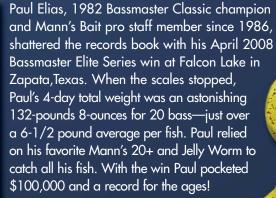
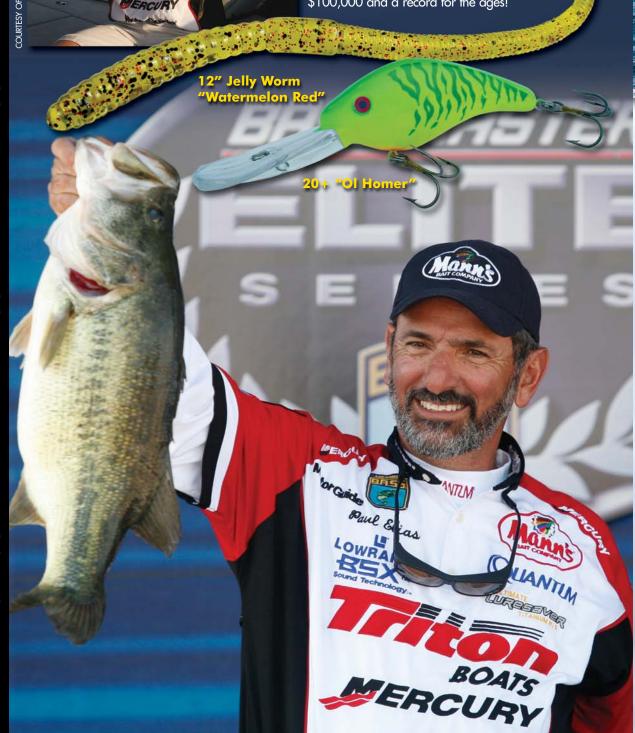


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| Waker Elite Series  • NEW BAITS |

# PAUL ELIAS SETS B.A.S.S.® ALL-TIME HEAVYWEIGHT RECORD!



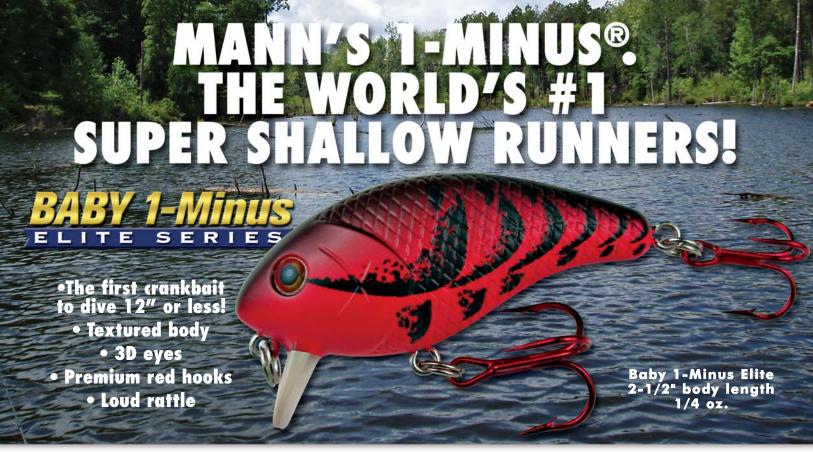




# MANN'S SHALLOWEST BAIT EVER! **SWIMS JUST 1-3 INCHES DEEP!**

- Creates huge wake Long-distance casting
  - Burn it or slow-roll it Textured body
    - 3-D eyes Premium red hooks





