

SECRET[®]

LURES



2023
PRODUCT
CATALOG

THE SECRET IS OUT!

As we close in on five years at the helm of the Secret Lures ship, we're proud of the product development, quality enhancements, customer service, and most importantly, our growth story! Thanks to our national television campaigns, growing dealer network, and social support, we've grown well beyond our original stronghold in Indiana and the upper Mid-west, and "The Secret Is Out" nationwide. Anglers and dealers are benefiting from our "little secrets" from coast to coast!

At Secret Lures, we're known as the Stupid Tube® company, and rightly so. We own the original recipes, we own the federal trademark, and we hand-dip all of our tubes in-house to our own specifications. We are also the first company to develop injection molded baits specifically for the Stupid Tube technique, and the Stupid Craw® has proven to be a winner, with more to come. With hand-dipped tubes in three sizes and 15 plus colors, and Stupid Tube Jig Heads in three distinct styles and multiple weights, we certainly have the tube fishermen covered, but we're more than "just" a tube company.



The following pages highlight hundreds of unique Secret Lures products available for 2023. Our marketing efforts are spread across the entire line, but we emphasize the Stupid Tube® line products, along with MVP Swim, MVP Football, and MVP Flippin' jigs. The Ledge Shaker/Tail Shaker family of products also has national recognition, with multiple professional-level wins and big bass honors over the past decade. From topwater Chubby frogs, all the way down to MVP Finesse Jigs and MVP Wacky Rigs, Secret Lures has something for everyone.

In closing, we look forward to working with everyone in the coming years. All our contact information is contained here and we encourage anyone with questions, comments, or suggestions to reach out. We're still small enough to be flexible and responsive, yet large enough to keep our retailers and sales outlets stocked with fish catching and tournament winning baits!

THANK YOU!

D Blandford *Holly Blandford*



Holly and Danny Blandford

WHAT'S INSIDE...

04 STUPID TUBES

08 JIG COLORS

10 FLIPPIN' JIGS

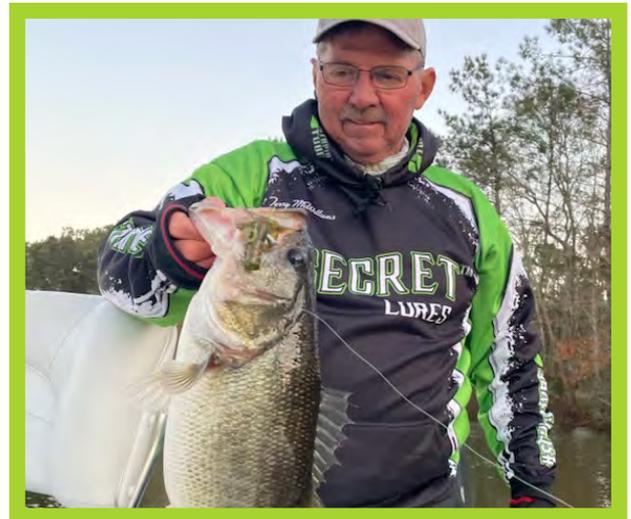
11 FINESSE & FOOTBALL JIGS

12 SWIM JIGS

15 CHUBBY FROGS

16 TERMINAL TACKLE

19 MEDIA



SECRET[®] LURES

Welcome to our interactive product catalog! As you explore our wide range of baits and terminal tackle you have the ability to click directly on a specific bait and instantly be connected to our online store or 360° views. If you see a "PLAY" Button, you can click on that to watch a short video.

WWW.SECRETLURES.COM

STUPID TUBES



3.7" STUPID TUBE

The Stupid Tube™ by Secret Lures is a custom designed tube and jig head that work together as a system. The Stupid Tube itself is a 3.7-inch hand dipped salted plastic tube developed with Terry McWilliams (2007 Bassmaster Classic) and Matt McCoy (2012 Bassmaster Classic).

ITEM NUMBER WILL END WITH COLOR CODE

SL ITEM NUMBER	SL DESCRIPTION	MSRP
ST-37-XX	3.7" Stupid Tube	\$5.49



4.2" FLIPPIN STUPID TUBE

Secret Lures has taken their proven recipe for hand-dipped salted tubes, and come up with the ultimate flippin' tube. The same proportions and texture that made the Stupid Tube™ famous were used, but scaled up to work with the HD Stupid Tube Jig Head. The inside diameter is 50% larger, and a half inch of total length was added. It pairs perfectly with the head for "Stupid Style" rigging, but can be Texas rigged as well.

