

2014 Pugh

Review of “Lure Fishing presentation & strategy” of Dave Pugh.

Early October I received an e-mail from my fishing friend Hans van der Pauw telling me a new book about fishing with lures would be ready in a few weeks’ time. ‘Lure Fishing, presentation & strategy’ was the title, written by Dave Pugh. It must have been 20 years that Dave asked me to do a slide show about lure fishing at the annual Lure Angling Society Conference of which he was president. To be honest, I was never impressed by the quality and ability of the English fishermen catching pike, perch, chub and zander with lures. But from articles in various fishing magazines I got the idea Dave was the exception on the rule. And also the words presentation and strategy made me curious. I contacted my long-time friend Paul Morgan at Coch-y-Bonddu Books and the end of October 2 copies of this book were delivered at my home address. Now Hans van der Pauw and myself could start with reading the 256 pages of this nice looking hard cover book.

Finally a new fresh approach.

The last 10-15 years I read not many books and articles about the technical side of lure fishing, the reason being that most authors repeat what their predecessors had written about types of lures, colours and size, slow spinning in winter and faster in summer. No mention at all about how the pike and other predators think about these ideas. But in this book lure fishing is viewed through the eyes of the predator. Dave tells us how he learned in the 25 years he is working as a professional guide the hard way which factors are important when you want to be successful. Good results bring more customers. All these for the predator important factors like the right presentation at the right depth with the right speed, selecting the right swims where you can expect predators and visibility of the water are mentioned. Reading this gave me quite often a feeling of recognition, a feeling that I practised myself in the more than 30 years I guided guests in the polder canals in North Holland.

Compared with other books about lure fishing, you ‘ll find minimum promotion of lure brands and the same with mentioning rods, reels and terminal tackle. Just try to use the best and in practice you’ll learn that. There are situations where I have a different opinion as Dave, I won’t use the strongest and heaviest tackle for that takes away a lot of the fun I have in playing a good sized fish. I have caught thousands of pikes with lures in 19 countries, more than 1000, yes thousand, were over the dream limit of 100 cm and 99,9% of these pikes I have landed with my bare hands, going under the gill cover. I hate to see a pike splashing around in a landing net with the lure in its mouth. I wouldn’t mind to discuss this topic with Dave.

Before I’ll give you some technical information about the price and how to order, I’ll mention a formula I use for more than 30 years with success and which has a lot in common with the information Dave mentions in his book. As European consultant of the famous In-Fisherman magazine from the USA I learned to use the formula $F + L + P = S$. The F stands for Fish. The more you know about behaviour of the fish you want to catch, its food and feeding habits, habitat, spawning etc., the better your chances to catch this fish. L stands for Location. When you know where you can expect the fishes you intend to catch your chances to catch some are much better than a water with a minimum population. The P stands for Presentation.

When you present your lure in a natural way close to the mouth of a predator, the chances this fish will grab this lure are high. The S stands for Success and you’ll get this when you use the formula and the practical information in Dave’s book. For me reading this book was a pleasure and I can recommend it to all lure fishermen, young and old. I found already some new tips in this book which I practised with success in Holland. This book is published by:

Coch-y-Bonddu Books, The price of this excellent book is 19,95 pounds. Highly recommended!

Jan Eggers, The Pike Ferret