



COTTON CORDELL[®]



*You Can Swim,
But You Can't Hide.*[™]

2011

You Can Swim.



"Why do 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, Ark., 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 Wally Stinger – Cotton Cordell enhances its position as the *must-have* brand of walleye lures.

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

But You Can't Hide.™

Natural curve and tapered body design to give the lure a realistic swimming action

Strong stainless steel split rings

Strong bronze extra sharp hooks

Super-tough construction takes the punishment big walleyes dish out

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

Bigger, beefier body for when walleyes are on a bigger bite

CDS7
Wally Stinger®

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 tacklebox, should be without them.

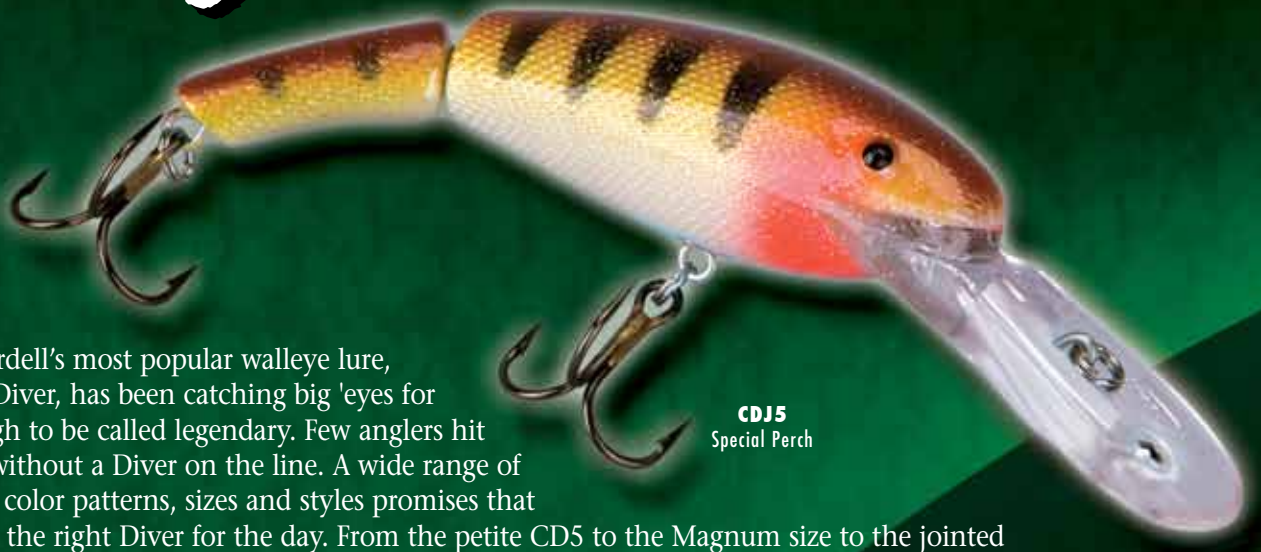
There's always something new with Cotton Cordell®

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



Wally Diver®



CDJ5
Special Perch

Cotton Cordell's most popular walleye lure, the Wally Diver, has been catching big 'eyes for long enough to be called legendary. Few anglers hit the water without a Diver on the line. A wide range of productive color patterns, sizes and styles promises that you'll have the right Diver for the day. From the petite CD5 to the Magnum size to the jointed version, there's a Wally Diver that will catch fish no matter the waters. Whether cast or trolled, anglers depend on Cordell lures to run straight out of the box and appeal to largemouth and smallmouth bass (and any other gamefish) as well as great big walleyes.

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, 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, 49, 51, 69, 95, 104, 106, 110, 114, 265, 297, 299, 300, 335, 336, 337, 338, 339, 340, 341, 342, 343, G30, U, W, Y
CDJ5	Jointed Wally Diver	2 3/4	6.985	1/4	7.81	#6	6-8**	11†	03, 04, 06, 13, 22, 41, 42, 43, 51, 69, 95, 106, 114, 265, 299, 300, 337, 339, 342, 343, 378, 379, 380, U

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



CD6
Fluorescent Red/Black

CD5
Special Perch

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

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



CD7
Gold Perch

CS6
Fire Face Clown

CD95 Jointed Wally Diver® Colors



Wally Diver® Colors (non-jointed)



CS6 Suspending Wally Diver® Colors



Wally Stinger™

NEW!



