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## **ACME® NEED-L-EEL® — A PERFECT IMITATION FOR SLENDER-BODIED BAITFISH, FOOLING A VARIETY OF POPULAR GAMEFISH**

Sand eels, silversides, needlefish, anchovies, candlefish and smelt are the favorite foods of many fresh and saltwater gamefish. When fish are keying on slender bodied baitfish like these, smart lure anglers know the importance of matching the hatch with Acme® lures that accurately imitate natural forage.

At times like these, Acme's Need-L-Eel® is a proven performer in freshwater or salt, whether fishing from shore, jetty or boat. Its long-distance castability lets fishermen reach stripers and blues outside the surf line, where its flash, elongated profile and kicking action trigger smashing strikes. Acme's Need-L-Eel keeps its wild swimming action on the fastest retrieves, making it an ideal choice for bonito, false albacore, jacks, sierra and other speedy predators that feed at or under the surface.

Acme offers the Need-L-Eel in ½-oz., ¾-oz. and 1-oz. sizes, covering a variety of light to medium tackle spinning applications. Built with a rugged body plated in jewel-quality chrome, each Acme Need-L-Eel offers a Blue, Green or Silver prism finish accented with a bright yellow/black eye. The added flash and color of this prismatic effect increases visibility and attracts gamefish from long distances, even in murky water. Each Acme Need-L-Eel boasts durable stainless steel split rings and a needle-sharp single hook that penetrates quickly and keeps its hold during the most spirited fights.

The shape, action and flash of Acme's Need-L-Eel are equally effective on other saltwater species like salmon and weakfish. Freshwater anglers can also use this unique lure to tempt salmon, lake trout, landlocked stripers and other large predators. Its versatile body design can be retrieved or trolled quickly or slowly, worked with an intermittent stop-and-go retrieve, or even vertically jigged around schools of baitfish. However you use it, Acme's Need-L-Eel is built to withstand hard saltwater use and savage strikes from toothy gamefish, providing seasons of fish-fooling action.

To learn more about the Acme Need-L-Eel — or Acme's full line of proven metal lures for fresh and saltwater gamefish— contact Acme Tackle Co. at 69 Bucklin St., Providence, RI 02907 • Telephone: (401) 331-6437 • Or visit online at: [www.acmetackle.com](http://www.acmetackle.com).

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