



# COTTON CORDELL®



*You Can Swim,  
But You Can't Hide.*

*2005*

# You Can Swim.



## *"How come Cotton Cordell lures catch so many fish?"*

It's now more than half a century since the first Cotton Cordell lure caught a striper down in Hot Springs, Arkansas, and any fish can tell you that the reason is still the same: You can swim, but you can't hide from the magical allure of a Cotton Cordell design.

Walleye are particularly vulnerable whenever a "Wally" lure hits the water. These marvels have become trusted favorites of pros on the walleye trail and weekend warriors on their own mission. And now – with the introduction of the exciting new Grapppler Shad – Cotton Cordell enhances its position as the *must-have* brand of walleye lures.

We're also strengthening our position as the ultimate source for bassin' lures. Our broad selection has helped win plenty of championships, and our newest bass lure – the multi-species Baby Wiggle 'O' – promises to catch even more bass and more bass anglers.

Cotton Cordell lures have always caught more fish and more than their share of loyal customers — and we're committed to making sure they always do.

## *Technology that catches fish*

Cotton Cordell is legendary for making productive lures, and we live up to the legend with the help of today's finest technology and highest-quality materials.

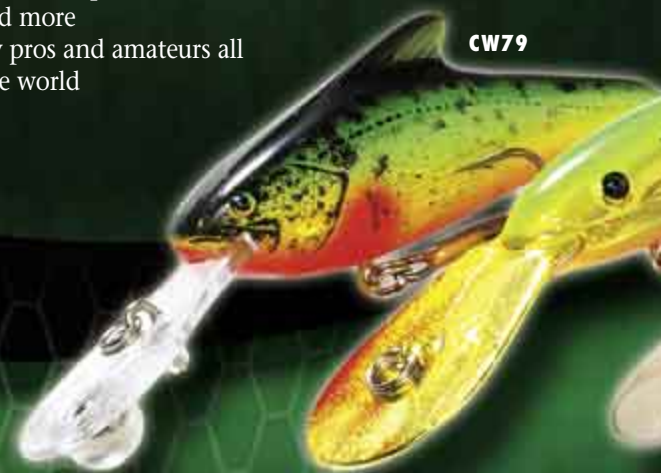
- More realistic appearance produces more potent strikes
- Advanced painting processes ensure long-lasting effectiveness
- Ongoing refinement processes help increase strike rates
- State-of-the-art facilities encourage improvements and innovations

- Tested and approved by today's leading fishing professionals
- Designed and molded in the USA for trusted consistency

## *The ultimate tackle box*

Each product in our vast lure line has been strategically designed and built with the finest craftsmanship. It's the difference that keeps customers coming back.

- Blade Baits
- Crankbaits
- Jigging Spoons
- Minnow Baits
- Tight Wigglers
- Topwater Lures
- Vibrating Baits
- Wide Wobblers
- Tournament-class walleye lures
- Hall-of-fame bass lures with the action that wins championships
- Productive designs for all bass, pike, muskies, as well as stripers, bluefish, speckled trout, redbfish and more
- Trusted by pros and amateurs all around the world



CW79

# But You Can't Hide.



## Big winners on the walleye trail

Every lure in Cotton Cordell's famous Walleye line started out with one aspiration, and that's to catch more walleye than anything like it. If the lure carries the Cotton Cordell name then you know it's a winner, and of these, a handful have gone on to become the industry standards of their class. These are the best sellers — because they're the best catchers — and no tacklebox, or tackleshop, should be without them.

## There's always something new with Cotton Cordell

Cotton Cordell lures were originally designed to help guides satisfy their clients on heavily fished waters. It was essential to come up with something new, something easy to fish, something that really worked when all else failed. That's the legacy behind these exceptionally successful lures, and that's still the way we think at Cotton Cordell. The greatest difference is that today we utilize the best technologies and materials to help us make our products even more realistic, more durable, and more productive.

We still work closely with guides and fishing professionals and we thoroughly test our new ideas to make sure they perform up to our brand promise. Last year's new Baby Wiggle 'O' and Grappler Shad and this year's smaller Grappler Shad are three such lures. It's not easy to make it into the Cotton Cordell line of championship lures, so you know these new products have bright futures.



