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The Mack Attack
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The Things I've Learned

By Lance Merz

During this past fishing season, I believe that I've grown not only as a person, but as an angler, as well. As we are all aware, each season changes, whether it's as subtle as a different color change, or as substantial as a different lure that works all together. Either way, we must remain fluid in regards to our local Departments of Fish & Wildlife with their projected forecasts and/or stocking reports. In this past season, I've fished for Kokanee, Trout, Walleye, Salmon, Steelhead, Sturgeon, Bass and Panfish. Some of the things that I've learned is as follows:

1. Equipment: Just as in any skilled trade, it is always important to have the right tool for the job. There is no difference when it pertains to fishing. I used to think that one rod was good enough to catch virtually any type of fish and boy was I wrong! There is virtually every type of rod for every type of fishing style and species. Yes it's true, some of these rods can be quite expensive, and that's just the rod! A rod is not good without a good reel, so the price gets even more expensive. I have actually purchased a few of these "high end" rods, which can make all the difference in the world when playing a fish; you can feel more, which makes it more enjoyable. The list of supplies and equipment

that an angler needs can be endless, but focus on what is important to you and ask questions to those people of what works best for them.



Lance Merz reels in a nice Fall Chinook Salmon on the Columbia River.

2. Don't be afraid of change: I've been guilty of not changing a particular lure that seems to catch more fish than others. What I've learned however, is that change is good! This past year, I won a kokanee derby because of a lure that I had been playing with for a couple of years that caught fish consistently; it is called the "Kokanee Hoochie™" made by Mack's Lure. Yes, we have other great kokanee lures such as the Cha Cha® Kokanee Squidder, or the UV Magic™ Imperial Spoon, but I found that if all the anglers around you are fishing the same lure with the same set up, throwing out something different may just be the trick to entice those to bite even more.

3. Listen: Even to this day, I ask a lot of questions because I don't

know even half of the answers that the pro's do. Whether it be talking to a guide or a professional angler, or the subject matter expert at your local bait & tackle shop, these people are going to have a lot of answers that you may have questions to.

4. Patience: If you don't catch any fish the day you go out, it's ok! That's why they call it "fishing" and not "catching". To me, catching fish is a relaxing event that gives me memorable experiences with friends and family, but when I don't catch fish, it makes me try harder the next time I go out. I'm glad I don't catch fish every time I go out; it makes me humble. After all, isn't being in the great outdoors good enough?



Learning leads to better fishing!

These are just some of the things that I've learned this past fishing season, and continue to learn new things everyday I'm in this industry. I can't wait until the season picks up again to learn more; not just from the Pro's and guides, but the people fishing right next to me. Is that person you?

Gary's Fishing Corner

Fishing For Trout In The Fall

By
Gary Miralles



Fall is my favorite time to fish for trout and Shasta Lake is on the top of my list. Why you ask? Turnover. That's right, as night temperatures fall, so does the surface temperature. This cooler water will continue to extend deeper into the water column eventually, drawing the bait and fish to the surface. This triggers a feeding frenzy. The abundant shad schools are an easy target for aggressive trout who are feeding heavily as they bulk up for the winter. Locating these hungry fish is easy; just watch the shoreline looking closely for surface rings left by trout as they gobble up their prey. Shallow points are always a good place to start. Once you locate a shoreline with active fish you can prepare your presentation. I generally start setting my four rod spread several hundred feet from where I'll be fishing. This will allow me the time to set all four rods. I start with the downriggers closest to shore. I'll set it back 100' and five feet deep on the other side, I will set it back 150' and ten feet deep. On the surface, I'll run on opposite sides two rods 200' back. This distance is important as it will get your lures back far enough to allow you to draw the bait near shore as you work the points. The second most important issue is lure selection. When trolling shallow like this, I do not use flashers or Sling Blades. I simply run the lures by themselves.