ITEM NUMBER WILL END WITH COLOR CODE

SL ITEM NUMBER	SL DESCRIPTION	MSRP
FST-42-XX	4.2" Flippin Stupid Tube	\$5.89



4.5" BIG DUMMY

The BIG addition to the Secret Lures Stupid Tube™ family! They are approximately 4.5 inches in length and twice the diameter of a standard Stupid Tube. Although bigger, the body itself is sized specifically for the HD Stupid Tube Jig Head and the new Stupid Tube Ledge Head. What makes them unique is that they are big and fat, but not thickly walled. That means they collapse quickly with minimal pressure, leading to fewer missed fish.

ITEM NUMBER WILL END WITH COLOR CODE

SL ITEM NUMBER	SL DESCRIPTION	MSRP
BDST-45-XX	4.25" Big Dummy Stupid Tube	\$5.99



BLACK RED NEON

COLOR 05

3.7 STUPID TUBE

4.2 FLIPPIN STUPID TUBE

4.5 BIG DUMMY



COPPERHEAD

COLOR 19

3.7 STUPID TUBE

4.2 FLIPPIN STUPID TUBE

4.5 BIG DUMMY



WATERMELON RED

COLOR 20

3.7 STUPID TUBE

4.2 FLIPPIN STUPID TUBE

4.5 BIG DUMMY



GREEN PUMPKIN

COLOR 21

3.7 STUPID TUBE

4.2 FLIPPIN STUPID TUBE

4.5 BIG DUMMY



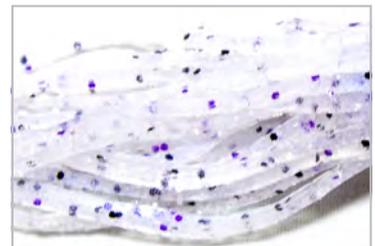
BLACK & BLUE

COLOR 22

3.7 STUPID TUBE

4.2 FLIPPIN STUPID TUBE

4.5 BIG DUMMY



SHAD BG PURPLE

COLOR 23

3.7 STUPID TUBE

4.2 FLIPPIN STUPID TUBE

4.5 BIG DUMMY



ROAD KILL

COLOR 24

3.7 STUPID TUBE

4.2 FLIPPIN STUPID TUBE

4.5 BIG DUMMY



BLUEGILL

COLOR 25

3.7 STUPID TUBE

4.2 FLIPPIN STUPID TUBE

4.5 BIG DUMMY



GREEN PUMPKIN ORANGE

COLOR 26

3.7 STUPID TUBE

4.2 FLIPPIN STUPID TUBE

4.5 BIG DUMMY



LT GRN PUMPKIN PURPLE

COLOR 27

3.7 STUPID TUBE

4.2 FLIPPIN STUPID TUBE

4.5 BIG DUMMY



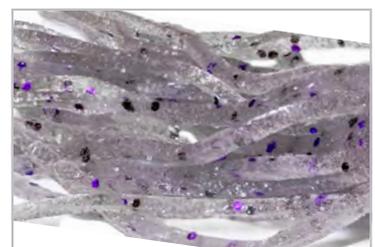
SHAD

COLOR 28

3.7 STUPID TUBE

4.2 FLIPPIN STUPID TUBE

4.5 BIG DUMMY



SMOKE PURPLE

COLOR 30

3.7 STUPID TUBE

4.2 FLIPPIN STUPID TUBE

4.5 BIG DUMMY

CHECK OUT MORE COLORS AT SECRETLURES.COM

STUPID CRAW™

The Stupid Craw is the first lure of it's kind designed specifically for our Stupid Style rigging method. It has a realistic crawfish profile, 3.7 inches in total length, a hollow body, and the most "active" pinchers you'll find in a craw. The Stupid Craw has rigging dots and a hook trough molded right into the body, making it easy to rig straight, weedless, and correctly every time!

