



BUILT TO WIN

2020 | PRODUCT CATALOG



STRIKE KING LURE CO.

MORE THAN 50 YEARS OF DOMINATION



Strike King® is one of the most recognized brands on the market. Our great team is experienced, and our operations are strong. With more victories and top 10's, than any other bait brand, our pro staff is unrivaled in the industry and ultimately... built to win.

SINCE 1964

BUILT TO WIN

NEW FOR 2020 PRODUCTS



NEW
**RAGE NED
CUT-R WORM**
PAGE 22



NEW
RAGE NED BUG
PAGE 22



NEW
NED OCHO
PAGE 25



NEW
**KVD SEXY DAWG
HARD KNOCK**
PAGE 19



NEW
GURGLE TOAD JR.
PAGE 24



NEW
**KVD BABY
SEXY FROG**
PAGE 32



NEW
**3.5" RAGE
PUNCH BUG**
PAGE 22



NEW
**3" BABY
RAGE BUG**
PAGE 21



NEW
**5" MAGNUM
MENACE GRUB**
PAGE 22



NEW
**MARK ROSE
LIL LEDGE SPOON**
PAGE 39



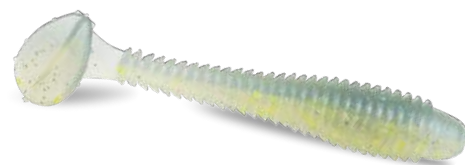
NEW
**BABY SQUADRON
SWIMBAIT HEAD**
PAGE 55



NEW
**S11 OPTICS
CLINCH**
PAGE 68



NEW
THUNDER CRICKET
PAGE 34



NEW
**5.75" RAGE
SWIMMER**
PAGE 22



NEW
**KVD 2.5
WAKE BAIT**
PAGE 20



NEW
**TOUR GRADE
NED RIG HEAD**
PAGE 53



NEW
**MR. CRAPPIE[®]
SNAP JACK**
PAGE 60



NEW
TOUR GRADE LINE
PAGE 57

WE'VE DIALED THEM IN, YOU DECIDE HOW DEEP.

Deep diving crankbaits are common, but the unique curved bills of the XD series allow the bait to dive deeper and faster changing the deep diving crankbait game forever. The XD series from Strike King® has set the standard for deep running crankbaits

3XD

DIVES 10'+
7/16 OZ.

HC3XD



5XD

AVAILABLE IN SILENT SERIES
DIVES TO 15'
5/8 OZ.

HC5XD



6XD

AVAILABLE IN SILENT SERIES
DIVES 19'+
1 OZ.

HC6XD



8XD

DIVES 20'+
1.4 OZ.

HC8XD

10XD

DIVES 25'+
2 OZ.

HC10XD



XD

EXTRA DEEP

Designed for extra shallow conditions and spooky fish. Designed to be fished slow or fast, as it tracks true at any speed.

SERIES
1XS

DIVES 0 - 12"
3/8 OZ.

HC1XS



A small, shallow diver with a high buoyancy, the Series 1 is designed to be thrown around heavy cover. The square lip design causes massive deflection to trigger strikes.

SERIES

1

DIVES 2 - 5'
3/8 OZ.

HC1



The Series 4S features the same body design as the popular Series 4, but is designed for shallow applications. It crawls through all types of thick shallow cover with its unique wide wobble design and square bill.

SERIES

4S

DIVES 2 - 5'
9/16 OZ.

HC4S



A small-bodied deep diver, the Series 3 is designed to enhance castability, thus reaching maximum depths. One of the most popular crankbaits on the market!

SERIES
3

DIVES TO 8'
3/8 OZ.

HC3



A medium-sized body with a wider wobble and an oversized bill to deflect off cover. The Series 4 is great for medium depth, heavy cover applications and dirty water.

SERIES
4

DIVES 5 - 8'
9/16 OZ.

HC4



A medium-sized body with a medium wobble and medium buoyancy, The Series 5 has a 2° diving plane to allow for lengthened casts and deeper depths.

SERIES
5

DIVES TO 10'+
5/8 OZ.

HC5



A large deep diver with a 0° diving plane, the Series 6 is designed to cast extreme distances. Systematic flat areas are incorporated to send out larger shock waves — important at the depths to which this bait dives. Medium buoyancy.

SERIES
6

DIVES TO 12'+
1 OZ.

HC6



PRO MODEL SERIES
CRANKBAITS



"A Squarebill is something I've always got tied on."

Kevin VanDam

VERSATILE, EFFICIENT, AND IT JUST FLAT CATCHES THEM.

Designed to the exact specifications of angling legend Kevin VanDam. Perfect for shallow water, power fishing. The squarebill design and unique "hunting" action will constantly "wander" with erratic movement, while still running true. It also deflects perfectly off cover to entice strikes. The KVD series of baits are designed with no internal rattles for a "silent" approach.

- CHIP-RESISTANT FINISHES
- 3D "LOOK-ALIVE" EYES
- ERRATIC ACTION

KVD SQUAREBILL CRANKBAITS



KVD 1.0

DIVES 2-4'
3/8 OZ.

HCKVDS1.0



KVD 1.5
SHALLOW RUNNER

DIVES 3'
3/8 OZ.

HCKVDS1.5SH



KVD 1.5

DIVES 3-7'
7/16 OZ.

HCKVDS1.5



KVD 2.5

DIVES 3-5'
5/8 OZ.

HCKVDS2.5



KVD 4.0

DIVES 6'
5/8 OZ.

HCKVDS4.0



KVD 8.0

DIVES 6-9'
1 1/2 OZ.

HCKVDS8.0



KVD 1.5 DEEP

Same incredible action, size and profile as the KVD 1.5 but with a deep diving bill. The KVD 1.5 Deep Diver takes the fish catching to all new depths!

DIVES TO 9'
7/16 OZ.

HCKVDS1.5D

HARD BAITS

KVD SQUAREBILL CRANKBAITS

WALLEYE ELITE

The Walleye Elite series of baits by Strike King are built with proven body styles and increased action to make them your "go to" baits. A wide range of colors are available to mimic bait fish in any lake or river system and for use in any water color. Catch your next "Trophy Eye" on the Walleye Elite series.



WALLEYE ELITE LUCKY SHAD

DIVES TO 8'
LENGTH: 3"

HCLS3W



237 VIOLET ALEWIFE



401 CHROME BLUE



680 YELLOW PERCH



238 PURPLE TIGER



501 CHARTREUSE WHITE



683 STROBE SHAD



239 LEMONADE



506 GOLD BLACK BACK



685 SILVER TN SHAD



240 GHOST W/PINK THROAT



590 SEXY SHAD



U NUDE



241 CRYSTAL SHAD W/PINK BELLY



640 HOT TIGER

HCBNS5W

WALLEYE ELITE BANANA SHAD

DIVES TO 20'
LENGTH: 5"

MEDIUM DIVING CRANKBAITS



FINESSE STYLE CRANKBAIT LUCKY SHAD

A great "finesse" fishing style hard bait with a tight action, much like a balsa bait but with the benefits of plastic.

DIVES TO 8'
1/2 OZ.

HCLS3



GREAT IN TOUGH CONDITIONS KVD 1.5 FLAT SIDE

Designed by Kevin Vandam to have a slender modified flat side for erratic thumping action with a body size similar to the KVD 1.5 squarebill

DIVES TO 8'
3/8 OZ.

HCKVD1.5F



HARD BAITS

WALLEYE ELITE & MEDIUM DIVERS

*Detailed Crankbait color chart on page 14

*Detailed Crankbait color chart on page 14

DEEP DIVER CRANKBAITS

SERIES	MODEL	COLORS
PRO MODEL 10XD	HC10XD	450, 453, 469, 476, 477, 511, 517, 534, 535, 538, 561, 568, 570, 584, 586, 590, 650, 663, 692, U
PRO MODEL 8XD	HC8XD	450, 453, 469, 476, 477, 509, 511, 517, 534, 535, 538, 561, 568, 570, 583, 584, 585, 586, 590, 598, 650, 651, 652, 669, 684, 685, 692, 697, 699, U
PRO MODEL 6XD	HC6XD	401, 450, 453, 462, 464, 469, 476, 477, 509, 511, 517, 534, 535, 538, 554, 561, 562, 563, 568, 570, 583, 584, 585, 586, 590, 598, 648, 650, 651, 652, 663, 667, 680, 681, 682, 684, 685, 692, 697, 699, U
PRO MODEL 5XD	HC5XD	401, 450, 453, 462, 464, 469, 476, 477, 509, 511, 517, 534, 535, 538, 554, 561, 562, 563, 568, 570, 583, 584, 585, 586, 590, 598, 648, 650, 651, 652, 663, 667, 680, 681, 682, 684, 685, 692, 697, 699
PRO MODEL 3XD	HC3XD	450, 467, 468, 469, 476, 477, 500, 511, 513, 514, 517, 518, 534, 535, 538, 539, 556, 561, 562, 563, 564, 565, 568, 569, 570, 583, 586, 590, 598, 622, 648, 650, 651, 652, 667, 680, 684, 706, 707
PRO MODEL SERIES 6	HC6	511, 535, 538, 561, 569, 590, 598
PRO MODEL SERIES 5	HC5	450, 453, 467, 468, 469, 476, 477, 501, 503, 509, 511, 513, 517, 526, 534, 535, 538, 554, 556, 561, 563, 565, 568, 569, 570, 583, 585, 586, 590, 600, 622, 648, 650, 651, 652, 667
WALLEYE ELITE BANANA SHAD	HCBNS5W	237, 238, 239, 240, 241, 401, 506, 590, 640, 680, 683, 685, U

MEDIUM DIVER CRANKBAITS

SERIES	MODEL	COLORS
PRO MODEL SERIES 4	HC4	503, 511, 513, 517, 518, 526, 538, 556, 561, 568, 569, 590, 622
PRO MODEL SERIES 3	HC3	450, 467, 468, 469, 476, 477, 511, 513, 517, 526, 535, 538, 539, 556, 561, 562, 563, 564, 568, 570, 583, 590, 598, 600, 622, 648, 650, 651, 652, 667, 680, 707
KVD 1.5 FLAT SIDE	HCKVD1.5F	450, 467, 468, 469, 477, 517, 534, 535, 538, 561, 568, 583, 585, 586, 590, 598, 648, 650, 651, 652, 667, 684, 699
PRO MODEL LUCKY SHAD	HCLS3	401, 450, 467, 468, 469, 477, 506, 514, 534, 568, 583, 584, 586, 590, 598, 648, 650, 652, 663, 667, 680, 684, 685, 697, 699, U
WALLEYE ELITE BONSAI SHAD	HCBS4W	237, 238, 239, 240, 241, 401, 506, 590, 640, 680, 683, 685, U

SHALLOW DIVER CRANKBAITS

SERIES	MODEL	COLORS
WALLEYE ELITE LUCKY SHAD	HCLS3W	237, 238, 239, 240, 241, 401, 501, 640, 680, 683, 685, U
PRO MODEL SERIES 4S	HC4S	500, 503, 511, 513, 517, 518, 535, 538, 562, 563, 564, 568, 569, 583, 590
PRO MODEL SERIES I	HC1	526, 535, 538, 562, 564, 569, 590, 598
PRO MODEL SERIES ISX	HCIXS	511, 513, 538, 590

SQUAREBILL CRANKBAITS

SERIES	MODEL	COLORS
KVD 8.0	HCKVDS8.0	450, 467, 469, 476, 477, 517, 534, 535, 538, 561, 568, 586, 590, 598, 648, 650, 652, 663, 697, 699, U
KVD 4.0	HCKVDS4.0	450, 453, 467, 468, 469, 476, 477, 517, 534, 535, 538, 561, 568, 584, 586, 590, 598, 648, 650, 652, 663, 697, 699, 707
KVD 2.5	HCKVDS2.5	46, 108, 447, 450, 451, 453, 462, 464, 467, 468, 469, 476, 477, 500, 511, 513, 514, 517, 526, 534, 535, 538, 554, 561, 564, 568, 569, 584, 585, 586, 590, 598, 620, 622, 648, 649, 650, 651, 652, 663, 667, 680, 684, 697, 699, 706, 707, U
KVD 1.5	HCKVDS1.5	46, 108, 447, 450, 451, 453, 462, 464, 467, 468, 469, 476, 477, 500, 511, 513, 514, 517, 526, 534, 535, 538, 554, 561, 564, 568, 569, 584, 585, 586, 590, 598, 605, 620, 622, 648, 649, 650, 651, 652, 663, 667, 680, 684, 697, 699, 706, 707, U
KVD 1.5 DEEP	HCKVDS1.5D	46, 108, 447, 450, 467, 468, 469, 476, 477, 517, 534, 535, 538, 561, 562, 563, 564, 568, 569, 570, 584, 586, 590, 648, 650, 651, 652, 663, 697, 699, 707
KVD 1.0	HCKVDS1.0	46, 108, 447, 450, 451, 467, 468, 469, 476, 477, 511, 514, 517, 535, 538, 564, 568, 586, 590, 622, 648, 650, 651, 652, 663, 667, 680, 684, 697, 699, 707
KVD 1.5 SHALLOW	HCKVDS1.5SH	506, 514, 517, 535, 538, 564, 586, 590, 598, 650, 651, 652, 663, 684, 697, 699

*NEW colors are in red



UNIQUE SOUND. SHIMMERING ACTION. PREMIUM LOOK.

RED EYED SHAD

The Red Eyed Shad has become the standard bearer lipless crankbait on the pro tour. Designed by our National Pro Staff, the Red Eyed Shad has incredible action and features unmatched colors, premium hooks, 3D eyes and free-floating rattles to give you the best action and sound of any lipless crankbait on the market.

RED EYED SHAD TUNGSTEN 2-TAP

The Red Eyed Shad Tungsten 2-Tap has all the same features as our regular Red Eyed Shad, but it's designed with a unique tungsten sound chamber that emits a double tapping cadence for a unique sound that can trigger even the most finicky fish to bite.



RED EYED SHAD LIPLISS

MODEL	COLORS
REYESD14	401, 402, 406, 419, 421, 430, 432, 467, 468, 469, 477, 511, 514, 538, 568, 583, 590, 598, 620, 648
REYESD12	46, 108, 311, 317, 391, 392, 401, 402, 406, 410, 413, 414, 419, 421, 430, 432, 446, 447, 448, 450, 451, 452, 453, 454, 462, 464, 467, 468, 469, 477, 498, 500, 511, 514, 526, 534, 538, 550, 554, 556, 562, 564, 568, 583, 584, 586, 590, 598, 600, 620, 622, 648, 650, 651, 663, 667, 681, 697, 699, 706
REYESD34	401, 402, 406, 419, 421, 430, 432, 448, 450, 451, 452, 467, 468, 469, 477, 500, 511, 514, 526, 538, 556, 562, 564, 568, 583, 590, 620, 648, 650, 651, 663, 667, 697, 699
REYESDTT12	46, 108, 401, 402, 406, 421, 430, 447, 448, 450, 451, 452, 453, 454, 462, 464, 467, 468, 469, 477, 514, 534, 538, 562, 564, 584, 590, 598, 620, 648, 650, 663, 667, 685, 697, 699
REYESDTT34	401, 402, 406, 421, 430, 448, 450, 451, 452, 454, 467, 468, 469, 477, 514, 538, 562, 564, 590, 648, 663, 685, 697, 699

*NEW colors are in red

RED EYED SHAD COLOR CHART



KVD JERKBAITS

The KVD Jerkbait series, KVDJ200, KVDJ300, KVDJ300W, KVDJ300D, and KVDJ300W have the perfect combination of roll, wiggle and flash. The combination of our proprietary weight transfer system for increased castability, with 3D eyes and premium black nickel hooks, result in that lethal action.



