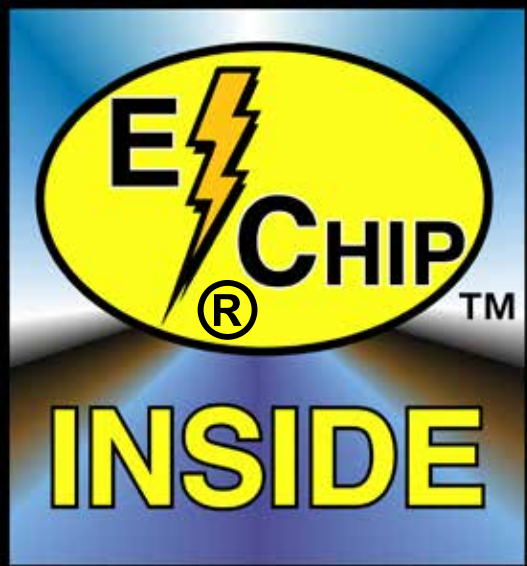




***Fishing and
Marine 2021***



Founded in 1978, Pro-Troll Inc. creates and markets innovative fishing and marine products and is a leading developer of technology-driven fishing tackle. Its proprietary fish attraction device, the EChip, replicates in lures the electrical nerve discharge of bait. Pro-Troll sells its technology and products in the U.S. and globally in Scandinavia, Germany, Australia, New Zealand, France, Russia, Chile and Canada. Pro-Troll is privately owned and is based in the San Francisco, California area. The company has factory representatives around the world.

Pro-Troll is involved in the development, production and sales of a number of fishing lures and marine products. One of the strengths of the company is its engineering staff which is working on a number of new high-tech products including enhancements to its existing items.

Pro-Troll is a strong advocate of fisheries restoration and makes every effort to support those organizations that work to restore our fisheries. We are members of the American Sportfishing Association, The Northwest Sportfishing Industry Alliance, the Golden State Salmon Association, Water4Fish.org and numerous other non-profit groups. We sincerely thank the millions of fishermen who use and support our products. We are always open for comments, ideas and suggestions.

Dick Pool



Lawrence Snapp



These organizations need your support. Join now.

New Go to the Pro-Troll Website - www.protroll.com
The site is packed with helpful information

- Rigging diagrams for flashers and lures
- Book "How to Catch Salmon" by Dick Pool
- Book - "How to Catch Kokanee"
- Book - The Pro-Troll Black Box Technology
- Latest products just introduced

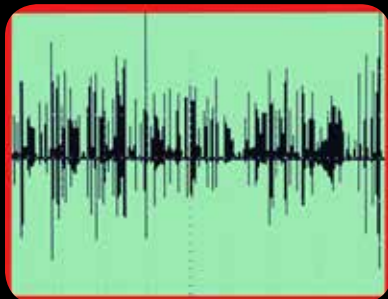
To purchase Pro-Troll items including closeouts - Go to Protrollsales.com



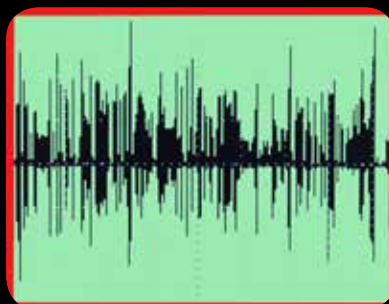
The Pro-Troll EChip®



The Pro-Troll Electronic EChip has revolutionized fishing. When it is mounted on a wiggling lure or attractor, it discharges a two millivolt pulse which matches the nerve pulse of a wounded bait fish. Gamefish are attracted and they will strike.



Typical nerve discharge of a baitfish



Discharge of the EChip

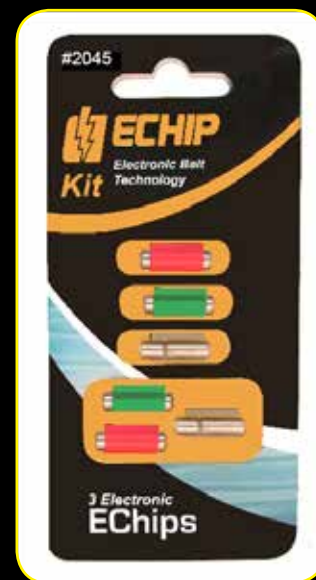


There are two EChip Sizes 3/4" for small lures and 1" for large lures

Scientists Confirm that Fish use 5 Sensory Systems to Feed

- *Sight - fish have good eyesight but don't see well in poor conditions or at close range.*
- *Cloudy water, dirty water and deep dark water inhibit sight.*
- *Smell - Important for some fish but scent trails are narrow and inaccurate for catching prey.*
- *Sound - Sound travels fast in water but it is very inaccurate for predators at close range.*
- *Vibration - Critical for general attraction to a region but it is also inaccurate at close range.*
- *Electro Sensitivity - Critical for triggering strikes and enabling fish to exactly locate and strike their prey.*

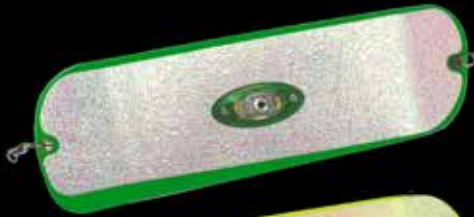
While sight, smell and sound bring fish to an area, Electro-Location is the primary tool fish use to determine what and where to strike. Used by over one million anglers worldwide, the EChip attracts More Fish and Bigger Fish.



