



COTTON CORDELL®



You Can Swim,
But You Can't Hide.™

2014

Wally Stinger™



CDS7
Gold/Black

CDS5
Banana Pepper

CDS3
Special Perch

In the spirit of the legendary Wally Diver, Cotton Cordell's Wally Stinger presents a longer profile and deeper diving depths while retaining the inherent fish-catching features of the original.

- Three sizes and running depths
- Proven walleye-producing color patterns
- Effective cast or trolled

Model	Name	Size (In)	Size (cm)	Weight (oz)	Weight (g)	Hook Size	Cranking Depth (ft)	Trolling Depth (ft)	Colors
CDS3	Wally Stinger	3 1/2	8.89	1/4	9.7	#6	4-7*	9-12*	All colors shown
CDS5	Wally Stinger	3 1/2	8.89	1/4	9.7	#6	7-10*	18-21*	All colors shown
CDS7	Wally Stinger	4 3/4	12.1	5/8	18.7	#4	12-15*	25-28*	All colors shown

*using 10 lb test Silver Thread® line



03 Gold/Black

41 Fluorescent Red/Black

69 Fire Tiger

530 Green Perch

04 Chrome/Black

42 Chartreuse Perch

95 Gold Perch

532 Banana Pepper

06 Chrome/Blue

43 Chartreuse/Gold

339 Sparkle Fire Tiger

534 Purple Passion

22 Perch

51 White/Red Head

343 Special Perch

535 Birthday Suit

You Can Swim, But You Can't Hide.™

Big O®



C78
Chartreuse Perch

C77
Fire Tiger

C76
Super Shad

The Cordell Big O is the original square-lip crankbait and sold more than 1 million lures during its first season of production.

- Short, squared lip deflects off cover
- Effective on all types of bass and other gamefish
- One of the most-copied baits in history

Model	Name	Size (In)	Size (cm)	Weight (oz)	Weight (g)	Hook Size	Cranking Depth (ft)	Colors
C78	Big O	3	7.62	3/8	10.5	#4	4-6*	04, 07, 11, 22, 40, 42, 69, 99
C77	Big O	2 1/4	5.72	1/3	9.4	#6	3-5*	04, 07, 11, 13, 22, 40, 42, 69, 99
C76	Big O	2	5.08	1/4	7.0	#8	2-4**	04, 07, 11, 22, 40, 42, 69, 99

*using 10lb test line, **using 6lb test line. Depths are approximate using Silver Thread® line.



04 Chrome/Black

11 Smoky Joe

22 Perch

42 Chartreuse Perch

99 Natural Crawdad

07 Pearl/Red Eye

13 Super Shad

40 Crawdad

69 Fire Tiger

C.C. Shad™



CD12
Blue/Chartreuse/Orange

The C.C. Shad digs deep and presents a shad-based profile and wounded-baitfish action that triggers strikes.

- Thin profile, tight wiggle and high-pitched rattle
- Cranks to 8-feet and trolls to 20-plus
- Effective any time gamefish are feeding on shad

Model	Name	Size (In)	Size (cm)	Weight (oz)	Weight (g)	Hook Size	Cranking Depth (ft)	Trolling Depth (ft)	Colors
CD12	C.C. Shad	2 1/2	6.35	1/3	9.4	#6	6-8*	20†	All colors shown

*using 10lb test line, †using 150ft of 10lb test line. Depths are approximate using Silver Thread® line.



04 Chrome/Black

46 Arkansas Shiner

95 Metalized Perch

06 Chrome/Blue

16 Shad

48 Chartreuse Shad

79 Blue/Chartreuse/Orange

Wally Diver®



CDJ5
Special Perch

Cotton Cordell's Wally Diver is one of the most-trusted walleye crankbaits in history, truly deserving of being called "legendary." Few walleye anglers hit the water without a few Wally Divers handy.