# Introducing the Grappler

**NEW  
SIZE!**

CD14

CD15

*You Can Swim.  
But You Can't Hide.*

When fish are foraging on small baitfish, the Grappler Shad does its own foraging. These specially designed dynamos have been tested to extremes and two results are clear: One, they catch fish when other lures fail to produce; and two, they run true even after it takes a pounding. The only snags we see are customers grappling for the last one — so stock up. • Tight wiggling action simulates smaller baitfish in distress — prime walleye forage • Designed in conjunction with anglers who know lures inside and out to include key strike enhancements • Unique patterns include brighter, flashier colors • Also available in more subdued patterns • The crankbait choice for cold water conditions • Realistic 3D eyes and gill plates for the natural look that separates Cotton Cordell lures • True-running right out of the box • Heavy-duty split rings and bronze hooks • The CD15 cranks to 8' and trolls to 12' • The CD14 cranks to 6' and trolls to 10'



Model	Name	Size (In)	Size (cm)	Weight (oz)	Weight (g)	Hook Size	Cranking Depth (ft)	Trolling Depth (ft)	Colors
CD15	Grappler Shad	2 7/8	7.22	7/16	11.8	#4	6-8*	12-13*	401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424
CD14	Grappler Shad	2 7/16	6.18	1/4	7.3	#6	5-6*	8-10*	401, 402, 403, 405, 410, 411, 412, 414, 415, 416, 422, 424

\*using 12lb test Silver Thread line

*You Can Swim, But You Can't Hide.*

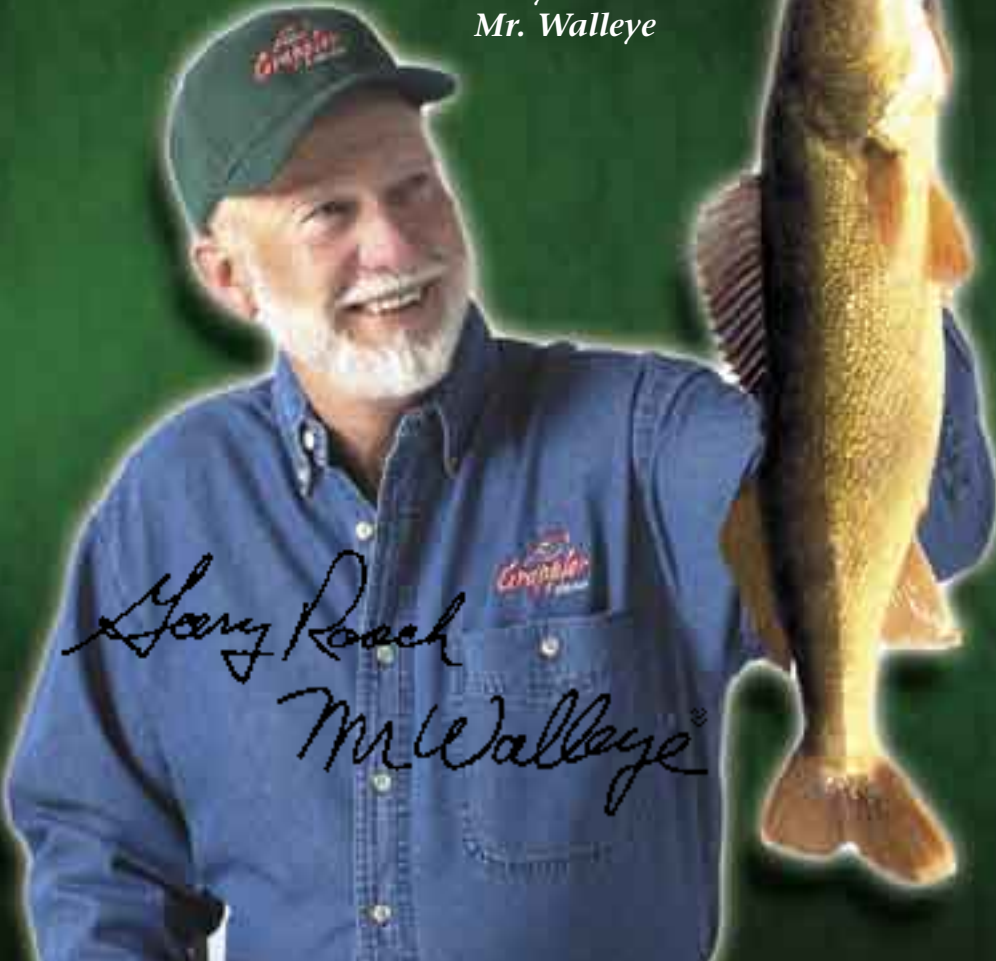
# Shad™



- 401 Chrome/Blue
- 402 Chrome/Chart
- 403 Gold/Orange
- 404 Glory Green
- 405 Pearl Cisco
- 406 Super Shad
- 407 Chartreuse/Red Eye
- 408 White/Red Head
- 409 Chartreuse Chub
- 410 Perch
- 411 Gold Perch
- 412 White Perch
- 413 Fluorescent Red/Black
- 414 Chartreuse Perch
- 415 Gold/Black
- 416 Chrome/Black
- 417 Chrome Blue/Black
- 418 Fluorescent Chartreuse/Black
- 419 Fluorescent Orange/Black
- 420 Fluorescent Green/Black
- 421 Molly Shad
- 422 Fire Tiger
- 423 Rainbow
- 424 Crawfish