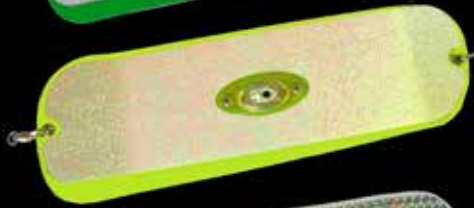
EChip Kits are available in different sizes and configurations

Lighted ProChip 11[®]

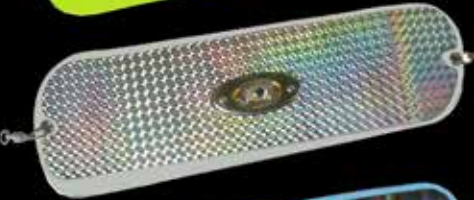
Lighted ProChip 8[®]



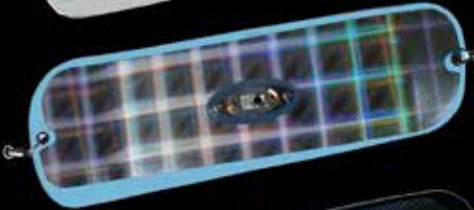
PFP11-105
Glow Green
Silver Back



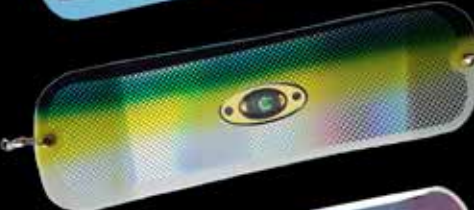
PFP11-106
Glow Chart
Silver Back



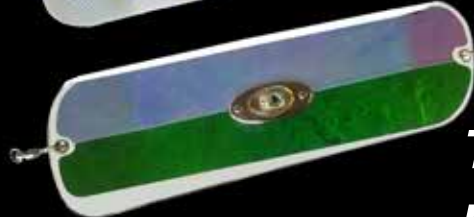
PFP11-700
Chrome Scale
Both Sides



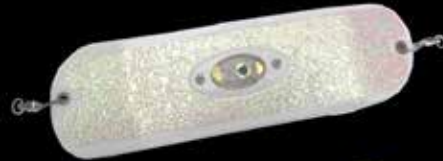
PFP11-710
UV Plaid
UV Blade



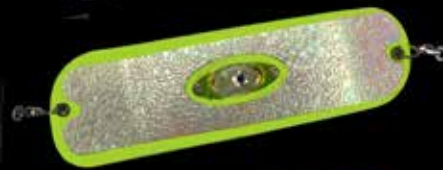
PFP11-745
Herring Flash
Back Glo Blade



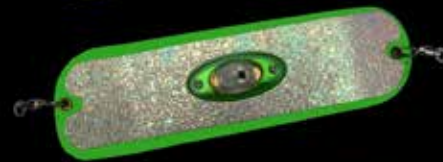
PFP11-799
Green Goblin
On Chrome
Back Glo Tape



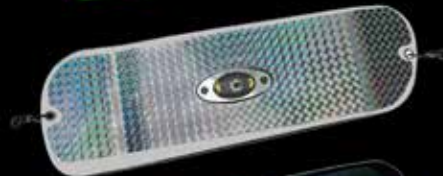
PFP8-102
Glow White
Silver Back



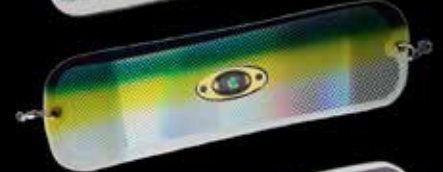
PFP8-106
Glow Chart
Silver Back



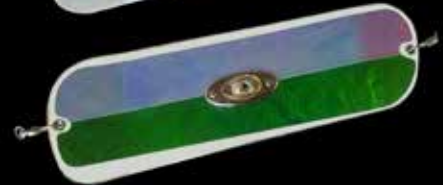
PFP8-108
Traffic Lt Green
Glo, Silver Back



PFP8-700
Chrome Scale
Both Sides



PFP8-745
Herring Flash
Back Glo Blade



PFP8-799
Green Ghost
on Chrome
Back Glo Tape



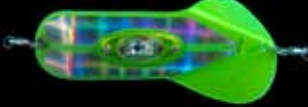


EChip Electronic Attractor

These lighted flashers now dominate much of the salmon market from the West Coast to the Great Lakes. The lights are water activated and blink red, green and white. They work best early in the morning, when fishing deep and on dark days.



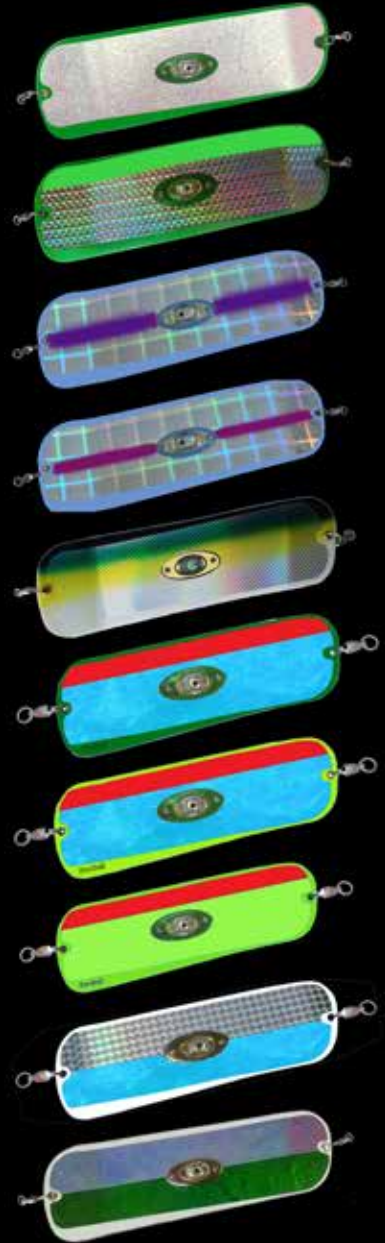
Captain Dan Sullivan of Rivers West Sportfishing, fishes the Columbia River. He says, "I run lighted flashers on all my rigs before 8:00 AM and on dark days. They are awesome!!"

