

# 2011

## NEW PRODUCT CATALOG



**NEW**  
**F<sup>2</sup>**™

**BOMBER**  
LURES

**COTTON**  
**ORDELL**

**REBEL**

**SMITHWICK**

**Silver**  
**Thread**

**X CALIBUR**  
JITTER CHUCKS

**BODYAH**  
BAIT CO.

**Heddon**

**LAZY IKE**

*Creek Chub*

*Arbogast*

**YUM!**



## XPC01 PUNKINSEED ORNAMENTS

The old Heddon Punkinseed is a highly sought-after collectible lure, and this Christmas the angler or lure collector in your life can hang a dozen or two on his Christmas tree with the new Collectible Punkinseed Decorative Ornaments. These hand-painted Punkinseeds are replicas built to original specifications and feature dual hanging options by either the mouth or back.

- Replica Heddon Punkinseed lures model #X9630
- Hand painted to original specifications
- Collectors edition
- Dual hanging options; by mouth or back

## XFD1 USB FLASH DRIVE

The XCalibur XR50 3.5G USB Flash Drive looks just like an XCalibur XR50 Rattle Bait with the hooks removed and a key chain added to the line tie.

- 3.5 GB storage capacity
- Hi-Speed USB 2.0 compliant
- Windows and Macintosh compatible
- Replica of the popular Foxy Momma Xr50 Rattle Bait





## PRDNS1-72 NORTHERN ASSORTMENT

Years of experience and several of the most popular lure brands combine to create this 72-piece assortment that anglers "Up North" love.

## PRDBS1-72 BASS ASSORTMENT

Down South bass is king, and this 72 piece assortment of bass lures is just what they want. Includes all the best shapes and color patterns for catching trophy bass.



## PRD72BMBS-09 SALTWATER ASSORTMENT

The Bomber Saltwater Grade Assortment contains 72 sturdy Bomber Saltwater lures in the right color patterns. Contains fish-catching topwaters, lipless crankbaits and minnow baits.

## PRDCC1-72 COTTON CORDELL ASSORTMENT

This assortment contains 72 pieces of fish-catching Cordell lures in the most productive shapes and color patterns.



# BOMBER<sup>®</sup>

## LURES

### HERKY JERKY JR.



BHJ5  
SILVER INSERT /  
RED HEAD

#### HERKY JERKY™ JR.

Created for pike anglers, the Bomber Herky Jerky Jr. is a slow-sinking lipless jerkbait designed to dart and glide back-and-forth when retrieved with quick downward jerks of the rod tip. But there's more to the lure than a subsurface walk-the-dog lure. Bomber lure designers worked hard to develop a rattle system within the Herky Jerky Jr. that functions on its own when the lure is paused. The slow-sinking action prompts the lure to wobble back and forth as it descends, causing the lure to emit fish-attracting sound and action.

MODEL	NAME	SIZE (in)	SIZE (cm)	WEIGHT (oz)	WEIGHT (g)	HOOK SIZE	CRANKING DEPTH
BHJ5	Herky Jerky Jr.	5	12.58	1 11/16	48.8	1/0	Sinking

Available in all shown colors.



DBF  
FOIL/BULL  
FROG



PLO  
PEARL/BLUE  
SIDES



XS104  
SILVER  
INSERT/RED  
HEAD



PBO  
PEARL/BLACK  
BACK/OB



XCHO  
CLEAR INSERT/  
BLK BK/OB



XSIL-UV  
SILVER  
INSERT/BLUE  
BACK



XM7  
FIRE  
RIVER/OB



XSIPKCHP  
SILVER INSERT/  
CHART/PINK

# REAL CRAW MODEL A'S

B04A  
OKIE CRAW



MODEL	NAME	SIZE (in)	SIZE (cm)	WEIGHT (oz)	WEIGHT (g)	HOOK SIZE	CRANKING DEPTH
B04A	Model A	2 1/8	5.40	5/16	8.2	#6 Tx3	3-6

Available in all shown colors.

## MODEL A™

Bomber is proud to introduce the Real Craw Bomber Model A. Real Craw is more than a series of super-realistic color patterns; it's like an exoskeleton. Not only do the Real Craw Series Model A's feature the most detailed, realistic crawfish looks, but the texture produces a more realistic feel and raised, blood-red crustacean eyes are positioned at the end of the lure for a truly realistic look.



