

all Luhr Jensen chrome-bodied paint patterns, so be sure to put them to work whenever silvery-sided baitfish abound.

### FISH SPECIES

Luhr Jensen's Sugar Shad is as close to an all-species lure as you can get. Its versatility excels on the freshwater species trail, whether it's bass, walleye, striper, white bass or hybrids and it can be ordered with Wright & McGill® hooks especially made for salt water. Go after snook, tarpon, redfish or speckled trout by changing lure sizes and you will find out why the Sugar Shad has been everywhere . . . also having taken South American

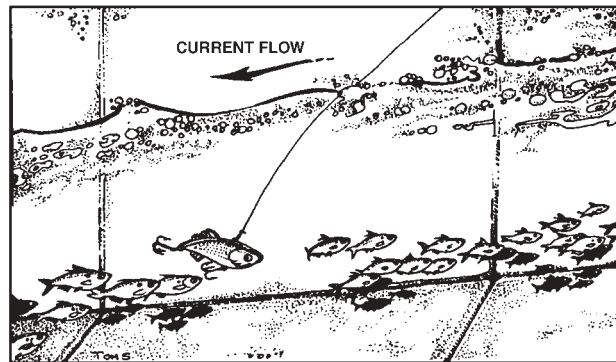
peacock bass and even the acrobatic Northwest steelhead.

### FISHING TECHNIQUES

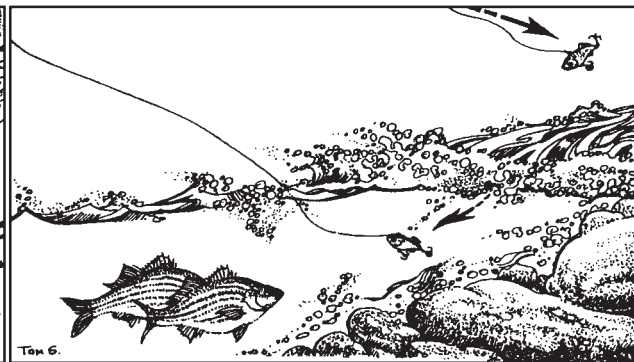
Thousands of fish have been caught with this lure by simply casting past their holding positions and cranking it back. This technique is deadly and it allows a fast search pattern to be established in any body of water where the lure can be brought close to fish positions.

As a rule of thumb, increase lure speed in clear water, especially where there is heavy fishing pressure and reduce lure speed in dingy water, at night, or under any low light condition.

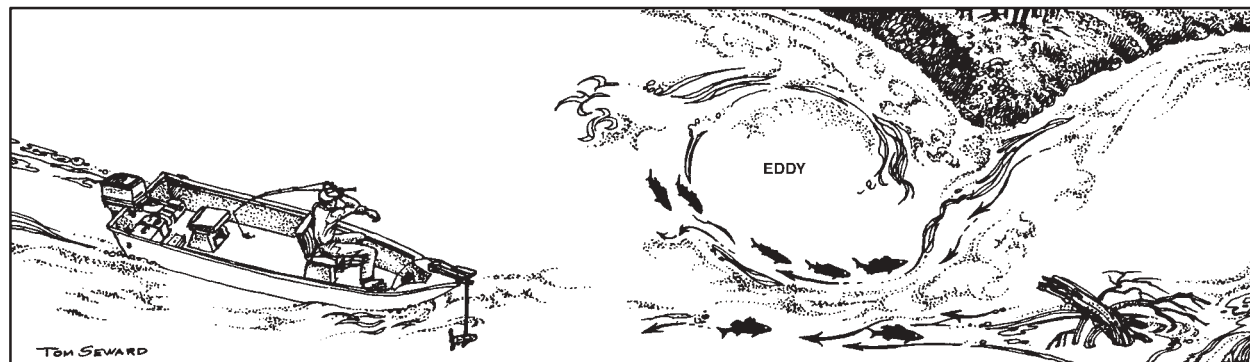
**IN THE CURRENT --** The Sugar Shad flat out fishes the competition in strong river currents. It is more stable and is not prone to broaching. Cast right out over small rapids or high current areas and let the lure tumble over them to waiting fish. Powerful swimmers like bass, stripers, walleye and hybrids hold right under the flow from rocky ledges or rocks where strong current exists. Cast the lure along dam walls where current flow puts shad flat up against the wall and gamefish wait to pick them off. Cast the lure down-current along clay or gravel banks where whites or stripers tuck in behind any current-deflecting break. Cast parallel to the bank if possible or at an angle - - deadly on fish feeding toward the surface! Cast up to 10 feet behind current deflectors such as wood deadheads, lodged tree sections, barge towers or pier areas. Some gamefish hold just at the current break, well in back of this kind of cover.