KVD 200

DIVES 4'-7'
4.5"
3/8 OZ.

HCKVDJ200



AVAILABLE IN WALLEYE SERIES

KVD 300

DIVES 4'-7'
4.75"
1/2 OZ.

HCKVDJ300 & HCKVDJ300W



AVAILABLE IN WALLEYE SERIES

KVD 300 DEEP

DIVES TO 11'
4.75"
3/5 OZ.

HCKVDJ300D & HCKVDJ300DW



*Detailed jerkbait color chart on page 20

KVD SEXY DAWG & MEGA DAWG SERIES

LIFE IS EASY AT THE TOP

The Sexy Dawg was designed and reviewed by Kevin VanDam to be an easy to work, far casting, premium "walk-the-dog" topwater lure with great action. Thousands of fish later, we can safely say, he got it right.



REALISTIC 3D EYES
KVD SEXY DAWG JR.

3.75"
3/8 OZ.

HCKVDSDJR



FREE FLOATING RATTLES
KVD SEXY DAWG

4.5"
5/8 OZ.

HCKVDS



DEEPER KNOCKING SOUND
NEW KVD SEXY DAWG HARD KNOCK

4.5"
5/8 OZ.

HCKVDSDHK



MEGA WALKING ACTION
KVD MEGA DAWG

6"
2 OZ.

HCKVDM



*Detailed Topwater color chart on page 20

KVD TOPWATERS



CHUGGING & SPITTING ACTION
KVD SPLASH & SPLASH JR.

Designed by Kevin Vandam to have a slender modified flat side for erratic thumping action with a body size similar to the KVD 1.5 squarebill

2.25" & 2.75"
3/16 & 3/8 OZ.

HCKVDSPLJR
HCKVDSPL



KVD JERKBAITS

SERIES	MODEL	COLORS
KVD 200	HCKVDJ200	293, 294, 295, 297, 298, 299, 401, 408, 462, 464, 467, 468, 469, 475, 477, 504, 506, 508, 514, 538, 568, 585, 586, 590, 598, 620, 663, 669, 680, 681, 682, 683, 684, 685, 699, U
KVD 300	HCKVDJ300	293, 294, 295, 297, 298, 299, 401, 408, 462, 464, 467, 468, 469, 475, 477, 504, 506, 508, 514, 534, 538, 568, 584, 585, 586, 590, 598, 620, 652, 663, 669, 680, 681, 682, 683, 684, 685, 699
KVD 300 DEEP	HCKVDJ300D	293, 294, 295, 297, 298, 299, 401, 408, 462, 464, 467, 468, 469, 475, 477, 506, 508, 514, 584, 590, 598, 652, 663, 669, 680, 681, 682, 683, 684, 685, 699, U
KVD 300 WALLEYE	HCKVDJ300W	237, 238, 239, 240, 241, 401, 501, 590, 640, 680, 683, 685
KVD 300 DEEP WALLEYE	HCKVDJ300DW	237, 238, 239, 240, 241, 401, 501, 590, 640, 680, 683, 685

KVD TOPWATERS

SERIES	MODEL	COLORS
KVD SEXY DAWG JR.	HCKVDSDJR	462, 464, 469, 475, 477, 500, 514, 538, 568, 583, 585, 586, 590, 598, 622, 665, 668, 684, U
KVD SEXY DAWG	HCKVDS	462, 464, 467, 469, 475, 477, 500, 514, 538, 568, 583, 584, 585, 586, 590, 598, 622, 652, 665, 668, 684, 699, U
NEW KVD SEXY DAWG HARD KNOCK	HCKVDSDHK	467, 469, 475, 477, 514, 568, 584, 585, 590, 622, 665, 668, 699
KVD MEGA DAWG	HCKVDM	469, 475, 477, 514, 568, 583, 584, 586, 590, 652, 665, 668, 699
NEW KVD 2.5 WAKE BAIT	HCKVD2.5W	294, 295, 467, 469, 476, 477, 511, 514, 538, 568, 584, 590, 622, 681, 699
KVD SPLASH	HCKVDSPL	401, 467, 469, 475, 477, 500, 514, 584, 586, 590, 598, 620, 652, 665, 668, 684, 699, U
KVD SPLASH JR.	HCKVDSPLJR	401, 467, 469, 475, 477, 500, 514, 584, 586, 590, 598, 620, 652, 665, 668, 684, 699, U

*NEW colors are in red



UNIQUE CLACKING SOUND
NEW KVD 2.5 WAKE BAIT

Identical size profile to the existing KVD 2.5. Newly designed sound chamber emits a unique clacking sound and can be "waked" on top at higher speeds than other wake baits.

2.5"
3/8 OZ.

HCKVD2.5W

Available colors below, color swatches on page 15



IT'S ALL THE RAGE

SOFT BAITS WITH BIG ATTITUDES

The Rage Tail® lure's unique and exclusive tail design is engineered like no other soft plastic bait. Each is designed with a specific purpose and uses customized hi-grade plastics for superior action. You won't believe the splash, noise or action is coming from a soft plastic...but the fish will.

SOFT BAITS

RAGE TAIL® PLASTICS



NEW
SUBTLE ACTION AT SLOW SPEEDS
**BABY RAGE BUG
RAGE BUG &
MAG. RAGE BUG**

SIZE: 3", 4" & 4.5"

RGBBUG, RGBUG, RGMBUG45

ACTION PACKED CLAWS
**RAGE CRAW
& BABY CRAW**

SIZE: 4" & 3"

RGCRW, RGBC

GREAT FLIPPING BAIT
**RAGE SPACE
MONKEY**

SIZE: 4"

RGSM



MORE SUBTLE THAN RAGE CRAW
RAGE DB CRAW

SIZE: 4"

RGDBC



BIGGER CRAW, BIGGER BITE
RAGE LOBSTER

SIZE: 4.5"

RGLOB



DESIGNED AS A JIG TRAILER
RAGE CHUNK

SIZE: 3"

RGCHK

FLIP IT OR PUNCH IT

NEW RAGE PUNCH BUG

SIZE: 3.5"

RGPB



BEST RIGGED WEIGHTLESS

RAGE SHAD

SIZE: 3"

RGSHD



UNLIKE ANY OTHER WORM

RAGE ANACONDA

SIZE: 7" & 10"

RGANA7, RGANA10

NEW



RIG IT, JIG IT, SWIM IT

RAGE SWIMMER

SIZE: 2.75", 3.25", 3.75", 4.75", 5.75"

RGSW234, RGSW314,
RGSW334, RGSW434,
RGSW534



SWIMS GREAT ON JIGHEAD

RAGE GRUB

SIZE: 4"

RGGRUB4



GREAT TOPWATER ACTION

RAGE TOAD

SIZE: 4"

RGTD



FITS GREAT ON NED HEAD

NEW RAGE NED BUG

SIZE: 2.5"

RGNBUG



INCREDIBLE ACTION

NEW RAGE NED CUT-R WORM

SIZE: 3"

RGNCUTR

NEW



BEST SWIM TRAILER ON THE MARKET

RAGE MENACE MAGNUM MENACE & BABY MENACE

SIZE: 3", 3.5" & 4"

RGBM, RGTTMG, RGMAGM

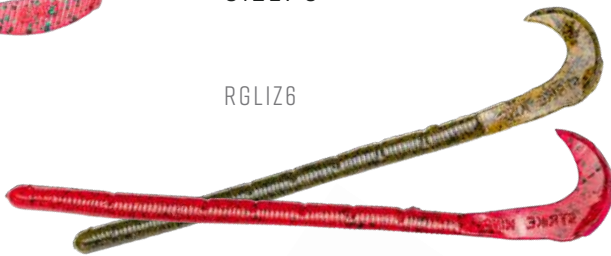


LEGS AND TAIL THAT WORK

RAGE LIZARD

SIZE: 6"

RGLIZ6



RAPID TAIL FLICKER RATE

RAGE THUMPER

SIZE: 7" & 10"

RGTW7, RGTW10



OUR MOST VERSATILE WORM

RAGE CUT-R WORM

SIZE: 6" & 7"

RGCUT56, RGCUT7

RAGE TAIL PLASTICS COLOR CHART



SERIES	MODEL	COLORS
RAGE ANACONDA 10" (6 PK)	RGANA10	18, 39, 42, 46, 50, 85, 109, 125, 135, 264
RAGE ANACONDA 7" (7 PK)	RGANA7	18, 42, 46, 125
MAGNUM RAGE BUG (6 PK)	RGMBUG45	2, 18, 38, 42, 46, 50, 51, 100, 101, 108, 135, 466, 805, 807, 808, 850
RAGE BUG (7 PK)	RGBUG	2, 18, 38, 42, 46, 50, 51, 84, 100, 101, 108, 116, 135, 142, 250, 259, 261, 266, 268, 466, 805, 807, 808, 809, 850, 875
NEW RAGE BABY BUG (9 PK)	RGBBUG	2, 18, 46, 50, 51, 84, 100, 101, 108, 135, 466, 808, 850
RAGE CHUNK (7 PK)	RGCHK	2, 38, 46, 50, 51, 100, 102, 108, 135, 142, 144, 808
RAGE BABY CRAW (9 PK)	RGBC	2, 18, 46, 50, 84, 100, 101, 102, 108, 130, 140, 144, 145, 466, 805, 807, 808
RAGE CRAW (7 PK)	RGCRW	2, 13, 18, 19, 38, 42, 46, 47, 50, 51, 52, 84, 100, 101, 102, 103, 107, 108, 109, 130, 135, 140, 142, 144, 145, 175, 229, 250, 261, 466, 805, 807, 808, 809, 850
RAGE DB CRAW (7 PK)	RGDBC	2, 18, 46, 100, 101, 466, 808
RAGE LOBSTER (5 PK)	RGLOB	2, 18, 46, 50, 108, 135, 466, 808
RAGE CUT-R 7" (6 PK)	RGCUT7	2, 7, 18, 42, 46, 50, 85, 100, 108, 144, 805, 808, 809, 850
RAGE CUT-R 6" (7 PK)	RGCUT56	2, 7, 18, 42, 46, 47, 50, 84, 85, 100, 108, 144, 189, 805, 808, 809, 850
NEW RAGE NED CUT-R (9 PK)	RGNCUTR	18, 46, 50, 85, 100, 101, 103, 108, 197, 466, 808, 850
RAGE GRUB (10 PK)	RGGRUB4	18, 32, 45, 46, 52, 83, 84, 191
RAGE LIZARD (7 PK)	RGLIZ6	16, 18, 42, 46
NEW RAGE MAGNUM MENACE (7 PK)	RGMAGM	2, 18, 46, 84, 100, 108, 135, 191, 266, 466, 808, 850
RAGE MENACE (7 PK)	RGTTMG	2, 13, 16, 18, 19, 38, 46, 57, 84, 100, 108, 130, 135, 141, 144, 175, 189, 191, 260, 261, 266, 466, 805, 807, 808, 809, 850
RAGE BABY MENACE (9 PK)	RGBM	2, 13, 16, 18, 19, 46, 84, 100, 108, 130, 135, 144, 191, 260, 466, 805, 808
NEW RAGE NED BUG (9 PK)	RGNBUG	18, 46, 50, 85, 100, 101, 103, 108, 197, 466, 808, 850
NEW RAGE PUNCH BUG (7 PK)	RGPB	2, 18, 46, 50, 100, 108, 466, 808
RAGE SHAD (5 PK)	RGSHD	38, 45, 46, 57, 84, 94
RAGE SPACE MONKEY (6 PK)	RGSM	2, 18, 42, 46, 50, 107, 109, 116, 135, 144
NEW RAGE SWIMMER 5.75" (4 PK)	RGSW534	46, 47, 141, 142, 151, 265, 266, 267, 568, 590
RAGE SWIMMER 4.75" (6 PK)	RGSW434	46, 47, 141, 142, 151, 265, 266, 267, 504, 568, 590
RAGE SWIMMER 3.75" (7 PK)	RGSW334	46, 47, 141, 142, 151, 265, 266, 267, 504, 568, 590
RAGE SWIMMER 3.25" (8 PK)	RGSW314	46, 47, 141, 142, 151, 265, 266, 267, 504, 568, 590
RAGE SWIMMER 2.75" (9 PK)	RGSW234	46, 47, 141, 142, 151, 265, 266, 267, 504, 568, 590
RAGE THUMPER WORM 10" (7 PK)	RGTW10	7, 18, 39, 42, 46, 50, 210, 261, 264, 809
RAGE THUMPER WORM 7" (10 PK)	RGTW7	42, 46, 125
RAGE TOAD (5 PK)	RGTD	18, 38, 46, 47, 50, 84, 94

*NEW colors are in red

BUILT TO PERFECTION

SOFT BAITS WITH COFFEE SCENT & SALT

KVD Perfect Plastics by Strike King® are simply the BEST soft plastic lures on the market, in our humble opinion! Their exclusive blend of ingredients makes them the softest, saltiest plastics ever! And, if that isn't enough, they also feature Strike King's® exclusive Coffee Scent technology which helps mask human scent and attracts fish.

Open Pour Technology on select baits! Strike King's® Open Pour Technology allows the baits to now have up to three colors combinations.

Kei Valan



BIG FISH ENTICING ACTION

GAME HAWG & MAG. GAME HAWG

SIZE: 4" & 5.25"

GH4, GH5.25

GREAT IN HEAVY COVER

RODENT

SIZE: 3" & 4"

RO3, RO4

PERFECT FIT FOR KVD TOAD BUZZ

GURGLE TOAD & GURGLE TOAD JR.

