

You Can Swim, But You Can't Hide.



You Can Swim.



"How come Cotton Cordell® wres 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 Grappler 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 lure.

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

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, redfish and more
- Trusted by pros and amateurs all around the world

CW79



Joint creates fish attracting action Natural curve and tapered body design to give the lure a realistic swimming action

Realistic appearance with the natural EYE and body shape just like mother nature

> Special engineered tie point for added strength and performance on a strong bill designed for high speed trolling and casting

Strong bronze extra sharp hooks

Strong stainless

steel split rings

Thin, natural body design for a tightwiggling action simulating forage bait natural to predator fish

CS7

MANAGAN

CD12

CDJ14 Jointed Grappler[®] Shad

Sizes that are common to a fish's natural food source size

Amazingly real color and detail similar to a fish's natural forage

Big winners on the walleye trail

Every lure in Cotton Cordell's famous Walleve line started out with one aspiration, and that's to catch more walleve 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.

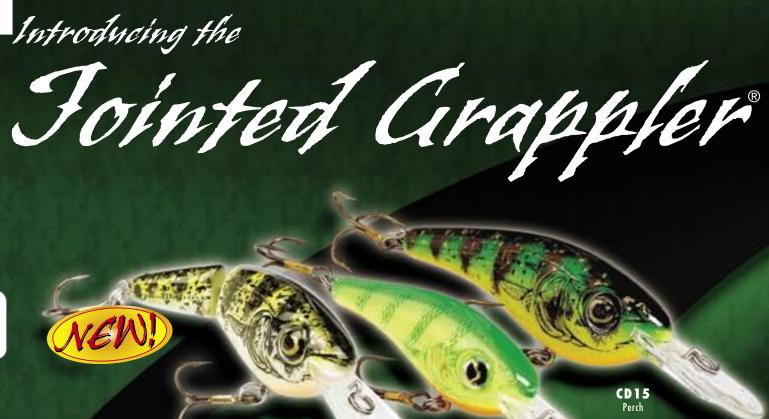
There's always something new with Cotton Cordelle

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. It's not easy to make it into the Cotton Cordell line of championship lures, so you know these new products have bright futures.

CD6

CD5



CDJ14 White Perch

CD14 Chartreuse Perch

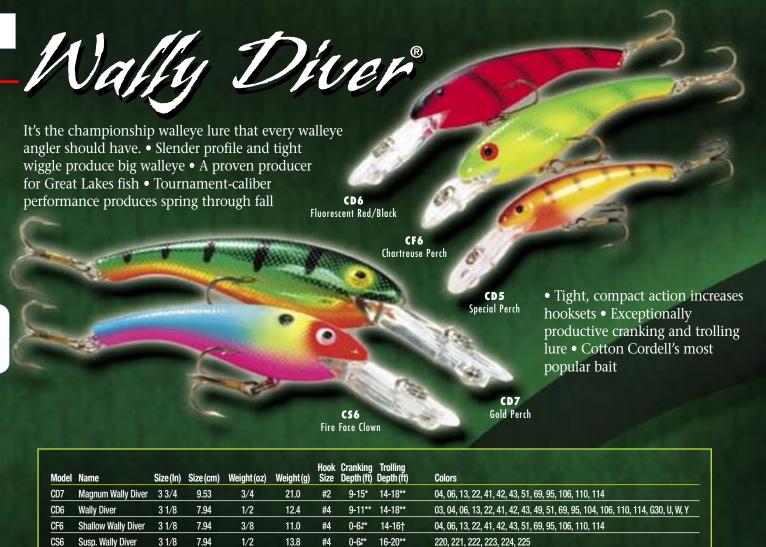
You Can Swim. But You Can't Hide.

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

	Model	Name	Size (In)	Size (cm)	Weight (oz)	Weight (g)		Cranking 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,
				6 . A.						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
W,	CDJ14	Jointed Grappler Shad	d 2 7/16	6.18	1/4	7.3	#4	5-6*	8-10*	401, 402, 403, 405, 410, 411, 412, 414, 415, 416, 422, 424, 425, 426 (New Item)
	*usina 1	2lh test Silver Thread line								the state of the state of the second state of the state of the

You Can Swim, But You Can't Hide.