Lighted ProFlash 6"

-  PFP6-101
Chart Plaid
Cht Stripe
-  PFP6-108
Plaid on UV &
Grn Stripe
-  PFP6-109
Plaid on UV &
Cht Stripe
-  PFP6-110
Moon & Grn
-  PFP6-112
Chart & Red
-  PFP6-114
Chrome w/ Scale

Lighted HotChip 11 Flashers ®

- PFH11-185
Glow Green
Silver Back
- PFH11-585
Green Stryper
Back Crm Scl
- PFH11-712
Purple Blaze
Back UV Blade
- PFH11-713 Plaid
Purple Stripe
Back UV Blade
- PFH11-745
Herring Flash
Back Glo Blade
- PFH1-771 Moon
Racer Silver Back
- PFH11-773 Silver
Moon Back Glo Tp
- PC11-775
Chartreuse Moon
Back Glo Tape
- PFH1-796 Morning
Mist, Back Glo &
Chart Scale
- PFH11-799 Green
Hornet on Chrome
Back Glow Tape



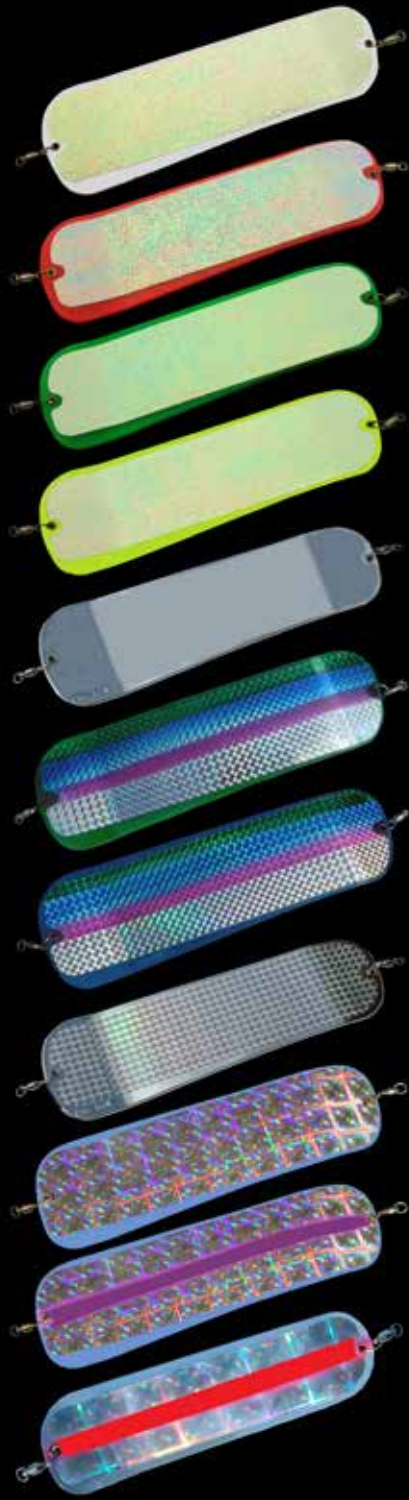
Replacement Light
Large PFL-100



The sealed batteries in the lights last approximately 80 hours. When they go dead, they can easily be replaced

ProChip 11[®] Flashers

**Prize
Winner**



- PC11-102
Glow White
Back-Silver Emb
- PC11-104
Glow Red
Back-Silver Emb
- PC11-105
Glow Green
Back-Silver Emb
- PC11-106
Glow Chart
Back-Silver Emb
- PC11-627
Plain Chrome
- PC11-696 Rainbow
Green, Back-
Rainbow Scale
- PC11-697 Rainbow
Blue, Back-
Rainbow Scale
- PC11-700
Chrome Scale 360
- PC11-710
UV Plaid
Back-UV Blade
- PC11-712
UV Plaid Purple Str
Back-UV Blade
- PC11-714
UV Plaid Red Stripe
Back-UV Blade



- PC11-715
Plaid Green Stripe
on UV Blade
- PC11-720
12 Hour Glow
All White
- PC11-755
Green Bubble on Crm
Back-Chrome Scale
- PC11-756 Chart Bubble
on Chrome Back-Crm
Scale
- PC11-770 Moonbeam
on UV Red Stripe
Back-Glow Tape
- PC11-774 Moonbeam
on UV Green Stripe
Back-Glow Tape
- PC11-777 Honeymoon
Crm Scale and Moon
Back-same as front
- PC11-779 Magic Scale
Chrome & Moon on
Chart Blade
- PC11-795 Super UV
Tape both sides on UV
Blade
- PC11-796 Super UV
Tape on White
Back-Chart Scale
& Glow Tape

ProChip 11 Flashers Cont.

This is the most amazing flasher ever developed. Its unique 360 degree rotation and erratic tail kick virtually guarantee more salmon.



