

NORMAN LURES COLOR CHART

All colors are not available in all items. Check individual listings for colors available.

Notes for Norman Lures: Body length does not include the bill length. Order Color Numbers are in parenthesis. All colors are Gelcoat finish except 309, 310, and 311.

NORMAN LITTLE N



3/8 oz., body length 2-1/2", runs 4-6 ft. deep
Colors Available: 009, 101, 147, 150, 152, 153, 181, 220, 269, 311

Stock No. 102630 5.29

NORMAN DEEP LITTLE N



3/8 oz., body length 2-1/2", runs 10-12 ft. deep
Colors Available: All Colors

Stock No. 102631 5.29

NORMAN BABY N



1/4 oz., body length 2", runs 3-5 ft. deep
Colors Available: 009, 101, 147, 150, 152, 153, 181, 220, 269, 311

Stock No. 102632 5.29

STRIKE PRO FLEX X



Strike Pro Flex X uses the same bike chain joint system as used on the Flex Phantom. Flex X is 4 1/4" long, 3/4 oz. slow sinking. Use shallow or deep.

Colors: (10) Black Diamond, (46) Gold Black Back, (71) Trout, (101) Blue Diamond 10B, (104) Red Head Diamond, (500) Grey Ghost, (930) Indigo Tiger, (946) Bunker, (954) Firetiger Bit.

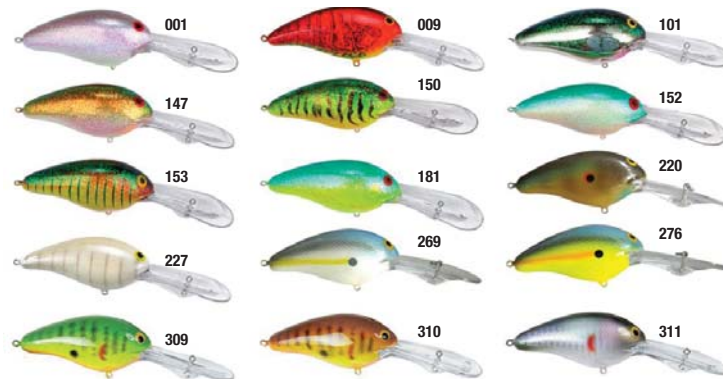
Stock No. 102555 11.99
Specify color on order.

STRIKE PRO CRANKEE II



Floating Crankbait dives up to 3' on retrieve. 2 3/8" long, 3/8 oz.
Colors: (01) Pearl, (21) Gold Green Tiger, (146) Bronze Back, (346) Brown Ghost, (371) Green Bass, (905) River Minnow Ghost

Stock No. 102560 6.42
Specify color on order.



NORMAN DEEP BABY N



1/4 oz., body length 2", runs 6-8 ft. deep
Colors Available: All Colors

Stock No. 102633 5.29

NORMAN DD14



5/8 oz., body length 3", runs 12-14 ft. deep
Colors Available: 009, 101, 147, 150, 152, 153, 181, 220, 269, 311

Stock No. 102635 5.29

STRIKE PRO CRANKEE DIVER



Floating Crankbait dives up to 4" on retrieve. 2 5/8" long, 3/8 oz.

Colors: (01) Pearl Diamond DPW, (02) Electric Shad DTS, (03) Baby Bass DBB, (04) Brown Diamond Craw DCD, (05) Green Perch DCNB, (06) Fire Tiger DFT

Stock No. 102559 6.47
Specify color on order.

STRIKE PRO EURO VIBE



Lipless crankbait 3 3/4" long, 5/8 oz. slow sinking.
Colors: (22) Red Head, (46) Gold, (96) Green Chartreuse, (115) Baby Striper Diamond, (136) Blue Sardine, (146) Bronze Back, (221) Sunrise Tiger, (302) Blue Tiger, (325) Green Back Tiger, (432) Gold Back, (500) Grey Ghost

Stock No. 102554 5.89

NORMAN DD22



5/8 oz., body length 3", runs 15-18 ft. deep
Colors Available: All Colors

Stock No. 102636 5.29

NORMAN MIDDLE N



3/8 oz., body length 2", runs 6-8 ft. deep
Colors Available: All Colors

Stock No. 102634 5.29

STRIKE PRO FLEX PHANTOM



The Strike Pro Phantom uses a unique, patented bike chain joint system to connect the lure segments. This system gives the lures a fantastic, realistic swimming action. Available in 3 sizes and a selection of terrific colors.