Wally Diver 6.35 *using 10-17lb test line, **using 10lb test line, **using 8lb test line, †using 12lb test Silver Thread line

2 1/2

1/4

6.35

#6

6-8**

11†

			- TRAISTITION	
03 Gold/Black	43 Chartreuse/Gold	110 Chrome/Chartreuse	336 Orange Peel	343 Special Perch
	2			
04 Chrome/Black	49 Chrome Blue/Black	114 Gold/Orange	337 Eriedescent	G30 G Finish Chartreuse
		St.		
06 Chrome/Blue	51 White/Red Head	265 Kryptonite	338 Wonderbread	U Fluorescent Orange/Black
13 Super Shad	69 Fire Tiger	297 Cheap Sunglasses	339 Sparkle Fire Tiger	W Fluorescent Chartreuse/Bla
	011			-
12 Perch	95 Gold Perch	299 Purple Demon	340 Golden Shiner	Y Fluorescent Green/Black
11 Fluorescent Red/Black	104 Glory Green	300 Monkey Puke	341 Orange Juice	XX
42 Chartreuse Perch	106 Chartreuse/Red Eye	335 Chrome Special Blue	342 Gold Clown	
CS6 Suspending Wall	y Diver® Colors	MAN		
	-	Colorador Colorado	THE PARTY OF	Contraction of the second
220 Blue Face Clown	221 Fire Face Clown 222 V	White/Black Tiger 223 Yellow/B	rown Tiger 224 Purple Tiger	225 Chartreuse/Blue Tig

Available in all colors listed below (except suspending Wally Diver colors)

CD5

COTTON CORDELI

_ Wally Minnow Cotton Cordell's on another walleye mission, and the Wally Minnow has a flashy way CS8 of taking prisoners. • Slim, deep-Natural Perch diving design gets down to fish CS7 • Uniquely tapered tail for a White Perch wide, exaggerated wobble • Erratic action also produces 260 Flakey Doctor more flash and more strikes • NEW MARKING True-running design • Durable molded-in lip • Especially popular in the Great Lakes 261 Simba Weight Hook Trolling Depth (ft) Size Weight Cranking Size (0Z) Model Name (In) Colors Depth (ft) (cm) (q) Size 262 Green Pirate 261, 262, 263, 264, 268, 269, 403, 404, CS8 Wally Minnow 4 11.4 1/214.0 #4 8-10* 16-20* 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, 263 Blue Pirate 268, 269, 270, 271, 403, 404, 406, 412, 469, 495 *using 12lb test Silver Thread line 264 Clown 404 Black Shad 442 Chartreuse Perch 265 Kryptonite 269 Valdez Shad 266 Yellow Fever 406 Blue Shad 469 Fire Tiger 270 Sunkissed Shad 495 Natural Perch 412 White Perch 267 Hummingbird 271 Electric Banana 413 Super Shad 497 Walleye 268 Silver Tongue Devil 403 Gold Black Nak I ema **CW79** Chartreuse Perch 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 181 Stream Demon Hook Size Cranking Depth (ft) 03 Gold/Black Model Name Size (In) Size (cm) Weight (oz) Weight (g) Colors 1/4 03, 04, 181, 185

04 Chrome/Black You Can Swim, But You Can't Hide.

CW79 Wally Demon

*using 8lb test Silver Thread line

3 1/2

4.45

7.0

#6

2-4*

185 Chartreuse Perch

COTTON CORDELL

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-proofhooks minimize snags • Buoyant design backs out of hangups

Wiggle O'