PC11-797
Super UV Tape
On Chrome
Back Crm Scale

PC11-762 Double
Glow on Purple
E.L. Fish Doctor

PC11-764 Glow on
Purple Back Geo
E.L. Fish Doctor

PC11-766 Double
Geo on Purple
E.L Fish Doctor

PC11- 950
Orange Crush
Back Moon Tape

PC11-952
Sweet Caroline
Back Moon Tape

PC11-954
Magic Mirror
Back Crm & Scale

PC11-956
Night Rider
Back Copper Chart



Owin Hays is the host of the Northwest Outdoor GPS T.V. show.

His take is: "I've seen countless gimmicks come and go in the salmon industry in the Northwest. The Pro-Troll ProChip 11 flasher is the first product that I have ever seen that has fundamentally changed how we fish for salmon in the Northwest. An absolute game changer, and here to stay".



ProChip 8[®] EChip Flashers

Consistent Derby winners



PC8-102
Glow White
Back Silver

PC8-103
Glow Blue
Back Silver

PC8-104
Glow Red
Back Silver

PC8-105
Glow Green
Back Silver

PC8-106
Glow Chart
Back Silver

PC8-108
Traffic Lt Glo
Grn, Bk Silver

PC8-142
12 Hr Glow

PC8-191
Glo Coyote
Back Silver

PC8-409
Watermelon
both sides

PC8-627
Plain Chrome



PC8-640
UV Plaid
Back UV Blade

PC8-642
UV Plaid Purp
Back UV Blade

PC8-690
Plaid on Clear
Back Plaid

PC8-700
Chrome Scale
Back Crm Scale

PC8-705
Chrome Green
Back Crm Scale

PC8-714 UV
Plaid Red Stripe

PC8-715 UV
Plaid Grn Stripe

PC8-716 UV
Plaid Cht Stripe

PC8-722
Double Glo Wht

PC8-725 Double
Glo Green



PC8-733 Blue
Bubble on White
Back Glow Tape

PC8-736 Mtn
Dew on White
Back Glow Tape

PC8-743 Blue
Bubble on Blue
Back Glow Tape

PC8-745 Green
Bubble on Grn
Back Glow Tape

PC8-746 Chart
Bubble on Cht
Back Glow Tape

PC8-747 Herring
Flash Back Glow
Blade

PC8-753 Blue
Bubble on Chrm
Back Chrome
Scale

PC8-755 Green
Bubble on Chrm
Back Chrome
Scale

PC8-756 Mt Dew
on Chrome
Back Chrome
Scale

PC8-765 Dark
Grn on Chrome
Back Chrome
Scale

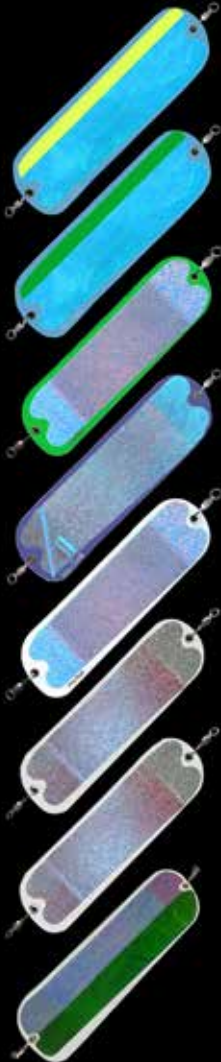


More ProChip 8

EChip Flashers

New Custom PC8 Series

Includes Electronic EChip on all models



PC8-776 Moon on UV Chart Stripe Back Glow Tape

PC8-778 Moon on UV Green Stripe Back Glow Tape

PC8-780 Super UV on Green Glo Bk

PC8-795 Super UV on UV Blade, Glo Back

PC8-796 Super UV on White Scale Bk

PC8-797 Super UV on Chrm, Crm Scale Bk

PC8-798 Super UV on Chrome, Glow Back

PC8-799 Green Hornet on Chrome, Back Glow Tape

Plain Color Blades



- 627 Plain Chrome
- 628 Plain Super UV
- 629 Plain Clear
- 630 Plain White
- 632 Red Racer
- 635 Plain Green
- 636 Plain Chart

#502-Snapp Dragon Back- Chrome Blade

504- Ladder Jack Back - Chrome Scale

#552, 554 & 550 Lightning Series Back-Glow Tape

#812-Bikini Green Dot Back- Silver Emboss

#816- Glow 2 Face Back- Glow w/ Black Dots

#818-White 2 Face Back- Glow w/ Black Dots

#820-Chrome 2 Face Back- Glow with Black Dots

#835- White Black Eye Pea Back- Glow w/ Grn & Black Dots

#839- Chrome Black Eye Pea Back-Glow w/ Grn & Black Dots

#841-Jack's Top Secret Back-Glow w/ Green Stripe

#846- Jack's Pretty Girl Back-Chart Bbl w/ Green Edges

#854-Pig Pen 1 Back- Chrome Scale

#859- Chrome Valium Back- Glo w/ Green Dots

#870-Big Fatty Glow Back- Glow w/Green Dots

#874- Davy Jones Back-Chrome Scale



Pro-Troll Products (925)-825-8560 www.ProTroll.com, mail@ProTroll.com

Electronic Bait Holders

E-Rotary

For bait or strip 4" to 4.5" long
Single 5/0 Barbed hook



World class bait holders for unmatched fish catching ability

- The EChip provides "live bait" nerve pulses
- Diagonal fin on the back provides rotation
- Offset hook position changes the rotation to a non-uniform "wounded bait" action
- Easy open slide lock for quick setup and firm grip
- Works well fished by itself or behind a flasher

Roto Chip Size 5A

Bait 4" to 4.5" long
Two 5/0 barbless hooks



Size 5A and 5B



The Roto Chip Size 5 head is 3/4" wide. For bait or strip 4" to 4.5" long, use the regular 5A fin model. For bait 5" or more, use the Big Fin 5B (2500 series)

Size 1



The Roto Chip Size 1 head is 1/2" wide. This model is made to hold shad or minnows from 2" to 2.5" long. The size 1 Roto Chips (2100 series) come in most of the same colors as the 5A models shown on the left.