Colors: (71) Trout Ghost, (337) Limetreuse Fire Shad, (338) Fire Tiger, (340) Midnight Special, (341) Red Spectre, (342) Lake Fork Perch, (500) Grey Ghost, (551) Autumn Bass, (651) Summer Bass, (652) Blue Green Ghost

Stock No. 102551, 3 1/2" long, 3/8 oz. Slow sinking.

Colors: All colors 13.49 ea.
Stock No. 102552, 4 3/4" long, 1 1/2 oz. suspending to 12'.

Colors: 71, 338, 341, 342, 551, 651 ... 16.99 ea.
Stock No. 102553, 6 3/4" long, 3 oz. suspending to 12'.

Colors: 71, 338, 341, 342, 551, 651 ... 17.99 ea.

STRIKE PRO ALPHA MINNOW



Floating Minnow 4 1/2" long, 7/16 oz. Dives up to 3'.
Colors: (152) Tropical Ghost, (153) Purple Gold Ghost, (158) Black Ghost, (930) Indigo Tiger, (935) Baby Bass XBBO

Stock No. 102557 6.89

SNAGPROOF RAT & MOUSE



Colors: (10) Black, (01) Brown, (08) Grey

1/4 oz. Mouse 700 Series

Stock No. 102815 3.99

1/2 oz. Rat 800 Series

Stock No. 102816 3.99

SNAGPROOF CAST CRAW



Colors: (01) Brown, (02) Green

Spin Size 5200 Series

Stock No. 102817 3.99

Cast Size 5000 Series

Stock No. 102818 3.99

SNAGPROOF PRO TOURNAMENT FROG



1/2 oz. size. Owner Double Hook, Internal Rattle, Glitter Flash Legs.

Colors: (06) Firetiger, (27) Moss Back Frog, (29) Watermelon, (77) White, (91) Black/Blue

Stock No. 102814 8.79

SNAGPROOF TOURNAMENT FROG



1/2 oz. Internal Rattle, Rubber Skirt Legs.

Colors: (10) Black, (01) Brown, (02) Green, (05) Chartreuse

Stock No. 102810 6.97

SNAGPROOF FROG



Colors: (10) Black, (01) Brown, (02) Green, (05) Chartreuse

1/4 oz. 6000 Series .. Stock No. 102811 . 3.99

1/2 oz. 6200 Series .. Stock No. 102812 . 3.99

SNAGPROOF FROGZILLA



6", 3/4 oz.

Colors: (02) Green

Frogzilla ... Stock No. 102813 8.87

YELLOW MAGIC POPPER



Premium Popper, 2-1/4" long, 1/4 oz., Feathered rear Treble Hook.

Colors: (01) Smoke Shad, (02) Blue Fire, (03) Alewife, (06) Rainbow Trout, (07) Japanese Shad, (10) Baby Bass, (12) Bream, (13) Tennessee Shad, (17) Black Gold, (18) Bone

Complete Color Chart is on our Web Site.

YELLOW MAGIC ... Stock No. 104157 15.95

FINESSE BASS TACTICS



A little finesse can mean a lot more bass. Finesse Bass gives you an arsenal of tactics when you're faced with tough conditions. The best jig/bait combos for cold water bass, clear water tubing tips, deep weed dynamite, wacky worming and more. DVD 68 min.

Stock No. 15229414.95

JIG TIME BASSIN'



This year jigs will account for more bass than any other lure. Learn the five factors to jiggling success. Plus jiggling bass in shallow water, in dirty water, in the weeds and dockside. Water breaking big bass action! DVD 60 min.

Stock No. 15229714.95

SOFT PLASTIC BASS SECRETS



The secrets to better bass fishing. Catch more bass with Texas and Carolina rigs, sluggos, lizards, pre-rigged worms. Learn the art of big bass fishing. DVD 65 min.