CFCC  
CREEK CRAW



CFMBC  
MOSS BACK  
CRAW



CFOC  
OKIE CRAW



CFDC  
DITCH CRAW



CFMC  
MOLTING  
CRAW



CFSC  
SUNRISE  
CRAW



CFNR  
NEST  
ROBBER





**CDS5**  
Pink Lemonade

**CDS7**  
Gold/Black

## Wally Stinger™

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 baits.

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



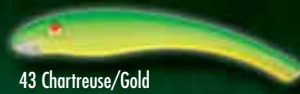
339 Sparkle Fire Tiger



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

## Tracdown™ Minnow

The classic Rebel F49, F50, and F10 now come in sinking Tracdown versions, which expands the versatility of these incredible fish-catchers. Now bass, trout, walleye and other predator fish don't stand a chance no matter how deep they are holding. Awesome color patterns, 3-D eyes and black nickel hooks at a great price!

# REBEL®

## America's Favorite Fishing Lures

Model	Size(In)	Size(cm)	Weight(oz)	Weight(g)	Hook Size	Cranking Depth(ft)
TD49	1 5/8	4.13	3/32	2.4	#14	0-2****
TD50	2 1/2	6.35	5/32	4.3	#10	0-2****
TD10	3 1/2	8.95	3/8	10.4	#6	0-3***

\*\*\*using 8lb test line, \*\*\*\*using 6lb test line, \*\*\*\*\*using 4lb test line Silver Thread® line used for all results.