SIZE: 2.75" & 3.75"

GTJR, GT

NEW

CAFFEINE SHAD WITH BOOT TAIL

SWIM'N CAFFEINE SHAD

SIZE: 4" & 5"

SCSD4, SCSD5

DESIGNED AS A JIG TRAILER

SWIM-N-SHINER

SIZE: 4" & 5"

SWNS4, SWNS5

KVD PERFECT PLASTICS

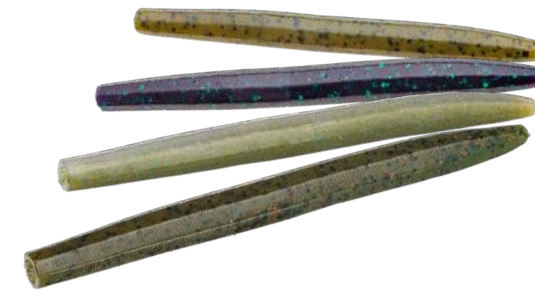


PERFECT BLADED JIG TRAILER

BLADE MINNOW

SIZE: 4.5"

BM4.5



GREAT IN HEAVY COVER

OCHO

SIZE: 4", 5", 6" & 7"

OCH04, OCH05, OCH06, OCH07



NOTCHES PROVIDE BUBBLE RELEASE

NEW NED OCHO

SIZE: 2.5"

NOCHO



SHAKES AND QUIVERS WITH EASE

KVD DREAM SHOT

SIZE: 4" & 5"

DSKVD, DSKVD5

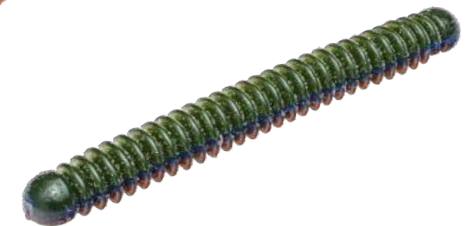


OPEN POUR TECH. ON ALL COLORS

KVD DROP SHOT HALF SHELL

SIZE: 3.5"

DSHS3.5



OPEN POUR TECH. ON ALL COLORS

KVD SUPA FRY

SIZE: 4.5"

KVDSF4.5



THE BEST SOFT TWITCH BAIT AROUND

CAFFEINE SHAD

SIZE: 4" & 5"

CSD4, CSD5



CAFFEINE SHAD WITH BOOT TAIL

SWIM'N CAFFEINE SHAD

SIZE: 4" & 5"

SCSD4, SCSD5



DESIGNED AS A JIG TRAILER

SWIM-N-SHINER

SIZE: 4" & 5"

SWNS4, SWNS5



SUPER SOFT PLASTIC FORMULA

FINESSE WORM

SIZE: 5" & 6.5"

FIN5, FIN6.5



OVERSIZED FOR A BIGGER PROFILE

FAT BABY FINESSE WORM

SIZE: 5"

FBFIN5



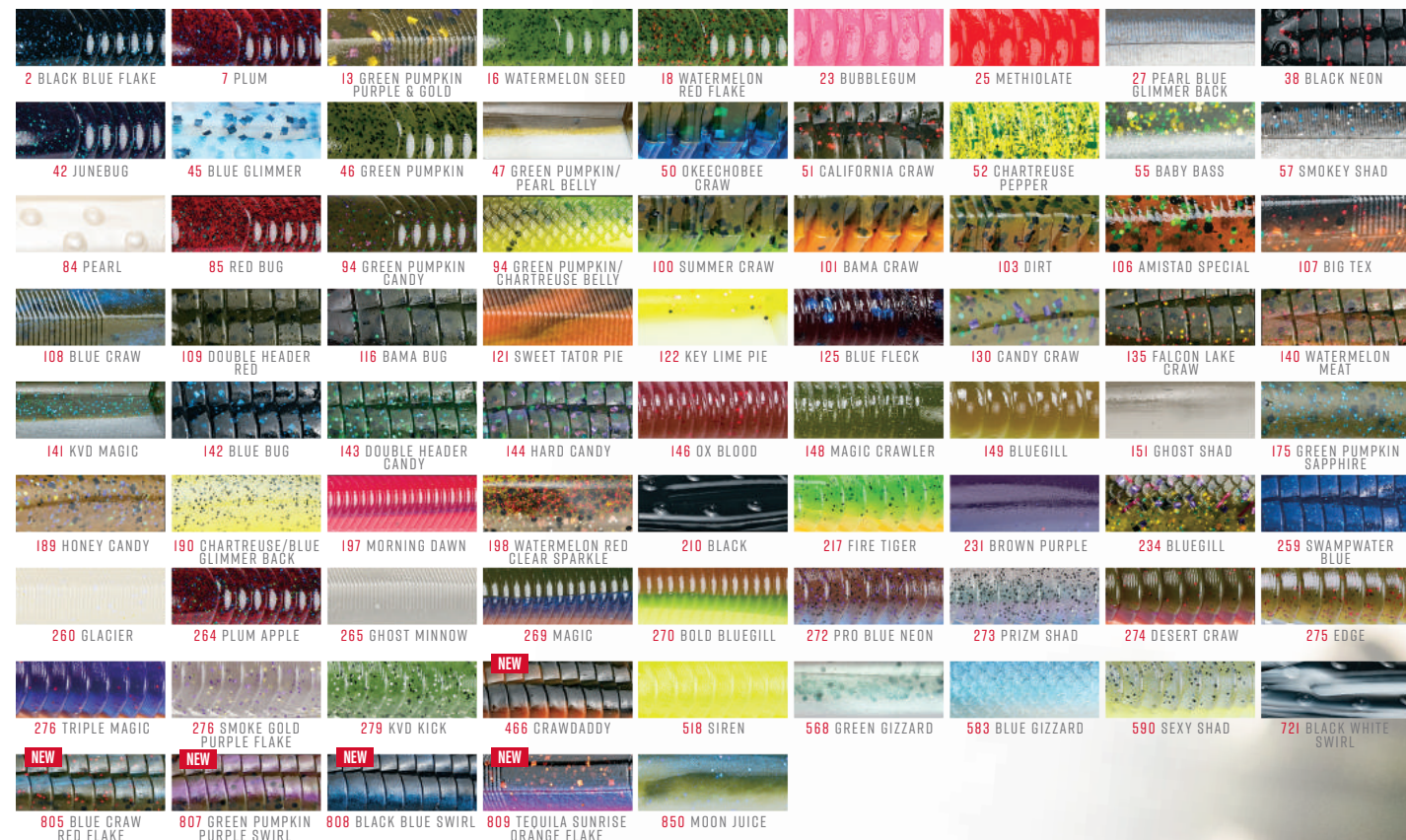
BIG WORMS CATCH BIG FISH

BULL WORM

SIZE: 8" & 10"

BWB8, BW10

KVD PERFECT PLASTICS COLOR CHART



SERIES	MODEL	COLORS
BLADE MINNOW (8 PK)	BM4.5	18, 46, 47, 84, 94, 122, 141, 151, 234, 266, 583
BULL WORM 8" (5 PK)	BW8	2, 7, 16, 18, 42, 46, 85, 93, 108, 109, 116, 197, 264, 269, 270, 273, 274, 850
BULL WORM 10" (5 PK)	BW10	2, 7, 16, 18, 42, 46, 85, 93, 109, 264, 805, 808, 809, 850
CAFFEINE SHAD 4" (8 PK)	CSD4	18, 27, 55, 57, 84, 141, 151
CAFFEINE SHAD 5" (8 PK)	CSD5	16, 18, 23, 27, 46, 55, 57, 84, 141, 151, 175, 260, 266, 518
KVD DREAM SHOT 4" (9-10 PK)	DSKVD	13, 16, 18, 46, 103, 130, 141, 151, 175, 189, 190, 197, 217, 231, 269, 270, 272, 273, 274, 276, 518, 590, 805, 807, 850
KVD MAGNUM DREAM SHOT 5" (8 PK)	DSKVD5	13, 18, 46, 103, 130, 141, 151, 175, 197, 217, 231, 269, 270, 272, 273, 274, 276, 518, 590, 805, 807, 850
KVD DROP SHOT HALF SHELL (9 PK)	DSHS3.5	46, 141, 197, 217, 269, 270, 271, 272, 273, 274, 275, 276, 278, 279, 518, 590, 850
FINESSE WORM 5" (15 PK)	FIN5	18, 42, 46, 85, 103, 125, 130
FINESSE WORM 6.5" (12 PK)	FIN65	18, 23, 25, 46, 85, 103, 125, 130, 146, 148, 149, 210, 805, 807, 808, 809, 850
FAT BABY FINESSE WORM (8 - 12 PK)	FBFIN5	13, 16, 18, 46, 85, 103, 109, 125, 130, 175, 189, 197, 210, 217, 269, 270, 272, 273, 274, 276, 590, 805, 807, 808, 809, 850
GAME HAWG (8 PK)	GH4	2, 13, 18, 42, 46, 51, 106, 107, 108, 116, 130, 175, 805, 807, 808, 809, 850
MAGNUM GAME HAWG (6 PK)	GH5.25	2, 7, 13, 18, 42, 46, 50, 51, 100, 107, 108, 116, 130, 135, 805, 807, 808, 809, 850
GURGLE TOAD (5 PK)	GT	45, 47, 84, 94, 210, 518, 721
NEW GURGLE TOAD JR. (7 PK)	GTJR	45, 47, 84, 94, 210, 518, 721
OCHO 4" (10 PK)	OCHO4	2, 16, 18, 23, 42, 46, 93, 108, 109, 121, 260
OCHO 5" (8 PK)	OCHO5	2, 13, 16, 18, 23, 42, 46, 50, 55, 85, 93, 106, 107, 108, 109, 121, 130, 141, 189, 260, 265, 466, 805, 808, 809, 850
OCHO 6" (6 PK)	OCHO6	2, 16, 18, 23, 42, 46, 93, 108, 109, 260, 805, 808, 809
OCHO 7" (6 PK)	OCHO7	18, 46, 109, 805, 809
NEW NED OCHO (9 PK)	NOCHO	18, 46, 50, 85, 100, 101, 103, 108, 197, 466, 808, 850
RODENT 3" (8 PK)	RO3	2, 18, 42, 46, 50, 51, 100, 108, 130, 466, 805, 808, 850
RODENT 4" (6 PK)	RO4	2, 13, 18, 38, 42, 46, 50, 51, 100, 107, 108, 109, 116, 130, 135, 140, 142, 143, 144, 229, 259, 466, 805, 807, 808, 809, 850
SWIM-N-SHINER 4" (6 PK)	SWNS4	18, 47, 55, 84, 122, 141, 151, 198, 568, 583
SWIM-N-SHINER 5" (5 PK)	SWNS5	18, 47, 55, 84, 122, 141, 151, 568, 583
SWIM'N CAFFEINE SHAD 4" (7 PK)	SCSD4	18, 27, 46, 47, 55, 57, 84, 94, 141, 151, 198, 266
SWIM'N CAFFEINE SHAD 5" (7 PK)	SCSD5	18, 27, 46, 47, 55, 57, 84, 94, 141, 151, 198, 266
KVD SUPA FRY (6 PK)	KVDSF4.5	16, 18, 42, 46, 51, 52, 85, 108, 109, 130, 143, 197, 269, 270, 274, 276, 590

*NEW colors are in red

SOFT PLASTIC STICK BAITS



PERFECT FLEXIBILITY & FLOTATION

SUPER FINESSE WORM

They'll dance on a drop shot rig, and their awesome when "split-shotting" or "Mojo rigging." They'll also float up a Carolina Rig and stand up for shaky head fishing too!

Made with **ELAZTECH**
Elaztech and EP are trademarks of Z-Man Fishing Products, Inc.

SIZE: 4" & 7"

FIN4, FIN7



GREAT FOR WACKY RIGGING

ZERO STICK WORM

heavily salt impregnated for a fast sink rate and the flexibility and flotation properties of the plastic material gives it more action than similar baits on the market. The "Zero" is also more durable than other plastic baits enabling you to catch more fish per bait.

Made with **ELAZTECH**
Elaztech and EP are trademarks of Z-Man Fishing Products, Inc.

SIZE: 5"

3XZ5



GREAT FOR WACKY RIGGING

SHIM-E-STICK

The Strike King® Shim-E-Stick is great alternative to the sinking stick bait style of soft plastics baits. Heavily salt impregnated with a great action and awesome colors!

SIZE: 5"

SES5



*Stick worm color chart on page 28

SOFT BAITS

WORMS/STICK BAITS



SOFT, STRONG, & STRETCHY

Z-TOO & BABY Z-TOO

The Z-TOO is impregnated with salt so it is less buoyant. It fishes more like a traditional soft plastic jerkbait and the rate of sink can be varied by the size and weight of the hook. Best of all, it won't tear!

Made with
ELAZTECH
Elaztech and EP are trademarks of
Z-Man Fishing Products, Inc.

SIZE: 3.5" & 5.5"

3XBZT00, 3XZT00



THE PRO'S PREFERRED SWIMBAIT SHADALICIOUS

The Shadalicious swimbait is designed for the discriminating fisherman. Every feature, from the action to the lifelike colors, is designed with one thing in mind - catch bigger fish.

SIZE: 3.5", 4.5" & 5.5"

SHDLC3.5, SHDLC4.5,
SHDLC5.5



STICK BAITS

SERIES	MODEL	COLORS
4" SUPER FINESSE WORM (10 PK)	FIN4	16, 18, 42, 46, 101, 103, 108, 109
7" SUPER FINESSE WORM (8 PK)	FIN7	11, 16, 18, 23, 42, 46, 97, 101, 103, 108, 109, 111, 112
5" ZERO (6 PK)	3XZ5	16, 18, 23, 42, 46, 84, 97, 101, 103, 108, 109, 112
SHIM-E-STICK (8 PK)	SES5	16, 18, 31, 39, 46, 55, 57, 64, 85, 117, 119, 120, 121, 122, 123

SWIMBAITS & JERKBAITS

SERIES	MODEL	COLORS
Z-TOO (4 PK)	3XZT00	27, 28, 53, 54, 55, 57, 84, 722
BABY Z-TOO (5 PK)	3XBZT00	27, 28, 54, 57, 84, 722
SHADALICIOUS 3.5" (6 PK)	SHDLC3.5	151, 500, 504, 512, 568, 583, 586, 590, 598
SHADALICIOUS 4.5" (6 PK)	SHDLC4.5	141, 151, 500, 504, 512, 518, 534, 568, 583, 586, 590, 598
SHADALICIOUS 5.5" (5 PK)	SHDLC5.5	141, 151, 500, 504, 512, 518, 568, 583, 586, 590, 598

CAUTION: Do not mix Elaztech® plastics with or store these in the same bag with regular soft plastic baits because the two materials will dissolve when stored together. It is best not to store in direct sunlight. Also, some dyes on the market may negatively affect it (weaken it). Try your dye on one first to see before you dye others.



TIE ONE ON

STRIKE KING LURE CO.

STRIKE KING PLASTICS

Whether you fish big or small, our soft plastics have been proven by our pro staff to catch the winning fish. The only requirement, you have to tie one on.

COFFEE TUBES

Strike King® Coffee Tubes are scented with real coffee bean granules and coffee bean oil. This natural organic scent is incredibly attractive to fish. It causes them to hold onto the tube longer and masks human and plastic scents. Coffee granules give the tube a more natural earth tone tint that mimics the appearance of a bass' favorite prey. They are salt impregnated too!



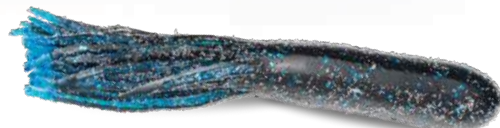
FINESSE TUBE
2.75" FAT TUBE

CT2.75



DRAG IT, JIG IT, FISH IT
3.5" TUBE

CT3.5



GREAT ON A TEXAS RIG FOR FLIPPING
4.5" FLIP-N-TUBE

CT4.5



SALT-IMPREGNATED TUBES

THE BIGGUNS LIKE 'EM SALTY

SOFT BAITS

TUBES



SALTY FINESSE TUBE
BITSY TUBE

Our salt-impregnated Bitsy Tube® is great when the bite requires finesse. This 2 3/4" length tube is ideal for many species of fish.

SIZE: 2.75"

BT2.75



GREAT ALL-AROUND TUBE
KVD PRO-MODEL® TUBE

This salt-impregnated tube is great when finesse is the name of the game. This 3 1/2" length is a great all-around size. Tour Grade Tube Jig Heads can be slid inside the tube with the line tie poked through. This is perfect for light line and spinning rod applications, but equally effective Texas rigged and flipped.

SIZE: 3.5"

PMT3.5



SOLID HEAD FOR A STRONGER TUBE
DENNY BRAUER'S FLIP-N-TUBE

This salt-impregnated Flip-N-Tube™ is designed especially for flippin' and pitching. The special 4 1/2" length is perfect for a Mustad® Megabite or similar hook. Works great fished weightless as a soft plastic jerkbait too!

SIZE: 4.5"

FLPT4.5



TUBE COLOR CHART

SERIES	MODEL	COLORS
2.75" COFFEE FAT TUBE (9 PK)	CT2.5	26, 30, 46, 51, 112, 129, 229, 271, 278, 725, 834
3.5" COFFEE TUBE (8 PK)	CT3.5	12, 18, 20, 26, 29, 30, 46, 51, 56, 61, 104, 105, 112, 126, 129, 229, 271, 278, 518, 725, 834
4.5" COFFEE FLIP-N-TUBE (6 PK)	CT4.5	2, 12, 13, 18, 38, 44, 46, 94, 518
BITSY TUBE (10 PK)	BT2.75	11, 17, 30, 38, 44, 46, 63, 64, 90, 92
KVD PRO-MODEL TUBE (10 PK)	PMT3.5	2, 38, 44, 46, 48, 52, 63, 64
DENNY BRAUER'S FLIP-N-TUBE (8 PK)	FLPT4.5	2, 38, 42, 44, 46, 48, 52, 63

WALK IT, POP IT & HOLD ON

POPPING PERCH BAITS

The KVD Popping Perch and the KVD Pipsqueak Popping Perch were designed and tested by the entire team at Strike King®. The result is the finest topwater hollow body popping lure EVER! Resembling a perch, the bait skips, walks, splashes and pops like wounded bait.