Pro-Troll Products (925)-825-8560
www.ProTroll.com, mail@ProTroll.com

Bait Holders

Rotary Salmon Killer Original non-EChip model

1800 Clear		1805 Blue	
1801 Red		1806 Green	
1802 Chartreuse		1815 Super UV	
1803 Red Fin			
1804 Chart Fin			

For bait or strip 4" to 4.5" long
 Head opens manually
 Single 5/0 Barbed hook
 40-lb 7-foot leader
 Unique hook holder
 No toothpicks needed



"I have tested the EChip on a variety of baits, spoons and flashers. There is no question that it catches more fish. On one extended trip I caught salmon 4 to 1 over non-EChip setups."

*John Keizer
Tacoma, Washington*

Big Fin E-Rotary Bait Holder 5/0 Hook and EChip -5B

1920 Big Fin Clear	
1921 Big Fin Red	
1922 Big fin Chart	
1932 Big fin Glo White	
1934 Big Fin Glow Green	
1933 Big Fin Glow Chart	

For bait or strip 5" to 7" long

- Easy open slide lock
- Single 5/0 Barbed hook
- 40-lb 7-foot leader

Unrigged Heads

Unrigged E-Rotary and Roto Chip Heads are available in most colors in packs of three

The 4300 series covers the regular fin size and the 4500 series covers the big fin size

A 2 1/2" Threadfin Shad mounted in the Size 1 Roto Chip Shad Roller



A 4 1/2" Anchovy mounted in the size 5A Roto Chip



The Winners Circle

These professionals have gone over and above for Pro-Troll



Benita Galland, Coeur D' Alene, Idaho

A salmon advocate, teacher and community leader.

"The Pro-Troll flashers have paid huge dividends for me in Coeur D' Alene Lake and in the Columbia River"



Capt. James Netzel, Tight Lines Guide Service Northern California. www.fishtightlines.com

"The Pro-Troll ProChip 11 flasher is tops on my list for catching Chinooks in the Sacramento River"



Capt. Ernie Lantiegne, Fish Doctor Charters, Mexico NY. www.fishdoctorcharters.com

"I have worked with and helped Pro-Troll for many years in the evolution of their flasher innovations. With each step, my catches have improved"



Capt John Keizer, Salt Patrol, Tacoma Washington. www.saltpatrol.com *"No question, Pro-Troll makes the best flashers on the market. Their lighted flashers were a stroke of genius. My catch has doubled"*



John Martinis, John's Sporting Goods, Everett Washington. www.johnssportinggoods.com

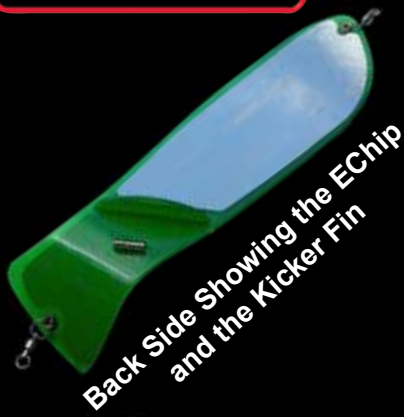
"Pro-Troll lighted flashers are truly a revolution in salmon fishing. At the end of the day the only statistic that matters is the number in the box. I choose to start my day with Pro-Troll"



Capt. Rich Nau, Praying Mantis Sportfishing, Pulaski, NY www.prayingmantissportfishing.com

"The Pro-Troll EChip flashers are "Second to None" and have been the "Top Producer" year after year for over 25 years on Lake Ontario"

Fish N Chip Flashers



Back Side Showing the EChip and the Kicker Fin

® In 2016, Pro-Troll introduced this patented unique flasher. It has a fish shaped body and the curved tail provides a steady rotation. The diagonal fin on the back provides the same kick as the famous Pro-Troll ProChip 11 360 flasher.



