

HERKY JERKY



MODEL NAME	SIZE	SIZE	WEIGHT	WEIGHT	H00K	CRANKING
	(in)	(cm)	(oz)	(g)	SIZE	DEPTH
BHJ5 Herky Jer	ky 6	12.58	1 11/16	48.8	#1/0	Sinking
BHJ6 Herky Jer		15.24	2 11/16	75.0	#2/0	Sinking
BHJF6 Herky Jer		15.24	2 1/2	70.0	#2/0	1-4 ft

Available in all shown colors.

The Herky Jerky pike, muskie and striper lure is a subsurface walk-the-dog lure with a surprise - when paused, the lure wobbles back-and-forth and emits a fish attracting sound. At 6-inches in length, it's a big mouthful and manufactured to take the abuse of a giant muskie or 50-pound striper. Three versions are available, the Herky Jerky, the 5-inch

Herky Jerky Jr., and the Herky Jerky CTS (Close-To-Surface). The Herky Jerky Jr. has all of the fish-catching characteristics of its bigger brother, simply in a smaller package. The Herky Jerky and Herky Jerky Jr. are slow sinking lures that walkthe-dog when retrieved with repeated downward twitches of the rod tip. The Herky Jerky CTS rides just under the surface, walking the dog just like a wounded or panicked baitfish. All three Jerkys come in eight fantastic color patterns.



REAL CRAW



		(in)	(cm)	(oz)	(g)	SIZE	
B04A	Model A	2 1/8	5.40	5/16	8.2	#6 Tx 3	3-6

Available in all shown colors.

REAL CRAW

Bomber is proud to introduce the Real Craw Bomber Model A. Real Craw is more than a series of super-realistic color patterns; it's like an exoskeleton. Not only do the Real Craw Series Model A's feature the most detailed, realistic crawfish looks, but the texture produces a more realistic feel. Raised, blood-red crustacean eyes are positioned at the end of the lure for a truly realistic look.

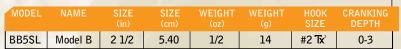


BALSA MODEL B



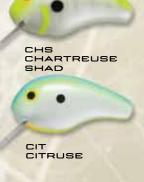
BALSA MODEL BTM

Balsa Model B crankbaits feature traditional balsa wood construction with the new highly advanced Tru-Track™ frame system. The Bomber Tru-Track system is a super tough polycarbonate one-piece frame and paddle that runs through the body of the crankbait. This one piece skeleton is designed with rock solid hook hangers in the belly and tail sections which eliminate hook hanger failure—a traditional performance problem with balsa crankbaits.

















VALUE SERIES



VALUE SERIES

Three fantastic classic crankbaits are new again from Bomber, with top-quality components and new color patterns. The size 4 and 5 Square A dive to about 3 feet with an irresistible wobble. Five fish-catching color patterns include Fire Tiger, Foxy Shad, Foxy Momma, Baby Bass and Oxbow. The square paddle lip with chamfered corners allow this bait to run over fallen timber and through heavy cover. Wide wobble and Bomber tough! Also new again from Bomber is the 5 size Shallow A, which wakes with the best of them and dives to about 1 foot. Designed for shallow water, the Shallow A wakes with a wide wobble fast or slow. Comes in the same color patterns as the Square A.

MODEL	NAME	SIZE (in)	SIZE (cm)	WEIGHT (oz)	WEIGHT (g)	H00K SIZE	CRANKING DEPTH
B04SL B05SL	Square A Square A	1 5/8 2	4.127 5.08	1/4 3/8	7.0 10.0	#3 #6	0-3 0-3
B05FS	Shallow A	2	5.08	3/8	10.6	#6	0-1

All Models available in all shown colors.



MODEL A



MODEL ATM

If you were limited to only one crankbait, you'd do well making it a Model A Bomber. A staple with avid fishermen for decades, the Model A's timeless design, workhorse durability and true running dependability define the meaning of a "Go To Lure."

What makes a bait legendary? It has to catch fish. Lots of 'em and do it again and again. That's the Bomber Model A. A proven performer.