*"When the water warms and the walleye become more aggressive the Grappler Shad is going to be my choice during the crankbait bite!"*

— Gary Roach  
Mr. Walleye



# Wally Diver®

It's the championship walleye lure that every walleye angler should have. • Slender profile and tight wiggle produce big walleye • A proven producer for Great Lakes fish • Tournament-caliber performance produces spring through fall



**NEW!  
COLOR!**

• Tight, compact action increases hooksets • Exceptionally productive cranking and trolling lure • Cotton Cordell's most popular bait

**13 CD5  
NEW!  
COLORS**

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, 41, 42, 43, 51, 69, 95, 106, 110, 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, 49, 51, 69, 95, 104, 106, 110, 114, U, W, Y
CF6	Shallow Wally Diver	3 1/8	7.94	3/8	11.0	#4	0-6**	14-16†	04, 06, 13, 22, 41, 42, 43, 51, 69, 95, 106, 110, 114
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†	Available in all colors listed below (except suspending Wally Diver colors)

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



COTTON CORDELL

# Wally Minnow™

Cotton Cordell's on another walleye mission, and the Wally Minnow has a flashy way of taking prisoners.

- Slim, deep-diving design gets down to fish
- Uniquely tapered tail for a wide, exaggerated wobble
- Erratic action also produces more flash and more strikes
- True-running design
- Durable molded-in lip
- Especially popular in the Great Lakes

COTTON CORDELL

6 CS7

**NEW!**  
**COLORS**



260 Flakey Doctor

261 Simba

262 Green Pirate

263 Blue Pirate

264 Clown

265 Kryptonite

266 Yellow Fever

267 Hummingbird

268 Silver Tongue Devil

CS7

CS8

Model	Name	Size (In)	Size (cm)	Weight (oz)	Weight (g)	Hook Size	Cranking Depth (ft)	Trolling Depth (ft)	Colors
CS8	Wally Minnow	4	11.4	1/2	14.0	#4	8-10*	16-20*	261, 262, 263, 264, 268, 269, 403, 404, 406, 413, 442, 469, 495, 497
CS7	Wally Minnow, Jr.	3 1/2	8.64	5/16	8.64	#6	6-8*	12-16*	260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 403, 404, 406, 412, 469, 495 (New Colors!)

\*using 12lb test Silver Thread line



269 Valdez Shad

270 Sunkissed Shad

271 Electric Banana

403 Gold Black

404 Black Shad

406 Blue Shad

412 White Perch

413 Super Shad

442 Chartreuse Perch

469 Fire Tiger

495 Natural Perch

497 Walleye

# Wally Demon™

Suspended fish are fair game and easy pickins when the Wally Demon comes around.

- Suspending design pulls in hard-to-reach fish
- Tight, compact action simulates the cold-water baitfish walleye want
- Enhanced sound and action entice more strikes
- Excellent performance when cranking and trolling
- Available in the most effective walleye patterns



CW79

03 Gold/Black

181 Stream Demon

04 Chrome/Black

185 Chartreuse Perch

Model	Name	Size (In)	Size (cm)	Weight (oz)	Weight (g)	Hook Size	Cranking Depth (ft)	Colors
CW79	Wally Demon	3 1/2	4.45	1/4	7.0	#6	2-4*	03, 04, 181, 185

\*using 8lb test Silver Thread line

*You Can Swim, But You Can't Hide.*

# Wiggle 'O'®

Popular trolling lure for walleye, salmon and steelhead • The premier wide-wobbling crankbait for bass pros • Special bill creates wider wobble • Loud distress pulse provides an easy target, even in muddy water • True-running at high-cranking speeds • No-tuning, runs true right out of the box • Sweeping motion and foul-proof hooks minimize snags • Buoyant design backs out of hangups



COTTON CORDELL

7 CW00 & CW01  
**NEW!**  
COLORS

Model	Name	Size (In)	Size (cm)	Weight (oz)	Weight (g)	Hook Size	Cranking Depth (ft)	Trolling Depth (ft)	Available Colors
CW02	Big Wiggle 'O'	2 1/2	6.4	3/4	22.5	#2	8-10*	14-18*	260, 262, 263, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326
CW01	Wiggle 'O'	2	5.08	7/16	11.9	#4	8-10*	14-18*	260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 318, 323, 324, 327, 328, 329, 346, 347, 348, 349, 350, 351, 352 <b>NEW!</b>
CW00	Baby Wiggle 'O'	1 3/4	4.44	5/16	7.6	#6	4-6*	5-12*	302, 303, 304, 308, 311, 312, 327, 328, 329, 346, 347, 348, 349, 350, 351, 352 <b>NEW!</b>

\*using 12lb test Silver Thread line

Colors shown in green text above will not be produced after inventory is depleted unless it is ordered as a "special color" request.



