIRE TIGER
BLF-MT25	051875140254	CHROME / ORANGE BELLY
BLF-MT253	051875142531	SUNRISE PERCH
BLF-MT254	051875142548	STUMPKNOCKER
BLF-MT25B	051875141251	CHROME / BLUE BACK
BLF-MT25G	051875142258	CHROME GREEN BACK
BLF-MT25SP	051875149257	LAKE FORK SPECIAL
BLF-MT26	051875140261	GOLD
BLF-MT260	051875142609	BLUE SHINER
BLF-MT261	051875142616	FATHEAD MINNOW
BLF-MT263	051875142630	CANDY CRAW
BLF-MT27	051875140278	ORANGE CRAWDAD
BLF-MT286	051875142869	BLUEBACK HERRING
BLF-MT287	051875142876	GIZZARD SHAD
BLF-MT288	051875142883	CHERRY CRAW
BLF-MT30	051875140308	YEARLING BASS
BLF-MT308	051875143088	CHARTREUSE FLASH
BLF-MT300B	051875141305	YEARLING BASS / ORANGE BELLY
BLF-MT37	051875140377	BLEEDING SHINER
BLF-MT370	051875143705	CHROME BLEEDING SHAD
BLF-MT372	051875143729	CHROME BLUE BLEEDING SHAD
BLF-MT376	051875143767	WHITE BLEEDING SHAD
BLF-MT379	051875143798	BLOOD LINE SHAD
BLF-MT381	051875143811	ICE BLUE SHAD
BLF-MT39C	051875141398	TENNESSEE SHAD CHROME
BLF-MT46N	051875141466	NATURAL CRAWFISH
BLF-MT46R	051875144467	RED CRAWFISH
BLF-MT48	051875140483	RED CRAWFISH / CHARTREUSE BELLY
BLF-MT502	051875145020	TRANSPARENT
BLF-MT506	051875145068	SEXY PRISM
BLF-MT507	051875145075	LIV-N-CHROME
BLF-MT52	051875140520	CHARTREUSE SHINER
BLF-MT520	051875145204	SEXY TRAP
BLF-MT53	051875140575	DIAMOND DUST
BLF-MT587	051875145877	RAYBURN RED CRAW
BLF-MT750	051875147505	GRACIE'S GOLDFISH
BLF-MT836	051875148366	SILVERADO SPARKLE
BLF-MTL1	051875171418	LECTRIC SILVER
BLF-MTL2	051875171425	LECTRIC GOLD
BLF-MTSY1	051875101415	CHROME ORANGE BELLY
BLF-MTW1	051875149110	CHROME BLUE / BACK STRIPE
BLF-MTW4	051875149141	FIRE TIGER

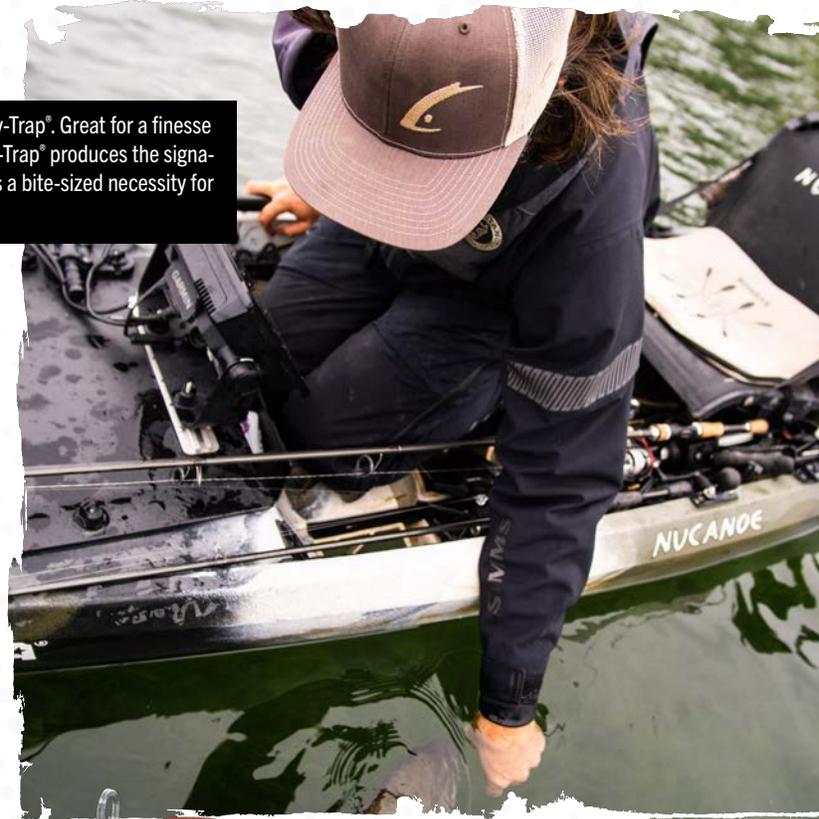


TINY-TRAP®

With its flashy shad-like profile and super-tight wiggle, there is no wrong way to fish the Tiny-Trap®. Great for a finesse bite – match the hatch with this action-packed ultralight. Much like its big brother, the Tiny-Trap® produces the signature Rat-L-Trap® sound that mimics distressed bait fish. Available in 1/8 oz., the Tiny-Trap® is a bite-sized necessity for any angler wanting to cover water and catch fish.

FEATURING
Mustad

ITEM:	UPC:	COLOR:
BLF-TT25	051875550251	CHROME BLACK
BLF-TT25B	051875551258	CHROME BLUE BACK
BLF-TT26	051875550268	GOLD
BLF-TT267	051875552675	RAINBOW TROUT
BLF-TT271	051875552712	RED CATERPILLAR
BLF-TT272	051875552729	GRUB
BLF-TT274	051875552743	BLACK CATERPILLAR
BLF-TT280	051875552804	CHROME BLUE / ORANGE BELLY
BLF-TT281	051875552811	GOLD BLACK / ORANGE BELLY
BLF-TT37	051875550374	BLEEDING SHINER
BLF-TT372	051875553726	CHROME BLUE / BLEEDING SHAD
BLF-TT376	051875553764	WHITE BLEEDING SHAD
BLF-TT384	051875553849	CHROME BLACK BACK / BLEEDING SHAD
BLF-TT39	051875550398	TENNESSEE SHAD
BLF-TT46N	051875551463	NATURAL CRAWFISH
BLF-TT46R	051875554464	RED CRAWFISH
BLF-TT53	051875550534	DIAMOND DUST
BLF-TTW4	051875550039	FIRE TIGER