Cotton Cordell announces the addition of a new lure in the Wally lineup, the Wally Stinger. Every walleye angler knows the fish-catching characteristics of the classic Wally Diver, and Cordell kept all those features while stretching and beefing up the Wally Stinger to create a deeper-running lure with a bigger, longer profile. Great color patterns and high-quality components insure that the Wally Stinger will become a go-to when fish are on bigger bites.

Model	Name	Size (In)	Size (cm)	Weight (oz)	Weight (g)	Hook Size	Cranking Depth (ft)	Trolling Depth (ft)	Colors
CDS5	Wally Stinger	3 1/2	8.89	1/4	9.7	#6	7-10*	18-21*	03, 04, 06, 22, 41, 42, 43, 51, 69, 95, 339, 343, 530, 531, 532, 533, 534, 535
CDS7	Wally Stinger	4 3/4	12.1	5/8	18.7	#4	12-15*	25-28*	03, 04, 06, 22, 41, 42, 43, 51, 69, 95, 339, 343, 530, 531, 532, 533, 534, 535

*using 10 lb test Silver Thread® line



03 Gold/Black



42 Chartreuse Perch



339 Sparkle Fire Tiger



532 Banana Pepper



04 Chrome/Black



43 Chartreuse/Gold



343 Special Perch



533 Hot Head



06 Chrome/Blue



51 White/Red Head



530 Green Perch



534 Purple Passion



22 Perch



69 Fire Tiger



531 Pink Lemonade



535 Birthday Suit



41 Fluorescent Red/Black



95 Gold Perch

You Can Swim, But You Can't Hide.™

Grappler® Shad



CDJ14
White Perch

CD14
Chartreuse Perch

CD15
Perch

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 taking 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)	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, 405, 406, 410, 412, 414, 416, 422
CD14	Grappler Shad	2 7/16	6.18	1/4	7.3	#6	5-6*	8-10*	401, 410, 412, 414, 416, 422
CDJ14	Jointed Grappler Shad	2 7/16	6.18	1/4	7.3	#4	5-6*	8-10*	401, 403, 405, 410,, 412, 414, 416, 422, 424, 426

*using 12lb test Silver Thread line



401 Chrome/Blue

406 Super Shad

412 White Perch

416 Chrome/Black

405 Pearl Cisco

410 Perch

414 Chartreuse Perch

422 Fire Tiger

401 Chrome/Blue

410 Perch

416 Chrome/Black

424 Crawfish

403 Gold/Orange

412 White Perch

422 Fire Tiger

426 Blue Shiner

405 Pearl Cisco

414 Chartreuse Perch

CDJ14 Jointed Grappler Shad® Colors

COTTON CORDELL

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

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



CW79
Chartreuse Perch



03 Gold/Black



04 Chrome/Black



181 Stream Demon



185 Chartreuse Perch



C76
Super Shad

C77
Fire Tiger

C78
Chartreuse Perch

Big O®

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 balsa wood 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

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.



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

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 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, 190, 200, 201, 210, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 374, 444, 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, 444, 448
C21	Super Spot	2	5.08	3/16	5.0	#8	sinker	03, 04, 06, 69, 186, 188

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



C.C. Shad[®]

CD12
Blue/Chartreuse/Orange

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 • CD12 cranks to 8' and trolls down to 20', even on light tackle.