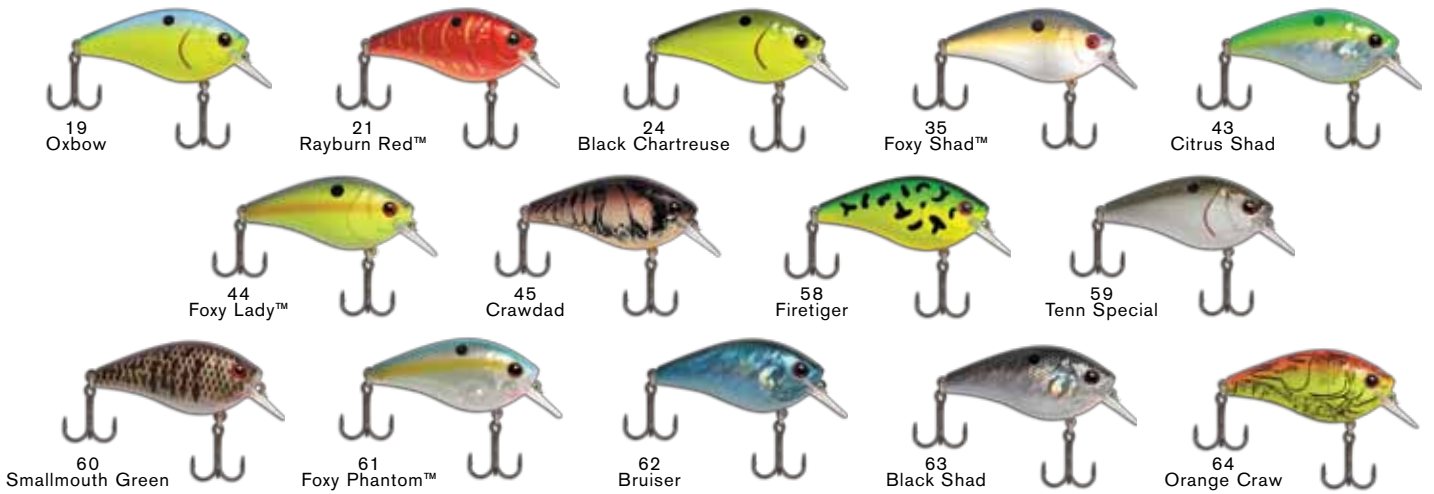


**XCS**

S  
Q  
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# X CALIBUR

HI-TEK TACKLE®



**3D**  
red  
eyes

MODEL	WEIGHT	SIZE	HOOK SIZE	DEPTH	COLORS
Alton Jones Xcs100	1/2oz. / 12.4g	2in. / 5.08cm	#4-belly / #4-tail In-line Tx3™	0-3 feet	19, 21, 24, 35, 43, 44, 45, 58, 59, 60
Tim Horton Xcs200	5/8oz. / 17.1g	2-3/4in. / 6.98cm	#2-belly / #2-tail In-line Tx3™	0-3 feet	19, 21, 24, 35, 43, 45, 58, 59, 61, 62
Edwin Evers Xcs300	3/4oz. / 19.8g	3in. / 7.62cm	#2-belly / #2-tail In-line Tx3™	0-3 feet	19, 21, 24, 35, 43, 45, 58, 59, 63, 64

The XCalibur Xcs Square Lip series has everything anglers need in a shallow-running crankbait. The XC Series comes in three sizes that will cover a wide range of forage species. The Square Lip series wobbles and semi-rolls to show its flash and the sophisticated color patterns with etched scale patterns seal the deal on shallow-feeding bass. Tx3 In-Line hooks ride up against the body to reduce snags, and the paddle shape helps the bait “bump and run” through cover to catch the big ones.



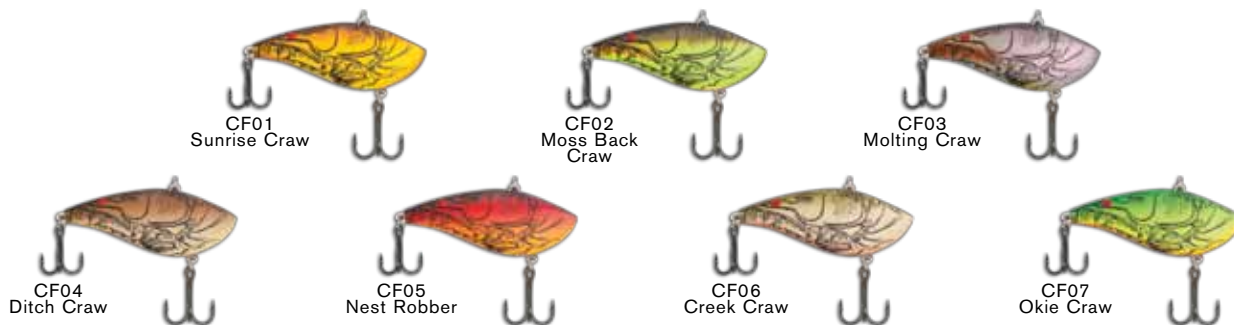


Real Craw is more than the most realistic and effective color pattern on the market – it’s an exoskeleton that feels like a living thing in the water. Nothing looks and feels more like a fleeing crawfish than the XCalibur Xr50 in the new Real Craw series. A detailed, multi-step painting process produces a muted color pattern that gives an exacting crawfish look to an already effective lure design. Raised blood-red crustacean eyes are positioned at the tail of the bait and Tx3 in-line hooks ride against the body to reduce snags.

**Xr50**

REAL CRAW™

MODEL	WEIGHT	SIZE	HOOK SIZE	DEPTH	COLORS
XCalibur Xr50	5/8oz. / 16.4g	2-1/2in. / 6.5cm	#4-belly / #6-tail In-line Tx3™	Sinker	Available in all colors shown

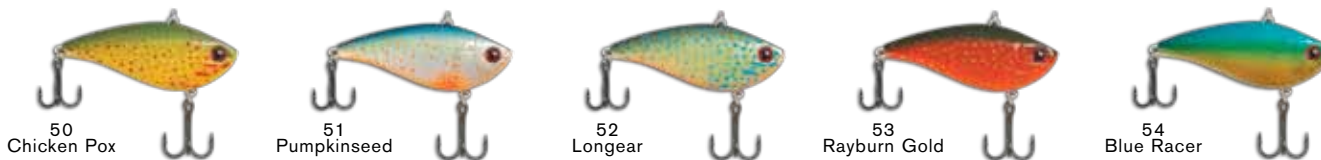


One look at the new Real Gill Xr50 Rattle Bait and you’ll be sold – these are the most realistic bluegill and panfish patterns on the market. In addition to the realism, the details on these Real Gill Xr50’s create a more three-dimensional look in the water. It’s an exacting, multi-step painting process, but the result is a truly effective bait. Three-dimensional red eyes and Tx3 in-line hooks that ride against the body to reduce snags complete the package.