SEXY FROGS BAITS

Featuring a fully sealed nose to minimize water entry. It has a big strong double hook and easily collapsible hollow body for better hookups. Although designed for heavy cover applications, it's also great in open water.

SEALED NOSE & BUILT FOR HEAVY COVER

KVD SEXY FROG & BABY SEXY FROG

SIZE: 5.75", 4" | 5/8 & 5/16 OZ.

SFKVD, BSFKVD



SKIPS, WALKS, SPLASHES, AND POPS

KVD POPPING PERCH & PIPSQUEAK POPPING PERCH

SIZE: 5.5" & 5" | 1/2 & 1/3 OZ.



SOFT FROG BAITS



BUILT FOR THE THICKEST COVER

HACK ATTACK® PAD PERCH

Designed by Pro Angler Greg Hackney, the Pad Perch has a pointed nose to allow it to easily move through thick cover, such as lily pads and brush. The bait skips, walks, and splashes like a wounded perch.

SIZE: 6" | 1/2 OZ.

HAPP



UNIQUE SOUND

SUPER TOAD

The Super Toad offers the perfect profile and unique sound that bass can't resist. Designed to be fished around shallow cover such as grass, brush and lily pads.

SIZE: 4"

STOAD



FROG BAITS COLOR CHART

SERIES	MODEL	COLORS
KVD PIPSQUEAK POPPING PERCH	PIPPKVD	10, 46, 84, 154, 155, 234, 280, 282, 348, 623, 665, 699, 704, 726, 728
KVD POPPING PERCH	PPKVD	10, 46, 84, 154, 155, 234, 243, 280, 281, 282, 283, 348, 623, 642, 665, 680, 682, 699, 704, 726, 728
NEW KVD BABY SEXY FROG	BSFKVD	10, 47, 84, 153, 154, 155, 157, 158, 665, 710, 711, 712, 715, 728, 729
KVD SEXY FROG	SFKVD	10, 46, 47, 84, 152, 153, 154, 155, 156, 157, 158, 176, 179, 665, 710, 711, 712, 715, 728, 729
HACK ATTACK PAD PERCH	HAPP	10, 46, 84, 154, 155, 234, 243, 280, 281, 282, 283, 348, 623, 665, 682, 699, 704, 726, 728
SUPER TOAD (5 PK)	STOAD	10, 18, 46, 47, 84, 94

*NEW colors are in red

SEE WHAT ALL THE NOISE IS ABOUT

"I hooked me a 9 lber on the Thunder Cricket, so you know I'm a believer."

NEW

THUNDER CRICKET VIBRATING JIG

The Thunder Cricket was designed by Kevin VanDam, Greg Hackney, Andy Montgomery and has changed the game for vibrating jigs. The Thunder Cricket features the Jungle style flipping hook and an ultra-thin, ultra-stiff stainless-steel blade with Strike King's new Panther Hide Paint finish.

3/8, 1/2, 5/8, 3/4 OZ.

TCVSJ38, TCVSJ12, TCVSJ58, TCVSJ34

Sold under license of U.S. Patent Nos. 7,726,062 and 9,253,967 owned by Z-Man® Fishing Products, Inc., the licensor



TOUR GRADE RAGE BLADE

The Rage Blade™ unique design increases hooks ups and decreases snag ups compared to other designs. It has a custom Gamakatsu® hook and the incredible action and vibration make the Perfect Skirt® and twin tail trailer come alive!

3/8, 1/2 OZ.

TGRB12, TGRB38



TOUR GRADE SWINGING SWIM JIG

FREE SWINGING HOOK

The Swinging Swim Jig includes a streamlined, painted, and balanced head for better swimming action and is coordinated with the Perfect Skirt®. Its distinguishing feature is a free swinging black nickel needlepoint hook for that maximum action in the water.

1/4, 3/8, 1/2 OZ.

TGSSJ14, TGSSJ38, TGSSJ12



MEDIUM WIRE ULTRA SHARP HOOK

TOUR GRADE SWIMMING JIG

Tour Grade Swim Jig, designed by our Pro-Staff, and includes a streamlined, balanced head for better swimming action. The head is painted & coordinated with a Perfect Skirt® and includes a medium wire ultra-sharp hook.

1/4, 5/16, 3/8 OZ.

TGSJ14, TGSJ516, TGSJ38



HACK ATTACK® HEAVY COVER SWIM JIG

GAMAKATSU EXTRA STRONG SIWASH HOOK

Designed to be fished in and around the heaviest cover. The jig is built around, an exclusive for Strike King, Gamakatsu® extra strong Siwash hook for extra bite with a heavy weed guard to help come through the heaviest of cover and the Perfect Skirt® gives the bait more lifelike action.

1/4, 3/8, 1/2 OZ.

HAHCSJ14, HAHCSJ38, HAHCSJ12



*Complete Vibrating and Swim jig color chart on page 39

*Complete Vibrating and Swim jig color chart on page 39

PULL THEM OUT OF HIDING

A Hack

HACK ATTACK® FLIPPING JIG

A heavy duty jig, designed to be fished in and around the heaviest shallow & deep-water cover. The Hack Attack® Jig is built around an exclusive Gamakatsu® black nickel heavy wire hook for extra bite and a 30-degree line-tie. Includes a heavy weed guard and is best used on heavy rods with high pound fluorocarbon or braided line.

HACK ATTACK® FLOURO FLIPPING JIG

Compact jig designed around a strong black nickel hook that has a smaller diameter than the "Flipping Jig" model enabling a deep penetration when using fluorocarbon or lines that stretch more than braid. The head shape, weed guard and size make it extremely weedless and its corkscrew wire keeper keeps your plastic trailer in place.



EXTREME HEAVY COVER JIG

HACK ATTACK® FLIPPING JIG

3/8, 1/2, 3/4, 1, 1 1/4 OZ.

HAHCJ38, HAHCJ12, HAHCJ34, HAHCJ1, HAHCJ114



EXTREMELY WEEDLESS

HACK ATTACK® FLURO FLIPPING JIG

3/8, 1/2, 3/4 OZ.

HAFFJ38, HAFFJ12, HAFFJ34



*Complete flipping jig color chart on page 39

WEEDLESS HEAD DESIGN

BITSY FLIP

The Bitsy Flip sports a beefier hook so they can be thrown into heavy cover with big line. It's a Bitsy Bug® with a bigger, and super strong, black nickel Mustad® hook and beefier weedguard.

1/4, 3/8, 1/2 OZ.

BFJ14, BFJ38, BFJ12



FINESSE JIG

BITSY BUG MINI JIG

Inverted line tie on the upper part of head helps keep line from being frayed on rocks. Snagless/weedless head design helps prevent jig from getting wedged in rocks.

1/16, 1/8, 3/16, 1/4 OZ.

BBJ116, BBJ18, BBJ316, BBJ14



ULTIMATE DOCK SKIPPING JIG

TOUR GRADE SKIPPING JIG

Strike King Pro Andy Montgomery has designed the ultimate jig for skipping under docks. The unique shaped head helps the jig skip up under docks. It has a super strong Gamakatsu® hook that won't bend when banged against hard cover & its line tie angle & extra sharpness aid in hook sets.

3/8, 1/2 OZ.

TGSKJ38, TGSKJ12



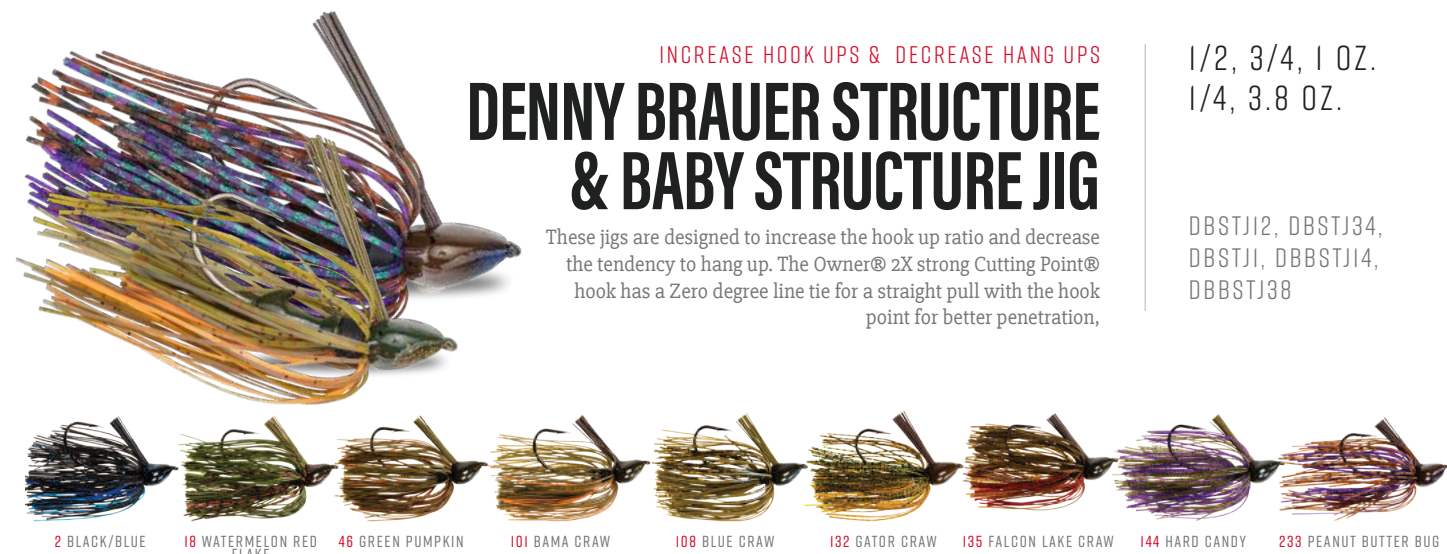
INCREASE HOOK UPS & DECREASE HANG UPS

DENNY BRAUER STRUCTURE & BABY STRUCTURE JIG

These jigs are designed to increase the hook up ratio and decrease the tendency to hang up. The Owner® 2X strong Cutting Point® hook has a Zero degree line tie for a straight pull with the hook point for better penetration,

1/2, 3/4, 1 OZ.
1/4, 3.8 OZ.

DBSTJ12, DBSTJ34, DBSTJ1, DBBSTJ14, DBBSTJ38



*Complete jig color chart on page 39



ULTIMATE DEEP WATER JIG
TOUR GRADE FOOTBALL JIG

The ultimate jig for Deep water fishing. The wide football shaped head helps the bait stand-up. The flat eye line tie and Gamakatsu® 60 degree round bend hook helps keep the line knot and jig in the proper position.

3/8, 1/2, 3/4, 1 OZ.

TDJ38, TDJ12, TDJ34, TDJI



2 BLACK/BLUE 8 TEXAS CRAW 10 WHITE 23 BLACK, BROWN, AMBER 46 GREEN PUMPKIN CRAW 51 PEANUT BUTTER & JELLY 100 SUMMER CRAW 101 BAMA CRAW 108 BLUE CRAW 130 CANDY CRAW 132 GATOR CRAW 135 FALCON LAKE CRAW



GREAT JIG FOR CATCHING FINICKY FISH
TOUR GRADE FINESSE FOOTBALL JIG

The pro's choice for finessing finicky fish. Features an incredibly sharp Gamakatsu® hook, a wide football shaped head, and a 60 degree "flat" hook eye flush with the head to keep your knot in the proper position.

1/4, 3/8 OZ.

TGFFJ, TGFFJ38



2 BLACK/BLUE 18 WATERMELON RED 46 GREEN PUMPKIN CRAW 50 OKEECHOBEE CRAW 51 PEANUT BUTTER & JELLY 100 SUMMER CRAW 101 BAMA CRAW 108 BLUE CRAW 133 MIZZOU CRAW 134 WHISKEY CRAW



LIVING ROUND RUBBER SKIRT
COMEBACK JIG

Featuring a stand-up football shaped head, a long shank 5/0 black nickel medium wire hook and a long-strand living round rubber skirt which allows for maximum bulk.

3/8, 1/2, 3/4, 1 OZ.

JLCJ38, JLCJ12, JLCJ34, JLCJI



2 BLACK/BLUE 44 BROWN/PURPLE 46 GREEN PUMPKIN 244 BROWN 277 BLACK/BROWN

*Complete jig color chart on page 40-41



DENNY BRAUER'S
PREMIER PRO-MODEL JIG

"I set out to design a jig to complement and, if possible, improve on my Pro-Model® Jig. The Premier Pro-Model® is the result. It has a new head design and a unique new rattle design. Both enhance performance in heavy cover. The wide rattle has one big open chamber that enables the rattle to work even when the jig moves to the side." - Denny Brauer

1/4, 3/8, 1/2, 3/4 OZ.

PPJ14, PPJ38, PPJ12, PPJ34



2 BLACK/BLUE 6 BLACK/BLUE ACCENT 8 TEXAS CRAW 11 PUMPKIN GREEN 46 GREEN PUMPKIN 51 PEANUT BUTTER & JELLY 131 SEXY CRAW



DENNY BRAUER'S
RATTLIN' PRO-MODEL JIG

"I personally designed this jig years ago and it is still a "go-to" lure. Jig fishing is my deal and I want a jig that I have the utmost confidence in. The Pro-Model® is it." - Denny Brauer

1/4, 3/8, 1/2 OZ.

PMJ14, PMJ38, PMJ12



1 BLACK 2 BLACK/BLUE 8 TEXAS CRAW 10 WHITE 11 GREEN PUMPKIN 13 GREEN CRAWFISH 14 CHAMELEON CRAWFISH 17 WATERMELON 22 CAMOFLAGE 23 BLACK, BROWN, AMBER



BUILT-IN SWIVEL TO REDUCE LINE TWIST
NEW MARK ROSE LIL LEDGE SPOON

Designed by Pro Angler and "ledge" expert Mark Rose, the Lil Ledge Spoon has a built-in swivel to alleviate line twist, Mustad triple grip treble hook and amazing fluttering action.

LENGTH: 3" 1 OZ.

LLSPNI



84 PEARL 400 CHROME 401 CHROME BLUE 404 WHITE CHROME 590 SEXY SHAD 680 YELLOW PERCH



EMULATES DYING BAIT FISH
SEXY SPOON

Catch more and bigger fish. Made to emulate a dying bait fish, the flutter and fall of this spoon is incredible. The Sexy Spoon is an awesome schooling fish bait!

LENGTH: 4" & 5" 3/4 & 1 1/4 OZ.