ITEM NUMBER WILL END WITH COLOR CODE

SL ITEM NUMBER	SL DESCRIPTION	MSRP
SC-37-05	Color 05 Black Neon	\$5.99
SC-37-22	Color 22 Black & Blue	\$5.99
SC-37-29	Color 29 Junebug	\$5.99
SC-37-21	Color 21 Green Pumpkin	\$5.99
SC-37-99	Color 99 Lucky Penny	\$5.99



STUPID TUBE LEDGE HEAD



(4 Count) The Stupid Tube™ Ledge Head was built upon the fundamental concepts of the original Stupid Tube jig head, but scaled up for bigger tubes and deeper water. We've incorporated a 5/0 extra wide gap hook, as well as a horizontal line tie. We've also moved the extra weight forward of center, resulting in a unique stance when resting on the bottom. The Stupid Tube™ Ledge Head allows an angler to probe the depths with a large tube offering that has an EXCELLENT hook up ratio!

SL ITEM NUMBER	SL DESCRIPTION	MSRP
STLH5-38	3/8 OZ 5/0 Heavy Mustad	\$5.99
STLH5-12	1/2 OZ 5/0 Heavy Mustad	\$5.99
STLH5-34	3/4 OZ 5/0 Heavy Mustad	\$5.99



HD STUPID TUBE JIG HEADS

The new HD Stupid Tube Head is designed for the Secret Lures Flippin' Stupid Tube and Big Dummy Stupid Tube. Built on the same design principles as the original, but heavy duty and slightly bigger! Although still technically a 4/0 hook, it is a heavier gauge extra wide gap Mustad hook with more length than the standard version. It is sized specifically for tubes over 4 inches in length.

SL ITEM NUMBER	SL DESCRIPTION	MSRP
STH4-18-HD	1/8 OZ 4/0 Heavy Mustad	\$5.99
STH4-316-HD	3/16 OZ 4/0 Heavy Mustad	\$5.99
STH4-14-HD	1/4 OZ 4/0 Heavy Mustad	\$5.99

STUPID TUBE JIG HEADS



Designed in conjunction with the Secret Lures Stupid Tube, the Stupid Tube Head serves as a weedless fishing system. The snag-resistant rigging provides a natural and enticing action, triggering a predatory response in fish. Stupid Tubes fall through the water in a seductive spiral and then erratically dart with every lift of the rod tip. Fish don't just bite the Stupid Tube, they eat it!

SL ITEM NUMBER	SL DESCRIPTION	MSRP
STH3-18	1/8 OZ 3/0 Gamakatsu	\$5.99
STH3-316	3/16 OZ 3/0 Gamakatsu	\$5.99
STH3-14	1/4 OZ 3/0 Gamakatsu	\$5.99
STH4-18	1/8 OZ 4/0 Gamakatsu	\$5.99
STH4-316	3/16 OZ 4/0 Gamakatsu	\$5.99
STH4-14	1/4 OZ 4/0 Gamakatsu	\$5.99
STH4-516	1/4 OZ 4/0 Gamakatsu	\$5.99



STUPID TUBE JIG HEAD SIZING CHART

IF YOU'RE GOING TO DO SOMETHING STUPID...DO IT RIGHT!

		TUBE SIZE			
		3.7 STUPID TUBE	4.2 FLIPPIN' STUPID TUBE	4.5 BIG DUMMY	STUPID CRAW
JIG HEAD	STH3	●			
	STH4	●			●
	STH4HD		●	●	
	STH5			●	



CLASSIC STUPID TUBE KIT

The Classic Stupid Tube Kit contains our three most popular colors of the original 3.7 Stupid Tube. You'll find (8) Green Pumpkin, (4) Black Neon, and (4) Shad BG Purple Stupid Tubes, as well as the two most popular sizes of Stupid Tube Jig Heads. Each kit includes (4) of the 4/0 3/16th oz jig heads and (4) of the 4/0 1/8 oz jig heads. Each kit includes a rigging instruction card and a Secret Lures Decal as an added bonus!

SL ITEM NUMBER	SL DESCRIPTION	MSRP
CSTK-37	Classic Stupid Tube Kit	\$22.99

CHUBBY FROG

The Chubby is designed with precision to ensure bites lead to catches. The body is sized to fit wide gap hooks and includes both top and bottom hook grooves for quick penetration. The keeled belly positions the bait and hook upright and ready at all times. These features are coupled with legs that have unrivaled sound and action.