**Xr50**

REAL GILL™

MODEL	WEIGHT	SIZE	HOOK SIZE	DEPTH	COLORS
XCalibur Xr50	5/8oz. / 16.4g	2-1/2in. / 6.5cm	#4-belly / #6-tail In-line Tx3™	Sinker	Available in all colors shown



# YUM<sup>®</sup>



## YUM F2 Independently Tested 30 Percent More Effective Than Leading Brand!

YUM Soft Plastics announces the introduction of F2, independently tested to be 30 percent more effective than the leading attractant. Six bait styles are infused with this powerful scent, and unlike other attractant-injected baits, YUM F2 retains its suppleness and “swimability.” They also don’t dry into hard, wrinkled and useless shrivels when left out of the package.

*Attract. Enrage. Engage.* F2, or Ferocity Squared, is a highly concentrated formula clinically tested by Mississippi State University under the strictest scientific conditions. The result is documented proof that bass prefer YUM F2 by 30 percent. Additional advantages include its ability to be infused in traditional soft plastics in any shape, long-lasting effectiveness and continuous dispersal of scent.

YUM F2 is initially available in four new bait styles and two existing YUM baits. The new baits include the Wooly Bullee, a flippin’ style bait; the Mighty Bug, a six-legged creature bait in three sizes; the Salleemander, a 6-inch swimming lizard; and the Shakalicious Worm, a 5-inch shaky head worm with an undulating skirt at the head. 5-inch YUM Dingers and 3.75-inch Money Craws also have been infused with F2.

YUM F2 just took over the top spot in bass attractants. It’s documented. It’s been proven in the strictest clinical scientific testing. Bass prefer F2. It’s the most-effective attractant on the market.

# Mighty Bug™



(147) BIG O CRAW™



(157) VIRGO BLUE



(02) WATERMELON RED

### Mighty Bug

PRODUCT NUMBER	LENGTH	PACK COUNT	AVAILABLE COLORS
YUMMB3	3.0"	10	All colors shown
YUMMB4	3.75"	8	All colors shown
YUMMB5	4.5"	6	All colors shown

YUM Soft Plastics' new F2 Mighty Bug is a versatile creature bait infused with the most-potent attractant on the market. The Mighty Bug features six active appendages and a tri-segmented body to produce more water displacement than any other creature bait. Four small kicking legs and two longer claw-like swimming appendages create panicked action with the slightest twitch. The segmented body causes it to undulate on the swim. Combine these fish-attracting features with the most-effective attractant and you've got a winner.

The F2 Mighty Bug creature bait comes in 3-inch, 3.75-inch and meaty 4.5-inch versions and all of the most productive colors. The F2 Mighty Bug can be Texas rigged and cast, pitched or flipped, Carolina rigged, threaded on a jighead and a variety of other hooking methods and fishing techniques.



(01) BLACK NEON



(08) GREEN PUMPKIN



(144) GREEN PUMPKIN NEON



(153) BAMA BUG



(02) WATERMELON RED



(09) WATERMELON SEED



(147) BIG O CRAW™



(157) VIRGO BLUE



(04) JUNEBUG



(143) BLACK BLUE SHADOW



(148) CAJUN NEON



(158) BLACK GRAPE / CHART



# Wooly Bullee™

YUM Soft Plastics' new Wooly Bullee is a flipper's dream bait. At 3.5-inches in length it presents a substantial profile while the narrow width provides an erratic glide and the ridged surface and frantically flailing claws create tremendous water displacement and action. To top it off, the Wooly Bullee is infused with new YUM F2 attractant, the most potent on the market.