SSPN4, SSPN5.5



406 GOLD BLACK BACK 498 NEON SHAD 568 GREEN GIZZARD SHAD 590 SEXY SHAD 598 CHARTREUSE SHAD

*Complete jig color chart on page 40-41

JIGS & SPOONS

COLOR CHART

BLADED & SWIM JIGS COLOR CHART

SERIES	SIZE	MODEL	COLORS
NEW THUNDER CRICKET VIBRATING JIG	3/8	TCVSJ38	2, 3, 10, 108, 135, 234, 465, 786, 832, 873
NEW THUNDER CRICKET VIBRATING JIG	1/2	TCVSJ12	2, 3, 10, 108, 135, 234, 465, 786, 832, 873
NEW THUNDER CRICKET VIBRATING JIG	5/8	TCVSJ58	2, 3, 10, 108, 135, 234, 465, 786, 832, 873
NEW THUNDER CRICKET VIBRATING JIG	3/4	TCVSJ34	2, 3, 10, 108, 135, 234, 465, 786, 832, 873
TOUR GRADE RAGE BLADE	3/8	TGRB38	2, 46, 201, 204, 212, 234, 538, 590
TOUR GRADE RAGE BLADE	1/2	TGRB12	2, 46, 201, 204, 212, 234, 538, 590
TOUR GRADE SWINGING SWIM JIG	1/4	TGSSJ14	2, 46, 204, 234
TOUR GRADE SWINGING SWIM JIG	3/8	TGSSJ38	2, 46, 204, 234
TOUR GRADE SWINGING SWIM JIG	1/2	TGSSJ12	2, 46, 204, 234
TOUR GRADE SWIMMING JIG	5/16	TGSJ516	2, 46, 204, 234, 257, 586, 590
TOUR GRADE SWIMMING JIG	1/4	TGSJ14	2, 46, 108, 130, 204, 234, 538, 586, 590
TOUR GRADE SWIMMING JIG	3/8	TGSJ38	2, 46, 204, 234, 257, 538, 586, 590
HACK ATTACK HEAVY COVER SWIM JIG	1/4	HAHCSJ14	2, 46, 108, 204, 234, 590
HACK ATTACK HEAVY COVER SWIM JIG	3/8	HAHCSJ38	2, 46, 130, 204, 234, 257, 538, 590
HACK ATTACK HEAVY COVER SWIM JIG	1/2	HAHCSJ12	2, 46, 130, 204, 234, 257, 538, 586, 590

FLIPPING & SKIPPING JIGS COLOR CHART

SERIES	SIZE	MODEL	COLORS
HACK ATTACK FLIPPING JIG	3/8	HAHCJ38	2, 8, 46, 50, 100, 101, 108, 130, 131, 132, 135
HACK ATTACK FLIPPING JIG	1/2	HAHCJ12	2, 8, 46, 50, 100, 101, 108, 130, 131, 132, 135
HACK ATTACK FLIPPING JIG	3/4	HAHCJ34	2, 8, 46, 50, 100, 101, 108, 130, 131, 135
HACK ATTACK FLIPPING JIG	1	HAHCJ1	2, 8, 46, 50, 108, 130, 131, 135
HACK ATTACK FLIPPING JIG	1 1/4	HAHCJ114	2, 46, 50
HACK ATTACK FLUORO FLIPPING JIG	3/8	HAFFJ38	2, 8, 10, 23, 46, 50, 101, 108, 130, 132, 135, 233
HACK ATTACK FLUORO FLIPPING JIG	1/2	HAFFJ12	2, 8, 10, 23, 46, 50, 101, 108, 130, 132, 135, 233
HACK ATTACK FLUORO FLIPPING JIG	3/4	HAFFJ34	2, 8, 10, 23, 46, 50, 101, 108, 130, 132, 135, 233
BITSY FLIP JIG	1/4	BFJ14	1, 2, 11, 13, 15, 17, 20, 22
BITSY FLIP JIG	3/8	BFJ38	1, 2, 11, 13, 15, 17
BITSY FLIP JIG	1/2	BFJ12	1, 2, 11, 13, 15, 17
BITSY BUG MINI JIG	1/16	BBJ116	1, 2, 13, 15, 17, 20
BITSY BUG MINI JIG	1/8	BBJ18	1, 2, 10, 11, 13, 15, 17, 20, 22, 46, 50, 108, 130
BITSY BUG MINI JIG	3/16	BBJ316	1, 2, 10, 11, 13, 15, 17, 20, 22, 46, 50, 108, 130
BITSY BUG MINI JIG	1/4	BBJ14	1, 2, 10, 11, 13, 15, 17, 20, 22, 46, 50, 108, 130
TOUR GRADE SKIPPING JIG	3/8	TGSKJ38	2, 8, 10, 18, 46, 101, 108
TOUR GRADE SKIPPING JIG	1/2	TGSKJ12	2, 8, 10, 18, 46, 101, 108

*NEW colors are in red

STRUCTURE & CASTING JIGS COLOR CHART

SERIES	SIZE	MODEL	COLORS
DENNY BRAUER STRUCTURE JIG	1/2	DBSTJ12	2, 18, 46, 101, 108, 132, 135, 144, 233
DENNY BRAUER STRUCTURE JIG	3/4	DBSTJ34	2, 18, 46, 101, 108, 132, 135, 144, 233
DENNY BRAUER STRUCTURE JIG	1	DBSTJ1	2, 18, 46, 101, 108, 132, 135, 144, 233
DENNY BRAUER BABY STRUCTURE JIG	1/4	DBBSTJ14	2, 18, 46, 101, 108, 233
DENNY BRAUER BABY STRUCTURE JIG	3/8	DBBSTJ38	2, 18, 46, 101, 108, 233
DENNY BRAUER PREMIER PRO-MODEL JIG	1/4	PPJ14	2
DENNY BRAUER PREMIER PRO-MODEL JIG	3/8	PPJ38	2, 6, 8, 11, 46, 51, 131
DENNY BRAUER PREMIER PRO-MODEL JIG	1/2	PPJ12	2, 6, 8, 11, 46, 131
DENNY BRAUER PREMIER PRO-MODEL JIG	3/4	PPJ34	2, 6, 11
PRO-MODEL JIG	1/4	PMJ14	2, 8, 10, 11
PRO-MODEL JIG	3/8	PMJ38	1, 2, 8, 10, 11, 13, 14, 17, 22, 23
PRO-MODEL JIG	1/2	PMJ12	1, 2, 8, 10, 11, 14, 17, 22, 23

FOOTBALL JIGS COLOR CHART

SERIES	SIZE	MODEL	COLORS
TOUR GRADE FOOTBALL JIG	3/8	TDJ38	2, 8, 10, 23, 46, 51, 100, 101, 108, 130, 132, 135
TOUR GRADE FOOTBALL JIG	1/2	TDJ12	2, 8, 10, 23, 46, 51, 100, 101, 108, 130, 132, 135
TOUR GRADE FOOTBALL JIG	3/4	TDJ34	2, 8, 23, 46, 51, 100, 101, 130, 132
TOUR GRADE FOOTBALL JIG	1	TDJ1	2, 46
TOUR GRADE FINESSE FOOTBALL JIG	1/4	TGFFJ	2, 18, 46, 50, 51, 100, 101, 108, 133, 134
TOUR GRADE FINESSE FOOTBALL JIG	3/8	TGFFJ38	2, 18, 46, 50, 108, 133
COMEBACK JIG	3/8	JLCJ38	2, 44, 277
COMEBACK JIG	1/2	JLCJ12	2, 44, 46, 244, 277
COMEBACK JIG	3/4	JLCJ34	2, 44, 46, 277
COMEBACK JIG	1	JLCJ1	244

SPOONS COLOR CHART

SERIES	SIZE	MODEL	COLORS
NEW MARK ROSE LIL LEDGE SPOON	1 OZ.	LLSPN1	84, 400, 401, 404, 590, 680
SEXY SPOON	4"	SSPN4	406, 498, 568, 590, 598
SEXY SPOON	5.5"	SSPN5.5	406, 498, 568, 590, 598

*NEW colors are in red

TOP-OF-THE-LINE SPINNERBAIT

PREMIER PLUS

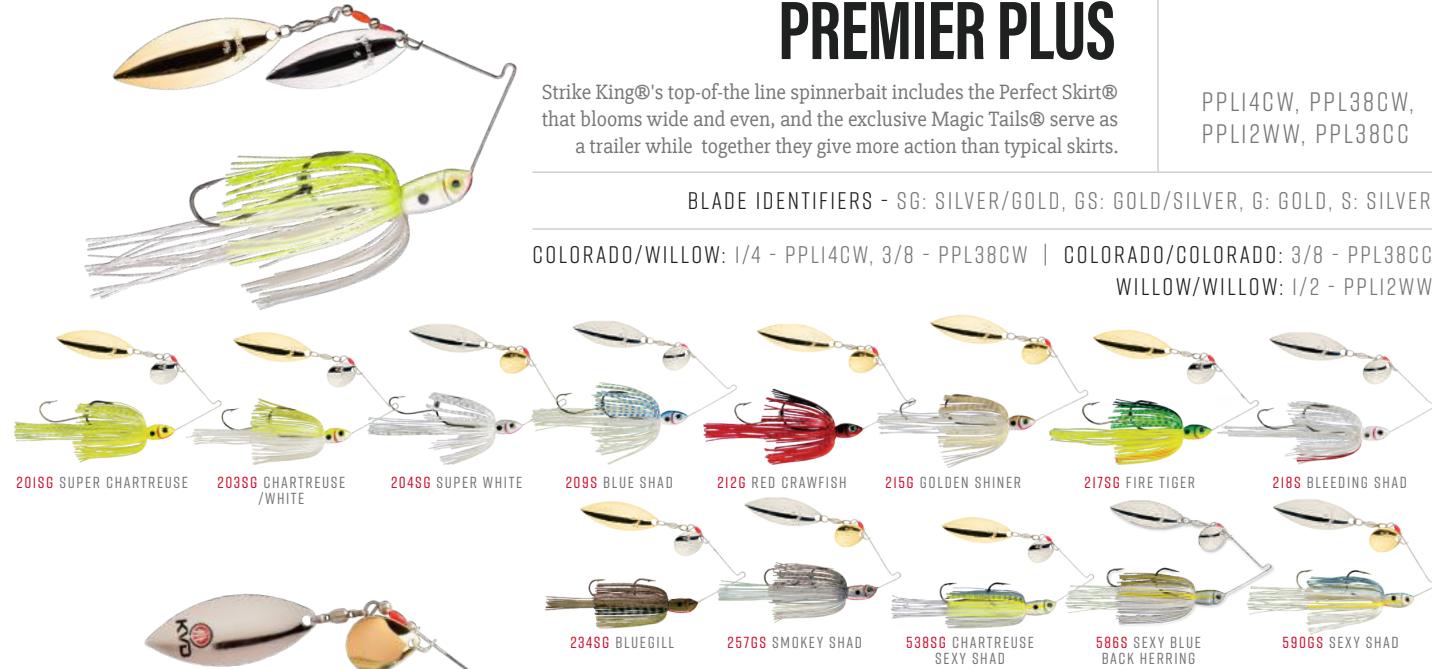
Strike King®'s top-of-the line spinnerbait includes the Perfect Skirt® that blooms wide and even, and the exclusive Magic Tails® serve as a trailer while together they give more action than typical skirts.

1/4, 3/8, 1/2 OZ.

PPLI4CW, PPL38CW,
PPLI2WW, PPL38CC

BLADE IDENTIFIERS - SG: SILVER/GOLD, GS: GOLD/SILVER, G: GOLD, S: SILVER

COLORADO/WILLOW: 1/4 - PPLI4CW, 3/8 - PPL38CW | COLORADO/COLORADO: 3/8 - PPL38CC
WILLOW/WILLOW: 1/2 - PPLI2WW



PERFECT FOR FINICKY FISH

KVD SPINNERBAIT

The Spinnerbait that is perfect for finicky fish. It features a smaller redesigned Perfect Skirt® with all new naturalized colors for that realistic look and a smaller profile in the water that will generate more strikes.

3/8, 1/2 OZ.

FSB38CW, FSB12WW



FEATURING A STRONG GAMAKATSU SIWASH HOOK

HACK ATTACK® HEAVY COVER SPINNERBAIT

A perfect spinnerbait for the heaviest of cover! The contoured head helps the lure to deflect off cover while the long arm wire minimizes hang-ups. This bait features a super strong Gamakatsu® Siwash hook that won't open up!

1/2, 3/4 OZ.

HAHC12CW,
HAHC34CW



NATURALISTIC PAINTED BLADES

TOUR GRADE SPINNERBAIT

3/8, 1/2 OZ.

TGSBI2WW, TGSB38CW

The Tour Grade spinnerbait features a Gamakatsu® hook and weight forward head design which allows the bait to come through heavy cover with ease. Naturalistic painted willow blade models allow for more flash of color.



PREMIUM SPINNERBAIT

PREMIER PRO-MODEL

Featuring a Superior quality Spin-Eze® ball bearing swivel, 24K gold and/or nickel plated premium blades engraved with "Strike King" and blade size, and Mustad® double hardened premium black nickel chemically sharpened hook.

3/8, 1/2, 3/16 OZ.

PP316, PP38, PP12



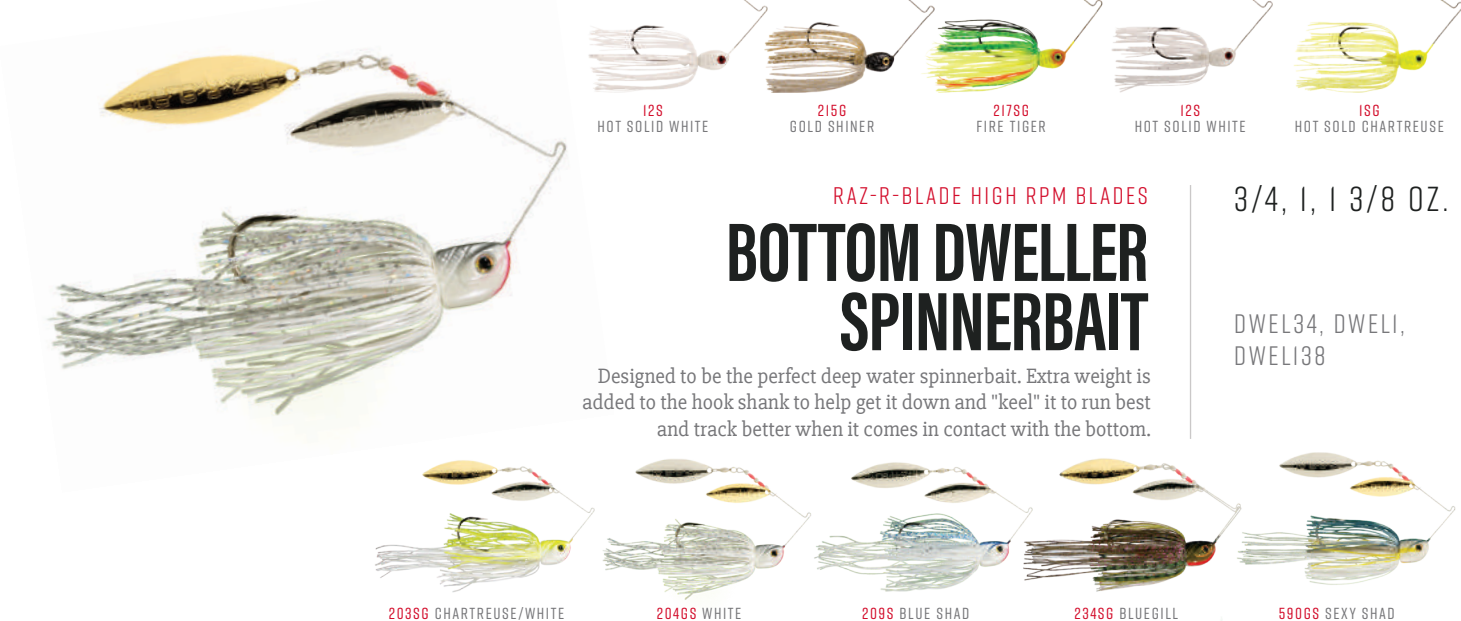
RAZ-R-BLADE HIGH RPM BLADES

BOTTOM DWELLER SPINNERBAIT

3/4, 1, 1 3/8 OZ.