I'll tie them directly to my line three feet behind a snap swivel; this will make the lure look more natural. My favorite lures for this setup are small and similar to the size of the baitfish they are feeding on. I like to run Cripplures™ in silver prism or UV fishscale on the deeper rods and Hum Dingers® on the surface rods. Remember to troll two miles an hour and swing wide on the points, then return to the shore and draw your lures shallow over the point and you will have great success.

Good fishing!!

Gary

Stan's Space

You Can Bend The Odds In Your Favor

By Hall-of-Fame Angler
Stan Fagerstrom

One of the primary keys to fishing success is doing everything possible to bend the odds in your favor before you ever get near the water.

How the heck are you gonna do that? Well, let's think about it for a minute. Are you certain you have the right equipment to handle the job you want it to do? Equipment can mean everything from clothing designed to keep you warm and dry to your boat, motor, rod, reel, and line you'll be using once you get on the water.

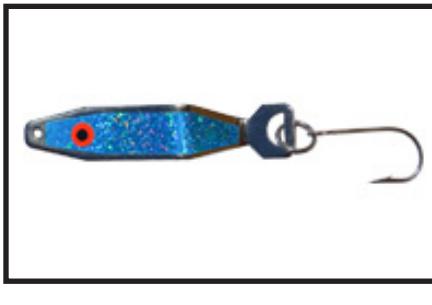
But there's something else that should be getting every bit, if not more, of your attention. And depending on what your objective might be, this bit of "odds bending" is of even greater importance than those I've already listed.

Let's say, for example, you're a walleye angler—you're aware that the Columbia River has produced some of the largest walleye ever caught in the western United States. There are those who believe if, and when, a new walleye size record is set, the fish will come from the Columbia.

Cripplure™



Hum Dinger®



This isn't the exact area of the Columbia River where near record walleye have been caught, but it's what you are likely to see when you get to the place that is.

Continued from Page 2

Like almost anybody else who has ever fished for the elusive walleye, you'd like to put a big one in the boat. That desire, in fact, is why you've spent more time on the Columbia for your walleye fishing than anywhere else.

But is just being out there on the Columbia all that's required when it comes to putting a big one in the boat? Does that "odds bending" bit I mentioned possibly come into play here?

You bet it does! And you don't have to take my word for it. If you choose to do so, you won't have to look very long and hard to find that what I'm saying is true.

I wasn't surprised where my reminder came from. It was given to me by the man who heads up a company that could be called "The Columbia River Odds Benders."

The real name of this growing tackle manufacturer is Mack's Lure, a company located in Wenatchee, Washington and not very darn far from the Columbia itself. Let me explain why the folks who run this highly regarded enterprise deserve our attention if it's the Columbia River's big walleye we're after.

Bob Schmidt, the man who calls the shots at Mack's Lure, is a good friend. We've shared a boat on a number of occasions. He knows his fishing and when he's got something to say, I listen close up and careful. That sure as heck applies when it come to Columbia River walleye fishing.

If you're after a big walleye and you'd like to do some of that "odds bending" thing I've been yakking about, you'll be wise to listen to Mr. Schmidt just as careful as I do. It is, you see, Bob Schmidt's Mack's Lure Company that has provided the lures that have caught some of those whopping big walleye most

anglers just dream about. Many of the biggest walleye caught on the Columbia River, have been caught on Mack's Lure walleye products.

Mike Hepper, from the Tri-Cities are of the Evergreen State caught his 19.3lbs walleye using a Mack's Lure Smile Blade® and held the state record for many years. But lets not stop there; let's look a little closer at what Bob Schmidt had in mind where catching these monsters is concerned.



The Columbia River produced this dandy Walleye, which held the state record for quite some time. Mike Hepper, of the Tri-Cities landed his fish with the help of a Mack's Lure Smile Blade, which weighted in at 19.3lbs.

"If you ever want to improve your odds for a really big Columbia River walleye," Schmidt says, "get out on the big river this time of year.