SL ITEM NUMBER	SL DESCRIPTION	MSRP
CF-01	Watermelon/Red:Red Pearl	\$5.89
CF-07	Watermelon/Red:Green Pumpkin	\$5.89
CF-11	Green Pumpkin/Yellow	\$5.89
CF-02	Arkansas Shiner	\$5.89
CF-03	Bling	\$5.89
CF-04	Pearly White	\$5.89
CF-05	Black Neon	\$5.89



MVP JIG SKIRT COLORS



PB & J
COLOR 01



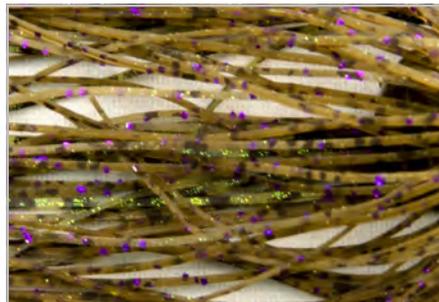
OKEECHOBEE CRAW
COLOR 02



BLACK & BLUE
COLOR 03



MISSOURI CRAW
COLOR 04



CANDY CRAW
COLOR 05



HOT CINNAMON
COLOR 06



INDY CRAW
COLOR 07



ROOT BEER GREEN
COLOR 08

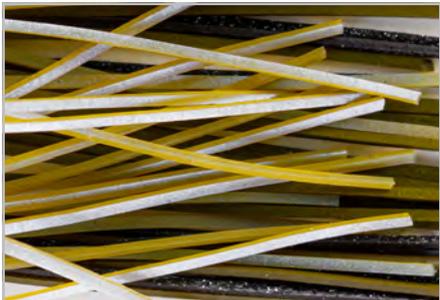


BLACK NEON
COLOR 09



MAGIC CRAW

COLOR 13



MONEY

COLOR 15



BASS HUNTER

COLOR 16



MILLSTONE

COLOR 17



SHAD

COLOR 18





MVP FLIPPIN' JIG

Versatility was the original goal of the MVP Flippin' Jig and a decade of success stories proves this one is a winner. It's perfect for flipping or skipping into cover, yet effective as a casting jig. The multi-purpose head is paired with an extra wide gap 4/0 Mustad hook and horizontal line tie. Like all MVP jigs, it features a quality silicone skirt.

ITEM NUMBER WILL END WITH COLOR CODE

SL ITEM NUMBER	SL DESCRIPTION	MSRP
MVP14-FL-XX	1/4 oz MVP Flippin Jig	\$4.89
MVP38-FL-XX	3/8 oz MVP Flippin Jig	\$4.89
MVP12-FL-XX	1/2 oz MVP Flippin Jig	\$4.89
MVP34-FL-XX	3/4 oz MVP Flippin Jig	\$4.89
AVAILABLE IN MVP COLORS 01-09 & 13-17		



HD FLIPPIN' JIG

The MVP HD Flippin' Jigs were designed with the input of professional bass anglers looking for a stronger flipping jig. The heavy 5/0 Mustad hook and vertical line tie work together to produce solid hook ups with heavy line and large flipping sticks. It's conical head shape and recessed tie make this a great choice around vegetation.

SL ITEM NUMBER	SL DESCRIPTION	MSRP
HDFL-38-01	3/8 oz HD Flippin Jig PB&J	\$4.99
HDFL-38-02	3/8 oz HD Flippin Jig Okeechobee Craw	\$4.99
HDFL-38-03	3/8 oz HD Flippin Jig Black & Blue	\$4.99
HDFL-38-05	3/8 oz HD Flippin Jig Candy Craw	\$4.99
HDFL-38-07	3/8 oz HD Flippin Jig Indy Craw	\$4.99
HDFL-38-09	3/8 oz HD Flippin Jig Black Neon & Chart	\$4.99
HDFL-38-10	3/8 oz HD Flippin Jig Bluegill	\$4.99
HDFL-12-01	1/2 oz HD Flippin Jig PB&J	\$4.99
HDFL-12-02	1/2 oz HD Flippin Jig Okeechobee Craw	\$4.99
HDFL-12-03	1/2 oz HD Flippin Jig Black & Blue	\$4.99
HDFL-12-05	1/2 oz HD Flippin Jig Candy Craw	\$4.99
HDFL-12-07	1/2 oz HD Flippin Jig Indy Craw	\$4.99
HDFL-12-09	1/2 oz HD Flippin Jig Black Neon & Chart	\$4.99
HDFL-12-10	1/2 oz HD Flippin Jig Bluegill	\$4.99



MVP FINESSE JIG

Our MVP Finesse jig is compact, yet strong enough to wrestle those big fish out of heavy cover. We incorporated our Secret Lures Pivot Divot into the ball-headed design and paired it with a Mustad hook and recessed line tie. Like all MVP jigs, it features a quality silicone skirt with a high strand count and rattle band collars.

