

PHIL HUNT



CUSTOM LURES

Premium Quality Balsa Baits



2017



Old School



Balsa Baits



WWW.PHCUSTOMLURES.COM

PHIL HUNT CUSTOM LURES

Phil Hunt Custom Lures builds the finest hand made balsa Crankbaits and Topwater lures on the market today. Our lures are all hand made combining new technology with proven craftsman techniques passed down from 1970's lure makers. Our process to build these baits is very labor intensive and no shortcuts are taken anywhere in the process as we strive for perfection in our shop in Indiana.

We use only select grade balsa and premium components in all of our baits.

OUR BRANDS

The **PH Custom Lures** brand is our flagship line of baits and is our most popular among customers. Since debuting these baits in 2005, this line of baits has taken numerous FLW and BASS wins as well as many top 20 finishes.

The **Old School Balsa Baits** line is our second brand and features our Wesley Strader Signature series along with a few other great balsa baits. This line also has several wins and top finishes to its credit.

The **PH Custom Lures Saltwater Series** is our newest brand and currently features a saltwater series Twin Spin which has proven to be deadly for Redfish, Snook and Trout.





PH BRAND NOTES

- ✓ Hand Made one at a time in Connerville, Indiana.
- ✓ Premium Balsa wood used in construction.
- ✓ Every Bait Airbrushed using premium lacquer paints.
- ✓ Clear coated by hand and rotated for 24 hours for even finish.
- ✓ Stainless Steel components used throughout.
- ✓ Premium VMC Hooks are used on every PH bait.
- ✓ Circuit Board Lips are used on all PH baits.
- ✓ **Every bait is hand tuned in pool prior to shipping.**



HUNTIN P & LIL HUNTER

The PH Custom Lures Square Bill line is by far the best handmade balsa crankbaits on the market today. Designed with a fat balsa body, both the Huntin P and the Lil Hunter comes hand tuned and guaranteed to deliver that hard-hunting wobble that bass find absolutely irresistible.

The quality of these squarebills are unmatched. These baits are widely used by many FLW and BASS Elite series pros and have many wins and top finishes to their credit. Paired with premium VMC hooks, these baits are ready to hunt out of the box!!!

HUNTIN P - 2 3/8" - 3/8 oz.
Dives 0-5'



LIL HUNTER - 2 1/4" - 3/8 oz.
Dives 0-3'



ARKANSAS SHINER (48)



BACKWATER BREAM (80)



BAD SHAD (55)



CHARTREUSE BLACK (18)



CITRUS (34)



CHARTREUSE BLUE (22)



CLASSIC BROWN BACK (47)



COPPER BREAM (15)



COPPER RED (23)



CLASSIC CHARTREUSE (49)



FOIL BLACK (26)



FLUORESCENT CRAW (14)

Signature SQUAREBILLS

3



GOLDEN BREEM (02)



LIME TIGER (60)



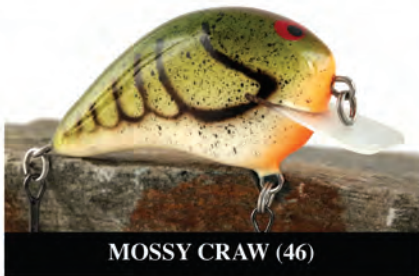
LAVENDER SHAD (36)



MONEY (27)



MAGIC (05)



MOSSY CRAW (46)



PEARL BLACK (25)



NASTY (28)



PEARL BONE (21)



WICKED CRAW (17)



SUMPIN SPECIAL (12)



REBEL CRAW (54)



SEXY SHAD (06)



RED CRAW (53)



SHINER (20)



GRAY SHAD (04)



TINY HUNTER

The PH Custom Lures Square Bill line is by far the best handmade balsa crankbaits on the market today.

Designed with a fat balsa body, the Tiny Hunter is the smallest in our line and comes hand tuned and guaranteed to deliver that hard-hunting wobble that bass find absolutely irresistible.

The quality of these squarebills are unmatched.

These baits are widely used by many FLW and BASS Elite series pros and have many wins and top finishes to their credit. Paired with premium VMC hooks, these baits are ready to hunt out of the box!!!