ALONG DAM WALLS, PIERS, SEA WALLS



OVER RAPIDS

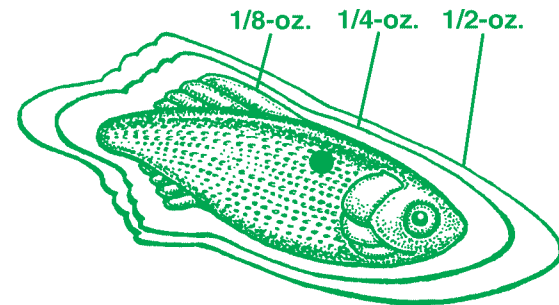


ALONG CURRENT DEFLECTING BREAKS

As you become familiar with the lure, you can work on the techniques outlined in this report to become a more versatile angler. Use them wherever the Sugar Shad can give you an advantage in speed or depth control. For any of these techniques, lighter line appropriate to the species you are after gives faster sinking and deeper cranking depth. You also may use heavy line, 14- to 20-lb. to kill off lure depth for casting or trolling.

### TROLLING

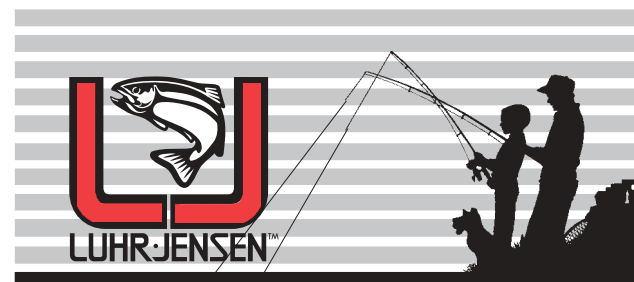
You can work the 9- to 10-ft. area by trolling a 1/2-oz. Sugar Shad 120 feet behind the boat with 12-lb. line. If you go to heavier line, subtract a foot for every pound test you move up to. If you troll with lighter than 12-lb. test, add a foot to depth for every pound test you drop in line size. Try a trolling speed of 2-3/4 to 3 m.p.h.



### KEEP 'EM SHARP

Another of the easiest, yet most important things you can do to improve your fishing success, is to maintain super-sharp hooks on your lures at all times. A fine-toothed file such as Luhr Jensen's *Sharp Hook File™* is the absolute best hook sharpening tool available. Hold the file parallel to the hook point and with gentle, one-way strokes, remove a small amount of metal on at least two sides of the point to obtain a sticky-sharp point with a knife-like cutting edge.

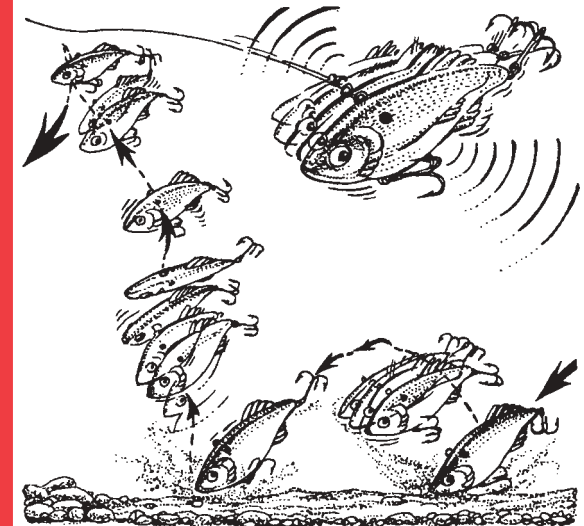
This is one of a series of more than 25 detailed technique reports produced by Luhr Jensen & Sons. For a complete set, a patch for your jacket or cap, a price list and a full-color catalog showing all of Luhr Jensen's quality fishing tackle and accessories, send \$5 (\$3 credited to your first order of \$20 or more) and your name and address to: Luhr Jensen, P.O. Box 297, Hood River, OR 97031, Attn: Customer Service.



## TECH REPORT #27

### How to Fish With the **SUGAR SHAD®** LIPLESS, VIBRATING CRANKBAIT

(Revised)



In developing the *Sugar Shad®*, master lure designer Jack Davis of Crescent City, Florida first took into consideration all of the angler complaints he'd heard about lipless crankbaits. He then spent two years engineering, designing, testing and developing a lure that eliminates all of those faults . . . one that is truly foolproof.

The Sugar Shad is the Rolls Royce of lipless, vibrating rattle baits. It has the specific features that put it ahead of the competition on the lake and on the river.

## SUGAR SHAD FEATURES

1. It runs dead straight right from the package and requires no on-the-water turning.
2. It is the best casting lure in its class on the market, with minimal wind-planing. The Sugar Shad lands nose down and ready to run instantly, which is especially important to anglers casting to fish holding in currents.
3. The Sugar Shad is designed to avoid having hooks tangle with each other or with the line.