SL ITEM NUMBER	SL DESCRIPTION	MSRP
FJ-316-01	3/16 oz MVP Finesse Jig PB&J	\$4.79
FJ-316-02	3/16 oz MVP Finesse Jig Okeechobee Craw	\$4.79
FJ-316-03	3/16 oz MVP Finesse Jig Black & Blue	\$4.79
FJ-316-04	3/16 oz MVP Finesse Jig Missouri Craw	\$4.79
FJ-316-05	3/16 oz MVP Finesse Jig Candy Craw	\$4.79
FJ-516-01	5/16 oz MVP Finesse Jig PB&J	\$4.79
FJ-516-02	5/16 oz MVP Finesse Jig Okeechobee Craw	\$4.79
FJ-516-03	5/16 oz MVP Finesse Jig Black & Blue	\$4.79
FJ-516-04	5/16 oz MVP Finesse Jig Missouri Craw	\$4.79
FJ-516-05	5/16 oz MVP Finesse Jig Candy Craw	\$4.79



MVP FOOTBALL JIG

The MVP Football Jig has been the “Go To” football jig for over a decade. The unique Secret Lures Pivot Divot head is paired with an extra wide gap 4/0 Mustad hook and horizontal line tie. This proven system makes sure bites are converted into catches. Like all MVP jigs, it features a quality silicone skirt.

ITEM NUMBER WILL END WITH COLOR CODE

SL ITEM NUMBER	SL DESCRIPTION	MSRP
MVP38-FB-XX	3/8 oz MVP Football Jig	\$4.99
MVP12-FB-XX	1/2 oz MVP Football Jig	\$4.99
MVP58-FB-XX	5/8 oz MVP Football Jig	\$4.99
MVP34-FB-XX	3/4 oz MVP Football Jig	\$4.99
AVAILABLE IN MVP COLORS 01-09 & 13-17		



MVP NORTH SWIM JIG

When Secret Lures set out to produce the ultimate swim jig, we started with lifelike 3D eyes, flared gills, and a recessed line tie, making for a sleek weedless profile. The North version is a 1/4 oz with a 5/0 medium gauge Mustad hook; perfect for long casts and light line associated with clearer waters.

SL ITEM NUMBER	SL DESCRIPTION	MSRP
SJ-14-01	1/4 oz North Swim Jig PB&J	\$4.99
SJ-14-03	1/4 oz North Swim Jig Black & Blue	\$4.99
SJ-14-05	1/4 oz North Swim Jig Candy Craw	\$4.99
SJ-14-10	1/4 oz North Swim Jig Bluegill	\$4.99
SJ-14-11	1/4 oz North Swim Jig Chart Shad	\$4.99
SJ-14-12	1/4 oz North Swim Jig White Flash	\$4.99
SJ-14-13	1/4 oz North Swim Jig Magic Craw	\$4.99
SJ-14-15	1/4 oz North Swim Jig Money	\$4.99
SJ-14-18	1/4 oz North Swim Jig Shad	\$4.99



MVP SOUTH SWIM JIG

Same great head design, but aligned and balanced for a stouter hook and 3/8 oz head. Equipped with a heavy gauge Mustad hook, the South version is suited for heavier lines and closer quarters.

SL ITEM NUMBER	SL DESCRIPTION	MSRP
SJ-38-01	3/8 oz South Swim Jig PB&J	\$4.99
SJ-38-03	3/8 oz South Swim Jig Black & Blue	\$4.99
SJ-38-05	3/8 oz South Swim Jig Candy Craw	\$4.99
SJ-38-10	3/8 oz South Swim Jig Bluegill	\$4.99
SJ-38-11	3/8 oz South Swim Jig Chart Shad	\$4.99
SJ-38-12	3/8 oz South Swim Jig White Flash	\$4.99
SJ-38-13	3/8 oz South Swim Jig Magic Craw	\$4.99
SJ-38-15	3/8 oz South Swim Jig Money	\$4.99
SJ-38-18	3/8 oz South Swim Jig Shad	\$4.99





MVP HD SWIM JIG

The Heavy Duty version of the MVP Swim Jig packs the same great features, but features a 1/2 oz head and 5/0 Gamakatsu saltwater hook with little flex. Braided lines, heavy action rods, and big fish are no problem.