- 260 Flakey Doctor
- 261 Simba
- 262 Green Pirate
- 263 Blue Pirate
- 264 Clown
- 265 Kryptonite
- 266 Yellow Fever
- 267 Hummingbird
- 268 Silver Tongue
- 269 Valdez Shad
- 270 Sunkissed
- 271 Electric Banana
- 301 Chrome Silver Shad
- 302 Chrome Gold Shad
- 303 Chrome Blue Shad
- 304 Baby Bass
- 305 Pearl Purple Splatter
- 306 Pearl Gold Shad
- 307 Chartreuse Gold Shad
- 308 Chartreuse Green Shad
- 309 Black Gold
- 310 Bone Black Splatter
- 311 Fire Tiger
- 312 Orange Craw Bug
- 313 Chartreuse Craw Bug
- 314 Golden Craw Bug
- 315 Ticked Pink
- 316 Scarlet Polly
- 317 Lemon Lime
- 318 Sun Fire
- 319 Silver Shad
- 320 Passion Polly
- 321 Blue Polly
- 322 Copper Polly
- 323 Black Widow
- 324 Red Dog
- 325 Panda
- 326 Fluorescent Orange
- 327 Watermelon Seed
- 328 Brown Craw
- 329 Ghost Green Craw
- 346 Ditch Craw Bug
- 347 Stream Craw Bug
- 348 Hot Craw Bug
- 349 Bengal Tiger
- 350 Watermelon Orange Belly
- 351 Chartreuse Black Shad
- 352 Midnight Runner



# Big O®

C78

C77

C76

Leaderboards don't lie. The Big-O is a bass pro's favorite because it repeatedly scores in the strike zone.

- Shorter lip deflects off cover
- Modeled after Fred Young's original balsawood crankbait from 1967
- One of fishing's most copied lures
- Great for largemouth and smallies
- More than one million sold in its first season alone



04 Chrome/Black



07 Pearl/Red Eye



22 Perch



11 Smoky Joe



40 Crawdad



13 Super Shad



42 Chartreuse Perch



69 Fire Tiger



99 Natural Crawdad

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, 13, 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, 13, 22, 40, 42, 69, 99

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

# C.C. Shad®

Deep fish aren't safe. The Cotton Cordell Shad goes down and gets them with a combination of sound and action that pulls in its own action. • Thin profile, tight wiggle, and high-pitched rattle work wonders in dark water • A must-have shad lure for bass • A favorite lure of "Mr. Walleye," Gary Roach • CD12 cranks to 8' and trolls down to 20', even on light tackle. The CD11 cranks to 4'.



C11

CD12

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†	04, 06, 11, 16, 46, 48, 59, 79, 95
C11	Wee Shad	1 1/2	3.81	1/9	3.0	#10	2-4**	NA	04, 06, 16, 95

\*using 10lb test line, \*\*using 4lb test line, †using 150ft of 10lb test line. Depths are approximate using Silver Thread line.



