

# New lure's catch rate may be too high for some tournaments.

**Out-fishes other bait 19 to 4 in one contest.**

**Uses aerospace technology to mimic a real fish.**

ORLANDO, FL— A small company in Connecticut has developed a new lure that mimics the motion of a real fish so realistically eight professionals couldn't tell the difference between it and a live shad when it "swam" toward them on retrieval. The design eliminates wobbling, angled swimming and other unnatural motions that problem other hard bait lures. It swims upright and appears to propel itself with its tail.



by Charlie Allen

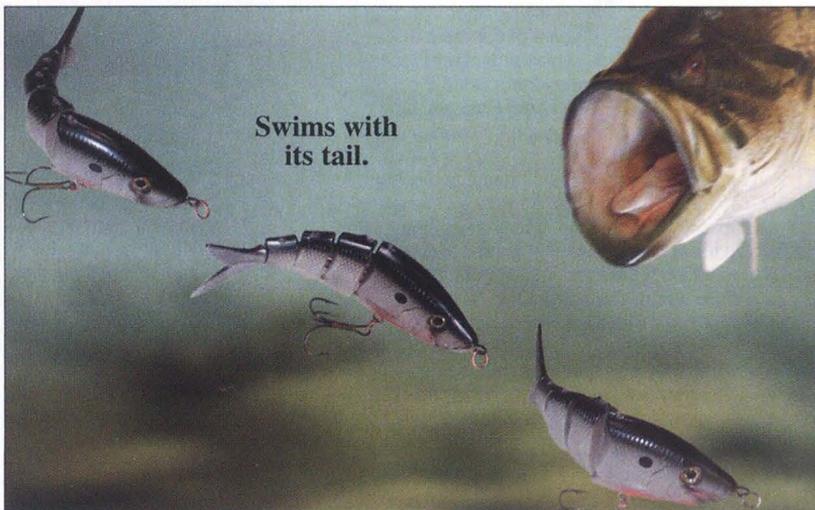
Curiously, the company may have designed it too well. Tournament fishermen who have used it said it's possible officials will not allow it in contests where live bait is prohibited. They claim it swims more realistically than anything they have ever seen. If so, that would hurt the company's promotional efforts. Winning tournaments is an important part of marketing a new lure.

Fish would probably prefer to see it restricted. I watched eight veteran fishermen test the new lure (called The KickTail®) on a lake outside Orlando FL for about four hours. Four used the KickTail and four used a combination of their favorite lures and shiners (live bait). The four using the KickTail caught

41 fish versus 14 for the other four. In one boat the KickTail won 19 to 4. The KickTail also caught bigger fish, which suggests it triggers larger, less aggressive fish to strike. You can see why the company needs to get it into tournaments. An almost 3 to 1

advantage can mean thousands of dollars to a fisherman, and hundreds of thousands in sales to the company.

The KickTail's magic comes from a patented technology that breaks the tail into five segments. As water rushes by on retrieval, a little-known principle



**New lure swims like a real fish--nearly triples catch in Florida contest.**

called aeronautical flutter causes the tail to wag left and right, as if the lure were propelling itself with its tail. Unlike other hard baits, the head remains stationary—only the tail wags. A company spokesman told me this.

"Fish attack live things, and they determine if something is alive by watching its movements. Marine biologists will tell you that the more a lure swims like a real fish, the more fish it will catch. Well, the only live thing the KickTail doesn't do is breathe. It's better than live bait! It lasts longer and it never hangs half-dead from a hook. It's always swimming wild and free. Fish can't stand it. We've seen fish that have just eaten go for the KickTail. It's like having another potato chip.

## Increases catch almost 3 to 1.

"To make the KickTail even more lifelike, we gave it a natural shad color and shaped it like the most prevalent bait fish of all, the threadfin. Game fish gobble up more threadfin shad than any other baitfish.

"We knew the KickTail would out-fish other lures. It had to. Other lures wobble their heads and swim on an angle. But 41 fish to 14? That's huge! I tell you, in ten seconds anyone who has fished a day in his life knows this little swimmer's a home run. Fishermen reserved thousands of KickTails before we produced it! Here, reel it in and watch it swim toward you. Can you tell the difference between it and a live fish?

(I said no.) Neither can the fish.

"The flutter technology also allows the KickTail to swim at the water's surface. Other top water lures must be worked to have any live action, or have a bill that makes them dive on retrieval. Our diver version is the only deep crank bait that let's you do tricks like 'walk the dog.' Twitch it at deep levels and it gives an irresistible, lifelike action. Other lures 'dig.' And there's no need for rattles. The five tail segments click together as you pull it through the water, calling fish from a distance."

Whether you fish for fun or profit, if you want a near 3 to 1 advantage, I would order now before the KickTail becomes known. The company even guarantees a refund, if you don't catch more fish and return the lures within 30 days. There are three versions: a floater for top water, a diver and a "dying shad" with a weed guard for fishing lily pads and other feeding spots. The company says it's the only hard bait of its kind in existence. Each lure costs \$9.95 and you must order at least two. There is also a "Super 10-Pack" with additional colors for only \$79.95, a savings of almost \$20.00. S/h is only \$6.00 no matter how many you order.

To order call 1-800-873-4415 or click [www.ngcsports.com](http://www.ngcsports.com) anytime or day or send a check or M.O. (or cc number and exp. date) to NGC Sports (Dept. KT-1020), 60 Church Street, Yalesville, CT 06492. CT add sales tax. The KickTail is four inches long and works in salt and fresh water.

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**Inventor Scott Wilson lands a 10-pounder.**