2014 PRODUCT GUIDE

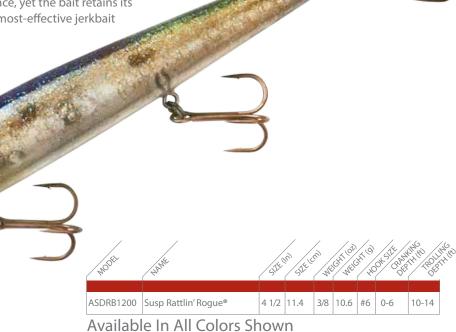


SMITHWICK® LURE CO.

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



97 Tiger Roan 31 Chrm/Blk Bk 32 Chrm/Blue Bk 32 Chrm/Blue Bk 32 Chrm/Blue Bk 35 Clown 193 Tequila 194 Avocado Shad 195 Red Sunrise 195 Red Sunrise 195 Threadfin Shad 72 Foxy Shad" 72 Foxy Shad"

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-feet-plus, and features the classic "Roque® 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, superdurable Gamakatsu® Hooks stick any fish that comes close.





SMITHWICK



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 weigh 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.

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



DEVIL'S HORSE®





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





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