TINY HUNTER - 2" - 1/4 oz.
Dives 0-4'



MAG HUNTER

The PH Custom Lures Mag Hunter is the newest addition to their already famous handmade balsa squarebill line. This new large body squarebill comes in 6 meticulously hand painted colors that are sure to get the big girls in the boat. The Mag Hunter comes standard with circuit board lips and top of the line VMC Hooks paired just for this square bill. This bait is made specifically for big bass fisheries!

MAG HUNTER - 3" - 5/8 oz.
Dives 0-4'



HOT TENNESSEE SHAD (08)



COPPER BREAM (15)



CHARTREUSE BLACK (18)



SEXY SHAD (06)



SUMPIN SPECIAL (12)



CHARTREUSE BLUE (22)

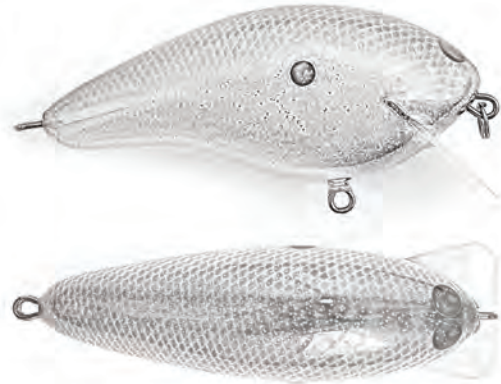
Shawn Strader's Signature "POOH"

**NEW
PRODUCT**

6

PH Custom Lures and FLW series Pro Shawn Strader teamed up to bring out this incredible new round billed crankbait. This bait is great alternative to other fat bodied squarebills as the round bill comes through grass much better. The Pooh has the hardest thumping action of all the PH series of fat bodied baits. Shawn and his partner won the 2016 Tennessee Team Trail Classic on this new signature bait.

POOH - 2.5" - 1/2 oz.
Dives 0-5'



SPLATTER BACK (82)



CHARTREUSE BLACK (18)



HOT MUSTARD (59)



SUMPIN SPECIAL (12)



CHARTREUSE BLUE (22)

SUB P

The PH Custom Lures Sub P is the ultimate shallow water crankbait. This bait really shines when used over the top of submerged grass and also works very well in areas with heavy submerged cover and laydowns.

This bait brings to the table a very aggressive wobble that's hard to resist!!!

SUB P - 2 1/4" - 7/16 oz.
Dives 0-2'



FOIL BLACK (26)



RED CRAW (53)



COPPER BREEM (15)



CITRUS (34)



CHARTREUSE BLACK (18)



SEXY SHAD (06)



BAD SHAD (55)



VIVID GILL (50)



GRAY SHAD (04)

SKINNY P

Designed with a thin, flat-sided profile, the PH Custom Lures Skinny P provides a deadly balsa wood action that excels at getting lethargic, cold-water bass to start feeding. The Skinny P has an aerodynamic shape that allows for long distance casts - even in windy conditions. Extremely tight wobble!!

SKINNY P - 2 1/2" - 3/8 oz.
Dives 0-6'



ARKANSAS SHINER (54)



CHARTREUSE BLACK (18)



BAD SHAD (55)



COPPER RED (23)



COPPER BREAM (15)



CHARTREUSE BLUE (22)



FOIL BLACK (26)



FLUORESCENT CRAW (14)



GRAY SHAD (04)



LAVENDER SHAD (36)



MAGIC (05)



MONEY (27)



MOSSY CRAW (46)



NASTY (28)



VIVID GILL (50)



SEXY SHAD (06)



SHINER (20)



REBEL CRAW (54)



SUMPIN SPECIAL (12)



RED CRAW (53)

FLAT P

The PH Custom Lures Flat P is a hard wobbling flat bait that is made to come through cover extremely well. This bait is an excellent alternative to a squarebill. This dynamic flat bait gives bass a different look they haven't seen!! Excellent year round!