Mike Hepper got his record setting fish in February. That's just one of the really big fish that has been caught at this time of the year. Mike got his state record walleye on Feb. 5, 2007. Just a couple of seasons ago another guy using one of our lures nailed one that weighed 18-pounds, 6-ounces. That one was also caught in February."

Something else he will tell you is that the walleye I've mentioned didn't come way down the Columbia somewhere. They come out of roughly the same stretch of the river where big fish congregate to spawn.

That stretch-and here's where that "odds bending" gets even more important-is generally considered to be that stretch of the big river some two to three miles below where the Snake River dumps into the Columbia River.



Some of the largest Walleye come out of the Columbia. Angler Dennis Fillion holds his monster caught fish, which weighed in at 18.6lbs.

As I've indicated, Bob Schmidt doesn't just know where those big egg laden female walleye gather, it's his company that produces the lures that give you the best chance of catching them.

If you aren't already aware of what those lures are, you're not take advantage of another big change to "bend the odds" in your favor. Catch my next column where I'll detail what those lures are and how other walleye specialists have used them to get their all time best.

-To Be Continued-

Mack's Lure Double Whammy Walleye®



Jigging For Trout And Kokanee with The Sonic BaitFish™(SBF)

By Captain Pete Rosko



Two Mondays ago, I headed out to Lake Crescent with my neighbor, Al Brown. The lake is located 18 miles west of Port Angeles, WA. We were hoping the wind would be down so we could spend the entire day trolling for trout. Neither occurred! A northwest wind came up shortly after launching at the Storm King Ranger Station public boat launch. Our trolling destination was off the Lake Crescent Lodge area where, last June, we hooked over thirty rainbow trout while flat-line trolling 3/4 oz blue-silver Sonic BaitFish in 50 to 60 feet of water. At that time, most of the fish were showing 10 to 20 feet below the surface on my electronic color fish locator. Despite the two to three foot wind swept waves, we decided to troll the same pattern as last June. It did not take long to realize what worked last June was not going to work that day because not a single fish was spotted on the fish locator. Between no fish, and rough water, it was easy to turn for home. But Al is like me...very persistent. We stayed but needed to find calmer water. On the east side of Barnes Creek, adjacent to the Lake Crescent Lodge grounds, a bay tucks in to reduce the effects of strong northwest winds. Flat line trolling again produced no results as all fish marks remained deep. We

were left with two options...jigging or trolling with downriggers to reach the fish. Since I love working the rod and dislike the hassle associated with operating downriggers, we pulled out the jigs. Blue-silver Sonic Baitfish™ are deadly on Lake Crescent. We were on the water for about a half hour before I could see a pattern developing. The surface water temperature was 65 degrees but the fish marks were concentrated at the 80 foot level. Anywhere we went in that large bay the fish were not showing above that 80 foot level. They were tight between 80 and 85 feet deep even in water depths of 250 feet. It did not take long to get a hard strike on a 3/4 oz blue-silver Sonic BaitFish as soon as it reached that 80 foot level. I had no way of probing the temperature at the 80 foot level, but the optimum temperature for rainbow trout is 54-55 degrees. By the large number of fish marks stratified between 80-85 feet, and their strong fight, it was easy to see that these fish were located in a thermocline and were holding saturated oxygen and temperature which were to the trouts liking. In no more than 30 minutes of jigging, five rainbow trout were released and three others were never seen after hooking up.

