



## Maria Lures Reviewed

Maria lures are a 100% designed and manufactured Japanese lure by the Yamaria Corporation which coincidentally produces Yamashita products such as the famed range of Yamashita squid jigs. The Yamaria Company are certainly not a new player in the fishing industry as they have been manufacturing quality tackle since 1941.



With nearly 70 years in the fishing industry under their belt, their extensive experience is clearly visible in the latest range of Maria lures. Like all lures designed and manufactured in Japan, the attention to detail and quality is very obvious with these lures.

The range of Maria lures to hit our shores are the Crank Shallow & Deep 38mm, Jerkbait Shallow & Deep 50mm, Shad 45mm, Vibe 40mm and lastly the Pencil 55mm. As can be seen this Maria range has the hard body enthusiast well covered.

For this review I'm going to concentrate on the Crank, Jerkbait and Shad options. At first glance these lures have you eyeing the awesome finish and thinking that they look the goods and worth a lot more than they sell for. The paint schemes on the lures are flawless and fantastic. Some colours are tried and proven performers; however there are also some schemes not seen before that will catch the eye of any discerning hardbody addict. The 15 colours carry right through the whole range so you can have that favoured colour no matter what depth you wish to fish.

### Crank 38mm

The Crank 38mm Shallow, weighs 4.2g and runs at 1.5m, whilst the Deep version weighs 4.5g and reaches 2m. Both Crank versions have a deep sounding rattle; both are only available in floating models.

Link:

[www.youtube.com/watch?v=zctGHRNHoEk](https://www.youtube.com/watch?v=zctGHRNHoEk)



### Jerkbait 50mm

The Jerkbait Shallow weighs 2.5g and runs to a depth of 0.5m; the Deep model weighs 3.2g which reaches 1.5m. Both versions are silent and suspend on the pause. They have an internal magnetic casting weight which helps prevent the lure tumbling in flight increasing the casting distance.

Link:

[www.youtube.com/watch?v=S8zWDFYIZIY](http://www.youtube.com/watch?v=S8zWDFYIZIY)



### Shad 45mm

The Shad 45 weighs 3.4g and achieves a depth of 1.5m. Both versions have a deep sounding rattle; both suspend which will allow plenty of hang time in the strike zone when paused, to tempt those timid fish on the toughest of days.

Link:

[www.youtube.com/watch?v=rfMZho9XTsw](http://www.youtube.com/watch?v=rfMZho9XTsw)



## Summary

This latest range of Maria lures offer features not yet seen before for the RRP. All models come fitted with serious hardware in the form of Owner split rings and Owner ST-36 trebles. The paint finish is very durable and will not scratch off after a few fish or at the first sign of trouble. The lure weights allow great distances to be achieved for the size of lure. During the on water testing day I was fishing flats and regularly achieved 30-35m distances using the Jerkbait Shallow model with a 10 knot breeze at my back. As previously mentioned the Jerkbait models have an internal magnetic casting weight which greatly increases casting distance. This ability to cast further means you cover more water with every cast, increasing your chances of hooking that tournament winning fish.

With the RRP you won't need to remortgage your house to own them. These lures are a very attractive option. From novice to serious tournament anglers, they are a must have addition to your tackle box. How well do these lures perform in difficult and trying conditions? Well, if a picture speaks a thousand words then these must speak volumes!

Maria lures are imported and distributed by E J Todd & Son for more information please visit [www.ejtodd.com.au](http://www.ejtodd.com.au) or for trade enquiries call 02 9533 7700.



Product review and photos by Nick Reay (Scales).