CWOO Hot Craw Bug

	Size (In)	Size (cm)		Weight(g)	Size	Cranking Depth (ft)	Trolling Depth (ft)	Available C					
CW01 Wiggle 'O'	2	5.08	7/16	11.9	#4	8-10*	14-18*	301, 302, 30 346, 347, 34			08, 309, 310, 3	311, 312, 313, 314, 327, 32	8, 329,
WOO Baby Wiggle 'O	0'13/4	4.44	5/16	7.6	#6	4-6*	5-12*			· · ·	28, 329, 346,	347, 348, 349, 350, 351, 35	2
using 12lb test Silver	r Thread line	9											
	-		a subscription			100	1000		Æ	-		1000	
and the same	and the second second					(ORDIAL	C. S. A. China	-	- Color	an	2	11111	
301 Chrome Silver Shad	1	306 Pear	rl Gold Shad		311	Fire Tiger		328	Brown Crav	v	34	9 Bengal Tiger	
0		1	6			(3)	100		Ø			a recorded	
P 0		R	-		- 5	NED A	TUM	-	100	1000			
802 Chrome Gold Shad		307 Chai	rtreuse Gold Sh	ad	312	Orange Crav	v Bug	329	Ghost Gree	n Craw	35	0 Watermelon Orange Belly	
Contract in		1	. 10		_	al.	Alle		f.	Miles		×).	
		200 cl			010		17/11/2		Ditle	-			
303 Chrome Blue Shad	-	308 Chai	rtreuse Green S	nád	313	Chartreuse (raw Bug	340	Ditch Craw	BUG	35	1 Chartreuse Black Shad	
C. Antoppopula	ad	-	2	2	-	- All	S di litte	5	1-4	Nue.			
304 Baby Bass		309 Blac	k Gold		314	Golden Crav	/ Bua	347	Stream Cra	w Bua	35	2 Midnight Runner	
and the second			A STATES			10			a				
n and a bidle	100		anti	TAR.	-	1910	Tur	-	and a	William	>		
305 Pearl Purple Splatte	er	310 Bon	e Black Splatter	r	327	Watermelon	Seed	348	Hot Craw B	ug			
				1					7			(R)	
	C77 Fire Tiger	Fo		111			or	Leaderb becaus lij iginal ba	oards o e it rep o defle alsawoo	don't lie eatedly cts off c	e. The Bi scores in cover • N kbait fro	g-O is a bass pro the strike zone fodeled after Fre m 1967 • One o	• Sho d You f fishii
		E Co					or	Leaderb because lij iginal ba most co	oards o e it rep o deflea alsawoo pied lu	don't lie eatedly cts off c od crani- ures • G.	e. The Bi scores in over • M kbait fro reat for 1	g-O is a bass pro 1 the strike zone 1odeled after Fre m 1967 • One o argemouth and	• Sho d Your f fishir smalli
		CO Su	C76 per Shad		10 m		or	Leaderb because lij iginal ba most co	oards o e it rep o deflea alsawoo pied lu	don't lie eatedly cts off c od crani- ures • G.	e. The Bi scores in over • M kbait fro reat for 1	g-O is a bass pro 1 the strike zone 10deled after Fre m 1967 • One o	• Sho d Your f fishir smalli
se Perch		C Su	e1 1				or	Leaderb because lij iginal ba most co	oards o e it rep o deflea alsawoo pied lu	don't lie eatedly cts off c od crani ures • G n one m	e. The Bi scores in over • M kbait fro reat for I tillion sc	g-O is a bass pro 1 the strike zone 1odeled after Fre m 1967 • One o argemouth and	• Sho d Your f fishir smalli
se Perch		Su	e1 1		Mod		or	Leaderb because lij iginal ba most co	oards o e it rep o defleo ilsawoo pied lu re thar	don't lie eatedly cts off c od crani ures • G n one m	e. The Bi scores in over • M kbait fro reat for 1 tillion sco k Cranking	g-O is a bass pro 1 the strike zone 1odeled after Fre m 1967 • One o argemouth and	• Sho d Your f fishir smalli