Baby 1-Minus® Elite Series And C-4 Elite Series Colors and Patterns

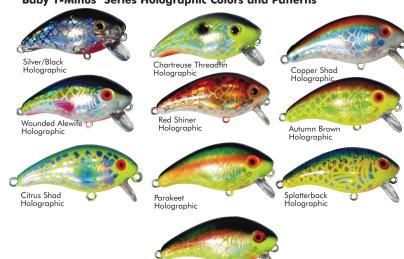


# EXPLOSIVE POWER CRANKBAIT!





# Baby 1-Minus® Series Holographic Colors and Patterns



# Baby 1-Minus® Red Hooks Series Colors and Patterns

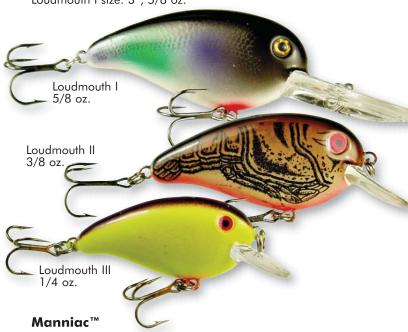


FRESHWATER CRANKBAITS CRANKBAITS FRESHWATER

# **Loudmouth® Crankbait**

Precise combinations of steel shot inside a body made of special, harder plastic make these lures the loudest in the world. That noise attracts fish from further away and makes them attack. Paul Elias caught the heaviest stringer of fish in the 1993 BASS Masters Classic with a Loudmouth® Crankbait.

Loudmouth III size: 2", 1/4 oz. Loudmouth II size: 2-3/4", 3/8 oz. Loudmouth I size: 3", 5/8 oz.



A rattling, vibrating, sinking bait with our patented self-centering line-tie system for a better running lure. "Sparkle" finish adds a realistic baitfish flash. Size: 3", 1/2 oz.



Rattling, diving, detailed imitation of fresh water's most delicious crustaceans. Preferred by bass and walleye everywhere.

Size: 2-3/8", 1/8 oz. Dives 3-5 feet. Size: 3-1/8", 1/4 oz. Dives 5-7 feet.

## **Loudmouth® Crankbait Colors and Patterns**



# Manniac<sup>™</sup> Colors and Patterns



# Crawdad® Colors and Patterns

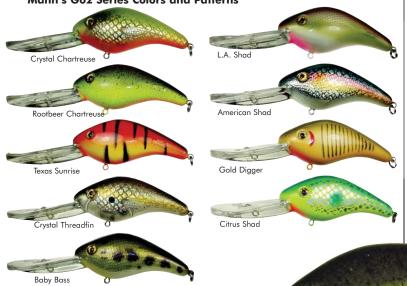


# Depth Plus™ Series Colors and Patterns



# Mann's Go2 Series Colors and Patterns

Crystal Rainbow



# **Depth Plus™ Series**

# Depth Plus 15+\*, Depth Plus 20+\*, Depth Plus 30+\*

These floating, rattling divers run to where their names say they do. Trolling and long casts with lighter line assure deeper operating ranges. The patented Davis System Lip allows greater depth with less resistance. 5+, 10+ and 15+ are ideal for smallmouth and white bass plus finicky or clear water largemouth. The 20+, the first to break the elusive 20-foot mark, is a favorite of bass tournament anglers, and has a state record striper to its credit. The 30+ is the deepest diver in its class.

15+ size: 2-1/4", 1/4 oz. Dives to 15+ feet. 20+ size: 3", 5/8 oz. Dives to 20+ feet. 30+ size: 3-1/4", 3/4 oz. Dives to 30+ feet.

U.S. Patent No. 30+, 3/4 oz20+, 5/8 oz. 15+, 1/4 oz.



# Mann's Go2 Series

The 15+™ and 20+™ Go2 SERIES — remarkable lures designed to dive predetermined depths of 15+ and 20+ feet. They feature textured body surfaces, realistic paint finishes, 3D eyes, premium hooks, and Mann's exclusive, patented lip design.

15+ size: 2-1/4", 1/4 oz. Dives to 15 feet. 20+ size: 3", 5/8 oz. Dives to 20 feet.

Go2 20+, 5/8 o Go2 15+, 1/4 oz.

U.S. Patent No. 7,107,720

FRESHWATER | CRANKBAITS LEAD BAITS | FRESHWATER

"The Classic" Spinnerbait Skirt Colors

"The Classic" Replacement Trailers

Little George® Colors

Stone Jig™ Colors

White/Silver Mike's Special

# Stretch 5+ and Stretch 10+

A fish-catching favorite worldwide, Stretch + lures dive almost vertically for maximum time at their designated running depths. They track true without speed sensitivity. And their impressive performance is consistent from one lure to the next. High impact plastic construction, internal rattles, two-stage patented lip, and strong two-piece body design. Stretch 5+ size: 2-1/2", 1/8 oz. Dives to 5 feet. Stretch 10+ size: 3-3/8", 1/4 oz. Dives to 10 feet.