DWEL34, DWEL1,
DWEL138

Designed to be the perfect deep water spinnerbait. Extra weight is added to the hook shank to help get it down and "keel" it to run best and track better when it comes in contact with the bottom.



RAZ-R-BLADE HIGH RPM BLADES
THE BURNER & BABY BURNER

Featuring the Raz-R-Blade™ High RPM blades that allow the bait to be burned just under the surface and keep the bait down and level to prevent the blades from blowing out. Compact, minnow shaped head design for maximum speed and flash.

3/8, 1/2 OZ.
7/16, 1/4 OZ.

BURN12, BURN38,
BURN716, BURN14



201SG SUPER CHARTREUSE
203SG CHARTREUSE /WHITE
204SG SUPER WHITE
209S BLUE SHAD
257GS SMOKEY SHAD
586S SEXY BLUE BACK HERRING
590GS SEXY SHAD

PERFECT FINESSE SPINNERBAIT
LIL' MR.MONEY

Featuring a Superior quality Spin-Eze® ball bearing swivel, 24K gold and/or nickel-plated premium blades engraved with "Strike King", and black nickel hook.

3/16 OZ.

LMM316CI



2046S WHITE
2098 BLUE SHAD
2118G LIMETREUSE
2178G FIRE TIGER
5906S SEXY SHAD

SINGLE SPIN RATTLIN' SPINNERBAIT
MIDNIGHT SPECIAL

Short arm spinnerbait with single barrel rattler designed for low light, off color water and night fishing. Features loud single barrel rattle with two BB's.

7/16 OZ.

MS716



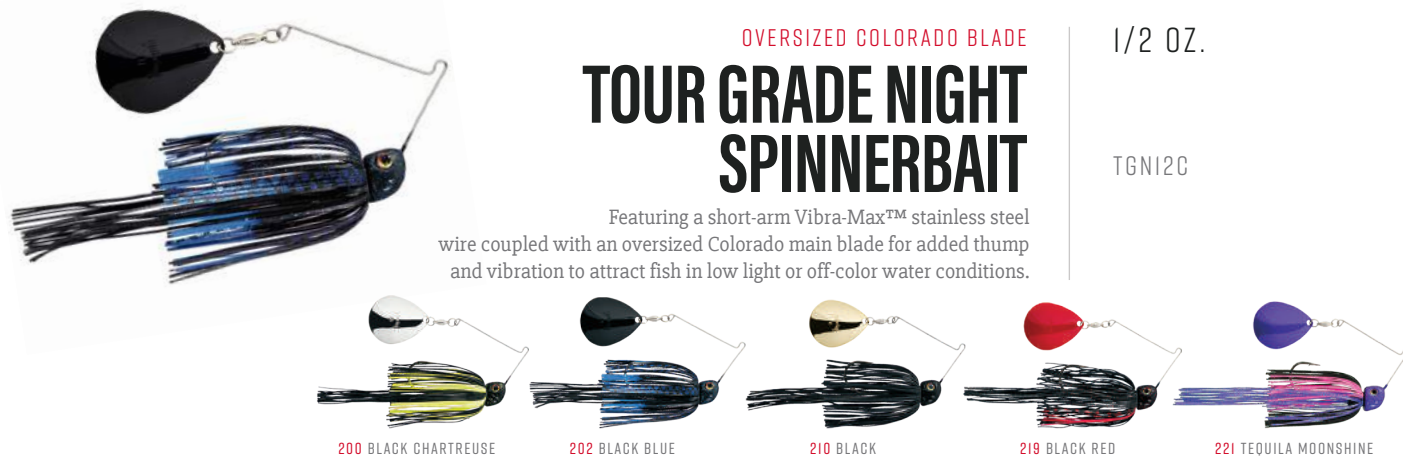
1 CHARTREUSE
16 CHARTREUSE
126 WHITE
91 BLACK/BLUE
918N BLACK/BLUE
96 BLACK/RED
968N BLACK/RED
978N BLACK/SILVER DIAMOND DUST

OVERSIZED COLORADO BLADE
TOUR GRADE NIGHT SPINNERBAIT

Featuring a short-arm Vibra-Max™ stainless steel wire coupled with an oversized Colorado main blade for added thump and vibration to attract fish in low light or off-color water conditions.

1/2 OZ.

TGNI2C



200 BLACK CHARTREUSE
202 BLACK BLUE
210 BLACK
219 BLACK RED
221 TEQUILA MOONSHINE

VALUE PRICED
POTBELLY SPINNERBAIT

A Value Priced packaged spinnerbait by Strike King!

3/8 OZ.

PB38C, PB38CW



C-1 CHARTREUSE
C-10 BLACK HEAD, BLACK SKIRT
C-12 WHITE
CW-1 CHARTREUSE
CW-10 BLACK HEAD, BLACK SKIRT
CW-12 WHITE
CW-93 LIMETREUSE

FEATURES BLEEDING BAIT HOOK
BLEEDING BAIT SPINNERBAIT

Research shows that a red blood trail triggers a natural feeding response in predatory fish. Features Bleeding Red Accent Skirt and Bleeding Bait® Hook

3/16, 3/8, 1/2 OZ.

BB316CW, BB38CW,
BB12WW



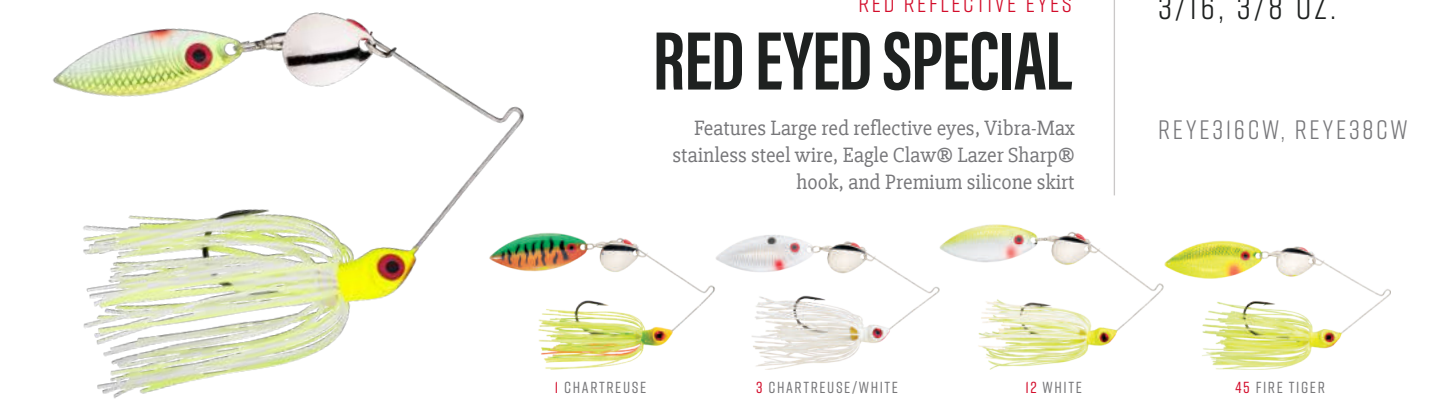
3018G BLEEDING CHARTREUSE
3038G BLEEDING CHARTREUSE/WHITE
304 BLEEDING WHITE
3158G BLEEDING GOLD SHINER
3178G BLEEDING FIRE TIGER
328 BLEEDING SHAD

RED REFLECTIVE EYES
RED EYED SPECIAL

Features Large red reflective eyes, Vibra-Max stainless steel wire, Eagle Claw® Lazer Sharp® hook, and Premium silicone skirt

3/16, 3/8 OZ.

REYE316CW, REYE38CW



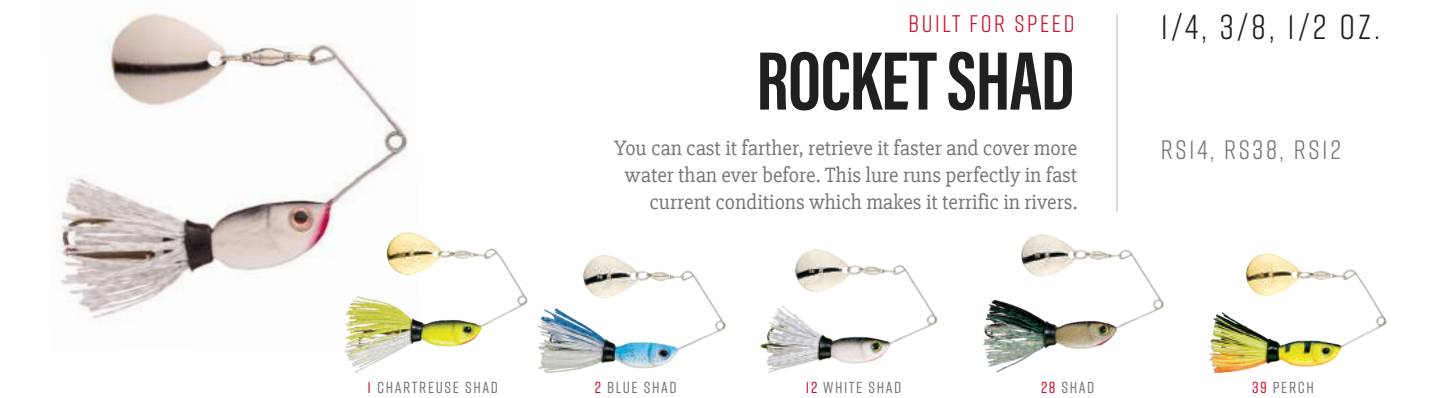
1 CHARTREUSE
3 CHARTREUSE/WHITE
12 WHITE
45 FIRE TIGER

BUILT FOR SPEED
ROCKET SHAD

You can cast it farther, retrieve it faster and cover more water than ever before. This lure runs perfectly in fast current conditions which makes it terrific in rivers.

1/4, 3/8, 1/2 OZ.

RS14, RS38, RS12



1 CHARTREUSE SHAD
2 BLUE SHAD
12 WHITE SHAD
28 SHAD
39 PERCH

FEATURES COLORADO DIAMOND BLADE

MINI-KING SPINNERBAIT

For decades, the MINI-KING® Spinnerbait has been the most popular small spinnerbait for lighter rods, smaller fish, pressured waters and newcomers to fishing because it works so well and gets lots of bites. It has a "safety pin" wire so your knot or line clip won't slip out of position.

1/8 OZ.

MK

Single Colorado Diamond blade (silver blade available in five colors / gold blade available in seven colors)



GREAT FOR ULTRA LIGHT RODS

MICRO-KING SPINNERBAIT

Little Brother to the popular MINI-KING®, the MICRO-KING® is a terrific little spinnerbait for ultra light rods.

1/16 OZ.

MC



BLEEDING BAIT RED HOOK

BLEEDING BAIT MINI KING

Take one of the most popular multi-species spinnerbaits on the market, add a red hook and bleeding accent skirt and what do you have? One deadly little fish catching dude.

1/8 OZ.

BBMK



RED REFLECTIVE EYES

RED EYED MINI-KING

The cousin to our larger Red Eyed spinnerbaits, the Red Eyed Mini-King® is just what you need when targeting small bodies of water or shallow cover for just about anything that swims.

1/8 OZ.

REYEMK



HAVE YOU HEARD THE BUZZ?



TOP-OF-THE-LINE BUZZBAIT

PREMIER PLUS DOUBLE TAKE

Strike King's top-of-the line buzzbait includes the exciting new Perfect Skirt® that blooms wide and even, and the exclusive Magic Tails® serve as a trailer while together they give more action than typical skirts.

3/8, 1/2 OZ.

PPLBD38, PPLBD12



SCULPTED QUICK PLANING HEAD

TOUR GRADE BUZZBAIT

Featuring a sculpted quick Planing head, Exclusive Gamakatsu® hook & Perfect skirt

3/8 OZ.

TGBZ38



RED SHADOW HEAD

BUZZBAIT

This standard model buzzbait is one of the best on the market.

1/4 OZ.

DBI4





FREE SWINGING HOOK
SWINGING SUGAR BUZZ

The Swinging Sugar Buzz buzzbait offers a unique design that allows for a loud clacking sound and a free swinging hook design to allow maximum action and is harder for fish to throw when hooked.

1/4, 3/8, 1/2 OZ.

SSBI4, SSB38, SSB12



PRE-RIGGED WITH KVD GURGLE TOAD
KVD TOAD BUZZ

Featuring an internal head with bait keeper barbs that grip the KVD Perfect Plastics KVD Gurgle Toad body tightly. Matched up with a premium needlepoint hook, hole through blade design for less torquing,

3/8 OZ.

KVDTBZ38



CENTER AXIS BLADE WITH HOLES
BLEEDING BAIT ELITE BUZZBAIT

The Bleeding Elite Buzz bait features holes in the blades to create a gurgle type noise and leave a bubble trail on the surface. The exclusive grass cone keeps the blade clear of obstructions.

3/8 OZ.

BBEB38



GET STRIKES WHEN OTHERS WON'T
MINI PRO-BUZZ

2 blade prop for a more traditional buzzbait sound and Diamond Dust head with Diamond Dust silicone skirt.

1/8 OZ.

18PBM



UNIQUE 3 BLADE DESIGN
TRI-WING BUZZ KING

A unique 3 blade, Diamond pattern prop for a different sound and flash and enables very slow retrieves.

3/16, 5/16 OZ.

316BM, 516BM

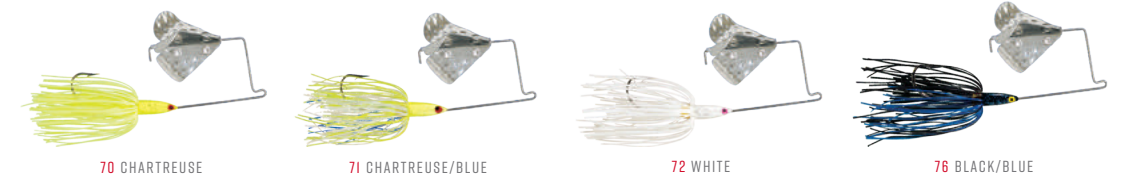


UNIQUE 3 BLADE DESIGN
TRI-WING MINI BUZZ KING

A smaller version of our unique 3 blade, Diamond pattern prop for a different sound and flash and enables very slow retrieves

1/8 OZ.

18BM



UMBRELLA RIGS



583 BLUE GIZZARD
Shown rigged, baits and jig heads not included

WILLOW LEAF BLADES FOR MORE FLASH
BLADED TOUR GRADE TITANIUM UMBRELLA RIG

The Bladed Tour Grade Titanium Umbrella Rig sports a heavier (stiffer) wire for more stability and 5 willow leaf blades on ball bearing swivels to add flash and attract fish.

LENGTH: 8.5"
WIDTH: 9"

TGTRSHW



SQUADRON UMBRELLA RIG ACCESSORY KIT

Available in kit form with the KVD Perfect Plastics Swim-N-Shiner in 1/4 oz. and 1/8 oz. Squadron Swimbait Jig Heads

1/8, 1/4 OZ.