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

*using 10lb 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/Orange/Chartreuse

95 Metalized Perch

06 Chrome/Blue

16 Shad

48 Chartreuse Shad

79 Blue/Chartreuse/Orange



C14
Chrome/Black



C38
Chrome/Blue

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 jiggling spoon • Great for white bass, 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



04 Chrome/Black

11 Smoky Joe

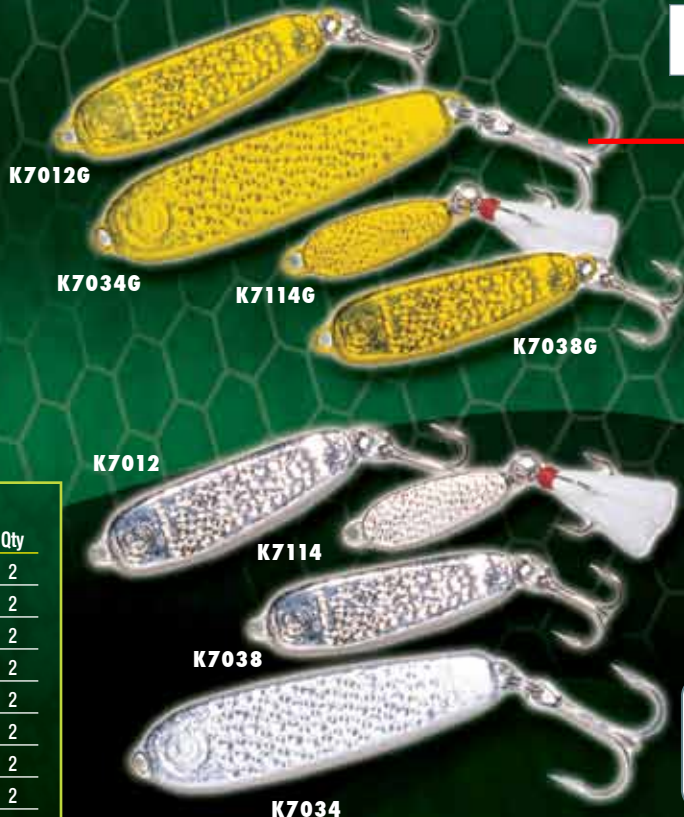
06 Chrome/Blue

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 hook 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' or walleye 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
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



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



Ripplin' Red-Fin[®]

It is the lure that never stops looking for trouble. The 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)	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

04 Chrome/Black

42 Chartreuse Perch

69 Fire Tiger

06 Chrome/Blue

48 Chartreuse

98 Gold/Orange

10 Smoky Minnow

"Simply the standard for inland 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®



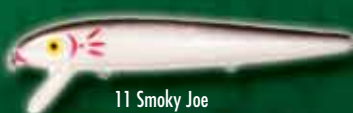
A Cotton Cordell classic copied far and wide, but nothing swims like it - and few other lures produce such violent strikes. • High riding and extra buoyant • Classic V-wake runs truer for more strikes • Hollow head lets you twitch it like no other minnow lure • An all-world striper lure and especially 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**	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

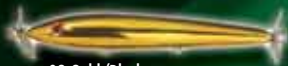


C41
Gold/Black

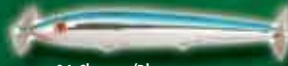
"The Boy Howdy is one of the best topwaters you can throw for schooling fish because it can be fished aggressively or with a subtle action that will draw fish back up after they've gone down."

— Bobby Murray, winner of the first Bassmaster Classic

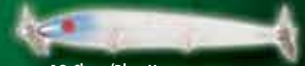
Model	Name	Size (In)	Size (cm)	Weight (oz)	Weight (g)	Hook Size	Cranking Depth (ft)	Colors
C41	Boy Howdy	4 1/2	11.4	3/8	10.5	#6	topwater	03, 04, 06, 11, 12, 84



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 rolls 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
Frog

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, 06, 11, 84, 85



03 Gold/Black



06 Chrome/Blue



84 Frog



04 Chrome/Black



11 Smoky Joe



85 Bone/Orange

Promotional

Banner



UW10375

- 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

Decal

Decal. White Vinyl cut decal.
Great for tinted windows or boats.

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





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



© 2010 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.