Wooly Bullee			
PRODUCT NUMBER	LENGTH	PACK COUNT	AVAILABLE COLORS
YUMWB3	3.5"	8	All colors shown



(01) BLACK NEON



(06) CRAWDAD



(144) GREEN PUMPKIN NEON



(149) COOTER BROWN



(02) WATERMELON RED



(08) GREEN PUMPKIN



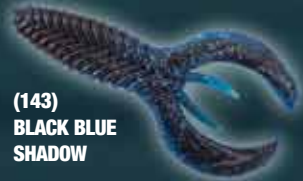
(147) BIG O CRAW™



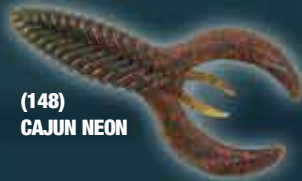
(153) BAMA BUG



(04) JUNEBUG



(143) BLACK BLUE SHADOW



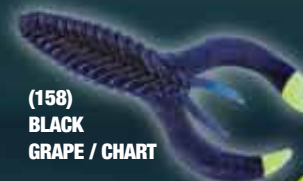
(148) CAJUN NEON



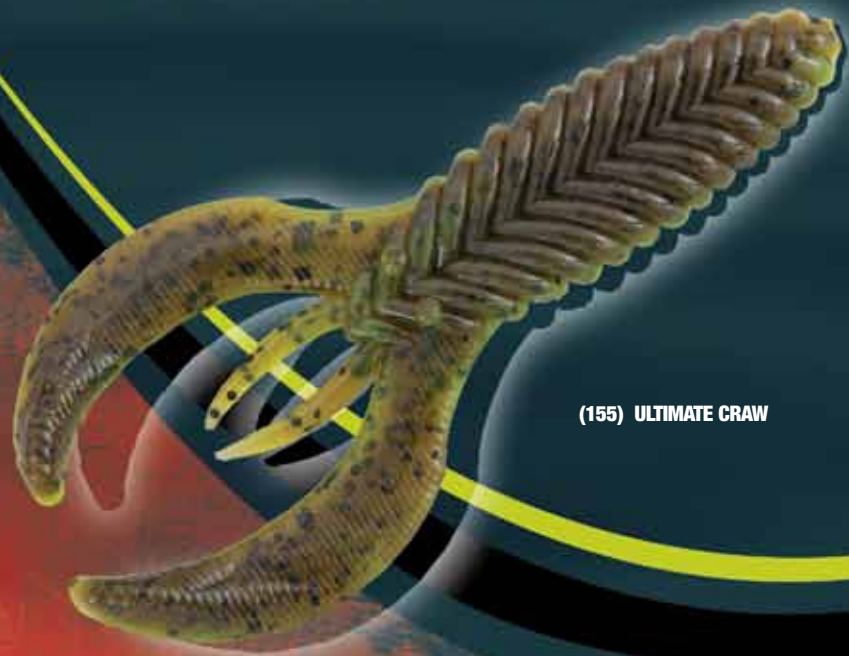
(155) ULTIMATE CRAW



(157) VIRGO BLUE



(158) BLACK GRAPE / CHART



(155) ULTIMATE CRAW

# Salleemander™

(143) BLACK BLUE SHADOW



### Salleemander

PRODUCT NUMBER	LENGTH	PACK COUNT	AVAILABLE COLORS
YUMSM6	6.0"	8	All colors shown

YUM Soft Plastics' new F2 Salleemander features swimming action never before seen from a soft plastic lizard, and because it's infused with F2 attractant it continuously releases the most potent attractant on the market. With four crawling-action legs and a paddle tail that creates a realistic swimming action to the entire lizard, the Salleemander creates tremendous water displacement. The 6-inch Salleemander is perfect for Carolina rigs and Texas rigs, but also catches bass weightless worked over grass or retrieved just under the surface.



(153) BAMA BUG



(154) BAMA MAGIC



(155) ULTIMATE CRAW



(156) BREAM



(01) BLACK NEON



(09) WATERMELON SEED



(02) WATERMELON RED



(29) CAROLINA PUMPKIN CHART



(04) JUNEBUG



(143) BLACK BLUE SHADOW



(08) GREEN PUMPKIN



(148) CAJUN NEON





# Money Craw™



Money Craw			
PRODUCT NUMBER	LENGTH	PACK COUNT	AVAILABLE COLORS
YUMMC3	3.75"	8	All colors shown

YUM Soft Plastics' new F2 Money Craw produces more water displacement and vibration than any other soft plastic craw with its paddle-like claws, and now that it's infused with the most potent attractant on the market, bass can't resist. The Money Craw comes in a 3.75-inch size and new color patterns that bass anglers trust. In short, the Money Craw is now the go-to for jig trailers, Texas rigs, Carolina rigs and more. YUM F2 just took over the top spot in bass attractants. It's documented. It's been proven in the strictest clinical scientific testing that bass prefer F2, and the F2 Money Craw is the go-to bait for flipping on a Texas rig, Carolina rigged, or as a jig trailer.