04 Chrome/Black



11 Smoky Joe



46 Arkansas Shiner



59 Black/Org/Chartreuse



95 Metalized Perch



06 Chrome/Blue



16 Shad



48 Chartreuse Shad



79 Blue/Chartreuse/Org

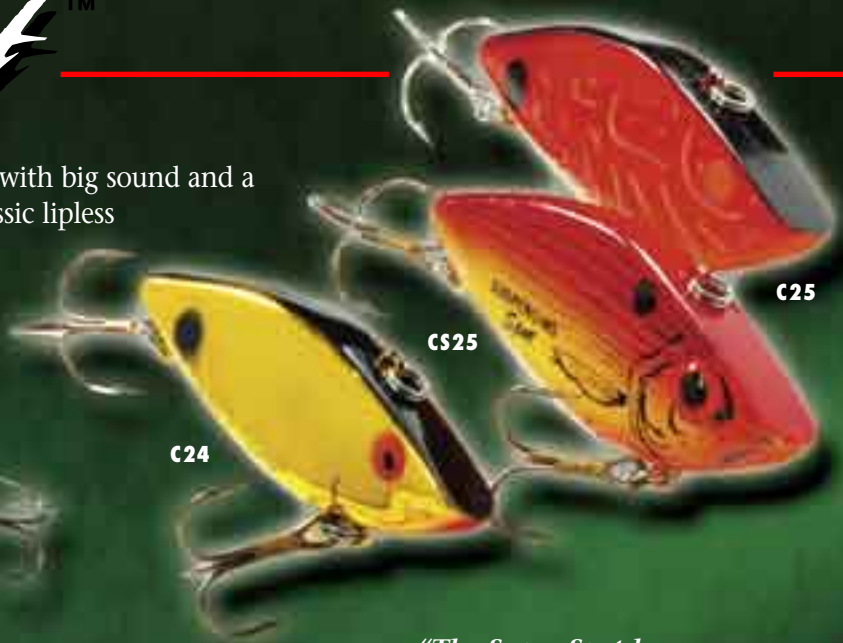
# Super Spot™

The Cotton Cordell Super Spot chases down big fish with big sound and a fish-stirring vibration that promises big strikes. • Classic lipless crankbait • Easy to fish at virtually any depth • Multiple rattles create more noise and more strikes • A great casting lure



C21

C29



C24

CS25

C25

*"The Super Spot has won me a lot of money. It runs over grass better than any other lipless crankbait. We've had a few tournaments this year where almost everyone was throwing a Super Spot because it was outproducing other lipless crankbaits 3 to 1."*

— Tim Horton, 2000  
Bassmaster Angler of the Year

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
C24	Super Spot	2 1/2	6.35	1/4	7.0	#4	sinker	03, 04, 06, 69, 186, 188
C21	Super Spot	2	5.08	3/16	5.0	#8	sinker	03, 04, 06, 69, 186, 188
C29	Spot Minnow	1 7/8	4.90	3/8	3.0	#14	1-8**	204, 206, G206, G211, 269

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



03 Gold/Black

06 Chrome/Blue

186 Rayburn Red

204 Chrome Black / 3D Eye

269 Fire Tiger / 3D Eye

G206 Blue Shad

04 Chrome/Black

69 Fire Tiger

188 Watermelon Seed

206 Chrome Blue / 3D Eye

281 Texas Red / 3D Eye

G211 Smoky Joe

# Gay Blade®

Fish can feel it coming. The flathead design sends a tight, pulsating wiggle that mimics a wounded baitfish. • Tight, pulsating action • Unique flathead action plane scores more strikes • Dual line-tie holes let you work it like a vibrating bait or jigging spoon • Great for white and spotted bass and other schooling fish

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	04, 06, 11, 42
C14	Gay Blade	1 1/2	3.81	1/4	7.0	#8	sinker	04, 06, 11, 42



C14

C38

04 Chrome/Black

11 Smoky Joe

06 Chrome/Blue

42 Chartreuse

# C.C. Spoon®

Cotton Cordell Spoons are masters of deception. They flutter into the strike zone like incapacitated baitfish before striking back with an iron-clad set. • Consistently high performance, even in heavy wind and current • Rugged hardware and rustproof hooks • One of professional bass fishing's most proven jigging spoons • A must for every bassin' tackle box



Model	Name	Size (In)	Size (cm)	Weight (oz)	Weight (g)	Hook Size	Cranking Depth (ft)	Color
K7034G	C.C. Spoon	3	7.62	3/4	21.0	#2	sinker	gold <small>NEW! COLOR</small>
K7038G	C.C. Spoon	2	5.08	3/8	11.0	#8	sinker	gold <small>NEW! COLOR</small>
K7114G	Little Mickey	1 1/2	3.81	1/4	7.0	#8	sinker	gold <small>NEW! COLOR</small>
K7034	C.C. Spoon	3	7.62	3/4	21.0	#2	sinker	silver
K7038	C.C. Spoon	2	5.08	3/8	11.0	#8	sinker	silver
K7114	Little Mickey	1 1/2	3.81	1/4	7.0	#8	sinker	silver

COTTON CORDELL

# Pencil Popper™



*"One of the most underrated topwaters on the market. The Pencil Popper is a standard tool for striper fishermen and has an action and sound that will elicit strikes from pressured bass that have seen and heard every other type of topwater go over their heads."*

— Chris Gulstad, Cotton Cordell

Walk it to the boat and get ready as it bobs and weaves like a big piece of crippled meat. That's when big fish blast it into oblivion. • Weighted tail produces potent topwater action and extra-long casts • Belly swivel keeps fish hooked • Super-strong rust-resistant hooks • A Cotton Cordell original for striped bass that still catches all kinds of freshwater and saltwater fish • Noted for catching larger fish