- Variety of sizes, styles and color patterns to match any situation
- Effective cast or trolled for big walleyes
- Proven walleye color patterns

Model	Name	Size (In)	Size (cm)	Weight (oz)	Weight (g)	Hook Size	Cranking Depth (ft)	Trolling Depth (ft)	Colors
CD7	Magnum Wally Diver	3 3/4	9.53	3/4	21.0	#2	9-15*	14-18**	04, 06, 13, 22, 42, 43, 51, 69, 95, 106, 114
CD6	Wally Diver	3 1/8	7.94	1/2	12.4	#4	9-11**	14-18**	03, 04, 06, 13, 22, 41, 42, 43, 51, 69, 95, 106, 110, 114, G30, U, W, Y
CS6	Susp. Wally Diver	3 1/8	7.94	1/2	13.8	#4	0-6**	16-20**	220, 221, 222, 223, 224, 225
CD5	Wally Diver	2 1/2	6.35	1/4	6.35	#6	6-8**	11†	03, 04, 06, 13, 22, 41, 42, 43, 51, 69, 95, 106, 110, 114, 265, 297, 299, 300, 335, 336, 337, 338, 339, 340, 342, 343, G30
CDJ5	Jointed Wally Diver	2 3/4	6.985	1/4	7.81	#6	6-8**	11†	03, 04, 06, 13, 22, 41, 42, 51, 69, 95, 106, 299, 300, 337, 339, 343, 378, 379, 380

*using 10-17lb test line, **using 10lb test line, **using 8lb test line, †using 12lb test Silver Thread® line

- Slender profile and tight wiggle
- Proven on the Great Lakes and other walleye waters
- Tournament-caliber performance



CD6
Fluorescent Red/Black

CD5
Special Perch



CD7
Gold Perch

CS6
Fire Face Clown

CDJ5 Jointed Wally Diver® Colors



Wally Diver® Colors (non-jointed)

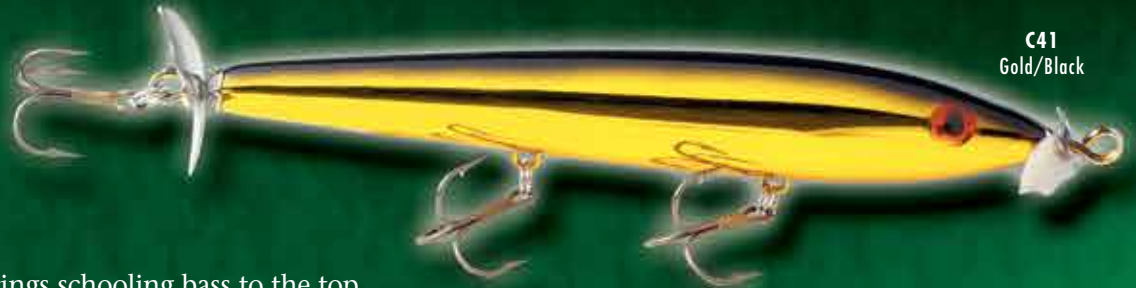


CS6 Suspending Wally Diver® Colors



Boy Howdy™

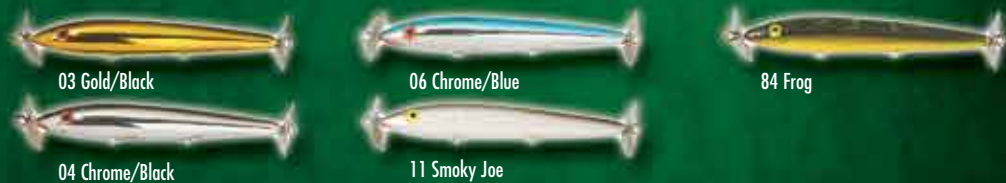
Whether you're fishing for schooling bass, during the prespawn or any time fish are feeding on top, the Cotton Cordell Boy Howdy's loud action triggers strikes.



C41
Gold/Black

- Brings schooling bass to the top
- Dual props create tremendous surface disturbance
- Effective on all species of bass and other gamefish

Model	Name	Size (In)	Size (cm)	Weight (oz)	Weight (g)	Hook Size	Cranking Depth (ft)	Colors
C41	Boy Howdy	4 1/2	11.4	3/8	10.5	#6	topwater	All colors shown



03 Gold/Black

06 Chrome/Blue

84 Frog

04 Chrome/Black

11 Smoky Joe

Crazy Shad™

The Cotton Cordell Crazy Shad presents a stubby profile and maximum surface disturbance to catch topwater fish all year long.

