



Lures



Lures are really just an imitation of live bait. But some of their characteristics are superior to the real thing, which is why an increasing number of fisherman use lures, especially for catching large fish. So what's their advantage?

"Black bass has a very strong attack instinct. If they see something floating in front of their eyes, they bite reflexively, even if they're not hungry. Taking advantage of this characteristic of bass in order to force them to attack is the most exciting part of fishing with lures."

These are the words of Mr. Kiyoshi Kimata, head of sales at Megabass, a company popular with fisherman for their detailed, realistic lures. Color, reflection, movement and many other characteristics are involved in producing a lure that bass will attack. First, he explained, it must seduce the bass with its movement. Bass is most vulnerable to irregular motion that is sometimes slow and other times fast.

"To achieve this kind of motion our lures utilize two distinct weight centers that can move apart as well as collide. These move-

ments change the center of gravity in an irregular fashion creating the trick action that makes a lure move very slowly, and then very quickly."

Secondly, it must seduce the bass with flash or color. The glittery color of certain fish puts bass in the mood to attack, and to imitate this Megabass developed a color called Guanum Ghost (GG). Lures made before this color was developed did not reflect light as well, and their silhouette alone appeared so large that it scared bass away. But GG reflects light perfectly, helping the bass gauge the exact size of the lure.

"During earlier experiments, bass wouldn't attack lures the same size as real fish. They were more likely to attack lures one size smaller. We investigated this and found that silhouettes appear larger than they really are. We then set about trying to develop a color that would counteract this effect and used computer graphics to perform extensive testing of reflections, color changes, textures and to determine how silhouettes are formed."

Finally, a lure must look beautiful. Beyond the element of color, an attractive form is enticing quality to many kinds of creatures, not just bass. In this case, the designer must also take into account the effects of water resistance. For example, to facilitate trick action movement the tail must curve upward to increase water resistance. But this makes the movement unstable, so we must also add grooves or indents near the gill area. Such design elements are not for aesthetic purposes they're purely functional.

"Even though fisherman consider our lures to be beautiful and realistic looking, our top design priority was really to make it function effectively. Its appearance and design grew out of our desire to catch black bass. Recently, however, bass is getting smarter and not falling for the same old tricks."

If you truly want to attract bass, you have to be serious about it. And just like trying to lure a lover, the battle for bass will not end anytime soon.

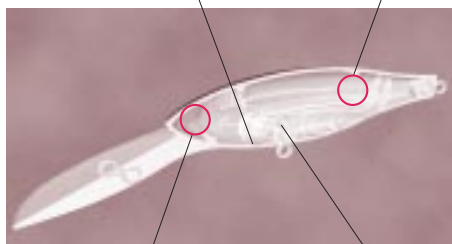
Illustration of lure's moving center of gravity

Lure's center of gravity after it is submerged

The heavier of the two weights moves toward the lure's center and is fixed in position by a "balance lock holder." The smaller weight does not lock, instead colliding with and separating from the heavier weight to create a sensual motion.

Lure's center of gravity during casting

The center of gravity of the lure will move in the direction in which it was thrown. It migrates forward through inertia, thereby extending the casting distance.



Lure's center of gravity as it sinks

After the lure hits the water and begins to sink, the center of gravity moves toward the tip of the lure helping it sink faster.

Lure's center of gravity when reeling in

Once the lure is vertical, the balance lock holder automatically disengages to make the lure easier to pull up.