4. This is a true countdown lure with a sinking rate of one foot for every two seconds. Use it to reach suspended fish in lakes or in areas of low current. Just cast it past suspected fish positions to bring it through them after it sinks, or make a cast based on sonar or graph readings of fish positions. If fish were positioned at 12 feet over a 15-foot bottom, you would count to 24 or 25 before beginning your retrieve. To keep the lure close to the fish, you can lift it for one or two feet with a sweeping motion (sometimes called "ripping") as you crank the reel then let it drop back through the fish. Lift the rod, reel several times, drop the lure back, lift the rod, reel and drop back. It is a cycle of lifting and dropping motions that causes the lure to rise and fall through suspended fish until it is under the boat. At that point you can jig the lure

vertically by simply lifting, then dropping it back.

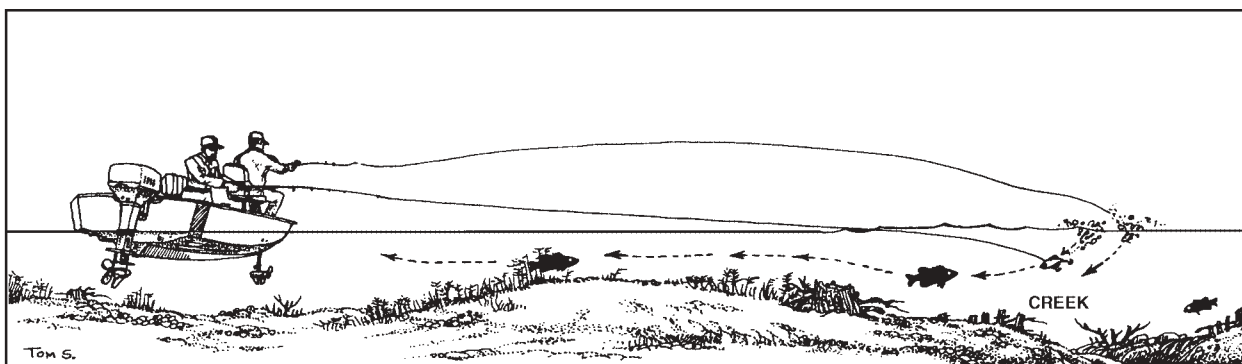
If you want to fish the lure flat on the bottom, just use the one second for every two feet sinking rate or simply wait until the line goes slack indicating the lure is on the bottom. Now begin the same forward lift-and-drop-back cycle you used on suspended fish.

When on the bottom, the two larger sizes of Sugar Shad will stand right on their noses with the tail held high by a special air chamber. Each time the lure is lifted and dropped back or twitched along in a mild current, the lure will kick up puffs of sediment and drop back to its nose-down/tail-up "feeding" position. This technique is a major strike trigger for gamefish. Some fish actually will pick the lure right off the bottom, but you can expect to get most strikes as the lure is falling. Be ready to set the hook!

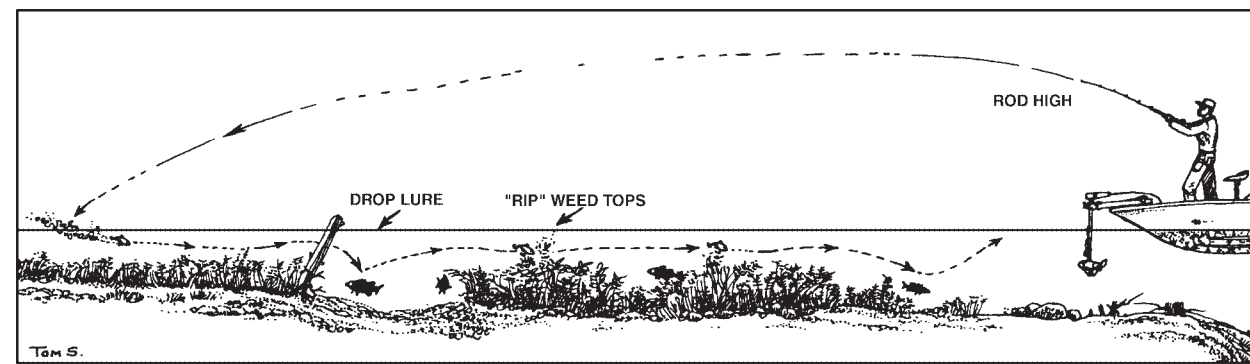
On debris-filled bottoms, you may want to clip off one or both of the downward-turned hook trebles. The belly hook would be the place to start because the Sugar Shad floats tail-high giving additional hook protection to the rear hook. You will still hook plenty of fish even after you have pruned the downward treble off each hook.

5. Want powerful, intense vibration and rattle sound? You can't top the Sugar Shad! It works hard to produce sound and vibration as soon as it touches the water. Just a lift of the rod or a crank of the reel handle instantly activates this lure.