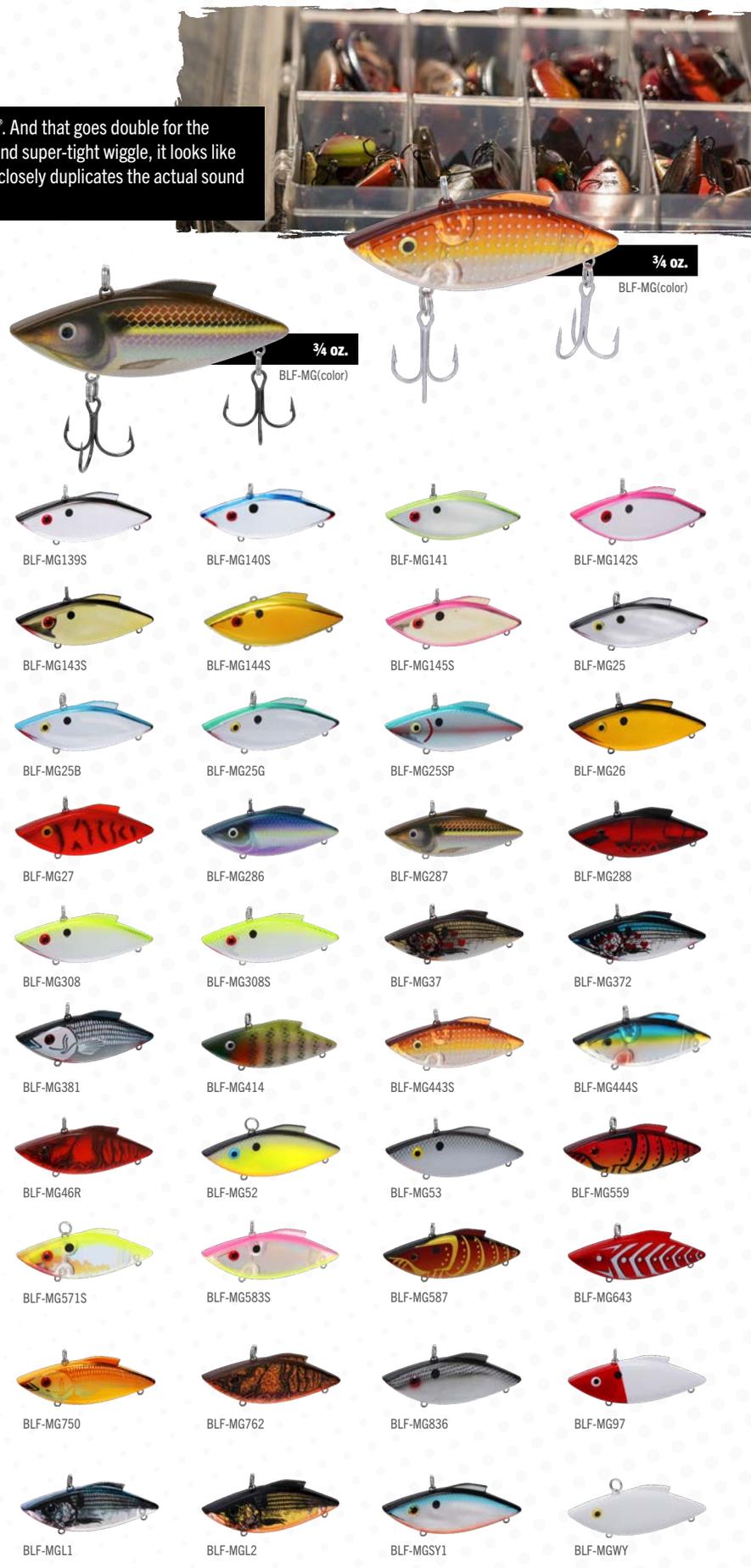


MAG-TRAP®

No other hardbait can boast the fish-catching success of the legendary Rat-L-Trap®. And that goes double for the big-fish version, the exciting Bill Lewis Mag-Trap®. With its flashy shad-like profile and super-tight wiggle, it looks like a substantial meal—and it's impossible to fish wrong, because no other lure more closely duplicates the actual sound of distressed baitfish.

FEATURING
Mustad **SW**
SALT WATER

ITEM:	UPC:	COLOR:
BLF-MG139S	051875441399	CHROME BLACK BACK / RED EYE SW
BLF-MG140S	051875441405	CHROME BLUE BACK / RED EYE SW
BLF-MG141	051875441412	CHROME CHARTREUSE
BLF-MG142S	051875681429	CHROME HOT PINK SW
BLF-MG143S	051875441436	GOLD BLACK BACK / RED EYE SW
BLF-MG144S	888151045152	CAJUN'S CHROME SW
BLF-MG145S	051875681450	GOLD HOT PINK SW
BLF-MG25	051875340258	CHROME / BLACK BACK
BLF-MG25B	051875341255	CHROME - BLUE BACK
BLF-MG25G	051875342252	CHROME GREEN BACK
BLF-MG25SP	051875349251	LAKE FORK SPECIAL
BLF-MG26	051875340265	GOLD
BLF-MG27	051875340272	ORANGE CRAWDAD
BLF-MG286	051875342863	BLUE BACK HERRING
BLF-MG287	051875342870	GIZZARD SHAD
BLF-MG288	051875342887	CHERRY CRAW
BLF-MG308	051875343082	CHARTREUSE FLASH
BLF-MG308S	888151045169	CHARTREUSE FLASH - SALT
BLF-MG37	051875340371	BLEEDING SHINER
BLF-MG372	051875343723	CHROME BLUE BLEEDING SHAD
BLF-MG381	051875343815	ICE BLUE SHAD
BLF-MG414	051875344140	BLUEGILL HP
BLF-MG443S	051875344430	COCAHOE MINNOW
BLF-MG444S	051875344447	CIGAR MINNOW SW
BLF-MG46R	051875344461	RED CRAWFISH
BLF-MG52	051875340524	CHARTREUSE SHINER
BLF-MG53	051875340739	DIAMOND DUST
BLF-MG559	051875345598	CALI CRAW
BLF-MG571S	051875345710	CHARTREUSE TRANSPARENT SW
BLF-MG583S	888151045176	ELECTRIC CHICKEN SW
BLF-MG587	051875345871	RAYBURN RED CRAW
BLF-MG643	888151045145	RETRO RED BONES
BLF-MG750	051875347509	GRACIE'S GOLDFISH
BLF-MG762	051875347622	NEWBERRY CRAW
BLF-MG836	051875348360	SILVERADO SPARKLE
BLF-MG97	051875340975	RED HEAD UNCLE TED
BLF-MGL1	051875173412	LECTRIC SILVER
BLF-MGL2	051875173429	LECTRIC GOLD
BLF-MGSY1	051875103419	CHROME ORANGE BELLY
BLF-MGWY	051875440002	WHITE / YELLOW EYE



MAGNUM FORCE™

The Magnum Force is a Rat-L-Trap® on steroids. Built to be a heavy lure for heavy fish, the Magnum Force tips the scales at 1 oz. while still maintaining the signature Rat-L-Trap® rattle and action. Hard to resist, there is no such thing as an immovable object when the Magnum Force™ is swimming around.

FEATURING **Mustad** **SW**
SALT WATER



1 oz.

BLF-MF(color)



1 oz.

BLF-MF(color)



ITEM:	UPC:	COLOR:
BLF-MF139S	051875352398	CHROME BLACK BACK / RED EYE SW
BLF-MF140S	051875351407	CHROME BLUE BACK / RED EYE SW
BLF-MF143S	051875361437	GOLD BLACK BACK / RED EYE SW
BLF-MF25	051875350257	CHROME / BLACK BACK
BLF-MF25B	051875351254	CHROME / BLUE BACK
BLF-MF25SP	051875359250	LAKE FORK SPECIAL
BLF-MF26	051875350264	GOLD / BLACK BACK
BLF-MF308	051875353081	CHARTREUSE FLASH
BLF-MF308S	051875363080	CHARTREUSE FLASH SW
BLF-MF37	051875350370	BLEEDING SHINER
BLF-MF39C	051875351391	TENNESSEE SHAD CHROME
BLF-MF46R	051875354460	RED CRAWFISH
BLF-MF52	888151045183	CHARTREUSE SHINER
BLF-MF540S	051875365404	CHROME BLACK ZOMBIE SW
BLF-MF820	888151045190	CHROME RED
BLF-MF836	051875358369	SILVERADO SPARKLE
BLF-MFL1	051875351711	LECTRIC SILVER