se Perch Chrome/Black	Fire Tiger	5	e1 1		C78	Big O	Or Size (In) 3	Leaderb because lij iginal ba most co Mo Size(cm) We 7.62	oards o e it rep o defleo alsawoo pied lu re thar ght(oz) We 3/8	don't lie eatedly cts off c od cran ures • G n one m hoo ight(g) Size 10.5 #4	e. The Bi scores in over • M kbait fro reat for I tillion sc cranking Depth(t) 4-6*	g-O is a bass pro n the strike zone fodeled after Fre m 1967 • One o argemouth and old in its first sea <u>Colors</u> 04,07, 11, 13, 22, 40, 42,	• Sho d Your f fishir smalli son al 9,99
use Perch Chrome/Black	Fire Tiger	Su 22 Perch	e1 1		C78 C77	Big O Big O	Or Or Size (In) 3 2 1/4	Leaderb because lij iginal ba most co Mo Size (cm) We 7.62 5.72	oards o e it rep o defled alsawoo pied lu re thar ght(oz) We 3/8 1/3	don't lie eatedly cts off c od crani ures • G n one m ight(g) Size 10.5 #4 9.4 #6	e. The Bi scores in over • M kbait fro reat for I hillion sc bepth(ft) 4-6* 3-5*	g-O is a bass pro n the strike zone fodeled after Fre m 1967 • One o argemouth and old in its first sea Colors 04, 07, 11, 13, 22, 40, 42, 1 04, 07, 11, 13, 22, 40, 42, 1	• Sho d Your f fishir smalli son al ^{19,99}
use Perch Chrome/Black	Fire Tiger	5	e1 1		C78 C77 C76	Big O Big O Big O	Size (In) 3 2 1/4 2	Leaderb because lij iginal ba most co Mo Size(cm) We 7.62 5.72 5.08	oards o e it rep o deflee ilsawoo pied lu re thar ght(oz) We 3/8 1/3 1/4	don't lie eatedly cts off c od crani ures • G n one m ight(g) Size 10.5 #4 9.4 #6 7.0 #8	e. The Bi scores in over • N kbait fro reat for I hillion sco k Cranking 9 Depth(ft) 4-6* 3-5* 2-4**	g-O is a bass pro n the strike zone fodeled after Fre m 1967 • One o argemouth and old in its first sea <u>Colors</u> 04,07, 11, 13, 22, 40, 42,	• Sho d Your f fishir smalli son al ^{19,99}
78 use Perch Chrome/Black Pearl/Red Eye	Fire Tiger	22 Perch	e1 1		C78 C77 C76	Big O Big O Big O	Size (In) 3 2 1/4 2	Leaderb because lij iginal ba most co Mo Size (cm) We 7.62 5.72	oards o e it rep o deflee ilsawoo pied lu re thar ght(oz) We 3/8 1/3 1/4	don't lie eatedly cts off c od crani ures • G n one m ight(g) Size 10.5 #4 9.4 #6 7.0 #8	e. The Bi scores in over • N kbait fro reat for I hillion sco k Cranking 9 Depth(ft) 4-6* 3-5* 2-4**	g-O is a bass pro n the strike zone fodeled after Fre m 1967 • One o argemouth and old in its first sea Colors 04, 07, 11, 13, 22, 40, 42, 1 04, 07, 11, 13, 22, 40, 42, 1	• Sho d Your f fishir smalli son al ^{19,99}
rse Perch Chrome/Black	Fire Tiger	5	e1 1		C78 C77 C76	Big O Big O Big O	Size (In) 3 2 1/4 2	Leaderb because lij iginal ba most co Mo Size(cm) We 7.62 5.72 5.08	oards o e it rep o deflee ilsawoo pied lu re thar ght(oz) We 3/8 1/3 1/4	don't lie eatedly cts off c od crani ures • G n one m ight(g) Size 10.5 #4 9.4 #6 7.0 #8	e. The Bi scores in over • N kbait fro reat for I hillion sco k Cranking 9 Depth(ft) 4-6* 3-5* 2-4**	g-O is a bass pro n the strike zone fodeled after Fre m 1967 • One o argemouth and old in its first sea Colors 04, 07, 11, 13, 22, 40, 42, 1 04, 07, 11, 13, 22, 40, 42, 1	• Sho d Your f fishir smalli son al ^{19,99}