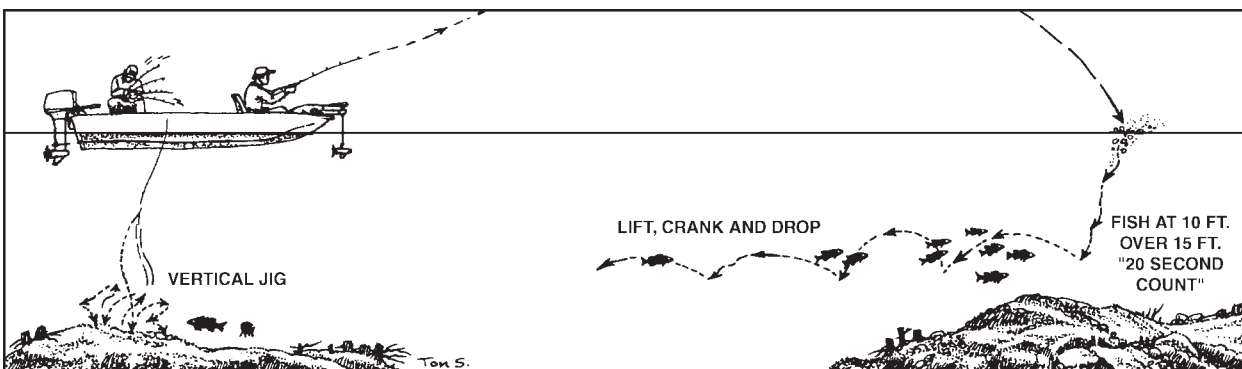
6. Whenever light activates the reflective, dimpled, hammered-finish lure sides, the lure puts out intermittent flashes, just like a live shad, alewife, mullet or any silvery-sided baitfish. This effect is multiplied greatly in



**OVER THE FLATS** -- These lures are famous for straight outright "burning" over shallow flats. Make a long cast and start cranking fast. If the flat has a mucky, slimy or weedy bottom, the idea is to keep the lure moving fast after touchdown to avoid weeds. The absence of a diving lip is an advantage here. Prespawn is a good time for cranking spawning flats.



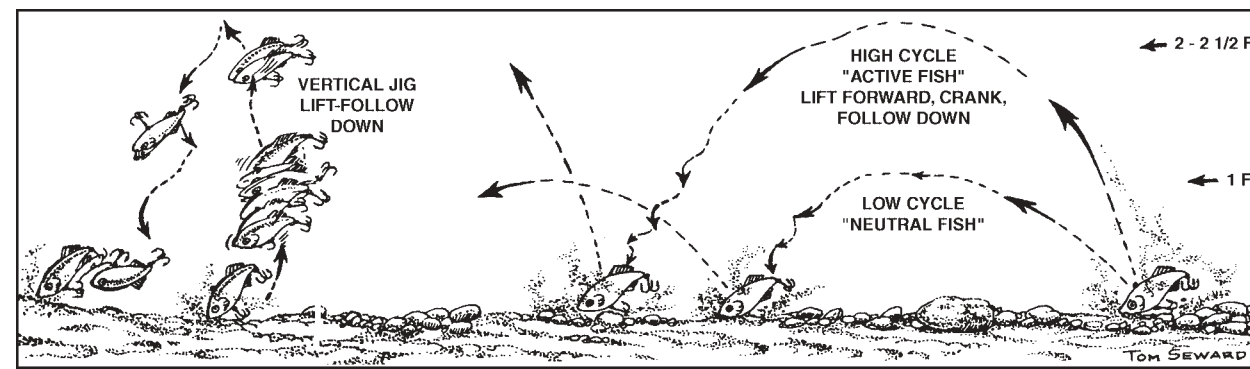
**OVER THE WEEDS** -- Whenever emergent weed growth is still below the surface, but too high for crankbaits with lips, run the Sugar Shad just fast enough to tick the weedtops and fish will come up to get it. Unlike floating crankbaits, you can let it sink briefly into holes or openings in the weeds before popping it out again. Because it has no lip, it also can be run right along the edges of weedlines by casting parallel to them and let the lure sink in any pocket or hole you see near weed edge. Wear polarized glasses to improve your subsurface vision.



**IN THE LAKE** -- COUNTDOWN FOR SUSPENDED FISH & VERTICAL JIGGING. You can count the lure down to suspended fish and then rip it back up through them in a constant lift-drop cycle or let it go all the way to the bottom and simply "rip" or jig it back again using a lift, crank and drop cycle.

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**IN THE CURRENT** -- FORWARD RETRIEVE AND VERTICAL JIG LIFT. You can free spool the lure down under the boat to jig for fish located by sonar or graph.

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