BLF-MF139S



BLF-MF140S



BLF-MF143S



BLF-MF25



BLF-MF25B



BLF-MF25SP



BLF-MF26



BLF-MF308



BLF-MF308S



BLF-MF37



BLF-MF39C



BLF-MF46R



BLF-MF52



BLF-MF540S



BLF-MF820



BLF-MF836



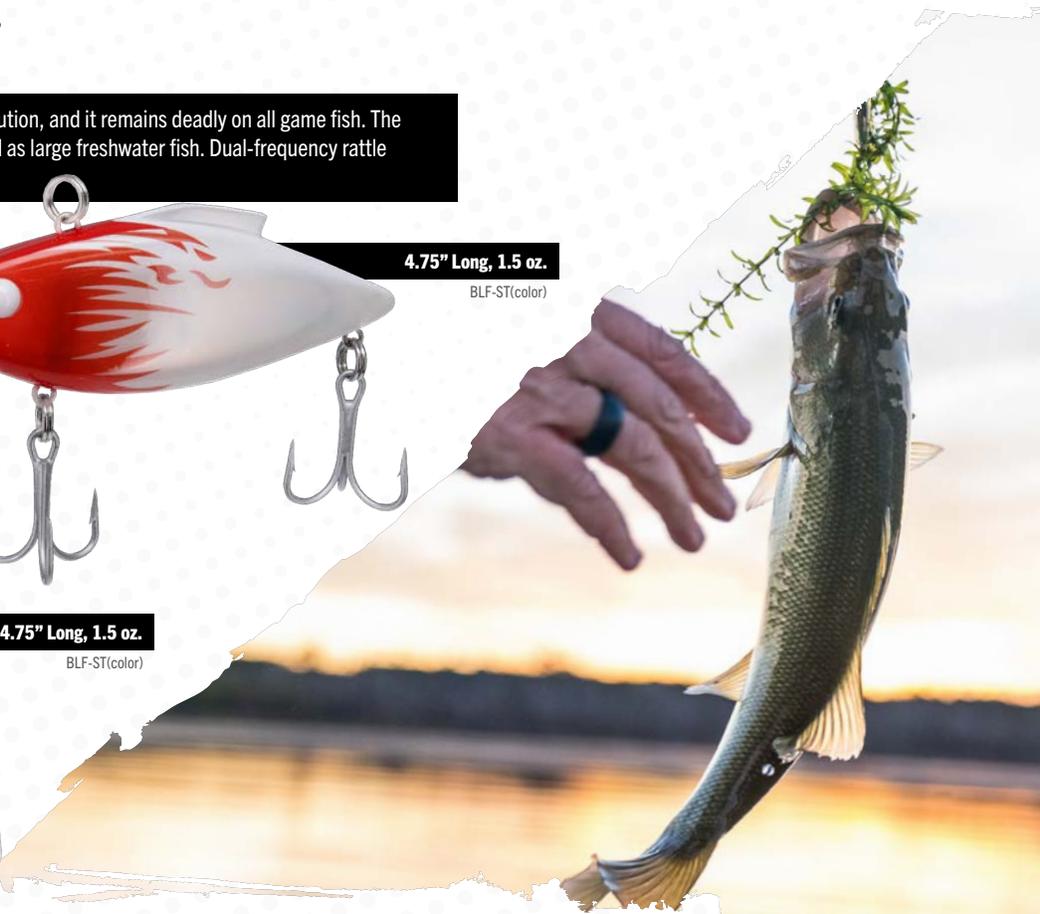
BLF-MFL1



SUPER-TRAP®

The Bill Lewis Super-Trap® bait started the lipless crankbait revolution, and it remains deadly on all game fish. The Super-Trap's large size is ideal for most saltwater species, as well as large freshwater fish. Dual-frequency rattle chambers imitate the vibration of a school of minnows.

FEATURING
Mustad **SW**
SALT WATER



ITEM:	UPC:	COLOR:
BLF-ST444S	051875604442	CIGAR MINNOW
BLF-ST564	888151054604	GLASS RED HEAD
BLF-ST576	888151054611	GREEN TIGER
BLF-ST583S	051875675831	ELECTRIC CHICKEN SW
BLF-ST586S	051875605869	BLURPLE SW
BLF-ST792S	888151045206	NEW RED HEAD SW
BLF-ST900	888151054598	BLUE HALO
BLF-ST901S	051875609010	BLACK HALO SW
BLF-STL1	051875670010	ELECTRIC SILVER
BLF-STL1S	051875600017	ELECTRIC SILVER SW



IMAGE COMING SOON

BLF-ST564



IMAGE COMING SOON

BLF-ST576



IMAGE COMING SOON

BLF-ST900



FLOAT-N-TRAP™

The floating version of the famous Rat-L-Trap® features the same tight wiggle and vibrating action as a normal 'Trap. However, unlike a normal 'Trap, the Float-N-Trap™ will rise back to the top when paused. It's superb for coming over grass and cover in shallow water.

FEATURING
Mustad



ITEM:	UPC:	COLOR:
BLF-FR25	051875920252	CHROME BLACK
BLF-FR254	051875922546	STUMPKNOCKER
BLF-FR255	051875922553	BLUEBERRY PERCH
BLF-FR25B	051875921259	CHROME BLUE BACK
BLF-FR26	051875920269	GOLD
BLF-FR260	051875922607	BLUE SHINER
BLF-FR39	051875920399	TENNESSEE SHAD



BLF-FR25



BLF-FR254



BLF-FR255



BLF-FR25B



BLF-FR26



BLF-FR260



BLF-FR39



CRANKBAITS



GNAT™ MICRO-CRANK **NEW**

Not all micro-cranks are equal. The GNAT™ may be little, but it has a serious bite. Designed to catch everything that swims, the GNAT™ will outperform any other bait in its class in terms of finish, action, and most notably, castability. We have integrated big-bait qualities such as a weight-transfer system and premium finishes that allow you to cast farther and entice bites from countless species of gamefish. Coming in at 1.5" in length and 1/8 oz, the GNAT™ is designed to run up to 3 feet deep and is available in 8 fish-catching colors.



CLICK HERE FOR MORE!



FEATURING **Mustad**



1.5" long, 1/8 oz.
BLF-GN18-(color)



1.5" long, 1/8 oz.
BLF-GN18-(color)

ITEM:	UPC:	COLOR:
BLF-GN18-46RG	888151055656	RED GLITTER CRAW
BLF-GN18-52	888151055663	CHARTREUSE SHINER
BLF-GN18-594	888151055670	GHOST MINNOW
BLF-GN18-687	888151055687	SNEAKY SHAD
BLF-GN18-771	888151055694	GREEN PUMPKIN CRAW
BLF-GN18-772	888151055700	OYSTER
BLF-GN18-803	888151055717	PINK PEARLESCENT GLITTER
BLF-GN18-804	888151055724	RED CATERPILLAR