Stock No. 15230114.95

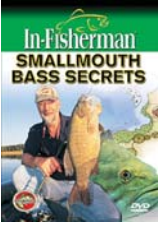
BASS LOCATION SECRETS



Get on the fish every time out. Find fish in new water, changing environments, clear or dark water, and in early season. Tournament strategies on how to develop patterns and adapt to changing conditions. Big Bass Fun! DVD 69 min.

Stock No. 15229214.95

SMALLMOUTH BASS SECRETS



The secrets are out and the smallmouth don't like it - but you will! You'll catch more smallies when you understand the forage factor, jiggling options, and what to do when fishing gets tough. Smallmouth Secrets also gives you the inside scoop on tubing, mojo rigging, search lures, chuggers, and more. Slammin' smallmouth action! DVD 75 min.

Stock No. 15230014.95

PRIMETIME PANFISH



Hands-on help for panfish galore! Tips, tricks, tactics, & fishing trends for more and bigger panfish, crappies, bluegills, white bass, and more! You're not alone in your love of panfish. They're more popular than everything that swims, except bass.

Here's how to catch more and bigger panfish - consistently! DVD 59 min.

Stock No. 15229914.95

BASS PLASTIC MAGIC



Put a few tricks in your tackle box this year with In-Fisherman's Bass Plastic Magic. From worms to tubes, jigs to hooks, the experts at In-Fisherman will put you one-up on your bassin' buddies. DVD 60 min.

Stock No. 15228214.95

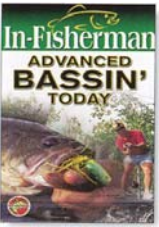
HARDBAIT FOR BASS



In Hardbait for Bass the experts at In-Fisherman tune you in to some of the hottest hardbaits going for bass today as well as showing you how to get more out of some old favorites. We'll travel from Mexico to Canada, from lake to river, to see what makes a great hard bait. DVD 67 min.

Stock No. 15229614.95

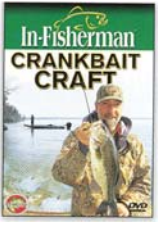
ADVANCED BASSIN' TODAY



Versatility is the key to consistent bass fishing success that your customers want. This dvd explains the strengths and weaknesses of modern bass lures and reveals how to match them to prevailing conditions for best results. DVD 75 min.

Stock No. 15228114.95

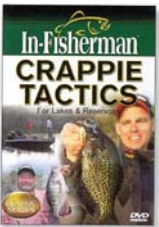
CRANKBAIT CRAFT



Crank up more and bigger bass. In-Fisherman shows you what to use, and when and how to use it. Rod and reel selection along with plenty of bass crankin', bass-catching action! DVD 75 min.

Stock No. 15227714.95

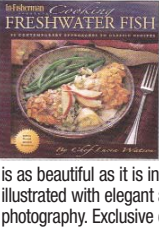
CRAPPIE TACTICS FOR LAKES & RESERVOIRS



Our #1 selling video makes catching big crappies easier. Understand how, when and where crappies feed, the effect of light on fish movement and how to find the "fish zone." Catch slabs during prespawn, spawn, early summer, summer and fall. Big Crappies for your customers, big profits for you! DVD 56 min.

Stock No. 1522809.95

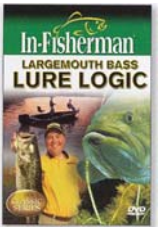
IN-FISHERMAN PRESENTS: COOKING FRESHWATER FISH



Chef Lucia Watson, nationally recognized owner of Lucia's restaurant in Minneapolis, celebrates a tradition of keeping some fish for the table with more than 50 classic recipes. This book is as beautiful as it is instructive, with each recipe illustrated with elegant and stunning food photography. Exclusive cooking and fish tips ensure your success with each recipe. Hard cover book, 139 pages.