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	04, 06, 20, 28, 68, 93
C66	Pencil Popper	6	15.24	1	28.0	#1/0	topwater	04, 06, 20, 28, 68, 93



04 Chrome/Black

06 Chrome/Blue

20 Pearl/Blue

28 Pearl/Red

68 Mackerel

93 Rainbow Trout

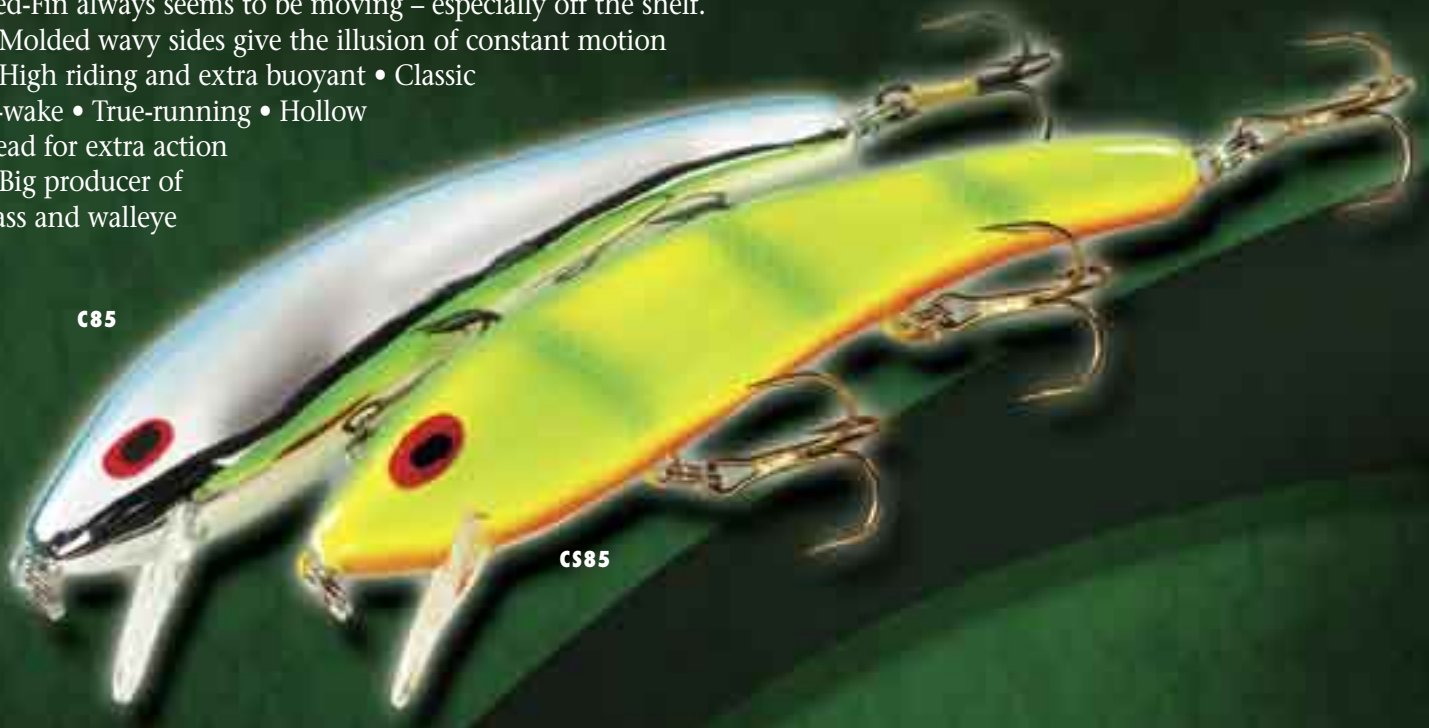
# Ripplin' Red-Fin<sup>®</sup>

It is the lure that never stops looking for trouble. Ripplin' Red-Fin always seems to be moving – especially off the shelf.