BLF-GN18-46RG



BLF-GN18-52



BLF-GN18-594



BLF-GN18-687



BLF-GN18-771



BLF-GN18-772



BLF-GN18-803

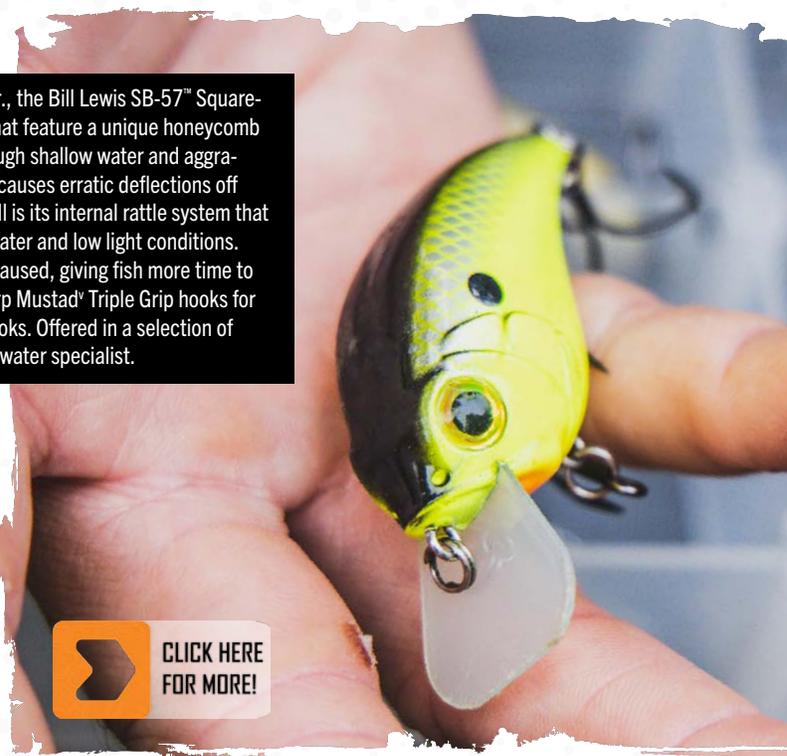


BLF-GN18-804



SB⁵⁷

Designed and tested by Major League Fishing angler and shallow water expert, Mark Daniels Jr., the Bill Lewis SB-57™ Squarebill delivers top shelf performance at a price that can't be beaten. Built with super-thin walls that feature a unique honeycomb construction, the Bill Lewis SB-57™ Squarebill produces a fast wobbling action that hunts through shallow water and aggravates fish to bite. It also features a hybrid coffin circuit board lip that increases sensitivity and causes erratic deflections off cover to trigger intense reaction strikes. Another key feature of the Bill Lewis SB-57™ Squarebill is its internal rattle system that produces a subtle one-knocking noise that is not too loud and not too soft to call fish in dirty water and low light conditions. It is also perfectly weighted for a slower ascent so that it stays in the strike zone longer when paused, giving fish more time to bite. Outfitted with premium hardware right out of the package, it is armed with two razor-sharp Mustad® Triple Grip hooks for a superior hook-up ratio and so that anglers don't have to waste time and money upgrading hooks. Offered in a selection of custom hand-painted colors, the Bill Lewis SB-57™ Squarebill is a must-have for every shallow water specialist.



[CLICK HERE FOR MORE!](#)

FEATURING
Mustad



ITEM:	UPC:	COLOR:
BLF-SB39	051875330396	TENNESSEE SHAD
BLF-SB46RG	051875330464	RED GLITTER CRAW
BLF-SB52	051875330525	CHARTREUSE SHINER
BLF-SB581	051875335810	LAVENDER SHAD
BLF-SB587	051875335872	RAYBURN RED CRAW
BLF-SB684	051875336848	OZARK CRAW
BLF-SB685	051875336855	CHARTREUSE SHAD
BLF-SB686	051875336862	MUSTARD CRAW
BLF-SB687	051875336879	SNEAKY SHAD
BLF-SB692	051875336923	STRAWBERRY CRAW
BLF-SB697	051875336978	BLUEGILL
BLF-SB720	051875337203	GREEN GIZZARD SHAD
BLF-SB800	888151056691	SMALLIE MAGIC NEW
BLF-SB801	888151056707	GUACAMOLE NEW
BLF-SB802	888151056714	PURPLE NURPLE NEW
BLF-SB808	888151056721	THREADFIN SHAD NEW



ECHO 1.75™

Blending the tonal temptation of the Rat-L-Trap® with the shallow water presence of a squarebill, the Bill Lewis Echo 1.75™ Squarebill Crankbaits take Bill Lewis' legendary line of hard baits a step further. The Echo 1.75™ Squarebill is the perfect balance between the traditional 1.5 and 2.0 sizes that are typically seen throughout the bass fishing market. Internally, the Bill Lewis Echo Squarebill Crankbaits provide the same combination of low-knock and high-frequency rattle that has made the Rat-L-Trap® a fixture in the fishing industry for decades. Built with a durable square bill, the Bill Lewis Echo 1.75™ Squarebill Crankbaits generate strike-triggering deflections and a wide-wobbling action that hunts through shallow terrain. Backed by two Mustad® Triple Grip trebles, the Bill Lewis Echo Squarebill Crankbaits deliver unrivaled shallow water performance.



FEATURING
Mustad



2.5" long, 2/3 oz.

BLF-EC(color)



2.5" long, 2/3 oz.

BLF-EC(color)



ITEM:	UPC:	COLOR:
BLF-EC253	051875172538	SUNRISE PEACH
BLF-EC254	051875172545	STUMP KNOCKER
BLF-EC260	051875172606	BLUE SHINER
BLF-EC264	051875172644	PINCH'N PEACH
BLF-EC46R	051875174464	RED CRAWFISH
BLF-EC52	051875170527	CHARTREUSE SHINER
BLF-EC520C	0518751715209	SEXY CHROME
BLF-EC584	888151045589	SCHOOL BUS
BLF-EC587	051875175874	RAYBURN RED CRAW
BLF-EC594	051875175942	GHOST MINNOW
BLF-EC618	051875176185	CELL MATE
BLF-EC770	888151045572	FIRE CRAW
BLF-EC772	888151045565	OYSTER
BLF-EC836	051875178363	SILVERADO
BLF-ECSY1	051875171012	CHROME ORANGE BELLY
BLF-ECSY2	051875171029	GOLD ORANGE BELLY



ATV™ SQUAREBILL

The Bill Lewis SB-57™ is arguably the best squarebill for rocks and wood with its tough, honeycomb construction and circuit board lip. Meanwhile, our Echo is one of the best squarebills for fishing over grass. The ATV™ is designed to do both. It excels in ALL TERRAIN. Expect the ATV™ Squarebill to have a tighter wiggle than the Echo and get down a bit deeper too. The body and action are quite like the SB-57™, but the lip is made to snap out of grass tops more like the Echo. As for colors, we've got them dialed in, and once you hook up expect to stay connected with the Mustad™ Triple grips that come standard on ATV's. Made to run 2-6 ft with the larger sizes running deepest, we'll offer the ATV™ in three different sizes to best match the baitfish bass feed on.