62

13 Super Shad

Cha

69 Fire Tiger

42 Chartreuse Perch

99 Natural Crawdad

STAR ..

CW01 Fire Tiger

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

"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)		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, 355, 356, 357, 358, 359, 360, 361, 362, 363,
	i'm de set							364, 365, 374 (New Colors)
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

C24

Gold/Black



C21

Watermelon Seed

C25 Bleeding Shad

CS25 Texas Red / 3D Eye

12 C25



CD12 Blue/Chartreuse/Orange

C11

64

Gay Blade

C14 Chrome/Black

C38 Chrome/Blue

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)		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

06 Chrome/Blue

04 Chrome/Black

42 Chartreuse

11 Smoky Joe



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	Qty
K7034G	C.C. Spoon	3	7.62	3/4	21.0	#2	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
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



Pencil obbe

C67 **Rainbow Trout**

C66

Pearl/Blue

K7034G

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

"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

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

06 Chrome/Blue

тм

04 Chrome/Black

20 Pearl/Blue

93 Rainbow Trout

28 Pearl/Red

68 Mackerel

Ripplin' Red-Fin

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 Chrome/Blue

> **CS85** Chartreuse Perch

Model	Name	Size (In)	Size (cm)	Weight (oz)	Weight(g)		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-F	in 4 1/2	11.4	3/8	11.0	#4	0-3*	04, 06, 42, 98
*using 1	Olb test Silver Thread line	e						

04 Chrome/Black

06 Chrome/Blue

10 Smoky Minnow

42 Chartreuse Perch

Bob Izumi host of the "Real Fishing" Show.

COTTON CORDELL

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

"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."

48 Chartreuse

69 Fire Tiger

98 Gold/Orange

CJ8 Gold/Orange

Arkansas Shiner Chrome/Blue

C08

CJ9

Red-Fin



CD9 Pearl/Blue

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 allworld 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

C10 **Rainbow Trout**

Model	Name	Size (In)	Size (cm)	Weight (oz)	Weight (g)		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 Fi	in 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



COTTON CORDELL

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

68

"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



06 Chrome/Blue



03 Gold/Black

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





12 Clear/Blue Nose

.....



C41 Gold/Black

69 Apparel and Accessories

Nodel	Name	Size	Colors
LWCCP1	Cotton Cordell Polo	S - XXL	Green / White Logo

LWCCH 1

Ashworth classic solid pique shirt 100% combed cotton.

	LWCCP1-S Small
l	LWCCP1-M Medium
	LWCCP1-L Large
	LWCCP1-XL X-Large
	LWCCP1-2XL XX-Large

• The Cotton Cordell hat is structured, low-vis, made by the makers of The Game[®] caps • Green hat with white accents and embroidered logo • One size fits most Velcro[®] strap

Model	Name	Size	Colors
LWCCH1	Cotton Cordell Hat	One size fits most	Green / White Logo

 While fishing in cool weather, this Cotton Cordell beanie will help keep you warm with its fleece lining • Made by the makers of The Game[®] headwear. 100% cotton

Model	Name	Size	Colors
LWCCB1	Cotton Cordell Beanie	One size fits most	Green & Khaki / White Logo



-

LWCCB1

LWCCP1



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

Model	Name	Size	Colors
LWCCD1	Cotton Cordell Decal	5 x 2.65 in	white

UW10375



Cotton Cordell	Specie					
Product	Bass	Striped Bass	Walleye	Salmon	Steelhead	Saltwater
Grappler Shad	~		~	~	~	
Wiggle O	~		~	~	~	
Baby Wiggle O	~		~	~	~	
Wally Minnow			v			
Wally Demon			v			
Wally Diver			v			
Super Spot	~	 ✓ 	~			~
C.C. Spoon	v	 ✓ 	~			
C.C. Shad	~		~			
Big O	v			~	~	
Pencil Popper	v	 ✓ 				~
Boy Howdy	v					
Crazy Shad	v					1. 10. 1.
Gay Blade	~		~			
Red-Fin	~	 ✓ 	~			~
Ripplin' Red-Fin	~		~			~

COTTON ORDELL ®

Cotton Cordell Lure Company PRADCO-Fishing 3601 Jenny Lind Road • Fort Smith, AR 72901 Phone: 479-782-8971 • Fax: 479-783-0234 www.CottonCordellLures.com



© 2005 EBSCO Industries, Inc. Printed in the U.S.A. All trademarks in this catalog are property of EBSCO Industries. Specifications subject to change without notice.