URAK18, URAK14

WIRE BAIT

COLOR CHART

SPINNERBAIT COLOR CHART

SERIES	SIZE	MODEL	COLORS
KVD SPINNERBAIT	3/8	FSB38CW	20ISG, 204GS, 51IS, 514S, 517SG, 538SG, 583S, 586S, 590GS
KVD SPINNERBAIT	1/2	FSB12WW	20ISG, 204GS, 51IS, 514S, 517SG, 538SG, 586GS, 583S, 586S, 590GS
PREMIER PLUS	1/4	PPL14CW	203SG, 204GS, 217SG, 538SG, 590GS
PREMIER PLUS	3/8	PPL38CC	203SG, 204GS, 212G, 538SG
PREMIER PLUS	3/8	PPL38CW	20ISG, 203SG, 204GS, 209S, 212G, 215G, 217SG, 218S, 234SG, 257GS, 538SG, 590GS
PREMIER PLUS	1/2	PPL12WW	20ISG, 203SG, 204GS, 212G, 215G, 217SG, 218S, 538SG, 586S, 590GS
TOUR GRADE SPINNERBAIT	1/2	TGSB12WW	514P, 538P, 562P, 586P, 590P, 648P
TOUR GRADE SPINNERBAIT	3/8	TGSB38CW	514P, 538P, 562P, 586P, 590P, 648P
HACK ATTACK HEAVY COVER	1/2	HAHC12CW	20ISG, 203SG, 204GS, 234SG, 538SG, 590GS
HACK ATTACK HEAVY COVER	3/4	HAHC34CW	203SG, 204GS, 234SG, 538SG, 590GS
BOTTOM DWELLER	3/4	DWEL34	203SG, 204GS, 234SG, 590GS
BOTTOM DWELLER	1	DWEL1	203SG, 204GS, 209S, 234SG, 590GS
BOTTOM DWELLER	1 3/8	DWEL138	203SG, 204GS, 234SG, 590GS
THE BURNER	1/2	BURN12	20ISG, 203SG, 204GS, 209S, 257GS, 586S, 590GS
THE BURNER	3/8	BURN38	20ISG, 203SG, 204GS, 209S, 257GS, 586S, 590GS
THE BABY BURNER	7/16	BURN716	20ISG, 203SG, 204GS, 209S, 257GS, 586S, 590GS
THE BABY BURNER	1/4	BURN14	20ISG, 203SG, 204GS, 209S, 257GS, 590GS
PREMIER PRO-MODEL	3/16	PP316CW	204S, 213SG
PREMIER PRO-MODEL	3/8	PP38	CW-12S, CC-204S, CW-204GS, CW-204P, CW-209GS, CW-212G, CW-217SG
PREMIER PRO-MODEL	1/2	PPI2W	1SG, 12S, 215G, 217SG
LIL' MR.MONEY	3/16	LMM316CI	204GS, 209S, 211SG, 217SG, 590GS
TOUR GRADE NIGHT SPINNERBAIT	1/2	TGNI2G	200, 202, 210, 219, 221
MIDNIGHT SPECIAL	7/16	MS716	1, 1G, 12G, 9I, 9IBN, 96, 96BN, 97BN
POTBELLY SPINNERBAIT	3/8	PB38C	1, 10, 12
POTBELLY SPINNERBAIT	3/8	PB38CW	1, 10, 12, 93
BLEEDING BAIT SPINNERBAIT	3/16	BB316CW	30ISG, 303SG, 304, 315SG, 317SG, 328
BLEEDING BAIT SPINNERBAIT	3/8	BB38CW	30ISG, 303SG, 304, 315SG, 317SG, 328
BLEEDING BAIT SPINNERBAIT	1/2	BB12WW	303SG, 315SG, 317SG, 328
RED EYED SPECIAL	3/16	REYE316CW	1, 3, 12, 45
RED EYED SPECIAL	3/8	REYE38CW	1, 3, 12, 45
MINI-KING SPINNERBAIT	1/8	MK	10G, 69G, 70, 71, 72, 74, 76, 77G, 93G, 104G, 105G, 112G, 670, 671, 673, 679
MICRO-KING SPINNERBAIT	1/16	MC	4, 69, 70, 72, 74, 76, 93, 98, 99, 104, 112
BLEEDING BAIT MINI-KING	1/8	BBMK	30ISG, 303SG, 304, 317SG
RED EYED MINI-KING	1/8	REYEMK	1, 3, 4, 12, 45
ROCKET SHAD	1/4	RS14	1, 12, 28, 39
ROCKET SHAD	3/8	RS38	1, 2, 12, 28, 39
ROCKET SHAD	1/2	RS12	1, 12, 28, 39

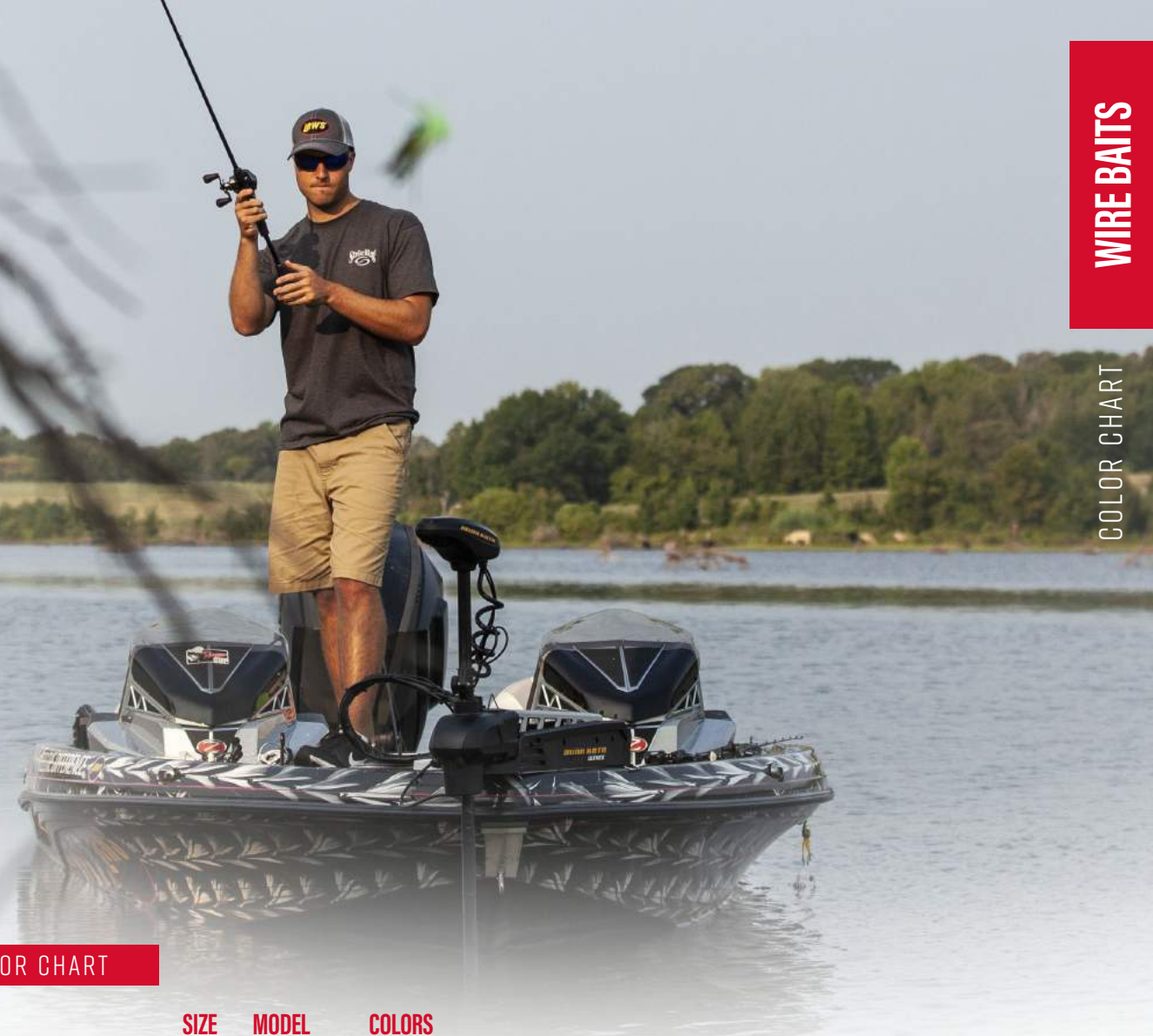
Blades: C= Colorado, W= Willow, CW = Colorado/Willow, WW = Willow/Willow, CC = Colorado/Colorado
 SG: Silver/Gold, GS: Gold/Silver, G: Gold, S: Silver, P: Painted, BN: Black Nickel

BUZZBAIT COLOR CHART

SERIES	SIZE	MODEL	COLORS
PREMIER PLUS THE DOUBLE TAKE	3/8	PPLBD38	201, 203, 204, 210
PREMIER PLUS THE DOUBLE TAKE	1/2	PPLBD12	203, 204, 210
BLEEDING BAIT ELITE	3/8	BBEB38	301, 303, 304, 310
TOUR GRADE BUZZBAIT	3/8	TGBZ38	201, 203, 204, 210, 586, 590
BUZZBAIT	1/4	DB14	1, 3, 10, 12
KVD TOAD BUZZ	3/8	KVDTBZ38	45, 47, 84, 94, 210, 518, 721
SWINGING SUGAR BUZZ	1/4	SSB14	201, 203, 204, 210, 257, 590
SWINGING SUGAR BUZZ	3/8	SSB38	201, 203, 204, 210, 257, 590
SWINGING SUGAR BUZZ	1/2	SSB12	201, 203, 204, 210, 257, 590
TRI-WING BUZZ KING	3/16	316BM	70, 71 72, 76
TRI-WING BUZZ KING	5/16	516BM	70, 71 72, 76
TRI-WING MINI BUZZ KING	1/8	18BM	70, 71 72, 76
MINI PRO-BUZZ	1/8	18PBM	105, 201, 203, 204, 210

UMBRELLA RIG COLOR CHART

SERIES	MODEL	COLORS
BLADED TOUR GRADE TITANIUM UMBRELLA RIG	TGTRSHW	583
SQUADRON UMBRELLA RIG ACCESSORY KIT	URAK18	47, 84, 151, 568, 583
SQUADRON UMBRELLA RIG ACCESSORY KIT	URAK14	47, 84, 151, 568, 583



TOUR GRADE TUNGSTEN

Tour Grade Tungsten weights are the finest quality tungsten weights available. They are insert free, won't fray your line, and have a durable paint coating. Tungsten's high density enables a smaller size than comparable lead weights which will help your hook-up ratio. Tungsten's hardness gives you incredible feel of the bottom and strikes that can't be matched by lead.



TOUR GRADE TUNGSTEN BULLET STYLE WEIGHTS

INSERT FREE & WON'T FRAY LINE

1/8, 3/16, 1/4, 5/16, 3/8, 1/2, 5/8, 3/4, 1, 1.25, 1.5 OZ.

TGTW



TOUR GRADE TUNGSTEN DROP SHOT WEIGHTS

QUICK ATTACH WIRE FORM

1/8, 1/4, 3/8, 1/2, 3/4 OZ.
COLOR: UNPAINTED

TGTWDS



TOUR GRADE TUNGSTEN CAROLINA RIG WEIGHTS

SHAPED FOR LESS HANG UPS

1/2, 3/4, 1 OZ.

TGTWCR



TOUR GRADE TUNGSTEN SWINGING FOOTBALL HEAD

BULLET WEIGHT WITH SKIRT COLLAR

1/4, 3/8, 1/2, 3/4, 1 OZ.

TGTSFH

TOUR GRADE TUNGSTEN



BULLET WEIGHT WITH SKIRT COLLAR

TOUR GRADE TUNGSTEN SLITHER RIG

1/2, 3/4, 1, 1.25 OZ.

TGSLR

PRE-RIGGED CAROLINA RIG



SAVES VALUABLE FISHING TIME

EZ-RIG PRE-RIGGED CAROLINA-RIG WEIGHT

3/8, 1/2, 3/4 OZ.

EZRIG

JIG HEADS



FREE SWINGING Z BEND HOOK

MARK DAVIS JOINTED STRUCTURE HEAD

Featuring the Cobra Head design and a free swinging Z bend black nickel hook which is designed to provide maximum bait movement during slow retrieves.

3/8, 1/2, 3/4 OZ.

JSH38, JSH12, JSH34



BAIT KEEPER LOCKS BAIT TO THE HEAD

TOUR GRADE ROUND JIG HEAD

The 60 degree, flat eye Gamakatsu® hook and special barb helps stand baits up for better action and holds plastics perfectly in place. Easy to rig and no need for glue.

1/16, 1/8, 3/16, 1/4, 3/8 OZ.

TGSH



STAND UP HEAD DESIGN

TOUR GRADE FOOTBALL JIG HEAD

Featuring a 60 degree, flat eye Gamakatsu® hook and football head helps stand baits up for better action.

1/8, 1/4, 3/8 OZ.

TGFSH

SICKLE-STYLE HOOK

NEW TOUR GRADE NED RIG HEAD

Featuring a unique head shape that makes almost any lure stand up and a sickle-type hook and wire keeper.

1/16, 1/8, 3/16 OZ.

TGNH

TERMINAL, LINE & ACC.

TOUR GRADE TUNGSTEN & JIG HEADS

JIG HEADS



46 GREEN PUMPKIN

DESIGNED FOR BIG WORMS
**TOUR GRADE
MAG JIG HEAD**

Designed to use with big worms for stand up and shaky head fishing styles. The wide "Cobra" shaped head provides great feel, yet tapers to the nose to help with the hook set. Featuring an Owner Twistlock™ Centering Pin screw keeper and long shank, wide gap big black nickel hook.

1/4, 3/8, 1/2, 5/8,
3/4 OZ.
SIZE: 5/0 & 7/0 HOOK

TGMJH50, TGMJH70



60 DEGREE GAMAKATSU HOOK
**TOUR GRADE
TUBE JIG HEAD**

This weight forward design and 60 degree black nickel Gamakatsu® round bend hook are perfectly made for use with a tube and hollow bodied swimbaits.

1/8, 3/16, 1/4, 5/16,
3/8 OZ.
COLOR: UNPAINTED

TGTJ

SWIMBAIT JIGHEADS



DESIGNED FOR HOLLOW BODY SWIMBAITS
**INTERNAL
SWIMBAIT HEAD**

Designed to fit inside hollow body soft plastic swimbaits. This weight includes a large black nickel hook with a 60° eye. Fits perfectly inside a Shadalicious soft plastic swimbait.

1/2, 3/4, 1 OZ.
COLOR: UNPAINTED

ISHI2, ISH34, ISH1



3 CHARTREUSE

84 PEARL

EXCLUSIVE RAZ-R-BLADE
**TOUR GRADE
SPIN HEAD**

A premium spin head lure. It has a fish shaped head, 3D eyes, long shank needle point hook with bait keeper, Spin-Eze® Ball Bearing swivel & exclusive Strike King® RAZ-R-BLADE that spins faster at lower speeds.

3/8, 1/2, 3/4 OZ.

TGSPH38, TGSPH12,
TGSPH34



NEW

EXCLUSIVE RAZ-R-BLADE
**TOUR GRADE
BELLY BLADE**

Featuring a premium black nickel needlepoint hook with a stainless steel corkscrew keeper. Ball bearing swivel is Strike King's exclusive high RPM Raz-R-Blade™ that spins fast for more flash with less lift.

1/8, 1/4, 3/8 OZ.
COLOR: UNPAINTED
SIZE: 3/0, 4/0

TGBLB

SWIMBAIT JIGHEADS



WIDE-GAP BLACK NICKEL HOOK
**SQUADRON
SWIMBAIT JIG HEAD**

The SQUADRON Swim Bait Jig Head with their wide-gap, chemically sharpened black nickel hook and durable finish are one of the finest swim bait heads on the market today.

1/8, 1/4, 3/8, 1/2,
3/4, 1 OZ.

SSH

PERFECT FOR SMALLER SWIMBAITS
**NEW BABY SQUADRON
SWIMBAIT JIG HEAD**

The SQUADRON Swim Bait Jig Head with their wide-gap, chemically sharpened 2/0 black nickel hook and durable finish are one of the finest swim bait heads on the market today.

1/8, 3/16, 5/16 OZ.

