

# 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 Wally Diver – 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

# But You Can't Hide.



COTTON CORDELL

## 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.





# Introducing the New



**CDJ5**  
Special Perch

Cotton Cordell's most popular walleye lure, the Wally Diver, has added kick to its step with the introduction of the Jointed Wally Diver. Like the original, the Jointed Wally Diver gets down in hurry and has a tight wiggling action. However, the jointed body adds motion and suggests a crippled baitfish, which triggers strikes even when fish are unwilling to commit to other lures. The Jointed Wally Diver can be cast or trolled effectively, and anglers should not overlook its undeniable appeal to largemouth and smallmouth bass and other gamefish in addition to the 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
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†	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
<b>NEW!</b> 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



**CD5**  
Special Perch

**CF6**  
Chartreuse Perch

**CD6**  
Fluorescent Red/Black

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

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



**CD7**  
Gold Perch

**CS6**  
Fire Face Clown



# Jointed Wally Diver®

**NEW!**

CDJ5 Jointed Wally Diver® Colors



03 Gold/Black



42 Chartreuse Perch



114 Gold/Orange



342 Gold Clown



04 Chrome/Black



43 Chartreuse/Gold



265 Kryptonite



343 Special Perch



06 Chrome/Blue



51 White/Red Head



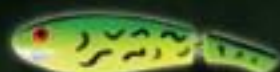
299 Purple Demon



378 Chartreuse/Red Head



13 Super Shad



69 Fire Tiger



300 Monkey Puke



379 Glowby



22 Perch



95 Gold Perch



337 Eridescent



380 Pink Lemonade



41 Fluorescent Red/Black



106 Chartreuse/Red Eye



339 Sparkle Fire Tiger



U Fluorescent Orange/Black

Wally Diver® Colors (non-jointed)



03 Gold/Black



43 Chartreuse/Gold



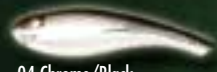
110 Chrome/Chartreuse



336 Orange Peel



343 Special Perch



04 Chrome/Black



49 Chrome Blue/Black



114 Gold/Orange



337 Eridescent



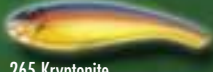
G30 G Finish Chartreuse



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/Black



22 Perch



95 Gold Perch



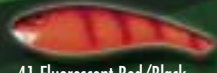
299 Purple Demon



340 Golden Shiner



Y Fluorescent Green/Black



41 Fluorescent Red/Black



104 Glory Green



300 Monkey Puke



341 Orange Juice



42 Chartreuse Perch



106 Chartreuse/Red Eye



335 Chrome Special Blue



342 Gold Clown

CS6 Suspending Wally Diver® Colors



220 Blue Face Clown



221 Fire Face Clown



222 White/Black Tiger



223 Yellow/Brown Tiger



224 Purple Tiger



225 Chartreuse/Blue Tiger



# Grappler® Shad

COTTON CORDELL



*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)	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
CDJ14	Jointed Grappler Shad	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

\*using 12lb test Silver Thread line

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





*CDJ14 Jointed Grappler Shad® Colors*



*"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





# 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



**CW01**  
Fire Tiger

Model	Name	Size (in)	Size (cm)	Weight (oz)	Weight (g)	Hook Size	Cranking Depth (ft)	Trolling Depth (ft)	Available Colors
CW01	Wiggle 'O'	2	5.08	7/16	11.9	#4	8-10*	14-18*	301, 304, 308, 311, 312, 314, 327, 328, 329

\*using 12lb test Silver Thread line



301 Chrome Silver Shad



308 Chartreuse Green Shad



312 Orange Craw Bug



327 Watermelon Seed



329 Ghost Green Craw



304 Baby Bass



311 Fire Tiger



314 Golden Craw Bug



328 Brown Craw

# 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

181 Stream Demon

03 Gold/Black

185 Chartreuse Perch

04 Chrome/Black

# 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 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

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

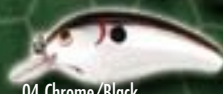
\*using 10lb test line, \*\*using 6lb test line Depths are approximate using Silver Thread line.