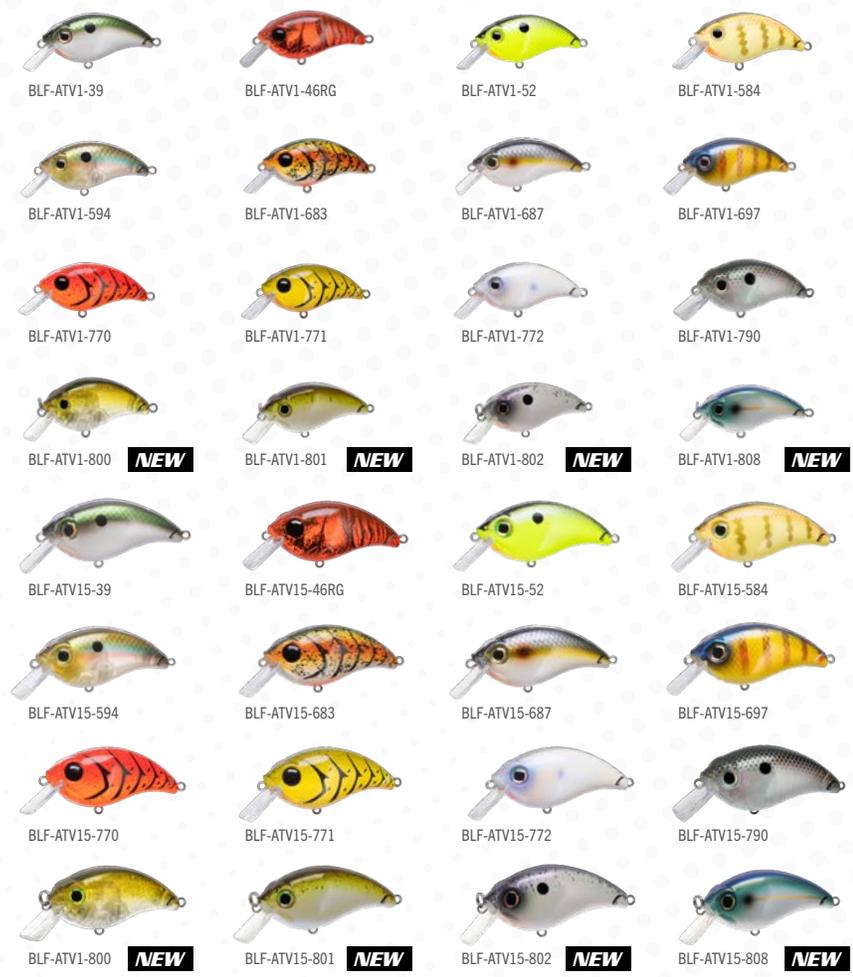
ATV Crankbait Sizing is measured from tip to tail without the lip.

FEATURING
Mustad

ITEM:	UPC:	COLOR:
BLF-ATV1-39	888151043806	TENNESSEE SHAD
BLF-ATV1-46RG	888151043837	RED GLITTER CRAW
BLF-ATV1-52	888151043769	CHARTREUSE SHINER
BLF-ATV1-584	888151043790	SCHOOL BUS
BLF-ATV1-594	888151043851	GHOST MINNOW
BLF-ATV1-683	888151043868	ROOTBEER CRAW
BLF-ATV1-687	888151043820	SNEAKY SHAD
BLF-ATV1-697	888151043844	BLUEGILL
BLF-ATV1-770	888151043776	FIRE CRAW
BLF-ATV1-771	888151043875	GREEN PUMPKIN CRAW
BLF-ATV1-772	888151043813	OYSTER
BLF-ATV1-790	888151043783	GREEN GIZZARD
BLF-ATV1-800	888151056615	SMALLIE MAGIC NEW
BLF-ATV1-801	888151056622	GUACAMOLE NEW
BLF-ATV1-802	888151056639	PURPLE NURPLE NEW
BLF-ATV1-808	888151056646	THREADFIN SHAD NEW
BLF-ATV15-39	888151043929	TENNESSEE SHAD
BLF-ATV15-46RG	888151043950	RED GLITTER CRAW
BLF-ATV15-52	888151043882	CHARTREUSE SHINER
BLF-ATV15-584	888151043912	SCHOOL BUS
BLF-ATV15-594	888151043974	GHOST MINNOW
BLF-ATV15-683	888151043981	ROOTBEER CRAW
BLF-ATV15-687	888151043943	SNEAKY SHAD
BLF-ATV15-697	888151043967	BLUEGILL
BLF-ATV15-770	888151043899	FIRECRAW
BLF-ATV15-771	888151043998	GREEN PUMPKIN CRAW
BLF-ATV15-772	888151043936	OYSTER
BLF-ATV15-790	888151043905	GREEN GIZZARD
BLF-ATV15-800	888151056578	SMALLIE MAGIC NEW
BLF-ATV15-801	888151056585	GUACAMOLE NEW
BLF-ATV15-802	888151056592	PURPLE NURPLE NEW
BLF-ATV15-808	888151056608	THREADFIN SHAD NEW



CLICK HERE FOR MORE!



ATV™ SQUAREBILL

ITEM:	UPC:	COLOR:
BLF-ATV25-39	888151044049	TENNESSEE SHAD
BLF-ATV25-46RG	888151044070	RED GLITTER CRAW
BLF-ATV25-52	888151044001	CHARTREUSE SHINER
BLF-ATV25-584	888151044032	SCHOOL BUS
BLF-ATV25-594	888151044094	GHOST MINNOW
BLF-ATV25-683	888151044100	ROOTBEER CRAW
BLF-ATV25-687	888151044063	SNEAKY SHAD
BLF-ATV25-697	888151044087	BLUEGILL
BLF-ATV25-770	888151044018	FIRE CRAW
BLF-ATV25-771	888151044117	GREEN PUMPKIN CRAW
BLF-ATV25-772	888151044056	OYSTER
BLF-ATV25-790	888151044025	GREEN GIZZARD
BLF-ATV25-800	888151056653	SMALLIE MAGIC NEW
BLF-ATV25-801	888151056660	GUACAMOLE NEW
BLF-ATV25-802	888151056677	PURPLE NURPLE NEW
BLF-ATV25-808	888151056684	THREADFIN SHAD NEW



MID-RANGE MR-6™ & MR-12™

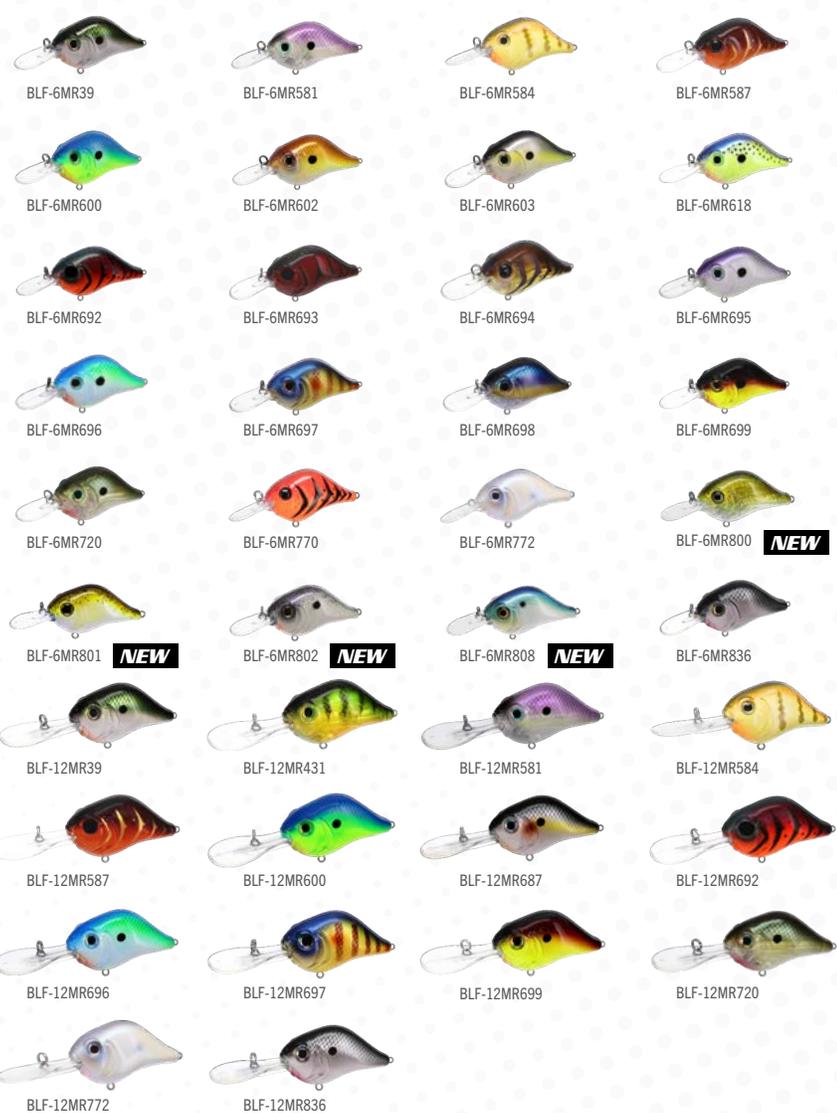
Developed in conjunction with Major League Fishing pro Mark Daniels Jr., the Bill Lewis MR-6™ Crankbait was designed to be your go-to crankbait for targeting the six foot depth range. Featuring a compact body that contains an internal weight transfer system, the Bill Lewis MR-6™ Crankbait casts like a bullet while its flattened sides and tapered tail combine to create an extreme vibration and tight wiggling action. The Bill Lewis MR-6™ Crankbait is also perfectly weighted to slowly rise when paused and produce a low pitched knocking sound during the retrieve to attract fish in dirty water conditions. Featuring the same body profile as the MR-6™, the MR-12™ Crankbait also features the same casting abilities, extreme vibration, and tight wiggling action that is further made irresistible with their perfect level of buoyancy that slowly rises on the pause. You can expect the same low pitch knock as the MR-6™ as well.