FLAT P - 2 1/4" - 7/16 oz.
Dives 0-5'



SUMPIN SPECIAL (12)



COPPER RED (23)



COPPER BREAM (15)



REBEL CRAW (13)



CHARTREUSE BLACK (18)



SHINER (20)



BAD SHAD (55)



VIVID GILL (50)



CHARTREUSE BLUE (22)

P WEE

The PH Custom Lures P WEE is a small flat bait that has a hard wobble. This bait works extremely well in river systems and lakes. The P WEE is also well known for its ability to come through heavy cover. Its small profile is excellent for year round fishing.

P WEE - 2 1/8" - 3/16 oz.
Dives 0-4'



BAD SHAD (15)



CHARTREUSE BLACK (18)



CHARTREUSE BLUE (22)



COPPER RED (23)



COPPER BREAM (15)



FOIL BLACK (26)



GRAY SHAD (04)



MAGIC (05)



VIVID GILL (50)



MONEY (27)



NASTY (28)



REBEL CRAW (54)



SEXY SHAD (06)

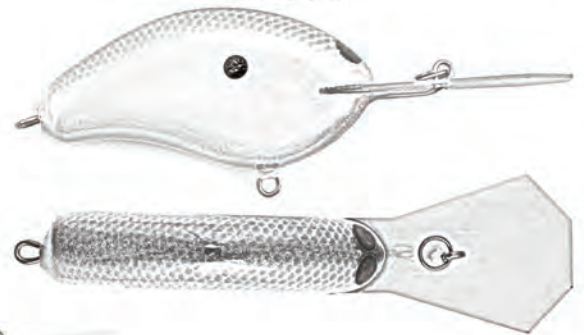


SUMPIN SPECIAL (12)

LIL THUMPER

The PH Custom Lures Lil Thumper delivers an erratic and buoyant action that you can only get from balsa wood. Designed with a coffin-shaped circuit board lip, the PH Custom Lures Lil Thumper has a tight fast wobble and has excellent deflection properties. A must have medium diver!!!

LIL THUMPER - 2 1/2" - 3/8 oz.
Dives 0-8'



SHINER (20)



RED CRAW (53)



MONEY (27)



REBEL CRAW (54)



CHARTREUSE BLUE (22)



MOSSY CRAW (46)



COPPER BREEM (15)



BAD SHAD (55)



COPPER RED (23)



FLUORESCENT CRAW (14)



ARKANSAS SHINER (48)



SEXY SHAD (06)



CITRUS (34)



CHARTREUSE BLACK (18)

LIL' DIVER

12

The PH Custom Lures Lil' Diver is designed to bring that hard thumping action balsa is known for into a deeper diving bait.

The compact but buoyant body packs an incredible punch that bass find irresistible. Built with the best components available, this bait will definitely be a goto when the bass start moving deeper.

LIL' DIVER - 2 1/2" - 3/8 oz.
Dives 0-6'



SPLATTER BACK (82)



DIRTY CRAW (70)



SUMPIN SPECIAL 12)



MONEY (27)



ANCHOVY (83)



GUNTERSVILLE CRAW (81)



HOT MUSTARD (59)



REBEL CRAW (54)



CHARTREUSE BLUE (22)

LEDGE P

LP 12 & LP16 AVAILABLE

The PH Custom Lures Ledge P is our deep diving series of handmade balsa baits. These baits have a steep dive angle to get into the strike zone quickly and hunts extremely well due to its large balsa body. The circuit board lips feature a custom designed tuning button to help keep these baits stay in tune. The deflection properties of the Ledge P are superior to any other deep divers on the market today!!!

LEDGE P 12 - 2 1/2" - 5/8 oz.
Dives 0-12'



LEDGE P 16 - 3" - 7/8 oz.
Dives 0-16'



LAVENDER SUNFISH (66)



HOT TENNESSEE SHAD (08)



SEXY SHAD (06)



HOT MUSTARD (59)



DOLPHIN (58)



CITRUS (34)



HOMER (57)

Bill Lowen's CYBER CRAW

A handmade balsa bait that has been a secret for years until now!! The PH Custom lures Cyber Craw has an amazing backup action that entices those extra bites. This bait when worked with a Stop-and-Retrieve motion will actually backup mimicking a crawfish. This bait is a must have!!