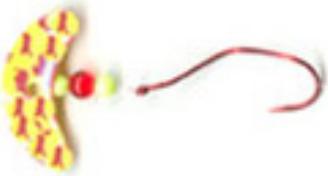
Since it was still quite early in the day, we decided to head for Lake Sutherland and drift jig for kokanee. As I was arriving, two ladies just finished fishing. Both ladies appeared to be seasoned veterans. I sensed frustration from one of the ladies as I asked how their trip went. She was enjoyable to chat with despite her account of being skunked that day and on five previous trips. I asked how they fished Lake Sutherland and they said they always trolled. The next question I asked was if they used a color fish locator...they did. The use of a color fish locator is vital to

success whereas trolling is not. The reason is that so many more fish can be caught if you can read a fish locator and jig to the fish marks on the screen. The reason is that you locate fish before fishing and trollers hope to locate fish by trolling. This article is basically about two different lakes, but with the same story. Lake Sutherland also has a thermocline and kokanee best like water temps at 55 degrees...same as trout. On that day it was at 55 feet whereas the surface temperature was 67 degrees; far too warm at 67 but perfect at 55. That is why the fish marks on my fish locator were mainly concentrated at 54-58 feet deep. If you troll above that depth, you are fishing by luck and not skill. Only a downrigger will get you close to the correct depth. However, by trolling, you are passing through the prime zone and not staying in it as you would by vertical jigging it! Remember key tips to being successful by limiting out on every outing rather than being skunked. 1) Turn off your "Fish ID" as it misinterprets bait fish schools for game fish; 2) It is CRITICAL to know where your jig is located relative to the fish marks on the fish locator screen! (A zigzag pattern should show up on the screen as you are jigging directly under its transducer. Color fish locators generally illustrate better than black & white screens. Without a fish locator it is impossible to be successful at catching fish that are suspended.); 3) Finesse-jig with only 2-6 inch rod lifts to attract, and not spook, kokanee and trout. The best jig on Lake Sutherland are 1/3 & 1/2 oz glow-chartreuse, glow-orange or glow white Sonic BaitFish; 4) Keep a sharp hook point with a fine tooth file.

Thank you for subscribing to the monthly Mack Attack. Mack's staff is serious in contributing to your success on the water. Capt Pete

HOT DEAL OF THE MONTH

Smile Blade® Slow Death Rig



Slay more Walleye with the Mack's Lure Smile Blade® Slow Death Rig! During the month of October, type in "100DSR" and receive 10% off all Slow Death Rigs.

100DSR

Question of the Month

Have a question? We'd love to answer it! Contact us at MacksLure@MacksLure.com if you have a question you would like to see featured!

Q: You have the Double D™ Dodger and the Sling Blade™. How can you change these dodgers to give the lure more action?

A: That's a great question! You must remember that the Double D™ Dodger is best used at slow trolling speeds, which are between .8 to 1.6mph. When using this dodger, you can change the action by shortening your leader or attaching your snap swivel into one of the five holes located on the top of the dodger. This can only happen when you are using a maximum of two rods. The holes located at the top of the dodger serve as a side planer, which is designed to cover more water, which helps preventing tangles and pushing those lines away from the

boat path. If you are long lining from the stern of your boat, try flipping the dodger around and place your swivel in the middle hole of the dodger. This will create extra movement and action. Please note that this can only be accomplished with a long line; using the dodger this way when using a downrigger will create line tangles. Using two Double D™ Dodgers with an 11 inch leader between the two will also create added action. When in the water, the dodgers sway opposite of each other, causing the lure that have extra action. When using a Sling Blade™, you can actually bend the dodger to dodge more effectively at slower speeds. Just bend the bottom portion of the dodger to whatever angle works best for the lure of which you are using. If you are trolling at faster speeds, the need to bend the dodger is not needed. As a rule of thumb, the shorter the leader, the more action you'll get out of the lure.

Video of the Month



Winter is just around the corner. [Click here](#) to view how the Sonic BaitFish™ is used to jig for Lake and Rainbow Trout through the ice. Other videos can be viewed as well, [Click Here](#).

If you have video's to share, we'd love to see them!! Send your video links to: MacksLure@MacksLure.com.



www.MacksLure.com

Send your photo's to media@MacksLure.com for consideration to be included in a future Mack Attack edition or on Facebook.

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