F&C 11-102 Glow White Silver Back



F&C 11-105 Glow Green Silver Back



F&C 11-106 Glow Chartreuse Silver Back



F&C 11-194 12-Hour Glo Green Back



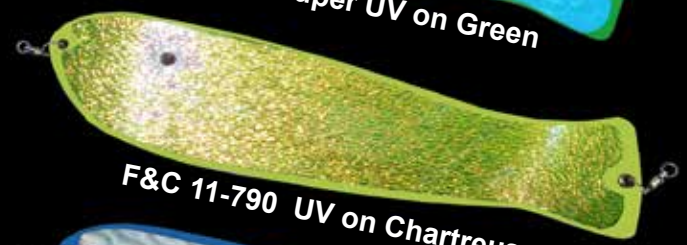
F&C 11-700 Chrome Scale



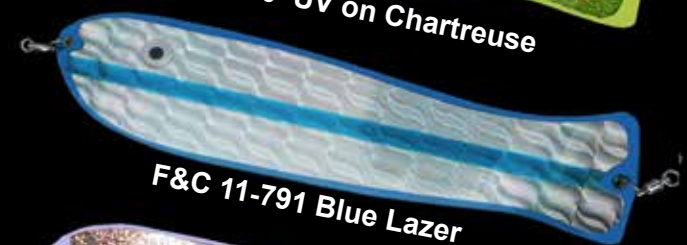
F&C 11-712 Plaid Purple



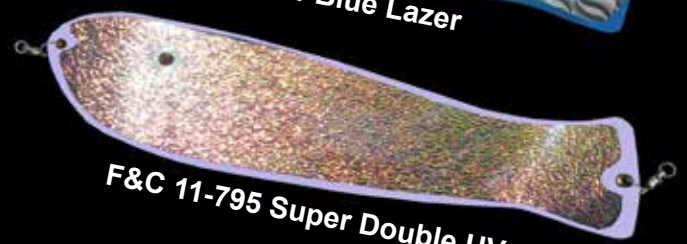
F&C 11-784 Super UV on Green



F&C 11-790 UV on Chartreuse



F&C 11-791 Blue Lazer



F&C 11-795 Super Double UV



Bill Taylor of Osprey Guide Adventures, www.ospreyguideadventures.com, has developed several special Pro-Troll rigging techniques for fall and spring-run salmon in the Oregon rivers using the Fish N Chip flashers.

Pro-Troll Products (925)-825-8560, www.ProTroll.com, mail@ProTroll.com

HotChip 11 Flashers[®]

Best open water flasher on the market

- | | | | |
|--|---|--|--|
|  | HC11-585
Green Stryper |  | HC11-736 Mountain
Dew on White
Glow Back |
|  | HC11-690
Plaid on Clear |  | HC11-740
Golden Shiner |
| *  | HC11-696
Rainbow on
Green
Rainbow Back |  | HC11-750 Irish Cream
Back- Glow Tape |
|  | HC11-697
Rainbow on Blue
Rainbow Back |  | HC11-751 Cookies and
Cream, Back Glo Tape |
| *  | HC11-700
Chrome with
Scale both sides |  | HC11-770 Moon on UV
Red Stripe Glow Back |
|  | HC11-710
Super UV Plaid |  | HC11-772 Moon on
Grn, Red Str Glo Back |
|  | HC11-712
Super UV Plaid
Purple Stripe |  | HC11-774 Moon on Grn
Glo Back Green Stripe |
|  | HC11-715
Super UV Plaid
Green Stripe |  | HC11-792 Police Car
Same both sides |
|  | HC11-716
Super UV Plaid
Chart Stripe | *  | HC11-795 Super UV on
UV, Glow Stripe Back |
|  | HC11-735
Green Bubble on
White, Glow Back | | |

* Asterisk items are also available in 8 inch models

HotChip 11 Flashers

Unmatched in manufacturing quality



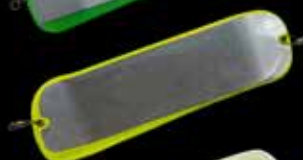





Here's what you get with Pro-Troll Flashers

A premium ABS plastic blade for superior strength and color brilliance. (Football helmet material)

The only flasher with the proprietary 3M tape edge sealing process. The tape will never peel.

Premium Pro-Troll Easy Spin ball bearing stainless steel swivels.

The EChip electronic fish attractor on every flasher.

-  HC11-797 UV on Chrome, Scale Back
- *  HC11-984 Red Embossed Silver Bk
- *  HC11-985 Green Embossed Silver Bk
- *  HC11-986 Chart Embossed Silver Bk
- *  HC11G-182 Glow White & Embossed Silver Bk
- *  HC11G-183 Glow Blue & Embossed Silver Bk
- *  HC11G-184 Glow Red & Embossed Silver Bk
- *  HC11G-185 Glow Green & Embossed Silver Bk
- *  HC11G-186 Glow Chart & Embossed Silver Bk
- *  HC11G-188 Green Glow Splatter Emb Silver Bk
- *  HC11G-191 Glow Coyote Emb Silver Bk



A Pro-Troll Winner



®

Powerful LED colored blinking lights bring home more fish.

Check these features

- *Waterproof 3M adhesive will stick to any flat surface. Flashers, dodgers planers etc.*
- *Turns on by pushing the colored button. Push once for fast blink, twice for slow blink and three times for steady light.*
- *Battery lasts up to 200 hours.*

In-Line Strike-Lites are also available

Custom Applications



SLPB-900
4 Pack
Planer Board



SLKC-901
6 Pack
Kayak



SLCT-902
4 Pack
Cooler



SL2-200G
2 Pack
Green



SL4-400G
4 Pack
Green



SL10-100G
10 Pack
Green



SL2-200R
2 Pack
Red



SL4-400R
4 Pack
Red



SL2-200U
2 Pack
UV Purple

New



Size 10 is 3" long
Size 15 is 5 1/2" long

For more finishes go to
www.protrollsales.com

E-Lures

SK45-075 Chartreuse SK45-079 Green Pearl SK45-195 Chrome Scale SK45-304 Police Car SK45-409 Watermelon SK45-454 Army Truck Glo

Comes in Sizes
3.0, 4.5 and 5.0



For more ELure
finishes go to:
www.protrollsales.com

EChip Kits



Five EChip Kits

- #2040 Three small & mounts
- #2041 One small & mounts
- #2043 Three large & mounts
- #2044 One large & mounts
- #2045 Six small slider mounts



Slider Mount for
leaders or wires



Barbell Mount for
spoons or jigs



Shrink on Hook Mount

EChips are now available for mounting on any lure or attractor

- Two sizes are available. 1/2" for small lures and 3/4" for large lures.
- Comes with mounts that adapt it to leaders, hook shanks, lure rings or lure bodies
- Complete instructions included