### (06) CRAWDAD



# Dinger™



Dinger			
PRODUCT NUMBER	LENGTH	PACK COUNT	AVAILABLE COLORS
YUMD5	5.0"	12	All colors shown

YUM Soft Plastics' new F2 Dinger is the same Dinger that instantly became a classic bass lure, but it's made even better with the infusion of new F2 attractant and additional colors. Now this incredible lure

consistently dispenses the most potent attractant on the market while working its bass-hypnotizing magic. One of the most versatile soft plastics on the market, the YUM F2 Dinger can be Texas, Carolina and wacky rigged, weighted or weightless, and catches bass when other lures fail.

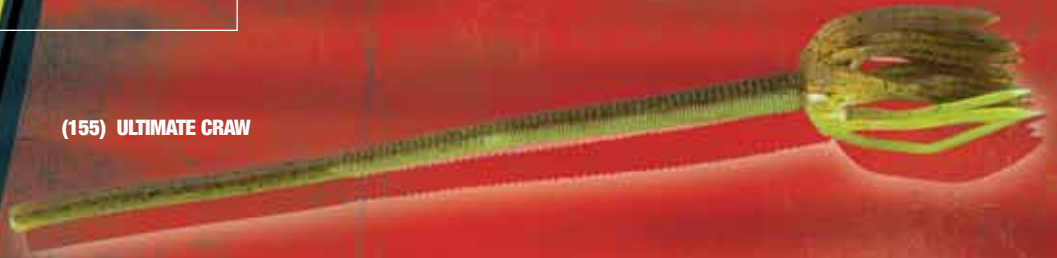


## Shakalicious Worm

PRODUCT NUMBER	LENGTH	PACK COUNT	AVAILABLE COLORS
YUMSW5	5.0"	8	All colors shown

# Shakalicious™ Worm

(155) ULTIMATE CRAW



YUM Soft Plastics' new F2 Shakalicious shaky head worm features a ring of short undulating tentacles at the head and a slender, tapered body that moves with the slightest twitch. The body of the new F2 Shakalicious Worm is ringed to produce more water displacement and comes in all of the best color patterns. Created to be used as a shaky head worm, this soft plastic can also be used in any finesse worm situation or rigging. It also can be rigged backward on a shaky head so the ring of undulating tentacles get right in a bass's face.

### HOW TO RIG 'EM



(02) WATERMELON RED



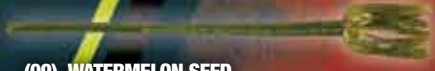
(04) JUNEBUG



(08) GREEN PUMPKIN



(09) WATERMELON SEED



(20) SMOKE RED PEPPER



(41) RED BUG



(110) BLACK



(142) MARDI GRAS



(152) MELON PIE



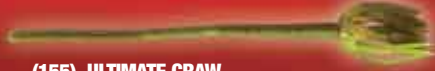
(153) BAMA BUG



(154) BAMA MAGIC



(155) ULTIMATE CRAW



## Spray Attractant

### Spray Attractant

PRODUCT NUMBER	WEIGHT	PACK COUNT	AVAILABLE SCENTS
YA8-01	8 fl oz	1	Shad Scent
YA8-02	8 fl oz	1	Crawfish Scent
YA8-03	8 fl oz	1	Garlic Scent
YA8-04	8 fl oz	1	Shrimp Scent



Fish attracting power<sup>2</sup> – New F2 Spray Attractant. Super-charge any soft plastic bait with YUM F2 Attractant. New 8-oz spray bottle with ergonomic handle and soft trigger. Available in 4 flavors to cover any fishing situation.





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