SL ITEM NUMBER	SL DESCRIPTION	MSRP
SJ-12-01	1/2 oz Heavy Duty Swim Jig PB&J	\$5.59
SJ-12-03	1/2 oz Heavy Duty Swim Jig Black & Blue	\$5.59
SJ-12-05	1/2 oz Heavy Duty Swim Jig Candy Craw	\$5.59
SJ-12-10	1/2 oz Heavy Duty Swim Jig Bluegill	\$5.59
SJ-12-11	1/2 oz Heavy Duty Swim Jig Chart Shad	\$5.59
SJ-12-12	1/2 oz Heavy Duty Swim Jig White Flash	\$5.59
SJ-12-13	1/2 oz Heavy Duty Swim Jig Magic Craw	\$5.59
SJ-12-15	1/2 oz Heavy Duty Swim Jig Money	\$5.59
SJ-12-18	1/2 oz Heavy Duty Swim Jig Shad	\$5.59



BLUEGILL

This vibrant color pattern is a striped mixture of greens with purple glitter and orange highlights. The natural color mimics perch or bluegill while on the move, but doubles as a crawfish imitation when fished on bottom. Bluegill is now offered on the MVP Swim Jig, HD Flippin Jig, 2XHD Flippin Jig, and the all new Americana Flippin' Jig.

COLOR NUMBER 10



CHARTREUSE SHAD

One of three "shad" patterns offered in the MVP Swim Jig line, this one features a pearl/translucent white accented with those "sexy" blue and chartreuse highlights. This is a great baitfish pattern for stained waters or low light situations.

COLOR NUMBER 11



WHITE FLASH

The White Flash pattern is made up of a solid white base and it is accented with a silver scale pattern to mimic the flash of baitfish. This pattern really contrasts well in stained to muddy water and appeals to fish feeding on shad.

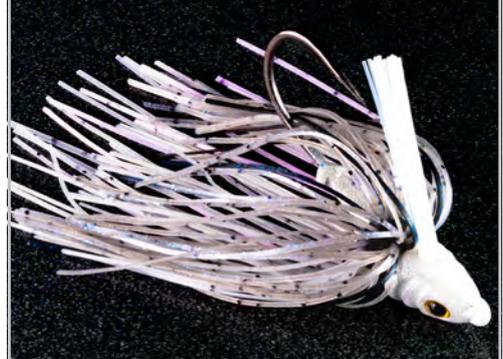
COLOR NUMBER 12



SHAD

Shad is our natural baitfish color for cleaner water. The translucent strands allow light to come through in natural baitfish colors, with highlights of blue and purple that provide that perfect iridescence of gizzard or threadfin shad.

COLOR NUMBER 18





TAIL SHAKER JIG HEADS

The Secret Lures Tail Shakers feature a molded screw-lock for secure lure attachment and the Pivot Divot head design for imparting action. This original version features a 4/0 Mustad extra wide gap hook for bigger baits such as creature and craw baits. If you are looking for a tough shaky head, look no further.

SL ITEM NUMBER	SL DESCRIPTION	MSRP
SLTS-18-BLK	1/8 oz Tail Shaker Wide Gap - Black	\$5.49
SLTS-316-BLK	3/16 oz Tail Shaker Wide Gap - Black	\$5.49
SLTS-14-BLK	1/4 oz Tail Shaker Wide Gap - Black	\$5.49
SLTS-18-GRN	1/8 oz Tail Shaker Wide Gap - Grn Pmkn	\$5.49
SLTS-316-GRN	3/16 oz Tail Shaker Wide Gap - Grn Pmkn	\$5.49
SLTS-14-GRN	1/4 oz Tail Shaker Wide Gap - Grn Pmkn	\$5.49



TAIL SHAKER J-BEND

The same head design and lure attachment as the original, but this one is paired with a lighter finesse hook. The 4/0 J-bend Mustad hook featured here is best suited for straight worms and a more finesse presentation traditionally thought of for shaky heads.