- Dual props send out a powerful distress signal
- Compact design increases hooksets
- Size and weight prompts long, accurate casts

Model	Name	Size (In)	Size (cm)	Weight (oz)	Weight (g)	Hook Size	Cranking Depth (ft)	Colors
C04	Crazy Shad	3	7.62	3/8	10.5	#4	topwater	All colors shown



04 Chrome/Black

06 Chrome/Blue

11 Smoky Joe

84 Frog



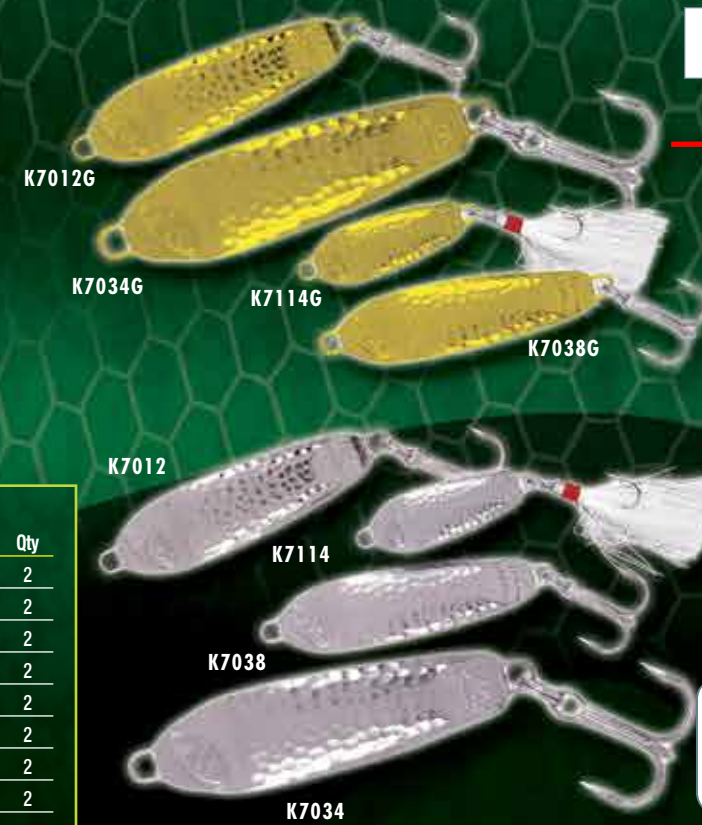
C04
Frog

C.C. Spoon®

Cotton Cordell (C.C.) Spoons are masters of deception for bass, walleye, panfish and any number of gamefish. They flutter into the strike zone like a wounded baitfish, then strike back with an iron-clad hookset.

- Multiple sizes and weights for all species of gamefish
- Hammered sides produce baitfish flash

Model	Name	Size (In)	Size (cm)	Weight (oz)	Weight (g)	Hook Size	Cranking Depth (ft)	Color	Qty
K7034G	C.C. Spoon	3	7.62	3/4	21.0	#2	sinker	gold	2
K7012G	C.C. Spoon	2 1/8	5.5	1/2	14.5	#4	sinker	gold	2
K7038G	C.C. Spoon	2	5.08	3/8	11.0	#8	sinker	gold	2
K7114G	Little Mickey	1 1/2	3.81	1/4	7.0	#8	sinker	gold	2
K7034	C.C. Spoon	3	7.62	3/4	21.0	#2	sinker	silver	2
K7012	C.C. Spoon	2 1/8	5.5	1/2	14.5	#4	sinker	silver	2
K7038	C.C. Spoon	2	5.08	3/8	11.0	#8	sinker	silver	2
K7114	Little Mickey	1 1/2	3.81	1/4	7.0	#8	sinker	silver	2



K7012G

K7034G

K7114G

K7038G

K7012

K7114

K7038

K7034

Pencil Popper™



C67
Rainbow Trout

C66
Baby Blue Fish

The oversized Cotton Cordell Pencil Popper walks a big dog for stripers and other bass, and it's built tough enough to handle musky and redfish, too.

- Weighted tail produces potent action and long casts
- A Cordell original for striped bass, but effective for all big gamefish
- Known for catching big fish

New Color Patterns

Model	Name	Size (In)	Size (cm)	Weight (oz)	Weight (g)	Hook Size	Cranking Depth (ft)	Colors
C67	Pencil Popper	7	17.78	2	56.0	#3/0	topwater	All colors shown
C66	Pencil Popper	6	15.24	1	28.0	#1/0	topwater	All colors shown