CYBER CRAW - 2 1/2" - 3/8 oz.
Dives 0-6'



DIRTY MUDBUG (91)



MOSSY MUDBUG (90)



CHARTREUSE MUDBUG (88)



FIERY MUDBUG (95)



HOT MUDBUG (87)



BROWN MUDBUG (89)



MIDNITE MUDBUG (93)

Known around the country as a flat bait fishing master, Elite Series Pro “Dollar” Bill Lowen teamed up with Phil Hunt to design this premium balsa flat bait to dive into the 5-7 foot range. This bait has a medium vibration that is suitable for year round fishing in all types of water making it extremely versatile.



DOLLAR BILL - 2 1/2" - 5/16 oz.
Dives 0-5'



WHITE LIGHTNING (93)



SPLATER BACK (82)



SUN GRANNY (94)



HERRING (86)



CHAR. MUDBUG (88)



HOT MUSTARD (59)



FOIL BLACK (26)



CHAR. BLACK (18)



HOT MUDBUG (87)



ANCHOVY (83)

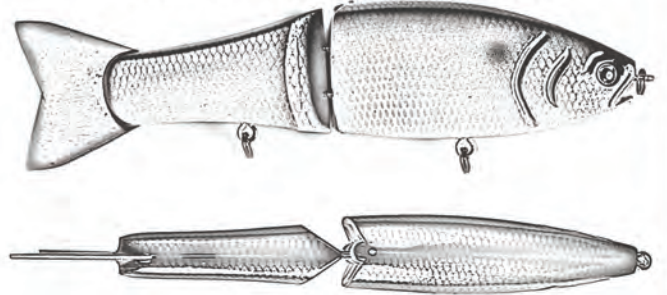


BROWN MUDBUG (89)

Wesley Strader's "W" GLIDE

The "W" Glide is a hand crafted rosin bait that has been mixed to mimic the buoyancy of Jelutong wood. This bait has a wide sweeping glide that is easy to achieve and can also be slowly walked by varying the retrieve. Built with heavy duty components and finished with incredible paint jobs, this bait is built to put big fish in the livewell!!

"W" Glide - 7" - 2 3/4 oz.
Slow Sinking @ 1' per 2 seconds



SHAD (98)



HERRING (86)



RAINBOW TROUT (99)

"The PH Custom Lures W-Glide is hands down the best glide bait on the market today. The precision craftsmanship paired with Phil's amazing paint jobs make this bait a must have."

Wesley Strader
Professional Angler

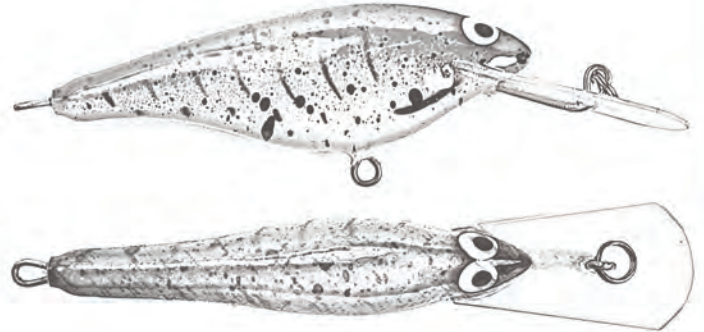
BAITFISH

**NEW
PRODUCT**

17

The PH Custom Lures Baitfish is a balsa shad style crankbait that was designed to fish year round, but excels in tougher conditions and cold water situations. This bait casts further than other shad style baits and features a very tight wobble on retrieve. The Baitfish paint patterns have been designed carefully for a variety of fishing situations.