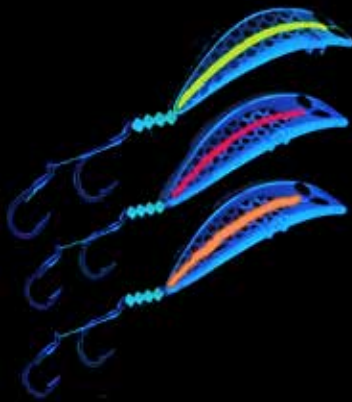
A nice brown trout caught by Cat Kaiser on the Trinity River



Holographic Kokanee Killers

- 421H  Holo Purple Coe
- 422H  Holo Pink
- 423H  Holo Orange
- 424H  Holo FireTiger
- 425H  Holo Chart
- 426H  Holo Faded Pink
- 427H  Holo Chrome
- 428H  Holo Coyote
- 429H  Holo Flame
- 430H  Holo Watermelon
- 434H  Holo UV Chart Stripe
- 435H  Holo UV Pink Stripe
- 436H  Holo UV Orange Stripe

- Check These Features**
- Includes the EChip electronic attractor --- deadly for kokanee
 - Holographic tape reflects a bright array of colors
 - 3D eyes for lifelike look
 - Flex spacer beads for more lure action & hook stability. Comes in size 1 or 2
 - Dual tandem hooks
 - Auxiliary slow speed alternate rigging hole provides ideal slow speed lure action



The three UV Kokanee Killers shown underwater with the bright Pro-Troll UV Glow

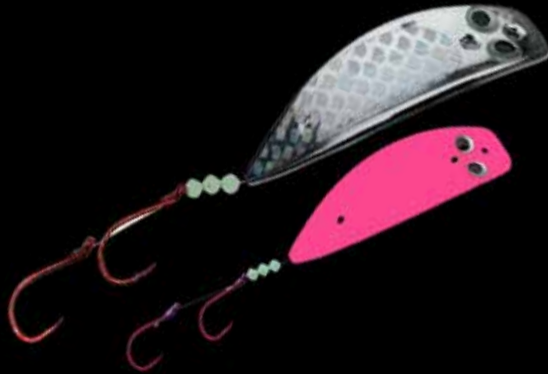


" I have tested these lures on the water for several years. There is no question in my mind, they are one of the top kokanee producers on the market."
 Gary Coe - The top U.S. Kokanee Derby Winner for five years running.



Pro-Troll Pro Staff Austin Moser of Austin's Northwest Adventures with two nice 5-lb kokanee caught in Lake Roosevelt Washington

Standard Kokanee Killers



All Pro-Troll Trout and Kokanee Killers come in two sizes. Size 1 is 1 5/8 inches long and size 2 is 2 inches long. The dual hooks on the Kokanee Killer are #2 on size 1 and #4 on size 2.

- Standard Features**
- Includes the EChip electronic attractor --- deadly for kokanee
 - Both size 1 and 2 have 3D eyes for lifelike look
 - Auxiliary slow speed alternate rigging hole on size 2 models provides ideal slow speed lure

075	078	195	302	308	309	310	312	409	420	795
All Chart	Red Pearl	All Chrome	Flame Sparkle	Pink Glow	Orange Glow	Kok Red	Fire Tiger	Water Melon	Kavorkian Purple	Super UV



“The Pro-Troll EChip is my secret for catching more trout and kokanee”.

*Danny Layne Fish’n Dan’s Guide Service
Lake New Melones, California*

Pro-Troll Products (925)-825-8560, www.ProTroll.com, mail@ProTroll.com

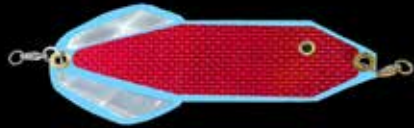


SpinRay 8 Flashers

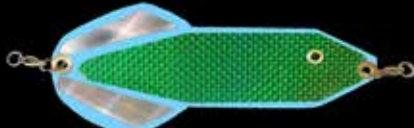
®



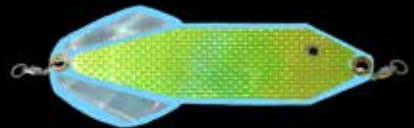
SR8 -100 UV



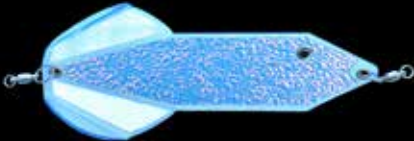
SR8 -104 UV Red



SR8 -105 UV Green

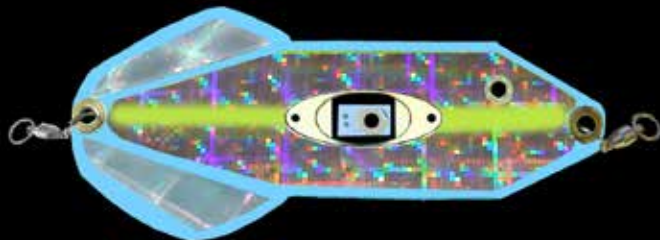


SR8 -106 UV Chart



SR8 -795 UV on UV

In-Line spinning action with minimum drag.



Stay Tuned, later this year we will introduce SpinRay 8 flashers with lights.

Electronic Trout Killers



"This thing is amazing. On our first trip out my partner and I won first and second place in the Fish Lake Trout Derby."

Wayne Douma, Eagle Point Oregon

Trout trolling has never been better. The EChip triggers strike after strike.