FEATURING
Mustad



ITEM:	UPC:	COLOR:
BLF-6MR39	051875620398	TENNESSEE SHAD
BLF-6MR581	051875625812	LAVENDER SHAD
BLF-6MR584	888151045619	SCHOOL BUS
BLF-6MR587	051875625874	RAYBURN RED CRAW
BLF-6MR600	051875626000	BLUE CHARTREUSE
BLF-6MR602	051875626024	AMBER SHAD
BLF-6MR603	051875626031	LOUISIANA SHAD
BLF-6MR618	051875626185	CELL MATE
BLF-6MR692	051875626925	STRAWBERRY CRAW
BLF-6MR693	051875626932	BLOOD CRAW
BLF-6MR694	051875626949	GHOST CRAW
BLF-6MR695	051875626956	PURPLE SMOKE
BLF-6MR696	051875626963	CITRUS SHAD
BLF-6MR697	051875626970	BLUEGILL
BLF-6MR698	051875626987	THREADFIN SHAD
BLF-6MR699	051875626994	CHARTREUSE BLAZE
BLF-6MR720	051875627205	GREEN GIZZARD SHAD
BLF-6MR770	888151045602	FIRE CRAW
BLF-6MR772	888151045596	OYSTER
BLF-6MR800	888151056493	SMALLIE MAGIC NEW
BLF-6MR801	888151056509	GUACAMOLE NEW
BLF-6MR802	888151056516	PURPLE NURPLE NEW
BLF-6MR808	888151056523	THREADFIN SHAD NEW
BLF-6MR836	051875628363	SILVERADO SPARKLE
BLF-12MR39	051875210391	TENNESSEE SHAD
BLF-12MR431	051875214313	YELLOW PERCH
BLF-12MR581	051875215815	LAVENDER SHAD
BLF-12MR584	888151045633	SCHOOL BUS
BLF-12MR587	051875215877	RAYBURN RED CRAW
BLF-12MR600	051875216003	BLUE CHARTREUSE
BLF-12MR687	051875216874	SNEAKY SHAD
BLF-12MR692	051875226927	STRAWBERRY CRAW
BLF-12MR696	051875216966	CITRUS SHAD
BLF-12MR697	051875216973	BLUEGILL
BLF-12MR699	051875216997	CHARTREUSE BLAZE
BLF-12MR720	051875217208	GREEN GIZZARD SHAD
BLF-12MR772	888151045626	OYSTER
BLF-12MR836	051875218366	SILVERADO SPARKLE



PRECISE WALLEYE CRANK



Made with precision-trolling in mind, the PWC was designed and tested with father/son trolling experts, Mark and Jake Romanack and has been 2 years in the making. There is arguably no other angler more knowledgeable on precision trolling than Romanack. He designed the PWC to get down into the strike zone quicker with a steeper diving angle. On 10 lb. test monofilament line, the lure will get down to 33 ft with 200 ft of line out, or with 100 ft of line out it will get down to 25 ft. Equipped with 2 large Mustad® Triple Grips, Romanack has learned he prefers this hook setup much better than the smaller 3 hooks on many traditional walleye lures. The larger hooks hold the fish better and don't tangle in nets nearly as badly as the 3 smaller ones. For the precision troller, the Precise Walleye Crank™ is tuned up and ready.

FEATURING
Mustad



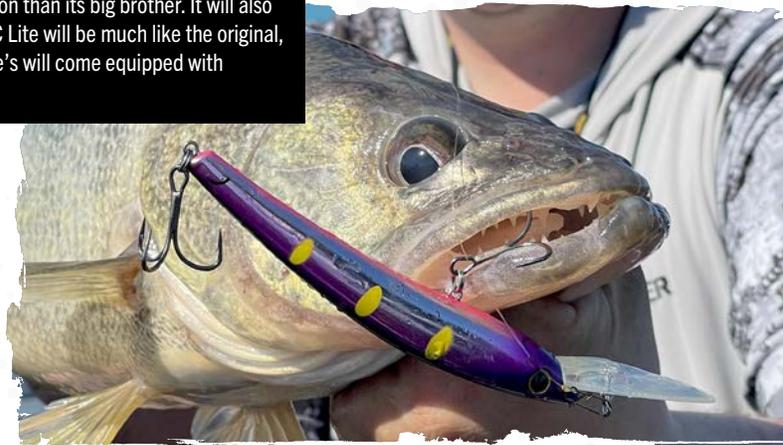
ITEM:	UPC:	COLOR:
BLF-PWC-25PL	888151044872	CHROME PLAIN
BLF-PWC-26	888151044988	GOLD BLACK BACK
BLF-PWC-383	888151045022	Z-CHROME
BLF-PWC-39	888151045015	TENNESSEE SHAD
BLF-PWC-39G	888151044995	GOLD TENNESSEE SHAD
BLF-PWC-520C	888151045039	SEXY CHROME
BLF-PWC-570	888151045008	CLOWN NOVA
BLF-PWC-576	888151044957	GREEN TIGER
BLF-PWC-577	888151056240	PURPLE TIGER NEW
BLF-PWC-580	888151056257	RED TIGER NEW
BLF-PWC-583	888151056264	ELECTRIC CHICKEN NEW
BLF-PWC-759	888151044971	BNB CRAW
BLF-PWC-765	888151056271	VIOLET FLASH NEW
BLF-PWC-775	888151056288	PRO PERCH NEW
BLF-PWC-779	888151044841	HUFF N PUFF
BLF-PWC-780	888151044858	SUNSPOT
BLF-PWC-781	888151044865	CHRISTMAS SWEATER
BLF-PWC-782	888151044889	GOLD MUFFIN
BLF-PWC-783	888151044896	MILLER'S THRILLER
BLF-PWC-784	888151044902	FRUITY VEGETABLES
BLF-PWC-785	888151044919	FROZEN
BLF-PWC-786	888151044926	BH WONDERBREAD
BLF-PWC-787	888151044933	BARBIE
BLF-PWC-789	888151044964	FIRETIGER
BLF-PWC-814	888151056295	CHROME SEASICK FROG NEW
BLF-PWC-815	888151056301	BUGEYE NEW
BLF-PWC-816	888151056318	NEON PERCH NEW
BLF-PWC-817	888151056325	RAZZBERRY JUBILEE NEW
BLF-PWC-818	888151056332	BLACKHEAD WONDERBREAD NEW
BLF-PWC-890	888151056349	ERIEDESCANT NEW
BLF-PWC-891	888151056356	BLOODY EMERALD NEW
BLF-PWC-892	888151056363	ANTI-FREEZE NEW
BLF-PWC-893	888151056370	ERIE SHAD NEW
BLF-PWC-894	888151056387	EMERALD SHINER NEW
BLF-PWC-895	888151056394	LOWLIGHT SHAD NEW
BLF-PWC-896	888151056400	PURPLE PERCH NEW
BLF-PWC-897	888151056417	BAD DUDE NEW
BLF-PWC-SY1	888151044940	CHROME BLACK / ORANGE BELLY