MODEL	NAME	SIZE (in)	SIZE (cm)	WEIGHT (oz)	WEIGHT (g)	H00K SIZE	CRANKING DEPTH
B02A B04A	Model A Model A	2 1/8 2 1/8	5.40 5.40	1/4 5/16	9.4 8.2	#6 Tx* #6 Tx*	2-4 3–6
B05A B06A	Model A Model A	1 7/8 2 1/8	4.40 5.40	1/5 3/8	7.0 10.5	#6 Tx² #6 Tx²	4–6 6-8
B07A	Model A	2 5/8	6.60	1/2	14.0	#4 Tx 3	8–10
B08A	Model A	3	7.798	5/8	17.7	#2 Tx °	10–13





N	/IODEL	NAME	COLORS AVAILABLE
	B02A	Model A	01, BB0, FT, FYG, MLBR, SI, TS, XB10, XBB0, XBS, XC2, XC4, XC5, XC7
	B04A	Model A	BKP, CHB, CHBL, CHS, CIT, FS, FT, FYBS, FYG, RBCH, RBF, RR, RS, XC2, XC7
	B05A	Model A	01, 40, BB0, FT, FYG, GFBFT, SI, TS, XB10, XBB0, XC2, XC4, XC5, XC7
	B06A	Model A	01, 40, BB0, BKP, BTS, CHB, CHBL, CHBT, CHS, CIT, FS, FT, FYBS, FYG, GFBFT, MB, MLBR, RBCH, RBF, RCR, RR, RS, SI, TS, XB10 XBB0, XBS, XC2, XC4, XC5, XC7
	B07A	Model A	01, 40, BB0, BKP, BTS, CHB, CHBL, CHBT, CHS, CIT, FS, FT, FYBS, FYG, GFBFT, MB, RBCH, RBF, RCR, SI, TS, XB10, XBB0, XBS, XC2, XC4, XC5, XC7
I	B08A	Model A	01, BBO, CLOWN, FT, MBW, MKFO, NP, PCH, PL, SI, TS, XBS, XC4, XC5

BOMBER

BO3E SILVER FLASH





FAT

Take the proven Model A and beef it up and you've got the Fat A. This bait was designed with a specific purpose in mind. The Fat A is unmatched in its ability to deflect off of cover. Designed to achieve maximum buoyancy with the durability only polycarbonate construction can deliver, you can confidently throw this bait in the heart of rock and wood cover.

MODEL	NAME	SIZE (in)	SIZE (cm)	WEIGHT (oz)	WEIGHT (g)	H00K SIZE	CRANKING DEPTH
B03F	Fat A	1 1/4	3.10	1/8	2.0	#10	4-6
B04F	Fat A	1 1/2	3.81	1/5	5.5	#8 Tx ²	4-6
B05F	Fat A	2	5.08	3/8	10.4	#6 Tx ²	6-8
B06F	Fat A	2 1/4	5.72	5/8	17.0	#4 Tx ²	8-10



вво BABY BASS ORANGE BELLY

3F, 4F, 5F, 6F

B06F APPLE RED



CIT CITRUSE

BO5F CHARTREUSE BLUES

5F, 6F



TS TENNESSEE SHAD

3F, 4F, 5F, 6F



BENGAL FIRE TIGER

3F, 4F, 5F



FT FIRE TIGER

3F, 4F, 5F, 6F



XC4 DARK BROWN CRAWDAD

3F, 4F, 5F



CHBL CHARTREUSE BLUES

3F, 4F, 5F, 6F



SILVER FLASH

XC5 APPLE RED



3F, 4F, 5F, 6F

MODEL	NAME	COLORS AVAILABLE
B03F	Fat A	BBO, BFT, CHBL, FT, SI, TS, XC4, XC5
B04F	Fat A	BBO, BFT, CHBL, FT, SI, TS, XC4, XC5
B05F	Fat A	BBO, BFT, CHBL, CIT, FT, SI, TS, XC4, XC5
B06F	Fat A	BBO, CHBL, CIT, FT, SI, TS, XC5







FLAT ATM

For those times the fish want a tighter wiggle or more subtle presentation, the Flat A is the tool for the job. Suspended fish can be particularly hard headed and this near-neutral design gives you the flexibility to target fish at specific depths with specific retrieve speeds. Equally effective fished painstakingly slow or burned for a reaction bite.

MODEL	NAME	SIZE (in)				CRANKING DEPTH	TROLLING DEPTH	
B02FA B02DFA	Flat A Deep Flat A		3/8 3/8	10.6 10.1	#4 Tx* #4 Tx*	3–5 4–8	5–6 12–15	

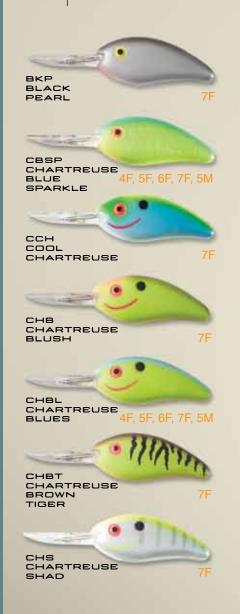


MODEL	NAME	COLORS AVAILABLE
B02FA	Flat A	BBO, FT, FYBS, MPS, SI, TS, XC4, XC5
B02DFA	Deep Flat A	BBO, FT, FYBS, MPS, SI, TS, XC4, XC5



A Bassmaster Classic victory and over a million dollars in prize money doesn't happen by accident. When introduced, this flat sided deep runner completely renovated the crankbait market. With an enticing tight action, the Fat Free Shad is responsive with an ease of retrieve never before seen in a bait of its size and running depth.