04 Chrome/Black

28 Pearl/Red

550 Menhaden **NEW**

06 Chrome/Blue

68 Mackerel **NEW**

551 Red Tail Pogy **NEW**

20 Pearl/Blue

93 Rainbow Trout

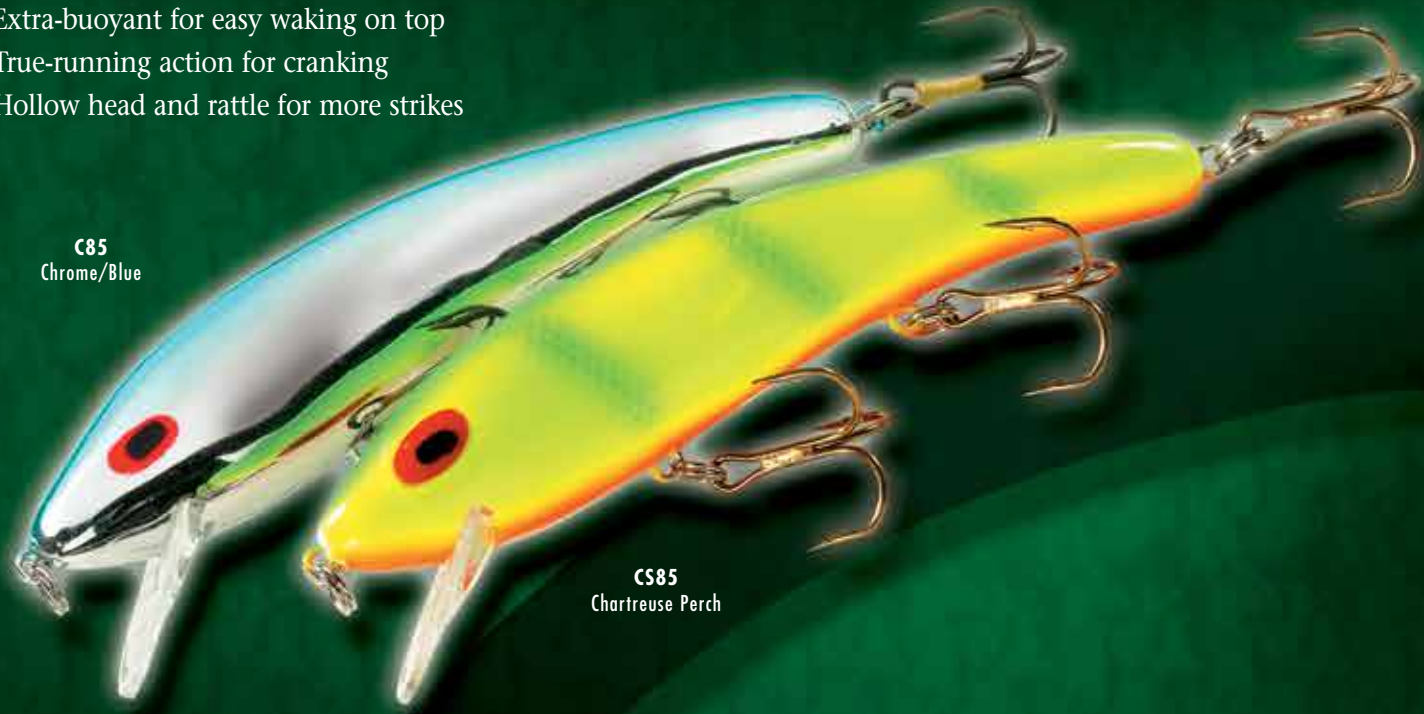
552 Baby Blue Fish **NEW**

Ripplin' Red-Fin™

The undulating sides of the Cotton Cordell Ripplin' Red-Fin gives it the appearance of constant motion, even when it's sitting still. Effective waked or cranked for bass, walleye and other gamefish.

- Extra-buoyant for easy waking on top
- True-running action for cranking
- Hollow head and rattle for more strikes

C85
Chrome/Blue



CS85
Chartreuse Perch

Model	Name	Size (In)	Size (cm)	Weight (oz)	Weight (g)	Hook Size	Cranking Size	Depth (ft)	Colors
C85	Ripplin' Red-Fin	4 1/2	11.4	3/8	13.6	#4		0-3*	All listed
CS85	Susp. Ripplin' Red-Fin	4 1/2	11.4	3/8	11.0	#4		0-3*	04, 06, 42, 98

*using 10lb test Silver Thread® line



04 Chrome/Black



42 Chartreuse Perch



69 Fire Tiger



06 Chrome/Blue



48 Chartreuse



98 Gold/Orange



10 Smoky Minnow



03 Gold/Black



11 Smoky Joe



93 Rainbow Trout



04 Chrome/Black



20 Pearl/Blue



98 Gold/Orange



06 Chrome/Blue



28 Pearl/Red

Red-Fin®



C08
Chrome/Black

C19
Chrome/Blue

C09
Gold/Black

CD9
Pearl/Blue

C10
Rainbow Trout

Nothing wakes on top like a Cotton Cordell Red-Fin. It's a no-brainer for easy striped bass and big largemouth, but is also an effective lure when trolled or worked with a slow "twitch-twitch-pause" retrieve.