# Stretch Plus® Regular Colors and Patterns







# STRETCH 15+ & 20+ TEXT

Stretch 10

7,107,720

tretch Textured 20+

# STRETCH YOUR LIMIT!

When it comes to high-performance casting and trolling baits, nothing else comes close to the world-renowned, deep diving STRETCH™ series from Mann's. They're built rugged. They run true. They dive to the depth you want - from 15 to 20 feet. And they look and perform like real baitfish! That's why they are the top choice for catching grouper, striper, walleye, zander, sea bass and practically every other gamefish.



Stretch Textured 15+

Size: 4-5/8", 1/2 oz.



# Pearl Green Back

# Mann-O-Lure® Colors Hammered 24K Gold Plated

# "The Classic™" Spinnerbait

Without a doubt, 'The Classic' catches more fish than any spinnerbait thanks to its high vibration ultra-thin wire forms, ball bearing swivels, chip-resistant paint, and custom trailer. Available with Colorado, Indiana, and willowleaf blade versions in 1/4, 3/8 and 3/4 oz. sizes.



# "The Classic" Replacement Trailers

These twin-tail trailers are soft yet tough. They add action to lures and serve as "keels." 4" length. 10, 100, or 1000 pieces per pack.

# Little George®

Little George may be one of the oldest lures on the market today, but it still works and it's still one of the top lures of all time. This sinking tailspinner has earned the right to be in every angler's tackle box. The ripping technique

is deadly near the bottom. And nothing is better in schooling fish. Available in 1/4, 1/2, and 1 oz. sizes.

# Little George<sup>®</sup> In Holographic Colors

Available in 1/4 oz. and 1/2 oz. only. The new holographic finish makes America's favorite tailspinner even more realistic.

# Stone Jig™

The Stone Jig features a ridged head which causes more water displacement and allows the bait to throw off a different vibration than that of a smooth head design. It also gives the jig a natural craw look and texture.

The stand-up head makes the Stone Jig great for skipping and the bait features an integrated line tie which makes it better for weeds and helps protect the knot. It features a 40 strand premium silicone skirt. Available in 3 sizes and 9 colors. Sizes: 1/4, 3/8 and 1/2 oz.

# Mann-O-Lure®

This hefty bait is made for heavy duty fishing. Some use it for big inland fish while others attest to its tremendous abilities in saltwater. Either way, it's a great bait for jigging or for going down deep for the big ones. Sizes: 1/2 oz., 1 oz., and 2 oz.



# **Super Frog**

Finding a lure to effectively fish in dense vegetation almost always comes down to a hollow body. While Mann's has several very effective hollow body versions already in the lineup, the Super Frog has it's own special place. The bait features highquality construction, twin skirted legs and premium hook and is available in 7 new lifelike colors. 3/8 oz. size.

# Phat Phroa™

Phat Phrog has realistic frog shape and swimming legs. Treble hook eliminates grass pickup 3/8 oz. size.



# Phat Rat™

First TREBLE hook hollow body bait on the market. Improves strike to hookup ratio by at least 87%. Body designed to fit hook points and eliminate grass pickup. 1/4 oz. and 3/8 oz. sizes.





The slightest twitch makes this lure come alive! It squirms and wiggles seductively no matter what speed it is retrieved.

The Weasel's hollow lip creates a new and unique swimming action not found on other frog-style hollow body lures. Fish it on top or crank it 1 to 2 feet below the surface.

and comes equipped with a Eagle Claw 3.0



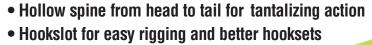




# **PRESENTING THE REVOLUTIONARY** 5-1/2" HARDNOSE® SWIMSHAL

Mann's new HardNose® SwimShad with patented harder plastic head is the ultimate swimbait! It's got the tail-thumping natural swimming action and body shimmer that will help you put more and bigger fish in the boat. And best of all, you'll be able to catch more fish per bait thanks to the one-of-a-kind HardNose feature. 5-1/2" size.

# THE WORLD'S ONLY SOFT PLASTIC BAITS THAT STAY PUT ON THE HOOK!



 Harder head resists tearing which helps you catch more fish per bait!

Comes Packaged With 7.0 Weighted Hook

5-1/2" size

BLUE BACK HERRING (Pearl/Blue Back)

CHARTREUSE SHAD (Pearl/Chartreuse Back)



## HardNose™ Worm

The unique tail design helps prevent hang-ups on weeds and branches and is very effective when cast, pitched, or flipped. Can be rigged weightless and used as a top water lure. The tail kicks up a splashing commotion on top that attracts fish from far away. Available in the popular 6" size.