BAITFISH - 2.75" - 3/8 oz.
Dives 0-6'



GUNTERSVILLE CRAW (81)



SPRING CRAW (62)



COPPER CRAW (65)



SUMPIN SPECIAL (12)



DIRTY CRAW (70)



HERRING (86)



REBEL CRAW (54)



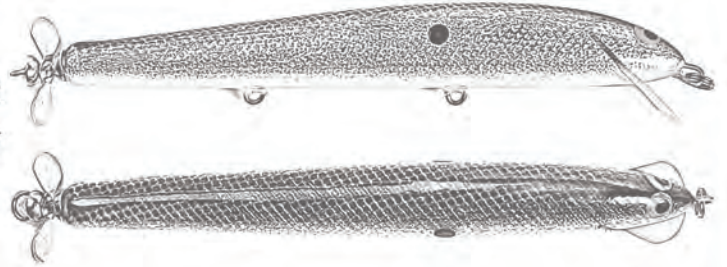
SEXY SHAD (06)

SLASH P

**NEW
PRODUCT**

The PH Slash P is a result of many customer requests over the years for a 100% Balsa minnow bait like the highly sought after ones built in the 1970s. The Slash P is extremely buoyant and has a very fast darting action that bass find hard to resist. This bait is one of only a few true balsa minnow baits on the market today. This bait casts extremely well and is incredibly easy to fish. Due to demand, the bait is available with or without a rear prop.

SLASH P - 5" - 3/8 oz.
Dives 0' -2' without prop



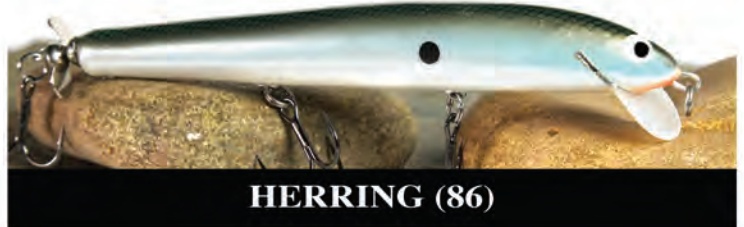
Available with or without Prop



BASS/ORANGE (104)



FOIL BLACK (26)



HERRING (86)



GOLD FOIL (103)



SILVER FOIL/ ORANGE (102)

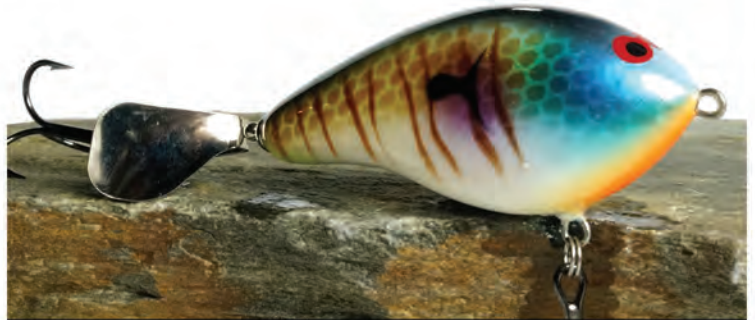
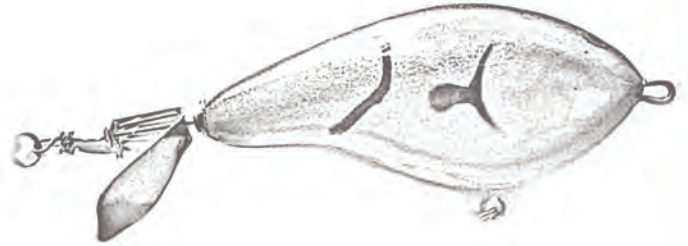
PLOPPIN'-P

**NEW
PRODUCT**

19

The new Wesley's Ploppin' P by PH Custom Lures is a meticulously handcrafted balsa topwater that has a unique plopping action that is quickly becoming the goto topwater bait among serious bass anglers. This bait distinguishes itself from other plopping style baits as the blade is made from nickel finished metal. This key feature provides enhanced durability, but more importantly, provides the angler the ability to adjust the amount of surface commotion during the retrieve simply by bending the blade slightly in or out. The sputtering action paired with a side to side wobble during retrieve has proven to be irresistible to big bass across the country.

PLOPPIN-P - 3" - 5/8 oz.