- Molded wavy sides give the illusion of constant motion
- High riding and extra buoyant • Classic V-wake • True-running • Hollow head for extra action
- Big producer of bass and walleye

C85

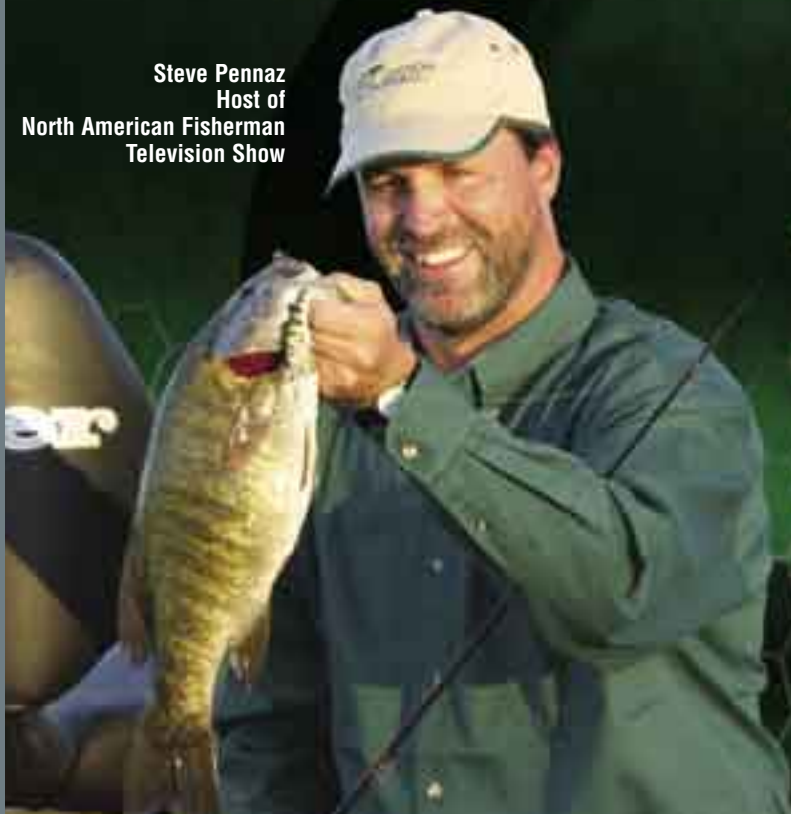
CS85



Model	Name	Size (In)	Size (cm)	Weight (oz)	Weight (g)	Hook Size	Cranking Depth (ft)	Colors
C85	Ripplin' Red-Fin	4 1/2	11.4	3/8	13.6	#4	0-3*	04, 06, 10, 42, 48, 69, 98
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

Steve Pennaz  
Host of  
North American Fisherman  
Television Show



*"Simply the standard for in-land striper fishing. When a striper hits a Red-Fin that is being V-waked across the surface it is like someone dropped a refrigerator off a cliff."*

— Chris Elder, striper guide and Mr. Bass of Arkansas Champion

# Red-Fin®



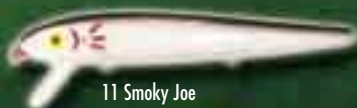
A Cotton Cordell classic copied far and wide, but nothing swims like it - and few other lures produce such violent strikes. • High riding and extra buoyant • Classic V-wake runs truer for more strikes • Hollow head lets you twitch it like no other minnow lure • An all-world striper lure and especially effective for largemouth • Also productive for specks and redfish on the Gulf Coast • Another Cotton Cordell striped bass lure that catches all kinds of fish, including bass, specks, 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*	03, 04, 06, 11, 20, 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*	03, 04, 06, 11, 28, 93
CJ9	Jointed Red Fin	5	12.70	5/8	18.0	#2	0-3*	03, 04, 06, 11, 28
C08	Red Fin	4	10.16	3/8	11.0	#4	0-2**	03, 04, 06, 46, 98
CJ8	Jointed Red Fin	4	10.16	3/8	11.0	#4	0-2**	03, 04, 06, 98

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



03 Gold/Black



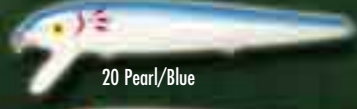
11 Smoky Joe



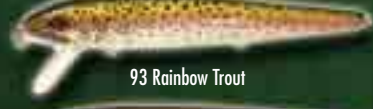
46 Arkansas Shiner



04 Chrome/Black



20 Pearl/Blue



93 Rainbow Trout



06 Chrome/Blue



28 Pearl/Red



98 Gold/Orange

*You Can Swim, But You Can't Hide.*

# Boy Howdy™

Sounds friendly enough. Dual props stretched out and gurgling like a wounded baitfish just begging for mercy and then – smack! – it's not so friendly anymore. • Long, slender profile makes it a consistent strike producer • Front and rear blades simulate sputtering baitfish • Quality materials and craftsmanship • Hooks all kinds of gamefish

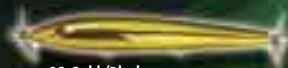


C41

*"The Boy Howdy is one of the best topwaters you can throw for schooling fish because it can be fished aggressively or with a subtle action that will draw fish back up after they've gone down."*