## HardNose™ Freefall

Perfect for highly pressured and finicky bass. Choose your favorite hook and rig without a weight. It casts far and it slowly sinks to the bottom and rests with it's tail quivering. Let it sit a several moments then lift it with a few turns of the reel. This bait has a subtle action when it is completely still. Available in 5".





# THE WORLD'S ONLY SOFT PLASTIC BAITS THAT STAY PUT ON THE HOOK!

# **CATCH MORE FISH PER BAIT!**

# HardNose™ Swim Toad

Designed to swim over heavy vegetation. Long legs kick in real-time for natural buzzbait action.



# HardNose™ Flippin' Craw

Claws of this bait have unbelievable "swimming" action. Perfect for casting or flipping. Can be fished "Texas style" on a 3/0-5/0 hook or rigged with a jig head. Available in

# HardNose™ Mosquito Hawk

A fantastic Carolina rig bait as well as a great flipping bait.The wings have incredible action and vibration. Available in 4-1/2".

# HardNose™ Lizard

The soft plastic curly tail produces live action and the ultra-thin leas flutter with the slightest movement or current. It is appropriate for both slow and fast retrieves. Available in







### HardNose™ Finesse HardNose™ Grub

This is the ultimate finesse or The HardNose feature of the arub drop shot bait. It has incredible lifelike action that top anglers demand. Perfect for small iiaheads, a Carolina rig, or even Texas rig. Available in 5".

# will cause it to stay on the hook longer, resist tearing, and swim better. The curl-tail is still super soft plastic needed to obtain maximum action. Available in 2", 3" or 4".

# HardNose™ Jerkbait

Usually fished without a weight, the hook stays securely in place even when "whipped" on the cast. The lower wall has a hook opening making rigging easier and the hook more weedless. Available in 6".



HardNose™ Tube

The eye of the hook stays firmly

embedded in the tube's hard

head. The body is made of a

super soft plastic for great spiral

and erratic action. The "knobs"





HardNose™ Wonder Worm

# HardNose™ 9" Worm



# HardNose™ Topwater 10" Snake

Amazing lifelike action! Swims easily through thick, nasty cover. No tearing or slipping on the hook. Draws explosive strikes from big bass.





Fish weightless as a floating worm. Great for Texas and Carolina rigs.

Even works great on finesse jigheads. Larger bulbed tail for more action.

"Mann's HardNose baits help me get more casts on each tournament day. I spend very little time repositioning my baits on the hook—a big plus!"

Kevin Langill, Mann's Pro Staff



All HardNose baits are loaded with salt and S.P.I.C.E., Mann's proprietary crustacean scent!

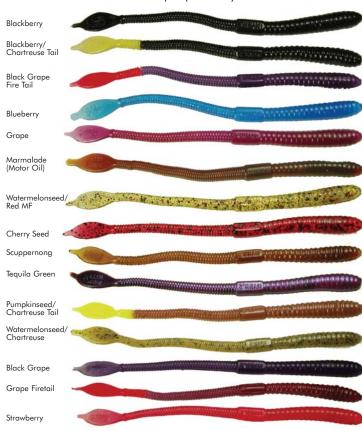
# MANN'S FAMOUS JELLY WORMS.

# Jelly Worm<sup>®</sup>

The #1 selling plastic worm of all time. Introduced in 1956, it's soft, lifelike texture has never been surpassed. Slow waving tail coaxes bass to strike, and the straight design comes through grass and brush without hanging up.4", 6", 8", 9" sizes. 20 and 100 lures per pack. 12" Jelly Worms not available in fire tails.

SERVICE TO SERVICE MANN'S LINE THE RESERVICE OF THE PERSON OF THE PERSON

12" size available in 10 lures per pack only.



# **Protein Leech™**

Walleye anglers now have an artificial bait that's just as effective as live leeches--without the expense, smell and hassle.

Available in 4". 15 lure per pack.



# Augertail® Worm

It was one of Sports Afield magazine's "Top 100 Bass Lures" in 1989 and is still catching state record largemouth today. Its special "auger" feature makes the tail kick and flicker. Available in 4", 6", and 8"sizes. 10 or 100 lures per pack.