Stock No. 15228529.95

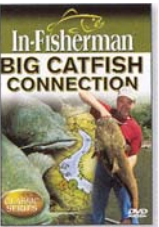
LARGEMOUTH BASS LURE LOGIC



Versatility is the key to catching big bass. Adapting presentation to conditions. All of the information your customers need to make the right lure choices. Stock up! DVD 64 min.

Stock No. 1522849.95

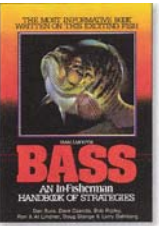
BIG CATFISH CONNECTION



Find big cats fast - spring, summer, or fall. The best shags, eddy areas, and wintering holes. Rigging right, presentations, hot spots. Big cat action! DVD 44 min.

Stock No. 1522769.95

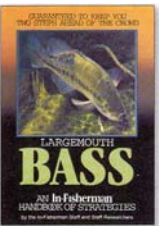
SMALLMOUTH BASS



Information on fish habitats, location and sure-fire fishing methods. A complete guide to fishing smallmouths in all bodies of water, all across the country. Softcover book, 246 pages.

Stock No. 15228812.95

LARGEMOUTH BASS



The most knowledgeable group of bass fishing experts ever assembled blend bass biology with lifetime experience and explain the steps that lead to a lifetime of fishing success. Softcover book, 336 pages.

Stock No. 15228912.95

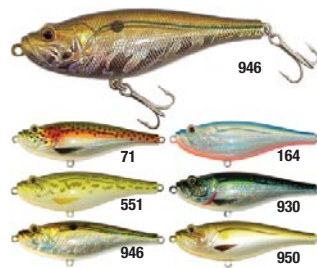
SPRO ARUKU SHAD



5/8 oz., 3", Premium Gamakatsu Hook Colors: (01) Blue Shiner, (05) Magic Tiger, (06) Perch, (08) Wild Shiner, (10) Old Glory, (11) Spooky Shad Complete Color Chart is on our web site.

ARUKU SHAD ... Stock No. 102522 6.49

STRIKE PRO DEKA BASS



Realistic Surface/Wake Lure 3" long, 7/8 oz. skips and darts like a wounded bait fish.

Colors: (71) Trout, (164) Baby Blue Diamond, (551) Baby Bass, (930) Indigo Tiger, (946) Peanut Bunker, (950) Ayu

Stock No. 1025566.97
Specify color on order.

SPRO SWIM BAIT BBZ-1



Premium 8" Swim Bait. Rigged with Gamakatsu Hooks. Available in Floating and Slow Sinking Models.

Colors: (02) Rainbow Trout, (03) Silver Fish
BBZ-1 Floating ... Stock No. 102525 .. 33.86
BBZ-1 Slow Sinking . Stock 102526 .. 33.86

SPRO BBZ-1 SHAD SWIMBAIT



Premium SwimBait. Fantastic realistic swimming action. Gamakatsu Hooks, Pinned segments make the lures look alive. Available in floating and slow sinking models. 4" long. Floating model weighs 3/4 oz. Slow sinking model weighs 7/8 oz. Fast Sink Model weighs 1 oz. Floating model is a great "Wake" bait.

Colors: (21) Blue Back Herring BH, (22) Natural Shad NS, (23) Lavender Shad SL, (24) Dirty Shad DS, (25) Killer Gill KG, (26) Wicked Perch WP. Specify color on order.

Floating Model ... Stock No. 102528. ... \$19.87

Slow Sink Model ... Stock No. 102529. . \$19.87

Fast Sink Model ... Stock No. 102527. . \$19.87

SPRO DEAN ROJAS BRONZEYE FROG JR.



1/2 oz., 2-1/2", Rigged with Gamakatsu Superline EWG Double Hook.

Colors: (01) Green Tree, (02) Natural Green, (04) Rain-forest Black, (08) Albino, (09) Green Black, (13) Toad
BRONZEYE JR. ... Stock No. 102524. 7.99

3" GOBY



Very realistic soft plastic Goby. Approx. 1/3 oz. Available in 2 colors. Packaged 1 rigged and 1 spare body in package.

Colors: (500) Cinnamon, (501) Off White
Goby ... Stock No. 531837. 3.59/pkg.
Specify Color on order.