— Bobby Murray, winner of the first Bassmaster Classic

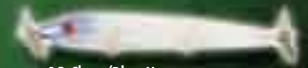
Model	Name	Size (In)	Size (cm)	Weight (oz)	Weight (g)	Hook Size	Cranking Depth (ft)	Colors
C41	Boy Howdy	4 1/2	11.4	3/8	10.5	#6	topwater	03, 04, 06, 11, 12, 84



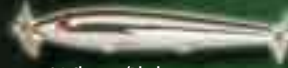
03 Gold/Black



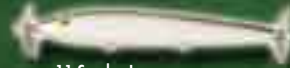
06 Chrome/Blue



12 Clear/Blue Nose



04 Chrome/Black



11 Smoky Joe



84 Frog

# Crazy Shad™

Disguised like a wounded baitfish, it chops and roils the surface. So much commotion. So much action. So many satisfied customers. • Classic topwater action • Dual spinning blades send a powerful distress signal • Compact design increases hooksets • Shorter profile allows longer casts • Ideal for baitcasting and spinning gear • Commonly used for schooling fish



C04

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	03, 04, 05, 06, 11, 12, 84, 85



03 Gold/Black



06 Chrome/Blue



84 Frog



04 Chrome/Black



11 Smoky Joe



85 Bone/Orange



05 Chrome



12 Clear/Blue Nose

# Cotton Cordell®

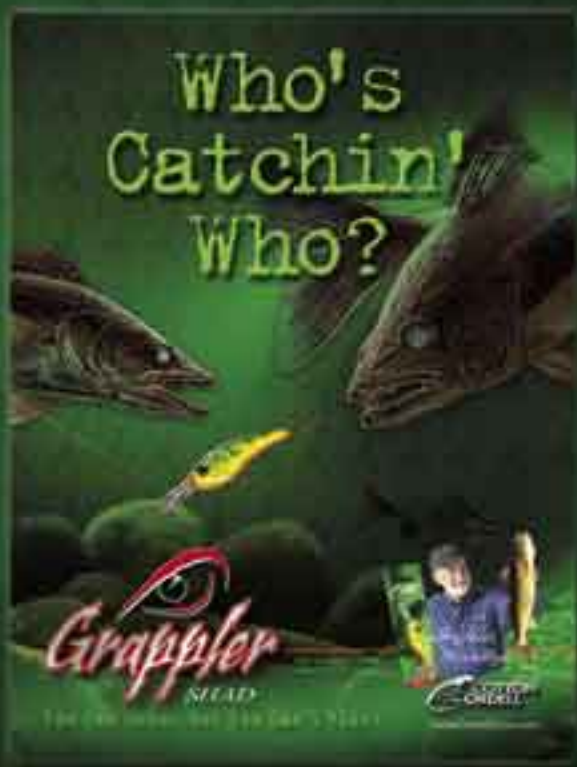


- A prominently displayed Cotton Cordell banner will alert consumers to the fact that you carry Cotton Cordell products
- Made of weather-resistant Tyvek®
- 4.5 x 2.5 feet
- Grommets in all four corners

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

## Promotion

The Cotton Cordell marketing team promotes its brand through print advertisements and TV programming and its prestigious pro staff, guide program and public relations team earns editorial mentions on a consistent basis. In 2004, Cotton Cordell's marketing team spared no expense — full page advertisements for the Grappler Shad appeared in many publications, a 30 second TV commercial aired in the United States and Canada during several fishing shows and the Cotton Cordell public relations team earned countless mentions in magazine, newspaper and internet articles. Cotton Cordell is making a splash in professional walleye tournaments as well, as evidenced by Tom Keenan's \$300,000 RCL Championship win with a Wally Diver. Consumers will be driven to your pegs again in 2005 looking for Cotton Cordell lures... don't miss the opportunity driven by Cotton Cordell!



*You Can Swim,  
But You Can't Hide.*

Cotton Cordell Product	Specie					
	Bass	Striped Bass	Walleye	Salmon	Steelhead	Saltwater
Grappler Shad	✓		✓	✓	✓	
Wiggle 0	✓		✓	✓	✓	
Baby Wiggle 0	✓		✓	✓	✓	
Wally Minnow			✓			
Wally Demon			✓			
Wally Diver			✓			
Super Spot	✓	✓	✓			✓
C.C. Spoon	✓	✓	✓			
C.C. Shad	✓		✓			
Big 0	✓			✓	✓	
Pencil Popper	✓	✓				✓
Boy Howdy	✓					
Crazy Shad	✓					
Gay Blade	✓		✓			
Red-Fin	✓	✓	✓			✓
Ripplin' Red-Fin	✓		✓			✓



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