## The Shadow™

Only the Shadow knows how to walk, dart, flash, and flutter with such realistic crippled baitfish action. 3", 4-1/2", 5-1/2" sizes. 10 or 100 lures per pack.



# Dragin'® Swim Worm With S.P.I.C.E.™

The Dragin'® Swim Worm, with it's unique "Paddle" tail, contains a factory mark indicating the location where the tail may be split to create a different action. 5" size, 10 lures per pack.



# HardNose™ Mullet

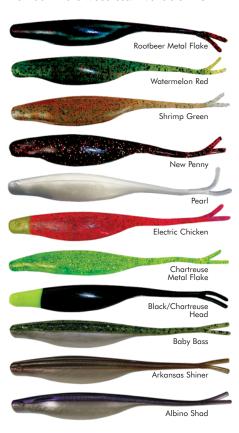
The HardNose™ Mullet is built for saltwater applications and is perfect for redfish or trout. This bait can be jigged or fished in any situation that would usually call for live or frozen bait. It looks and swims like a real critter without its head falling off the hook as frozen baits will do.

Available in 3 1/2″ and 4 1/2″



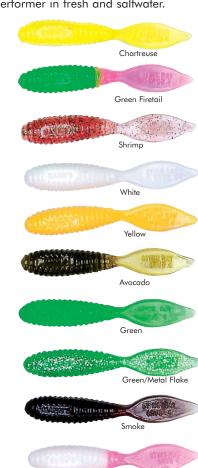
# HardNose™ Jerkbait

Usually fished without a weight, the hook stays securely in place even when "whipped" on the cast. The lower wall has a hook opening making rigging easier and the hook more weedless. Available in 6".



# THE ORIGINAL Sting Ray Grub®

They've been catching bass, walleye, sea trout, and redfish for over 30 years. Unique swimming action, tempting profile, durable plastic formulation. A top performer in fresh and saltwater.



## Led Head®

Quality production and durable finishes make the Mann's Led Head a better choice. "Flat" shape allows a bigger profile for the weight. All sizes are available in yellow, white, black and red and have saltwater corrosion resistant hooks. 1/8 oz., 1/4 oz., 3/8 oz. and 1/2 oz. sizes.





TIDEWATER CRANKBAITS AND SPOON TROLLING BAITS SALTWATER

# THEY'RE WHAT REDFISH RUN TO!

# Tidewater™ Mid 1- Minus DIVES TO ONE FOOT!

- Natural color patternsCasts long distances
- Rod-thumping action

Tidewater Mid 1- Minus Size: 3", 3/8 oz.

• 4X strong saltwater hooks

# Tidewater™ Waker swims only 1 to 3 inches deep!

- Creates a huge wake
- · Casts a country mile
- Burn it or slow-roll it
- Textured body with 3D eyes
- 4X strong saltwater hooks



Tidewater Mid 1- Minus and Tidewater Waker Colors and Patterns







Gold/Black

# Super Stretch 1-Minus®

Explosive on top, dynamite just under the surface, deadly over weeds. Retrieve them with a slow wobble, erratic jerks, or steady swim — they won't dive deeper than 1 foot. Equipped with rattles. Saltwater corrosion-resistant hooks. Size: 6", 7/8 oz.



Super Stretch 1-Minus® Series Colors and Patterns
7,107,720



# Magnum Stretch™ 18+ and Heavy Duty Stretch™ 12+ The Davis Lip System, internal rattles, h

The Davis Lip System, internal rattles, heavy duty hardware and body make the Magnum Stretch 18+ and Heavy Duty 12+ irresistable to striper, muskie, saltwater and other big game fish. Available in regular and Mylar colors.

Magnum Stretch 18+ size: 11", 6 oz.

Heavy Duty 12+size: 8", 2 oz.



Magnum Stretch 18+™ & Heavy Duty Stretch 12+™ Regular Colors and Patterns



# Magnum Stretch 18+™ & Heavy Duty Stretch 12+™ Mylar Colors



# Tidewater™ Spoon

16

No redfish/speckled trout offering would be complete without a gold spoon in the mix. Mann's Tidewater Spoon completely encapsulates the hook in the welding process and the unique keel design prevents line twist. The point of the hook is not coated during the manufacturing process which means it does not need to be sharpened and is ready to fish straight out of the package. 1/2 oz. size.