SL ITEM NUMBER	SL DESCRIPTION	MSRP
TSJ-18-BLK	1/8 oz Tail Shaker J-Bend - Black	\$5.49
TSJ-316-BLK	3/16 oz Tail Shaker J-Bend - Black	\$5.49
TSJ-14-BLK	1/4 oz Tail Shaker J-Bend - Black	\$5.49
TSJ-18-GRN	1/8 oz Tail Shaker J-Bend - Grn Pmkn	\$5.49
TSJ-316-GRN	3/16 oz Tail Shaker J-Bend - Grn Pmkn	\$5.49
TSJ-14-GRN	1/4 oz Tail Shaker J-Bend - Grn Pmkn	\$5.49



LEDGE SHAKER

The Ledge Shaker combines the proven concepts of the Secret Lures Tail Shaker, but in a much larger offering. To accommodate the biggest of baits, we added more weight and a premium long shank Gamakatsu hook. Our Ledge Shaker has proven to be one the best tools for probing deeper waters and drop-offs where big fish are known to hide.

SL ITEM NUMBER	SL DESCRIPTION	MSRP
LS-38-BLK	3/8 oz LEDGE Shaker- Black	\$5.79
LS-12-BLK	1/2 oz LEDGE Shaker - Black	\$5.79
LS-34-BLK	3/4 oz LEDGE Shaker - Black	\$5.79
LS-12-SS-BLK	1/2 oz Short Shank - Black	\$5.79
LS-34-SS-BLK	3/4 oz Short Shank - Black	\$5.79
LS-38-GRN	3/8 oz LEDGE Shaker - Grn Pmkn	\$5.79
LS-12-GRN	1/2 oz LEDGE Shaker - Grn Pmkn	\$5.79
LS-34-GRN	3/4 oz LEDGE Shaker- Grn Pmkn	\$5.79
LS-12-SS-GRN	1/2 oz Short Shank - Grn Pmkn	\$5.79
LS-34-SS-GRN	3/4 oz Short Shank - Grn Pmkn	\$5.79

WACKY RIG JIG

The Wacky Rig Jig is specifically designed for wacky rigging soft plastics. This jig head allows worms a free range of motion and creates a life-like wiggling as it falls through the water. All three sizes feature a perfect short shank hook with a wide gap, which work together to turn more bites into catches.



SL ITEM NUMBER	SL DESCRIPTION	MSRP
WJ-116	1/16 oz Wacky Rig Jig	\$4.59
WJ-18	1/8 oz Wacky Rig Jig	\$4.59
WJ-316	3/16 oz Wacky Rig Jig	\$4.59

WEEDLESS WACKY RIG JIG

Our Weedless version of the Wacky Rig Jig is the same head design and hook setup, but features a single twisted wire weed guard. This wire protects the hook gap from unwanted snags, without interfering with hook sets. This option comes in handy when fishing around sparse vegetation or isolated pieces of cover.



SL ITEM NUMBER	SL DESCRIPTION	MSRP
WWJ-116	1/16 oz Weedless Wacky Rig Jig	\$4.59
WWJ-18	1/8 oz Weedless Wacky Rig Jig	\$4.59
WWJ-316	3/16 oz Weedless Wacky Rig Jig	\$4.59



RIGGING THE STUPID TUBE™

Follow this step by step how-to on rigging our Stupid Tube™ bait line with Terry McWilliams.



Click the PLAY Button to watch the video!



LEDGE SHAKER AT WORK

Jeff Reynolds shows us how to catch largemouth bass with one of his Secret Lures. He talks about where to fish a BIG shaky head and what makes the Secret Lures Ledge Shaker a great choice.



Click the PLAY Button to watch the video!



MVP FOOTBALL JIG

The MVP Football Jig by Secret Lures™ has been quietly racking up wins and Big Bass honors for over a decade.



Click the PLAY Button to watch the video!

SOCIAL MEDIA



[/SECRET LURES CO.](#)



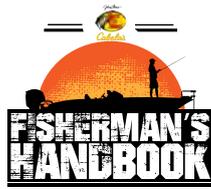
[@SECRETLURES](#)



[@SECRETLURES](#)



AS SEEN ON TELEVISION



SPONSORED TOURNAMENT TRAILS



SECRET[®]

LURES



CONTACT INFO

812.566.1223

INFO@SECRETLURES.COM

SECRETLURES.COM