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# Mold Craft's

# 'SENIOR BOBBY BROWN'

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Of the thousands of skirted gamefishing lures on the market, few gain the reputation or the catch history of Mold Craft's famous 'Bobby Brown'. This Soft Head, slant-faced Plunger-style lure performs in numerous positions and is easy to tune. It is a must-have lure when fishing for larger marlin.

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Just about every serious billfish angler in the world is likely to have at least one Mold Craft lure in their kit. Having been in the lure business since the late 1970s, Mold Craft Softheads have become a household name among the offshore gamefishing fraternity. This is largely thanks to an almost endless list of tournament victories, world record captures and many other notable achievements. This unique range of injection-moulded, soft-but-durable lures rates very highly as both a hooked offering and as superior teasers when switch-baiting.

Arguably the most well-known and widely publicised lure in the Mold Craft range would be the 'Wide Range' (previously reviewed in *BlueWater* issue 63), followed closely by the famous 'Super Chugger'. However, there is another very special lure in the Mold Craft line-up, and that is the mighty Bobby Brown series.

For this review we are looking at the 'Senior Bobby Brown', which measures in at 300mm overall, with a diameter of 43mm. This design is also available in three other sizes, from the diminutive 100mm 'Junior' model through to the monster 425mm 'Magnum'.

The Bobby Brown design is Mold Craft's interpretation of the classic Plunger shape, and was developed in collaboration with the world-renowned Capt Bobby Brown, after whom the lure was named. This lure bears all the characteristics of a good Plunger design, carrying a parallel profile for the rear two-thirds of the head, before tapering down into a face diameter of 39mm.

The head section measures 80mm along the longer edge, giving a balanced ratio of approximately 2:1, which generally translates into a nice, steady action in a lure. The face is angled aggressively enough to create some solid activity, without destroying the balance and causing the lure to become unruly.

One of the unique features that separate the Bobby Brown from other Mold Craft designs is the lead

weight incorporated within the head. This helps the rough-water performance of the lure.

I also noted that the lure we tested was not perfectly round, but ever so slightly oval in profile. This subtle design feature is actually one of the secrets to some of the better-performing lures on the market. The very best resin Plungers on the market, for example, are not perfectly round in their cross-section, and the Bobby Brown also appears to fit this profile.

From a performance perspective, this is a lure that is hard to get wrong. Like any slant-faced skirted lure it does require some fine-tuning with positioning to get it performing at its absolute best, but it is definitely one of the easier lures to get right.

True to form, the Bobby Brown appeared to run well from every position we tried it in, from the short corner out to the shotgun, although I'd suggest the long corner or short 'rigger positions as the best for its action to really shine.

As this is a serious blue marlin lure, our Bobby Brown was rigged on an 8m leader of 400lb Ande mono and this did not appear to dull the action at all. We experimented with both an 11/0 single-hook stiff rig, and a twin-hook stiff rig consisting of two Mustad 7691S 'Southern & Tuna' 10/0 hooks set at 180-degrees. While both rigging variations appeared to perform well with the Bobby Brown, I tend to favour the single-hook option with this lure.

The Bobby Brown blasts the surface with a noticeable splash before plunging in a shallow dive while pumping out a thick, consistent 'smoke' trail as it swims. There is a little side-to-side weaving in the action as well, but nothing that would cause the hook-up rate to suffer.

This lure runs with a steady, well-balanced action that just screams "Eat me!" It also seems to be one of those lures that gets struck really hard in those explosive, out-of-nowhere bites that make your heart skip a beat. In fact, one of my fondest memories involves watching Capt Brendan Carlson go hand-to-hand with a seriously angry blue marlin on a flybridge teaser reel for what seemed like five minutes after the green and yellow Senior Bobby Brown we were running as a teaser got well and truly slammed. Although we did manage to switch the fish in the end, it was not until Brendan had pulled the Bobby Brown from the water!

For more details, including Australian stockists of the Mold Craft range, contact Black Pete Marine on (02) 9905 8888, or via email at [blkpete@bigpond.net.au](mailto:blkpete@bigpond.net.au)

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