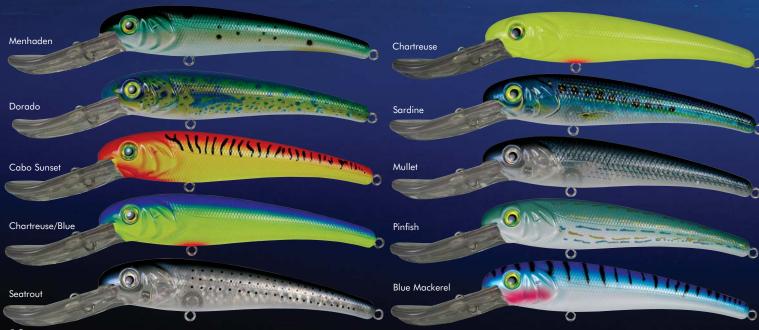


Captain John Rivers, Pensacola, Florida Mann's Pro Staff megabiteinshore.com

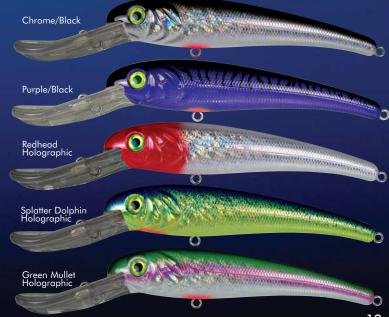


# STRETCHTM YOUR LIMIT WITH LEGENDARY TROLLING PERFORMANCE! Maximum light-reflecting body Maximum light-reflecting body Premium 4X red saltwater hooks









SALTWATER TROLLING BAITS TROLLING BAITS

# Jointed Magnum Stretch 30+

The Jointed Magnum Stretch 30+ combines the diving abilities of the regular Magnum Stretch 30+ with the injured baitfish action of a jointed or "broken back" lure. The Jointed Magnum Stretch 30+ is by far the deepest diving jointed lure on the market. Size: 12". 6 oz.

# Jointed Stretch 25+

The Jointed Stretch 25+ comes with saltwater tough hardware featuring stainless steel split rings and two 3/0 treble hooks. It combines the diving capabilities of the regular Stretch 25+ with the injured baitfish action of a jointed or "broken back" lure.



# Stretch Sea Snake™

The new Stretch Sea Snake combines the diving ability of the Stretch 30+ with the action and fish catching appearance of a live ribbonfish or eel. The main body is constructed of heavy duty plastic and thick wall design while the replaceable tail is made from a tough saltwater soft plastic formula. Size: 19-1/2 ". Hooks: 5/0 treble on main body; 3/0 on 60# wire attached to tail. REPLACEMENT TAILS are available in colors shown above. Package contains 3 replacement tails.



## Jionted Magnum Stretch 30+ and Jointed Stretch 25+ Colors



### Stretch Sea Snake™ Colors



Miguel Cardenas caught this big grouper and submitted his picture to Mann's FISHTALE PHOTO CONTEST at mannsbait.com. For his efforts he won several Stretch® lures plus a hat and t-shirt. Be sure and send your photos of fish caught on any Mann's lure to us for your chance to win!

# Magnum Stretch 40+ Colors and Patterns



# **Giganticus G-50+ Colors and Patterns**



\*Monster Rig available only in Bonita and Spanish Mackeral



# Paxton, Massachusetts Mann's Pro Staff www.doubledupcharters.com

# Magnum Stretch 40+

The Magnum Stretch 40+ is a lure designed with a larger size and more depth than the Magnum Stretch 30+ but with all the toughness of the Giganticus G50+. The Magnum 40+ has a patented lip feature that guarantees true running at high speed, 2 Mustad double hooks and a lip to tail through-wire. It can be trolled at depths over 40 feet. Size: 14", 8 oz.



# Giganticus G-50+™

The Giganticus 50+ features heavy duty plastic and super thick wall construction to handle the really big jobs of bluewater fishing. Its unique patented line tie insures true and straight running at speeds up to 10 knots. The G-50+ offers the option to switch from two double hooks to a handmade harness using two larger single hooks. The line tie form can be removed through the bottom of the lip and by passing a harness through the lip, the two hooks on the harness can be attached to the body with rubber bands. When a fish strikes, the rubber bands will break leaving the fisherman with a direct line to the hook and fish. The lure will slide up the line and offer no interference while fighting the fish. The G-50+ can be trolled to depths over 50' using only 150' of 50 lb. mono. Size: 16", 10 oz.