- True-running V-wakes for heart-stopping topwater strikes
- Hollow head adds action when twitched
- Also effective on speckled trout and redfish

Model	Name	Size (In)	Size (cm)	Weight (oz)	Weight (g)	Hook Size	Cranking Depth (ft)	Colors
C10	Red Fin	7	17.70	1	28.0	#3/0	0-1*	04, 06, 11, 28, 93
CD9	Deep Diving Red Fin	5	12.70	5/8	18.0	#2	8-10*	03, 04, 06, 11, 20, 28, 93
C09	Red Fin	5	12.70	5/8	18.0	#2	0-3*	04, 06, 11
C19	Jointed Red Fin	5	12.70	5/8	18.0	#2	0-3*	04, 06, 11, 28
C08	Red Fin	4	10.16	3/8	11.0	#4	0-2**	04, 06, 98

*using 12lb test line, **using 8lb test line. Depths are approximate using Silver Thread® line.

You Can Swim, But You Can't Hide.™

Gay Blade™

C14
Chrome/Black



C38
Chrome/Blue



04 Chrome/Black

11 Smoky Joe

06 Chrome/Blue

42 Chartreuse

The Cotton Cordell Gay Blade features a flat head that prompts a tight wiggle and plenty of baitfish flash, but it's the unique pulsating water disturbance that makes this blade a go-to for all species of bass and panfish.

- Dual line-tie holes allows for use as a casting bait or jiggling spoon
- Weight prompts long casts to distant schooling fish
- Effective on all gamefish

Model	Name	Size (in)	Size (cm)	Weight (oz)	Weight (g)	Hook Size	Cranking Depth (ft)	Colors
C38	Gay Blade	2	5.08	3/8	11.0	#6	sinker	All colors shown
C14	Gay Blade	1 1/2	3.81	1/4	7.0	#8	sinker	All colors shown

Super Spot™

The Cotton Cordell Super Spot is a secret bait of pro anglers because it runs over grass better without snagging.

- Multiple rattles create more noise
- Buoyant body rides higher in the water column
- Compact shape casts like a bullet



C25
Royal Shad™

CS25
Texas Red/3D Eye

C24
Tomato Red

Promotional Banner

A Cotton Cordell Banner looks good in sporting goods retailers or the man cave.

- Grommets in all four corners
- Weather-resistant Tyvek material

Model	Name	Size	Colors
UW10375	Cotton Cordell Banner	4.5 x 2.5 ft	white background, green logo

UW10375



Model	Name	Size (in)	Size (cm)	Weight (oz)	Weight (g)	Hook Size	Cranking Depth (ft)	Colors
CS25	Susp. Super Spot	3	7.62	3/8	9.2	#4	0-3*	204, 206, 269, 281
C25	Super Spot	3	7.62	1/2	14.0	#4	sinker	03, 04, 06, 69, 186, 188, 190, 200, 201, 210, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 374, 448
C24	Super Spot	2 1/2	6.35	1/4	7.0	#4	sinker	03, 04, 06, 69, 186, 188, 190, 200, 201, 210, 356, 359, 360, 361, 362, 365, 448

*using 10-17lb test line, **using 2-8lb test line. Depths approximate and achieved using Silver Thread® line.



03 Gold/Black

188 Watermelon Seed

206 Chrome Blue/3D Eye

356 Wounded Shad™

360 Tomato Red

364 Green Shad

04 Chrome/Black

190 Royal Shad™

210 Foxy Momma™

357 Bar Fish

361 Gold Shiner

365 Gray Shad

06 Chrome/Blue

200 Royal Red™

269 Fire Tiger/3D Eye

358 Gold Bar Fish

362 Blue Shiner

374 Chartreuse Shad

69 Fire Tiger

201 Foxy Shad™

281 Texas Red/3D Eye

359 Copper Craw

363 Green Tiger

448 Royal Chrome

186 Rayburn Red™

204 Chrome Black/3D Eye

355 Honey Shad



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