BLF-PWC-25PL	BLF-PWC-26	BLF-PWC-383
BLF-PWC-39	BLF-PWC-39G	BLF-PWC-520C
BLF-PWC-570	BLF-PWC-576	BLF-PWC-577 NEW
BLF-PWC-580 NEW	BLF-PWC-583 NEW	BLF-PWC-759
BLF-PWC-765 NEW	BLF-PWC-775 NEW	BLF-PWC-779
BLF-PWC-780	BLF-PWC-781	BLF-PWC-782
BLF-PWC-783	BLF-PWC-784	BLF-PWC-785
BLF-PWC-786	BLF-PWC-787	BLF-PWC-789
BLF-PWC-814 NEW	BLF-PWC-815 NEW	BLF-PWC-816 NEW
BLF-PWC-817 NEW	BLF-PWC-818 NEW	BLF-PWC-890 NEW
BLF-PWC-891 NEW	BLF-PWC-892 NEW	BLF-PWC-893 NEW
BLF-PWC-894 NEW	BLF-PWC-895 NEW	BLF-PWC-896 NEW
BLF-PWC-897 NEW	BLF-PWC-SY1	

PRECISE WALLEYE CRANK LITE **NEW**

On the success of the Romanack's signature PWC (Precise Walleye Crank™), Bill Lewis is rolling out a smaller version--- the PWC Lite. While maintaining a strong, rolling-body action, the PWC Lite will have a bit of a tighter action than its big brother. It will also be perfect for warm water months and matching smaller baitfish. Everything else about the PWC Lite will be much like the original, larger PWC. A full-bodied sound will come from the customized rattle chambers and all PWC Lite's will come equipped with oversized Mustad® Triple Grip hooks.

FEATURING
Mustad



ITEM:	UPC:	COLOR:
BLF-PWCL-570	888151055854	CLOWN NOVA
BLF-PWCL-576	888151055861	GREEN TIGER
BLF-PWCL-577	888151055878	PURPLE TIGER
BLF-PWCL-580	888151055885	RED TIGER
BLF-PWCL-775	888151055892	PRO-PERCH
BLF-PWCL-779	888151055908	HUFF-N-PUFF
BLF-PWCL-780	888151055915	SUNSPOT
BLF-PWCL-782	888151055922	GOLD MUFFIN
BLF-PWCL-786	888151055939	BLACKHEAD WONDERBREAD
BLF-PWCL-787	888151055946	BARBIE
BLF-PWCL-814	888151055953	CHROME SEASICK FROG
BLF-PWCL-815	888151055960	BUGEYE
BLF-PWCL-816	888151055977	NEON PERCH
BLF-PWCL-817	888151055984	RAZZBERRY JUBILEE
BLF-PWCL-818	888151055991	WONDERBREAD
BLF-PWCL-SY1	888151056004	CHROME BLUE / ORANGE BELLY



JERKBAITS



SCOPE™ - STIK

With the rise of forward-facing sonar, we've set out to design a jerkbait that is made specifically to be better detected on screen. We call it the SCOPE™ Stik. Featuring pronounced, flattened sides, and a lip that makes it flash sideways at the 'scope' — it'll practically wave at you on screen. It's equipped with premium Mustad® UltraPoint Triple Grip hooks and is available in the colors fish bite. You won't have any trouble getting it to the fish either, with a smooth transitioning cast-weight, long-cast are easy. Available in the two most common forage sizes, the SCOPE™ Stik will come in a 120mm and 100mm lengths targeting a variety of depths. Floating, Suspending, and Sinking models are offered.

FEATURING
Mustad



100mm Long
BLF-SS100-FL3-(color)
FLOATING



100mm Long
BLF-SS100-SSP6-(color)
SUSPENDING: 4-6 ft



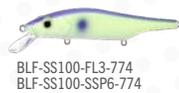
SCOPE-STIK
100



BLF-SS100-FL3-687
BLF-SS100-SSP6-687



BLF-SS100-FL3-773
BLF-SS100-SSP6-773



BLF-SS100-FL3-774
BLF-SS100-SSP6-774



BLF-SS100-FL3-775
BLF-SS100-SSP6-775



BLF-SS100-FL3-776
BLF-SS100-SSP6-776



BLF-SS100-FL3-777
BLF-SS100-SSP6-777



BLF-SS100-FL3-778
BLF-SS100-SSP6-778



BLF-SS100-FL3-790C
BLF-SS100-SSP6-790C



BLF-SS100-FL3-791
BLF-SS100-SSP6-791



BLF-SS100-FL3-793
BLF-SS100-SSP6-793



BLF-SS100-SSP6-796 **NEW**



BLF-SS100-SSP6-800 **NEW**



BLF-SS100-SSP6-801 **NEW**



BLF-SS100-SSP6-802 **NEW**



BLF-SS100-SSP6-808 **NEW**



BLF-SS100-FL3-SY1
BLF-SS100-SSP6-SY1



BLF-SS100-FL3-SY2
BLF-SS100-SSP6-SY2

ITEM:	UPC:	COLOR:
BLF-SS100-FL3-687	888151044186	SNEAKY SHAD
BLF-SS100-FL3-773	888151044124	CAJUN PEARL
BLF-SS100-FL3-774	888151044148	TABLE ROCK SHAD
BLF-SS100-FL3-775	888151044193	PRO-PERCH
BLF-SS100-FL3-776	888151044223	PRO-HERRING
BLF-SS100-FL3-777	888151044216	DISCO SHAD
BLF-SS100-FL3-778	888151044230	BATON ROUGE
BLF-SS100-FL3-790C	888151044179	PRO GREEN GIZZARD CLEAR
BLF-SS100-FL3-791	888151044209	AYU
BLF-SS100-FL3-793	888151044131	PRO-BLUE
BLF-SS100-FL3-SY1	888151044162	CHROME BLUE / ORANGE BELLY
BLF-SS100-FL3-SY2	888151044155	GOLD BLACK / ORANGE BELLY
BLF-SS100-SSP6-687	888151044308	SNEAKY SHAD
BLF-SS100-SSP6-773	888151044247	CAJUN PEARL
BLF-SS100-SSP6-774	888151044261	TABLE ROCK SHAD
BLF-SS100-SSP6-775	888151044315	PRO-PERCH
BLF-SS100-SSP6-776	888151044346	PRO-HERRING
BLF-SS100-SSP6-777	888151044339	DISCO SHAD
BLF-SS100-SSP6-778	888151044353	BATON ROUGE
BLF-SS100-SSP6-790C	888151044292	PRO GREEN GIZZARD CLEAR
BLF-SS100-SSP6-791	888151044322	AYU
BLF-SS100-SSP6-793	888151044254	PRO-BLUE
BLF-SS100-SSP6-796	888151056042	PHANTOM PURPLE NEW
BLF-SS100-SSP6-800	888151056059	SMALLIE MAGIC NEW
BLF-SS100-SSP6-801	888151056066	GUACAMOLE NEW
BLF-SS100-SSP6-802	888151056073	PURPLE NURPLE NEW
BLF-SS100-SSP6-808	888151056080	THREADFIN SHAD NEW
BLF-SS100-SSP6-SY1	888151044285	CHROME BLUE / ORANGE BELLY
BLF-SS100-SSP6-SY2	888151044278	GOLD BLACK / ORANGE BELLY