U.S. Patent No. 7,107,720

Designed to be fished from boat, pier or shore, the Magnum Chug-N-Spit emits a loud chugging sound while splashing water up to 12 inches high. Weighing 3 ounces and tail weighted, it casts like a bullet. Can also be trolled for Stripers. Size: 6", 3 oz..



20 21

SALTWATER TROLLING BAITS TROLLING BAITS SALTWATER

# Stretch Imitator™

The Stretch Imitator™ is designed to almost perfectly imitate real saltwater baitfih. The shape and paint designs provide extremely realistic details. It has a one-piece through-body wire for added strength and features 2 premium size 5/0 red treble hooks. The Stretch Imitator is designed to be trolled at 3-6 MPH and will reach depths of over 25 feet on 30 lb. line. Size: 10″. 6 oz.



Stretch Imitator™ Junior

Stretch Imitator™ Junior

Like its big brother, the Stretch Imitator™ Junior is perfect for casting or trolling and available in proven saltwater colors and patterns with durable red hooks. Runs approximately 23 feet deep using 30 lb. line. Size: 8″, 3 oz.

## Mannhaden™

Available in two sizes, this soft plastic bait is an exact replica of a Menhaden or bunker. Trolled on a jig head, it will out-fish shad bodies. Great for teasers and umbrella rigs. Size: 8", 4 per pack.

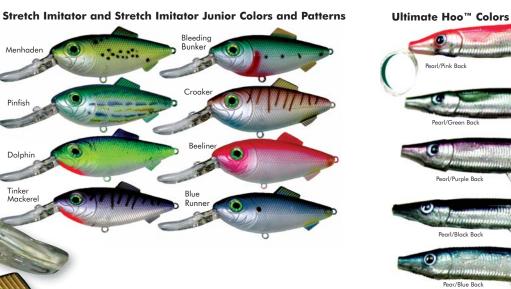
Size: 11", 2 per pack.



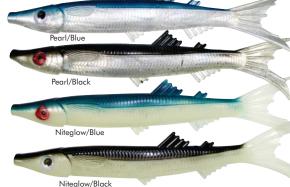
U.S. Patent No

7,107,720













# Ultimate Hoo™

An exact scale imitation of the Bally Hoo bait fish makes the Ultimate  $Hoo^{\mathsf{TM}}$  so lifelike in appearance and action in the water, it actually swims better than the real thing. Designed specifically for trolling, the Ultimate  $Hoo^{\mathsf{TM}}$  has 3 distinct "pockets", two for unique hook rigging and the third for a chin weight. Size: 10", 1 rigged, 2 spares. Also available in 4- and 20-count packages



The Ultimate Hoo  $II^{TM}$  has a different tail configuration for another unique soft plastic bait trolling action. Size: 10" in a bulk box of 60 lures.

# **Stretch Offshore Hook Kits**

1) Offshore 3/0 Treble Hook Kit

Kit contains 10 Eagle Claw L777 3/0 premium 4X red hooks and 20 stainless split rings. Replacement trebles for Stretch 25+.

2) Offshore 5/0 Treble Hook Kit

Kit contains 10 Eagle Claw L777 5/0 premium 4X red hooks and 20 stainless split rings. Replacement trebles for Stretch 30+.

3) Offshore Double Hook Kit

Kit contains 4 Mustad 7/0 double hooks for the Stretch 30+. Extra heavy-duty, built for really big fish.







# Official Mann's Bait Company Apparel & Accessories

**T-Shirts:** 100% cotton short sleeve shirt with full-color Mann's logo on the back and small insignia on front. Sizes: M, L, XL, XXL. Colors: Red, White and Navy.

**Cloth Caps:** Quality cap with full-color embroidered Mann's logo. Brass buckle on back. One size fits all. Colors: Red, White and Navy.

**Mesh Cap:** Cool red mesh cap with full-color embroidered Mann's logo. Velcro® strap on back. One size fits all.

**Patch:** Full-color emboidered cloth emblem. 4-1/2" x 3".

**Decal:** Full-color, long-lasting, printed vinyl decal. Peel and stick.  $8" \times 5-1/2"$ .

**Mann's Bouy:** Durable plastic flouresent orange bouys. Includes line and weight. 2 bouys per pack.