GOLDEN BREAM (02)

**ALSO AVAILABLE IN -
DELTA RED, HITCH, & TWEETY BIRD**



SEXY SHAD (06)



BLACK (44)



LIME GILL (31)



BONE (24)

CRAZY ACE

2 SIZES AVAILABLE

The PH Custom Lures Crazy Ace is the bait that put PH Custom Lures on the map. Built with a unique, concave mouth and a bright prop blade at the rear, the Crazy Ace delivers a distinct mixture of popping and churning action that is unmatched. This bait, when twitched, will also dart left and right. Built with an aluminum tube running the length of the body, the Crazy Ace spins independently of the line tie. A must have in every topwater fisherman's arsenal!!

BIG CRAZY ACE - 2 3/4" - 1/2 oz.



LIL CRAZY ACE - 2 1/4" - 3/8 oz.



GRAY SHAD (04)



BLACK HERRINGBONE (07)



BABY BREAM (01)



MAGIC (05)



GOLDEN BREAM (02)



SHINER (20)



HOT TENNESSEE SHAD (08)



SEXY SHAD (06)



SQUEAKY P

4 SIZES AVAILABLE

The PH Custom Lures Squeaky P delivers a low frequency, squeaking sound combined with a strong surface disturbance that bass can't resist. The prop blades give the Squeaky P a super-bright, churning attraction that gets attention from a distance. Built with an aluminum tube running the length of the body, the Squeaky P spins independently of the line tie. One the best prop baits on the market today!!

- 350 - 3 1/2" - 5/8 oz.
- 275 - 2 3/4" - 1/2 oz.
- 225 - 2 1/4" - 3/8 oz.
- 200 - 2" - 1/4 oz.



LIME GILL (31)



BLACK HERRINGBONE (07)



MAGIC (05)



GOLDEN BREAM (02)



SHINER (20)



HOT TENNESSEE SHAD (08)



SEXY SHAD (06)

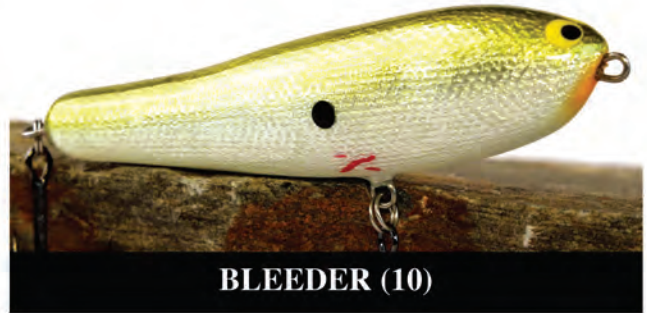


BABY BREAM (01)

WALKIN P

The PH Custom Lures Walkin' P delivers premium balsa wood construction and a lethal topwater presentation that is in a league-of-its-own. Made entirely from super-buoyant balsa wood, the Walkin' P carves along the surface with a side-to-side action that can be created with either a short choppy stroke or a long sweeping motion. The lively action of this balsa topwater is unrivaled!!

WALKIN P - 4" 1/2 oz.



WAKE UP

Formerly built by Buckeye Lures, the WAKE UP is one of the hottest lures in the bass market today. Phil acquired this bait from Buckeye to bring it back out on the market. This hand crafted bait is made of select solid balsa wood with a circuit board lip. All Wake Ups come with VMC Hooks and a premium hand painted lacquer finish. Wake Ups wobble side to side on the surface creating an enticing action that bass love!!

Wake Up - 5 1/2" - 1/2 oz.
Surface Bait



WAKE UP



MILFOIL



BONE (24)



SHAD (73)



FOIL BLACK (26)

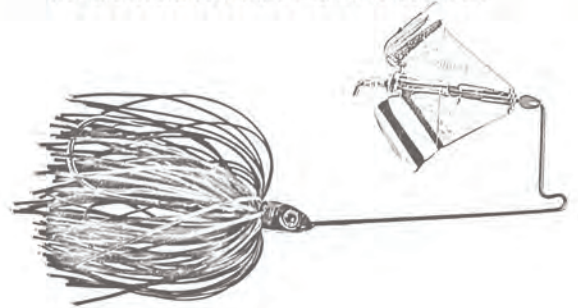
CUSTOM BUZZ

**NEW
PRODUCT**

24

The PH Custom Buzz is the ultimate buzzbait on the market today. PH Custom lures has eliminated the need for fine tuning after purchase. We meticulously prepare each buzzbait for maximum squeakiness prior to shipping. Each bait has the blade arm hand sanded, each blade has the shaft holes drilled, and the rivet is roughed up and crimped. Another unique feature of the buzzer is a hand-tied skirt. The Custom Buzz is armed with a longer ultra sharp mustad hook to help with short strikes. A must have for your topwater arsenal.