Add the latest advances in color and reflectivity, realistic 3D eyes and XCalibur Tx³ rotating treble hooks and you have the premier deep-diving crankbait on the market.







FAT FREE SHAD

FINGERLING, GUPPY & FRY



MODEL	NAME	SIZE (in)	SIZE (cm)	WEIGHT (oz)	WEIGHT (g)	H00K SIZE	CRANKING DEPTH
BD4F	F.F. Fry	2	5.08	1/4	7.0	#8 <u>Tx²</u>	4–6
BD5F	F.F. Fingerling	2 3/8	6.09	3/8	10.3	#6 Tx²	8–10
BD6F	F.F. Shad Jr.	2 1/2	6.13	1/2	14	#4 Tx²	8–14
BD7F	F.F. Shad	3	7.62	3/4	21	#2 Tx²	14-18
BD5M	F.F. Guppy	2 3/8	6.09	3/8	10.5	#6 Tx²	4–6



MODEL	COLOR
BD4F	CBSP, CHBL, CIT, CSP, DCF, DCS, DFT, DPW, DTS, DTFS, ESP, FS, FT, MPS, RBCH, RBF, SPT
BD5F	CBSP, CHBL, CIT, CSP, DCF, DCS, DFT, DPW, DTS, DTFS, ESP, FS, FT, MPS, RBCH, RBF, SPT
BD6F	CBSP, CHBL, CIT, CSP, DCF, DCS, DFT, DPW, DTS, DTFS, ESP, FS, FT, MPS, RBCH, RBF, SPT
BD7F	BKP, CBSP, CCH, CHB, CHBL, CHBT, CHS, CIT, CSP, DCF, DCS, DFT, DPW, DTS, DTFS, ESP, FS, FT, GS, HMR, MPS, RBCH, RBF, RBK, RCR, SG, SPT
BD5M	CBSP, CHBL, CIT, CSP, DCF, DCS, DFT, DPW, DTS, DTFS, ESP, FT, MPS, RBCH, RBF, SPT

BILL DANCE

SIGNATURE SERIES







DPW DANCE'S PEARL WHITE 4F, 5F, 6F, 7F, 5M



DTFS
DANCE'S
THREADFIN 4F, 5F, 6F, 7F, 5M



SUSPENDING



















GOLDEN BENGAL



PRO LONG A™

The ultimate Bomber jerkbait. Tim Horton has designed this series with painstaking detail to combine unmatched realism and industry finest components. A bait that's all about performance, the Suspending Pro Long A is weighted to suspend horizontally. Jerkbait fishermen are notorious for "tweaking" baits. Here's a bait that's tweaked right out of the package.

MODEL	NAME	SIZE (in)	SIZE (cm)				CRANKING DEPTH
B14AP B15AP	Susp Pro Long A Susp Pro Long A			3/8 9/16	9.6 15.2	#6 Tx² #4 Tx²	3–4 4–6

MODEL NAME

COLORS AVAILABLE

B14AP

Susp Pro Long A

B15AP

Susp Pro Long A

B15AP

Susp Pro Long A

B15, CLF, TCHD, TSP, TSS, TWP, XCHO, XSIL, XSIO, XSIO4



MODE	L NAME	COLORS AVAILABLE
B14A	Long A	BFT, PTB, PTL, GPTBRO, XBBO, XCHO, XFTB, XM7, XMB, XMBO, XMK, XMKO, XRT, XSI, XSIG, XSICH
B15A	Long A	BFT, BON-1, CC1, CHLO, LS1, LS2, MBLPKW, MKCHPK, MKFOW, PBO, PTB, PTL, SAL25, XBBO, XBP, XBS, XCH, XCHO, XCLOWN, XFTB, XM7, XMB, XMBO, XMK, XMKO, XRT, XSI, XSICH, XSIG, YP
B15J	Jointed Long A	BFT, CHLO, PTB, PTL, XCHO, XFTB, XMB, XMBO, XMKO, XRT, XSI, XSICH, XSIG
B24A	Deep Long A	BFT, CHLO, GPTBRO, PBO, PTB, PTL, XCHO, XFTB, XM7, XMKO, XSIO4, XSIL, XSIO
B25A	Deep Long A	BFT, GPTBRO, PBO, PTL, XBS, XCHO, XFTB, XM7, XMBO, XMKO, XRT, XSI04, XSIL, XSI0

DEEP LONG



DEEP LONG

A well-known big fish bait, the Deep Long A employs the Long A's trademark action with a deep diving molded-in lip for durability and out-of-the-package true-running performance. Especially effective when twitched for early season bass or trolled with precision for walleye and salmon.

