

2014

PRODUCT GUIDE



SMITHWICK®
LURE CO.

SMITHWICK® LURE CO.

NEW COLORS

SUSPENDING RATTLIN' ROGUE®

The Rogue's action is legendary, but fish are more pressured than ever, and that means anglers must perfectly match exactly what a fish wants. Smithwick® makes it easy with eight new translucent color patterns that complement a lineup of paint jobs that you've trusted for years. Smithwick® created a special semi-transparent body that highlights the base colors and heightens the reflective scale properties, so you get maximum flash to attract fish from a distance, yet the bait retains its realistic look close up. The result is simply the most-effective jerkbait on the water.



ASDRB1200
Juice

MODEL	NAME	SIZE (in)	SIZE (cm)	WEIGHT (oz)	WEIGHT (g)	HOOK SIZE	CRANKING DEPTH (ft)	TROLLING DEPTH (ft)
ASDRB1200	Susp Rattlin' Rogue®	4 1/2	11.4	3/8	10.6	#6	0-6	10-14

Available In All Colors Shown

PERFECT 10™ ROGUE®

The Smithwick® Perfect 10™ Rogue® dives quickly to get down to the big ones, then produces that erratic action proven to provoke even cold, lethargic fish to strike. The Perfect 10™ Rogue® dives 10-foot-plus, and features the classic "Rogue® Roll" that prompts vicious strikes by showing side-flash just like a real baitfish. New, high-tech color patterns were developed with the input of the best jerkbait fishermen in the world, and super-sharp, super-durable Gamakatsu® Hooks stick any fish that comes close.



NEW ROGUE®

Made With
Gamakatsu
Hooks

MODEL	NAME	SIZE (in)	SIZE (cm)	WEIGHT (oz)	WEIGHT (g)	HOOK SIZE	CRANKING DEPTH (ft)	TROLLING DEPTH (ft)
ADR5	Perfect 10™ Rogue®	5 1/2	13.59	5/8	18.87	#4	10-12	12-15

Available In All Colors Shown

8
NEW COLORS



The configuration of the Smithwick lure eye is the exclusive property of EBSCO Industries and protected by U.S. Trademark Registration Number 1,886,185.

SMITHWICK® LURE CO.

SUSPENDING RATTLIN' ROGUE®

When an angler ties on a Suspending Rattlin' Rogue, he can have confidence that the lure will run true out of the package and suspend perfectly level, every time. The Rattlin' Rogue is the premier stick bait with no equal!

MODEL	NAME	SIZE (in)	SIZE (cm)	WEIGHT (oz)	WEIGHT (g)	HOOK SIZE	CRAWLING DEPTH (ft)	TROLLING DEPTH (ft)
ASSRB1200	Deep Susp. Rattlin' Rogue®	6	15.24	3/8	10.6	#4	10	10-18
ASDRC1200	Susp. Rattlin' Rogue®	5 1/2	13.97	1/2	17.8	#4	0-6	10-14

Suspending Rattlin' Rogue Available Colors

MODEL	NAME	AVAILABLE COLORS
ASSRB1200	Deep Susp. Rattlin' Rogue®	07, 13, 31, 310B, 32, 320B, 35
ASDRC1200	Susp. Rattlin' Rogue®	31, 310B, 32, 320B, 35, 69



FLOATING RATTLIN' ROGUE®

The Smithwick® Floating Rattlin' Rogue is truly a classic – a legendary lure that's produced millions of fish over the decades. The Rattlin' Rogue has a loud rattle to "call" fish and moves with the rolling side-to-side motion of a wounded baitfish, thus triggering hard strikes. Cast or trolled, Rattlin' Rogues draw the attention of many kinds of gamefish, including bass, walleyes, stripers and trout. Special Rattlin' Rogue colors have been carefully designed to match various models' most common uses, so be sure to consult color listings.

MODEL	NAME	SIZE (in)	SIZE (cm)	WEIGHT (oz)	WEIGHT (g)	HOOK SIZE	CRAWLING DEPTH (ft)	TROLLING DEPTH (ft)
ADRB1200	Deep Running Floating Rattlin' Rogue®	4 1/2	11.4	1/3	9.4	#6	0-4	4-10
ARB1200	Floating Rattlin' Rogue®	4 1/2	11.4	1/3	9.4	#6	0-2	2-6
ARA1200	Floating Rattlin' Rogue®	3 1/2	8.89	1/4	7.0	#6	0-1	1-4

Rattlin' Rogue Available Colors

MODEL	NAME	AVAILABLE COLORS
ADRB1200	Deep Running Rattlin' Rogue®	07, 31, 32, 35, 69, 109
ARB1200	Rattlin' Rogue®	07, 23, 26, 31, 310B, 32, 320B, 35, 69, 76
ARA1200	Rattlin' Rogue®	07, 31, 32, 69, 701, 708, 709, 710, 711, 712



SUSPENDING SUPER ROGUE®

The Suspending Super Rogue is the premier jerkbait...one that will always run true every time whether cast or trolled. The lure also features a unique counter-balance weight ting system that allows the weight to shift to the rear of the lure when casting to produce longer, more accurate casts. This great Rogue model boasts an exclusive scale pattern, red 3-D eyes and is designed and engineered to run true and suspend right out of the package.

MODEL	NAME	SIZE (in)	SIZE (cm)	WEIGHT (oz)	WEIGHT (g)	HOOK SIZE	CRANKING DEPTH (ft)	TROLLING DEPTH (ft)	PERKING DEPTH (ft)
ASDRD1200	Susp. Super Rogue®	5	12.7	3/8	10.5	#6	0-4	8	4-8
ASDRE1200	Susp. Super Rogue, Jr.®	4 1/8	10.5	5/16	6.5	#6	6	10	8-10

Suspending Super Rogue Available Colors

ASDRD1200	Susp. Super Rogue®	07, 31, 310B, 320B, 35, 35-1, 69, 122, 123, 154, 155
ASDRE1200	Susp. Super Rogue, Jr.®	310B, 320B, 35, 69



DEVIL'S HORSE®

The Devil's Horse is a classic, prop-equipped, handcrafted wood lure. The unique buoyancy of wood combined with two carefully balanced, surface-churning propellers, duplicates the unique commotion of fleeing shad to produce rod-busting strikes from surface-feeding fish.

MODEL	NAME	SIZE (in)	SIZE (cm)	WEIGHT (oz)	WEIGHT (g)	HOOK SIZE
AF100	Devil's Horse®	4 1/2	11.4	3/8	10.5	#5
AF200	Devil's Horse®	4 1/2	11.4	1/2	12.0	#3

Devil's Horse® Available Colors

AF100	Devil's Horse®	05, 07, 09, 10, 13, 27, 31, 310B, 32, 320B, 90, 920B
AF200	Devil's Horse®	05, 07, 10, 13, 27, 31, 90





UW10370-1

A prominently displayed Smithwick banner will alert consumers to the fact that you carry Smithwick products. Made of weather-resistant Tyvek® with grommets in all four corners.

Smithwick® Promotional

UW10370-1	Smithwick® Banner	4.5 x 2.5 feet
LWSWH2	Smithwick® Lure Co. Hat	Red
LWSWH3	Smithwick® Lure Co. Hat	Black



SMITHWICK

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PRADCO-Fishing

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