**C78**  
Chartreuse Perch

**C77**  
Fire Tiger

**C76**  
Super Shad



04 Chrome/Black



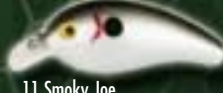
13 Super Shad



07 Pearl/Red Eye



22 Perch



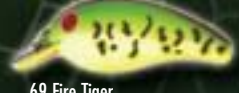
11 Smoky Joe



40 Crawdad



42 Chartreuse Perch



69 Fire Tiger



99 Natural Crawdad



# 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)	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, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 374
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

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





# C.C. Shad<sup>®</sup>

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'.

**CD12**  
Blue/Chartreuse/Orange



**C11**  
Black/Orange/Chartreuse

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.



# Gay Blade<sup>®</sup>

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**  
Chrome/Black

**C38**  
Chrome/Blue

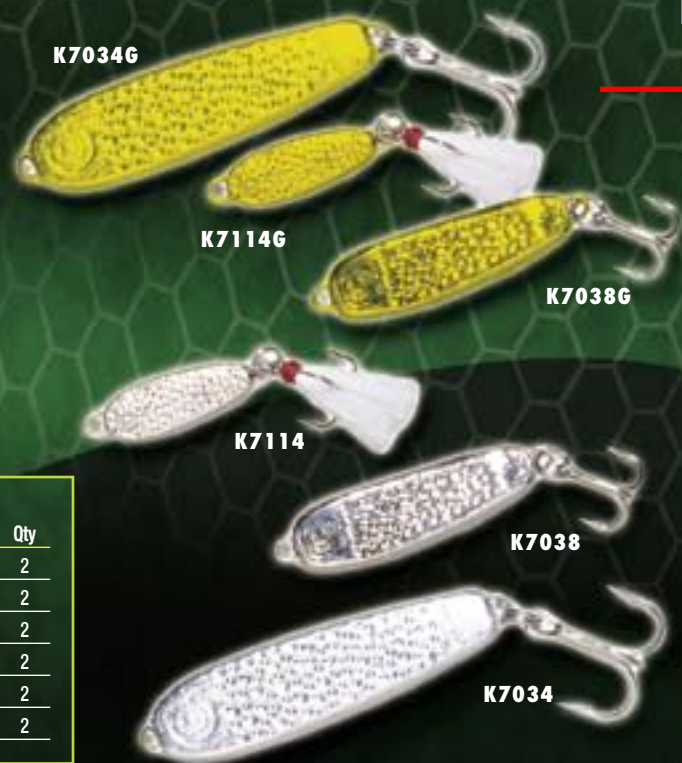




# C.C. Spoon®

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	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



COTTON CORDELL

# Pencil Popper™

*"One of the most underrated topwaters on the market. The Pencil Popper is a standard tool for striped 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

**C67**  
Rainbow Trout

**C66**  
Pearl/Blue

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®

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)	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



*"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®

COTTON CORDELL



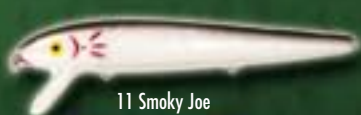
A Cotton Cordell classic copied far and wide, but nothing swims like it - and few other lures produce such violent strikes. • High riding and extra buoyant • Classic V-wake runs truer for more strikes • Hollow head lets you twitch it like no other minnow lure • An all-world striper lure and especially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



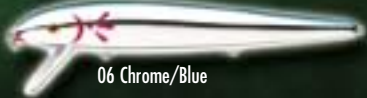
04 Chrome/Black



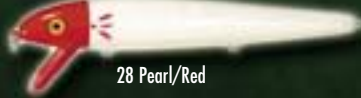
20 Pearl/Blue



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

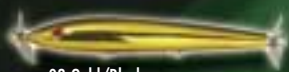


**C41**  
Gold/Black

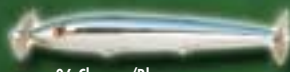
*"The Boy Howdy is one of the best topwaters you can throw for schooling fish because it can be fished aggressively or with a subtle action that will draw fish back up after they've gone down."*

— Bobby Murray, winner of the first Bassmaster Classic

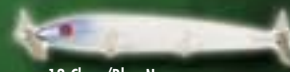
Model	Name	Size (in)	Size (cm)	Weight (oz)	Weight (g)	Hook Size	Cranking Depth (ft)	Colors
C41	Boy Howdy	4 1/2	11.4	3/8	10.5	#6	topwater	03, 04, 06, 11, 12, 84



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



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