24A, 25A



You won't catch many pros without a jerkbait rigged, no matter the season. That's because the minnow imitator is well known as one of the single most versatile baits. And the Long A is the best of the best when it comes to replicating a life-like swimming action. With a tight wiggle and castable design, the Long A is equally effective for largemouth, smallmouth, stripers, walleye and pike.

B25A SILVER FLASH BLUE BACK

MODEL	NAME	SIZE (in)	SIZE (cm)	WEIGHT (oz)	WEIGHT (g)	H00K SIZE	CRANKING DEPTH	TROLLING DEPTH
B14A	Long A	3 1/2	8.89	3/8	9.4	#6 Tx'	2–3	4–8
B15A	Long A	4 1/2	11.9	1/2	13.0	#4 Tx'	2–3	4–8
B15J	Jointed Long A	4 1/2	11.9	5/8	17	#4 Tx'	3–4	4–8
B24A	Deep Long A	3 1/2	8.89	3/8	10.6	#4 Tx'	10–12	15–20
B25A	Deep Long A	4 1/2	11.4	3/4	20.1	#2 Tx'	12–15	20–25



BASS

14A, 15A, 24A, 25A XM7 FIRE RIVER MINNOW

XMB 14A, 15A, 15J BLACK BACK

500			9 30		-
XMBO CHROME/BLACK BACK ORANGE BELLY	14A, 15A, 15J, 25A	XSI SILVER FLASH BLACK BACK	14A, 15A, 15J	XSID4 14A SILVER FLASH RED HEAD	, 15A, 15J, 24A, 25A
9-12-			-	140 %	
XMK GOLD CHROME	14A, 15A	XSICH SILVER FLASH CHARTREUSE BACK & BELLY		XSIO SILVER FLASH ORANGE BELLY	
500					
	15A, 15J, 24A, 25A	XSIG SILVER FLASH GREEN BACK/ WHITE BELLY	14A, 15A, 15J	XSIPKCHP SILVER INSERT CHARTREUSE/PIN	15A ĸ
	-			, 在是用為	A CONTRACTOR OF THE PARTY OF TH
XRT 14A, 15A,	15J, 25A	XSIL SILVER FLASH	14A, 15A, 15J, 24A, 25A	YP YELLOW PERCH	15A

BLUE BACK

24A, 25A



TROUT

SLAB SPOONS



SLAB SPOONS®

A Bomber classic, the slab spoon's timeless shape and proven colors make it a true multi-species bait. Whether casting for schoolers or fishing deep vertical drops, Slab Spoons get to the strike zone in a hurry.

MODEL	NAME	WEIGHT (oz)	WEIGHT (g)	H00K SIZE
B8500	Slab Spoon	1/4	6.6	#8
B8700	Slab Spoon	1/2	15.1	#4
B8800	Slab Spoon	7/8	24.8	#4
B8900	Slab Spoon	1 1/4	35.0	#2

MODEL	COLORS	
B8500	01, FY, MB, 91, 92, 93, 94	l
B8700	01, FY, MB, 91, 92, 93, 94	l
B8800	01, 80, FY, MB, ML, M0, 91, 92, 93, 94	1
B8900	01, 80, FY, MB, ML, M0, 92	l





B_®

PROMOTIONAL



BANNER

UW10372

Made of white, weatherproof Tyvek®. Grommet in each corner. Color logo printed with weather resistant ink. $-4 \frac{1}{2}$ x 2 $\frac{1}{2}$

DECAL

LWBMDI

Bomber logo mark decal, made of rub-on vinyl. Fade and weather resistant. Orange and white in color. — 5" x 3"



HATS



LWBMHI

From the makers of The Game® caps. With 3-D embroidered logo mark. One size fits most, Velcro® closure.



LWBMH2

From the makers of The Game® caps. With 3-D embroidered logo. One size fits most, Velcro® closure.

HOODED PULLOVER

LWBMHDI

Silkscreened logo on front only. 80% Cotton - 20% Polyester.

LWBMHD1-L.....X-LARGE LWBMHD1-XL....X-LARGE LWBMHD1-ZXL....XX-LARGE





T-SHIRT

LWBMLTI

Silkscreened logos in three locations. Made of 100% preshrunk cotton, S - 3XL

LWBMLT1-S	SMALL
LWBMLT1-M	MEDIUM
LWBMLT1-L	LARGE
LWBMLT1-XL	X-LARGE
LWBMLT1-2XL.	XX-LARGE
I WEMI TI-3VI	YYYJ ABGE



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