CUSTOM BUZZ - 1/4 & 3/8 oz.



BLACK (44)



CHARTREUSE (76)



WHITE (75)



CHARTREUSE/WHITE (77)

Old School



Balsa Baits

OLD SCHOOL BRAND NOTES

- ✓ Hand Made one at a time in Connerville, Indiana.
- ✓ Premium Balsa wood used in construction.
- ✓ Every Bait Airbrushed using premium lacquer paints.
- ✓ Dipped outer clear coat.
- ✓ Stainless Steel components used throughout.
- ✓ Mid Grade VMC Hooks are used on every Old School bait.
- ✓ Polycarbonate lips except on the Strader Signature series.
- ✓ Minimal tuning may be required.





SQUAREBILL

SB 1
SB 2

The Old School Balsa Baits Squarebill delivers handcrafted performance that can't be replicated through mass production. The brainchild of legendary lure designer Lee Sisson, the Old School Squarebill generates a hard thumping action that can only be achieved with years of experience and an incredible attention-to-detail. These baits are made to replicate the wildly popular balsa baits of the 1970s.

SB1 - 2" - 3/8 oz.
Dives 0-4'



SB2 - 2 1/2" - 1/2 oz.
Dives 0-5'



RED TIGER (15)



SEXY SHAD (01)



FIRE TIGER (03)



HOT TENNESSEE SHAD (02)



PEARL BLACK (04)



BROWN TIGER (05)



CHARTREUSE BLACK (09)



Designed with East Tennessee tradition and input by FLW Pro Wesley Strader, this signature series crankbait is built using premium components that will make a welcomed addition to any angler's tackle box. Wesley's line of Crankbaits deliver a tight wobble that perfectly imitates the actions of wide-variety of baitfish species. Each bait is hand painted in Wesley's top performing colors!!



W1 - 2 1/2" - 3/8 oz.
Dives 0-4'



W2 - 2 1/2" - 3/8 oz.
Dives 0-6'



W3 - 2 1/2" - 3/8 oz.
Dives 0-8'



ALABAMA SHAD (63)



HORTON (61)



ROOTBEER (33)



SEXY SHAD (06)



RED COACH DOG (68)



CHARTREUSE BLACK (18)



SPRING CRAW (62)



LOUISIANA SHAD (64)



CHARTREUSE COACH DOG (60)



TWIN SPIN

Designed by renowned lure designer Lee Sisson, the Old School Baits Twin Spin features a prop on the front and the back, which comes to life with the slightest movement, providing a churning action that gets bass fired up. Made from Premium Jelutong wood from Malaysia.

TWIN SPIN - 4 1/4" - 1/2 oz.



TWIN SPIN JR. - 3 3/4" - 3/8 oz.



FOIL BLACK ORANGE BELLY (10)



TENNESSEE SHAD (02)



YELLOW JACKET (17)



SEXY SHAD (01)



OKEECHOBEE BREEM (16)



PEARL BLACK (04)



STEVE'S OKEECHOBEE MAGIC (19)



OKEECHOBEE SHINER (11)



PEARL / BLACK STRIPES (18)



BABY BASS (07)



BLACK BASS (14)

TWIN SPIN

SALTWATER SERIES

Hand Made from premium Jelutong wood from Malaysia, the high buoyancy, extremely durable Twin Spin has no equal. Props spin with the slightest movement enticing brutal topwater strikes. These Saltwater Twin Spins are built with stainless hardware and feature VMC Perma Steel Hooks. The Twin Spin is available in both a 4.25" long model and a Jr. version that comes in at 3.75". Each bait is hand painted in proven fish catching colors.



HAND CRAFTING
PREMIUM BAITS
SINCE 2005

New in 2017

HAND TIED JIGS

Football - Swim - Flipping



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