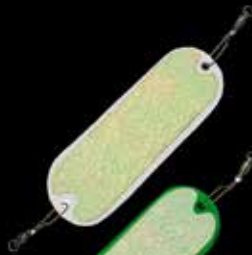
Two sizes are available. Size 1 is 1 5/8 inches long and size 2 is 2 inches long

ProChip 4" Flashers

The 4 inch standard kicker fin models and the New 4 inch lighted models with EChips are ideal for trout, kokanee landlocks and walleye trolling

Lighted Models

102 Glow White



105 Glow Green



106 Glow Chart



302 Red Sparkle



308 Hot Pink Glow



409 Watermel



690 Plaid on Clear



705 Chrome Green



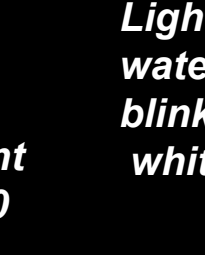
795 Super UV on UV Blade



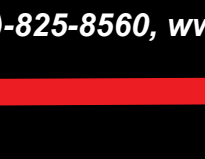
796 Super UV on White Blade



797 Super UV on Chrome Blade



776 Moonbeam on Super UV Chart Stripe



775 Moonbeam on Super UV



PF4-772 Midnight Moon



PF4-774 Home Run



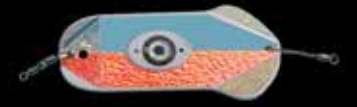
PF4-776 Silverside



PF4-778 Strike Three



PF4-780 Kokanee Kola



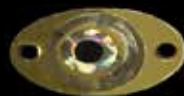
PF4-782 Point After



PF4-784 Watermelon



PF4-786 Orange Aid



4" replacement light #PFL-400

Lighted models are water activated and blink red, green and white

Zapper Crankbaits



572 Red Crawdad



623 White Yellow Eye



940 Chrome Black Back



948 Silver Shad



955 Chrome Blue Back

Weight 1/2 oz
Lure length 3"

Get these Unmatched Advantages

- EChip electronic attraction
- 3D Laser Eyes
- Fusion welded body for absolute water proofing
- Perma deposition chroming with UV cured overcoat.



"My bass hookups triple when I use EChip lures. "

*Randy Pringle
The Fishing Instructor
Salida, Calif.*

"The Zapper is one of the best striper casting lures ever invented. Time after time I have seen it outfish everything and everyone."

*Allen Fong
Sacramento, Calif.*



The Black Box Electronic Fish Attractor

DOES YOUR BOAT ATTRACT FISH OR SCARE THEM AWAY?

100% of Boats Send an Electrical Voltage into the water around the boat

98% of Anglers Don't Know What Voltage their Boat Sends Into the water

The Other 2% of Anglers Catch MORE FISH & BIGGER FISH

THE BLACK BOX #1500



- Commercial Grade
- Proven Technology
- Simple Installation
- Controls up to six downriggers
- Easy to Use
- Great Warranty
- Reasonable in Price

The Pro-Troll Black Box is the most advanced unit on the market. It is unmatched in its control circuits.

The Electronic Fish Magnet

The Black Box tells you what voltage your boat sends into the water - and it tunes the voltage so your boat actually attracts fish.

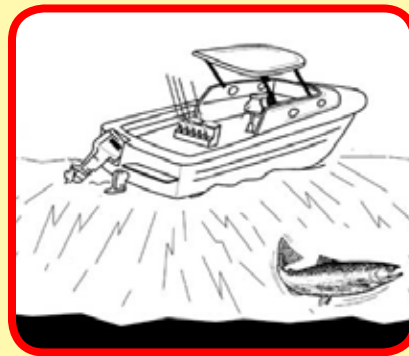
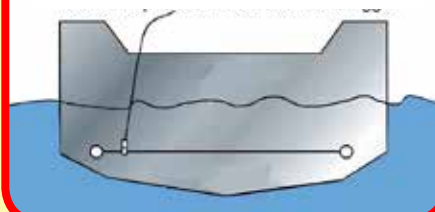
“Commercial Fishermen Would Never Fish Without The Black Box”

Non-Downrigger Boats Listen Up!
The Pro-Troll Transom Mount Kit is Available

Bass Boats! River Boats!
Avoid spooking fish



A piece of cable stretched across the transom replaces the need for a downrigger



Rod Holders



#1210 Light duty rod holder

QuickStrike Rod Holder

More Features and More Value

- 360 Degree Gear Lock Rotation
- Comes with 3 Mounts Side Gunnel, Rail and Flush Gunnel
- Gear Locked Up and Down Adjustment
- Smooth Front Rod Locking Ring
- High Impact Nylon
- Barrel 9 3/4" Long & 1 1/2" Diameter

#3004

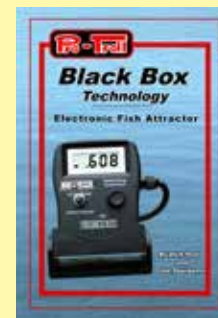


Downrigger Fishing Techniques
by Dick Pool

The most comprehensive and widely read downrigger book ever assembled. Dick Pool designed and developed downriggers for over 20 years. The book is packed with information that will help you choose the right downrigger for your boat. In addition, it gives you weight recommendations and rigging tricks. Loaded with photos, diagrams and tips.



Books



#1506

Black Box Techniques
by Dick Pool & Joe Spurgeon

Every boat is surrounded by a weak electrical charge in the water. This book explains how this electric field affects your fishing and what you can do about it. Simple tests are explained to see if your boat is attracting or repelling fish. "Hot" boats are common and many fishermen go for years not knowing why they are not catching fish. Get the facts from two engineers that have researched the subject for years.