SCOPE™ - STIK



SCOPE-STIK
120



120mm Long

BLF-SS100-FL3-(color)
FLOATING



120mm Long

BLF-SS100-SK10-(color)
SINKING: 7ft+

ITEM:	UPC:	COLOR:
BLF-SS120-FL3-687	888151044186	SNEAKY SHAD
BLF-SS120-FL3-773	888151044124	CAJUN PEARL
BLF-SS120-FL3-774	888151044148	TABLE ROCK SHAD
BLF-SS120-FL3-775	888151044193	PRO-PERCH
BLF-SS120-FL3-776	888151044223	PRO-HERRING
BLF-SS120-FL3-777	888151044216	DISCO SHAD
BLF-SS120-FL3-778	888151044230	BATON ROUGE
BLF-SS120-FL3-790C	888151044179	PRO GREEN GIZZARD CLEAR
BLF-SS120-FL3-791	888151044209	AYU
BLF-SS120-FL3-793	888151044131	PRO-BLUE
BLF-SS120-FL3-SY1	888151044162	CHROME BLUE / ORANGE BELLY
BLF-SS120-FL3-SY2	888151044155	GOLD BLACK / ORANGE BELLY
BLF-SS120-SK10-687	888151044780	SNEAKY SHAD
BLF-SS120-SK10-773	888151044728	CAJUN PEARL
BLF-SS120-SK10-774	888151044742	TABLE ROCK SHAD
BLF-SS120-SK10-775	888151044797	PRO-PERCH
BLF-SS120-SK10-776	888151044827	PRO-HERRING
BLF-SS120-SK10-777	888151044810	DISCO SHAD
BLF-SS120-SK10-778	888151044834	BATON ROUGE
BLF-SS120-SK10-790C	888151044773	PRO GREEN GIZZARD CLEAR
BLF-SS120-SK10-791	888151044803	AYU
BLF-SS120-SK10-793	888151044735	PRO-BLUE
BLF-SS120-SK10-796	888151056097	PHANTOM PURPLE NEW
BLF-SS120-SK10-800	888151056097	SMALLIE MAGIC NEW
BLF-SS120-SK10-801	888151056103	GUACAMOLE NEW
BLF-SS120-SK10-802	888151056110	PURPLE NURPLE NEW
BLF-SS120-SK10-808	888151056127	THREADFIN SHAD NEW
BLF-SS120-SK10-SY1	888151056134	CHROME BLUE / ORANGE BELLY
BLF-SS120-SK10-SY2	888151044766	GOLD BLACK / ORANGE BELLY



SCOPE™ - STIK



120mm Long

BLF-SS120-SSP10-(color)
SUSPENSING: 7-10 ft



120mm Long

BLF-SS120-SSP6-(color)
SUSPENSING: 4-6 ft



SCOPE-STIK 120

ITEM:	UPC:	COLOR:
BLF-SS120-SSP6-687	888151044544	SNEAKY SHAD
BLF-SS120-SSP6-773	888151044483	CAJUN PEARL
BLF-SS120-SSP6-774	888151044506	TABLE ROCK SHAD
BLF-SS120-SSP6-775	888151044551	PRO-PERCH
BLF-SS120-SSP6-776	888151044582	PRO-HERRING
BLF-SS120-SSP6-777	888151044575	DISCO SHAD
BLF-SS120-SSP6-778	888151044599	BATON ROUGE
BLF-SS120-SSP6-790C	888151044537	PRO GREEN GIZZARD CLEAR
BLF-SS120-SSP6-791	888151044568	AYU
BLF-SS120-SSP6-793	888151044490	PRO-BLUE
BLF-SS120-SSP6-796	888151056196	PHANTOM PURPLE NEW
BLF-SS120-SSP6-800	888151056202	SMALLIE MAGIC NEW
BLF-SS120-SSP6-801	888151056219	GUACAMOLE NEW
BLF-SS120-SSP6-802	888151056226	PURPLE NURPLE NEW
BLF-SS120-SSP6-808	888151056233	THREADFIN SHAD NEW
BLF-SS120-SSP6-SY1	888151044520	CHROME BLUE / ORANGE BELLY
BLF-SS120-SSP6-SY2	888151044513	GOLD BLACK / ORANGE BELLY
BLF-SS120-SSP10-687	888151044667	SNEAKY SHAD
BLF-SS120-SSP10-773	888151044605	CAJUN PEARL
BLF-SS120-SSP10-774	888151044629	TABLE ROCK SHAD
BLF-SS120-SSP10-775	888151044674	PRO-PERCH
BLF-SS120-SSP10-776	888151044704	PRO-HERRING
BLF-SS120-SSP10-777	888151044698	DISCO SHAD
BLF-SS120-SSP10-778	888151044711	BATON ROUGE
BLF-SS120-SSP10-790C	888151044650	PRO GREEN GIZZARD CLEAR
BLF-SS120-SSP10-791	888151044681	AYU
BLF-SS120-SSP10-793	888151044612	PRO-BLUE
BLF-SS120-SSP10-796	888151056141	PHANTOM PURPLE NEW
BLF-SS120-SSP10-800	888151056158	SMALLIE MAGIC NEW
BLF-SS120-SSP10-801	888151056165	GUACAMOLE NEW
BLF-SS120-SSP10-802	888151056172	PURPLE NURPLE NEW
BLF-SS120-SSP10-808	888151056189	THREADFIN SHAD NEW
BLF-SS120-SSP10-SY1	888151044643	CHROME BLUE / ORANGE BELLY
BLF-SS120-SSP10-SY2	888151044636	GOLD BLACK / ORANGE BELLY



BLF-SS120-SSP6-687
BLF-SS120-SSP10-687



BLF-SS120-SSP6-773
BLF-SS120-SSP10-773



BLF-SS120-SSP6-774
BLF-SS120-SSP10-774



BLF-SS120-SSP6-775
BLF-SS120-SSP10-775



BLF-SS120-SSP6-776
BLF-SS120-SSP10-776



BLF-SS120-SSP6-777
BLF-SS120-SSP10-777



BLF-SS120-SSP6-778
BLF-SS120-SSP10-778



BLF-SS120-SSP6-790C
BLF-SS120-SSP10-790C



BLF-SS120-SSP6-791
BLF-SS120-SSP10-791



BLF-SS120-SSP6-793
BLF-SS120-SSP10-793



BLF-SS120-SSP6-796 **NEW**
BLF-SS120-SSP10-796



BLF-SS120-SSP6-800 **NEW**
BLF-SS120-SSP10-800



BLF-SS120-SSP6-801 **NEW**
BLF-SS120-SSP10-801



BLF-SS120-SSP6-802 **NEW**
BLF-SS120-SSP10-802



BLF-SS120-SSP6-808 **NEW**
BLF-SS120-SSP10-808



BLF-SS120-SSP6-SY1
BLF-SS120-SSP10-SY1



BLF-SS120-SSP6-SY2
BLF-SS120-SSP10-SY2