BSSH



U UNPAINTED

NEW 45 BLUE GLIMMER

46 GREEN PUMPKIN

NEW 215 GOLD SHINER

NEW 730 SILVER BLING

NEW 731 GREEN GLIMMER

844 PEARL

HOOKS



HEAVY DUTY, GAMAKATSU SIWASH HOOK
**HACK ATTACK HEAVY
COVER FLIPPIN' HOOK**

SIZE: 4/0, 5/0 & 6/0

HAHCFH-4/0, HAHCFH-5/0, HAHCFH-6/0



FEATURES UNIQUE LOCKING CAP
**TOUR GRADE
TRAILER HOOKS**

SIZE: 1/0, 2/0, 3/0

TGTH1/0, TGTH2/0,
TGTH3/0



GREAT FOR SPINNERBAITS
TRAILER HOOKS

SIZE: 3/0

TP30



WEEDLESS HOOKS
**LIGHTN'IN STRIKE
HOOKS**

SIZE: 3/0, 5/0

LS3/0, LS5/0



GREAT FOR CATFISH BAITS
**WHISKER STICKER
HOOKS**

SIZE: 1, 2/0

WS1, WS2/0

TERMINAL, LINE & ACC.

SWIMBAIT JIG HEADS, HOOKS & SKIRTS

SOMETIMES, SHE JUST NEEDS A NEW DRESS.



SKIRTS BLOOM WIDE WITH ACTION

PERFECT SKIRT® WITH MAGIC TAILS®

PFT32

VIBRANT SILICONE SKIRTS

DIAMOND DUST® & HOT SOLID SKIRTS

33

FISH SCALE PATTERNS

MIRAGE SILICONE SCALE SKIRTS

33

MADE WITH REAL COFFEE BEANS

COFFEE SCENT ATTRACTANT

Scented with real coffee bean oils, this natural organic scent is incredibly attractive to fish. The coffee scent masks the scents of humans and plastics.

SIZE: 6.0 OZ.

TGCS



*Complete skirt color chart on page 58-59

TOUR GRADE LINE



SIDEWINDER
Featuring our suction cup SideWinder line winding tool



LINE RECYCLING
Included in each box is a pre-paid return envelope for line recycling.



NEW TOUR GRADE LINE

Made from the highest quality Japanese fiber, Strike King Tour Grade Line is optimized for maximum fishability. It is not about manageability, or ease of use, or toughness, it is about ALL of these things. For that reason, we at Strike King have spent years, working with the world's best anglers to test and calibrate. The result is quite simply, the most highly optimized fishing line available today. **All packages include the "Sidewinder" spooling tool and a postage paid envelop to recycle your old line.

FLUOROCARBON, BRAID, MONOFILAMENT

TGFC, TGMF, TGB

TOUR GRADE LINE CHART

SERIES	SIZE	MODEL	COLORS
NEW TOUR GRADE BRAID	150 & 600 YD. / 8 LB.	TGB150-8G, TGB150-8Y, TGB600-8G, TGB600-8Y	GREEN, YELLOW
NEW TOUR GRADE BRAID	150 & 600 YD. / 10 LB.	TGB150-10G, TGB150-10Y, TGB600-10G, TGB600-10Y	GREEN, YELLOW
NEW TOUR GRADE BRAID	150 & 600 YD. / 15 LB.	TGB150-15G, TGB150-15Y, TGB600-15G, TGB600-15Y	GREEN, YELLOW
NEW TOUR GRADE BRAID	150 & 600 YD. / 20 LB.	TGB150-20G, TGB150-20Y, TGB600-20G, TGB600-20Y	GREEN, YELLOW
NEW TOUR GRADE BRAID	150 & 600 YD. / 30 LB.	TGB150-30G, TGB150-30Y, TGB600-30G, TGB600-30Y	GREEN, YELLOW
NEW TOUR GRADE BRAID	150 & 600 YD. / 50 LB.	TGB150-50G, TGB150-50Y, TGB600-50G, TGB600-50Y	GREEN, YELLOW
NEW TOUR GRADE BRAID	150 & 600 YD. / 65 LB.	TGB150-65G, TGB150-65Y, TGB600-65G, TGB600-65Y	GREEN, YELLOW
NEW TOUR GRADE BRAID	150 & 600 YD. / 80 LB.	TGB150-80G, TGB150-80Y, TGB600-80G, TGB600-80Y	GREEN, YELLOW
NEW TOUR GRADE FLUOROCARBON	200 YD. / 6 LB.	TGFC200-6C	CLEAR
NEW TOUR GRADE FLUOROCARBON	200 & 600 YD.. / 8 LB.	TGFC200-8C, TGFC600-8C	CLEAR
NEW TOUR GRADE FLUOROCARBON	200 & 600 YD. / 10 LB.	TGFC200-10C, TGFC600-10C	CLEAR
NEW TOUR GRADE FLUOROCARBON	200 & 600 YD. / 12 LB.	TGFC200-12C, TGFC600-12C	CLEAR
NEW TOUR GRADE FLUOROCARBON	200 & 600 YD. / 15 LB.	TGFC200-15C, TGFC600-15C	CLEAR
NEW TOUR GRADE FLUOROCARBON	200 & 600 YD.. / 17 LB.	TGFC200-17C, TGFC600-17C	CLEAR
NEW TOUR GRADE FLUOROCARBON	200 & 600 YD. / 20 LB.	TGFC200-20C, TGFC600-20C	CLEAR
NEW TOUR GRADE FLUOROCARBON	200 YD. / 25 LB.	TGFC200-25C	CLEAR
NEW TOUR GRADE MONOFILAMENT	200 YD. / 6 LB.	TGMF200-6C	CLEAR
NEW TOUR GRADE MONOFILAMENT	200 & 600 YD.. / 8 LB.	TGMF200-8C, TGMF600-8C	CLEAR
NEW TOUR GRADE MONOFILAMENT	200 & 600 YD. / 10 LB.	TGMF200-10C, TGMF600-10C	CLEAR
NEW TOUR GRADE MONOFILAMENT	200 & 600 YD. / 12 LB.	TGMF200-12C, TGMF600-12C	CLEAR
NEW TOUR GRADE MONOFILAMENT	200 & 600 YD. / 15 LB.	TGMF200-15C, TGMF600-15C	CLEAR
NEW TOUR GRADE MONOFILAMENT	200 & 600 YD.. / 17 LB.	TGMF200-17C, TGMF600-17C	CLEAR
NEW TOUR GRADE MONOFILAMENT	200 & 600 YD. / 20 LB.	TGMF200-20C, TGMF600-20C	CLEAR
NEW TOUR GRADE MONOFILAMENT	200 YD. / 25 LB.	TGMF200-25C	CLEAR

TOUR GRADE TUNGSTEN COLOR & SIZE CHART

SERIES	SIZE	MODEL	COLORS
TOUR GRADE TUNGSTEN BULLET WEIGHT	1/8	TGTW18	10M, 10, 18, 46M, 46, 175
TOUR GRADE TUNGSTEN BULLET WEIGHT	3/16	TGTW316	10, 18, 46, 175
TOUR GRADE TUNGSTEN BULLET WEIGHT	1/4	TGTW14	10M, 10, 18, 46, 175
TOUR GRADE TUNGSTEN BULLET WEIGHT	5/16	TGTW516	10, 46, 175
TOUR GRADE TUNGSTEN BULLET WEIGHT	3/8	TGTW38	10, 18, 46, 175
TOUR GRADE TUNGSTEN BULLET WEIGHT	1/2	TGTW12	10, 18, 46, 175
TOUR GRADE TUNGSTEN BULLET WEIGHT	5/8	TGTW58	10, 46
TOUR GRADE TUNGSTEN BULLET WEIGHT	3/4	TGTW34	10, 18, 46, 175
TOUR GRADE TUNGSTEN BULLET WEIGHT	1	TGTW1	10, 46, 175
TOUR GRADE TUNGSTEN BULLET WEIGHT	1 1/4	TGTW114	10
TOUR GRADE TUNGSTEN BULLET WEIGHT	1 1/2	TGTW112	10
TOUR GRADE TUNGSTEN DROP SHOT WEIGHTS (4 PK)	1/8	TGTWDS18	U
TOUR GRADE TUNGSTEN DROP SHOT WEIGHTS (3 PK)	1/4	TGTWDS14	U
TOUR GRADE TUNGSTEN DROP SHOT WEIGHTS (3 PK)	3/8	TGTWDS38	U
TOUR GRADE TUNGSTEN DROP SHOT WEIGHTS (2 PK)	1/2	TGTWDS12	U
TOUR GRADE TUNGSTEN DROP SHOT WEIGHTS (1 PK)	3/4	TGTWDS34	U
TOUR GRADE TUNGSTEN CAROLINA RIG WEIGHTS (2 PK)	1/2	TGTWCRI2	46, U
TOUR GRADE TUNGSTEN CAROLINA RIG WEIGHTS (1 PK)	3/4	TGTWCR34	46, U
TOUR GRADE TUNGSTEN CAROLINA RIG WEIGHTS (1 PK)	1	TGTWCRI	46, U
TOUR GRADE TUNGSTEN SLITHER RIG	1/2	TGSLRI2	2, 8, 46, 50, 101, 130
TOUR GRADE TUNGSTEN SLITHER RIG	3/4	TGSLR34	2, 8, 46, 50, 101, 130
TOUR GRADE TUNGSTEN SLITHER RIG	1	TGSLRI	2, 8, 46, 50, 101, 130
TOUR GRADE TUNGSTEN SLITHER RIG	1 1/4	TGSLRI14	2, 8, 46, 50
TOUR GRADE TUNGSTEN SWINGING FOOTBALL HEAD	1/4	TGTSFH14	10, 46
TOUR GRADE TUNGSTEN SWINGING FOOTBALL HEAD	3/8	TGTSFH38	10, 46
TOUR GRADE TUNGSTEN SWINGING FOOTBALL HEAD	1/2	TGTSFH12	10, 46
TOUR GRADE TUNGSTEN SWINGING FOOTBALL HEAD	3/4	TGTSFH34	10, 46
TOUR GRADE TUNGSTEN SWINGING FOOTBALL HEAD	1	TGTSFHI	10, 46

PRE-RIGGED CAROLINA RIG SIZE CHART

SERIES	SIZE	MODEL
EZ-RIG PRE-RIGGED CAROLINA-RIG WEIGHTS (2 PK)	3/8, 1/2, 3/4	EZRIG-38, EZRIG-12, EZRIG-34

JIG HEAD COLOR & SIZE CHART

SERIES	SIZE	MODEL	COLORS
MARK DAVIS JOINTED STRUCTURE HEAD (2 PK)	3/8	JSH38	2, 10, 18, 46, 101, 108, 233
MARK DAVIS JOINTED STRUCTURE HEAD (2 PK)	1/2	JSH12	2, 10, 18, 46, 101, 108, 233
MARK DAVIS JOINTED STRUCTURE HEAD (2 PK)	3/4	JSH34	2, 18, 46, 101, 108, 233
TOUR GRADE ROUND JIG HEAD (3 PK)	1/16	TGSH116	16, 46
TOUR GRADE ROUND JIG HEAD (3 PK)	1/8	TGSH18	U, 1, 14, 16, 46
TOUR GRADE ROUND JIG HEAD (3 PK)	3/16	TGSH316	U, 1, 16, 46
TOUR GRADE ROUND JIG HEAD (3 PK)	1/4	TGSH14	U, 1, 14, 16, 46
TOUR GRADE ROUND JIG HEAD (3 PK)	3/8	TGSH38	46
TOUR GRADE FOOTBALL JIG HEAD (3 PK)	1/8	TGFSH18	1, 14, 16, 46
TOUR GRADE FOOTBALL JIG HEAD (3 PK)	1/4	TGFSH14	1, 14, 16, 46
TOUR GRADE FOOTBALL JIG HEAD (3 PK)	3/8	TGFSH38	1, 16, 46

JIG HEAD COLOR & SIZE CHART

SERIES	SIZE	MODEL	COLORS
NEW TOUR GRADE NED JIG HEAD	1/16	TGNH116	1, 46
NEW TOUR GRADE NED JIG HEAD	1/8	TGNH18	1, 46
NEW TOUR GRADE NED JIG HEAD	3/16	TGNH316	1, 46
TOUR GRADE MAG JIG HEAD - 5/0	1/4	TGMJH5014	1, 46
TOUR GRADE MAG JIG HEAD - 5/0	3/8	TGMJH5038	1, 46
TOUR GRADE MAG JIG HEAD - 5/0	1/2	TGMJH5012	1, 46
TOUR GRADE MAG JIG HEAD - 5/0	5/8	TGMJH5058	1, 46
TOUR GRADE MAG JIG HEAD - 5/0	3/4	TGMJH5034	1, 46
TOUR GRADE MAG JIG HEAD - 7/0	3/8	TGMJH7038	1, 46
TOUR GRADE MAG JIG HEAD - 7/0	1/2	TGMJH7012	1, 46
TOUR GRADE MAG JIG HEAD - 7/0	5/8	TGMJH7058	1, 46
TOUR GRADE MAG JIG HEAD - 7/0	3/4	TGMJH7034	1, 46
TOUR GRADE TUBE JIG HEAD (4 PK)	1/8	TGTJ18	U
TOUR GRADE TUBE JIG HEAD (4 PK)	3/16	TGTJ316	U
TOUR GRADE TUBE JIG HEAD (4 PK)	1/4	TGTJ14	U
TOUR GRADE TUBE JIG HEAD (4 PK)	5/16	TGTJ516	U
TOUR GRADE TUBE JIG HEAD (4 PK)	3/8	TGTJ38	U

SWIMBAIT JIG HEAD COLOR & SIZE CHART

SERIES	SIZE	MODEL	COLORS
INTERNAL SWIMBAIT HEAD (2 PK)	1/2	ISH12	U
INTERNAL SWIMBAIT HEAD (2 PK)	3/4	ISH34	U
INTERNAL SWIMBAIT HEAD (2 PK)	1	ISH1	U
TOUR GRADE SPIN HEAD (2 PK)	3/8	TGSPH38	3, 84, 583
TOUR GRADE SPIN HEAD (2 PK)	1/2	TGSPH12	3, 84, 583
TOUR GRADE SPIN HEAD (2 PK)	3/4	TGSPH34	3, 84, 583
TOUR GRADE BELLY BLADE - 4/0	1/8	TGBLB18	U
TOUR GRADE BELLY BLADE - 4/0	1/4	TGBLB14	U
TOUR GRADE BELLY BLADE - 4/0	3/8	TGBLB38	U
NEW TOUR GRADE BELLY BLADE - 3/0	1/8	TGBLB18-3/0	U
NEW TOUR GRADE BELLY BLADE - 3/0	1/4	TGBLB14-3/0	U
SQUADRON SWIMBAIT JIG HEAD (3 PK)	1/8	SSH18	U, 45, 46, 215, 730, 731, 844
SQUADRON SWIMBAIT JIG HEAD (3 PK)	1/4	SSH14	U, 45, 46, 215, 730, 731, 844
SQUADRON SWIMBAIT JIG HEAD (3 PK)	3/8	SSH38	U, 45, 46, 215, 730, 731, 844
SQUADRON SWIMBAIT JIG HEAD (3 PK)	1/2	SSH12	U, 45, 46, 215, 730, 731, 844
SQUADRON SWIMBAIT JIG HEAD (3 PK)	3/4	SSH34	U, 45, 215, 730, 731, 844
SQUADRON SWIMBAIT JIG HEAD (2 PK)	1	SSH1	U, 45, 215, 730, 731, 844
NEW BABY SQUADRON SWIMBAIT JIG HEAD (3 PK)	1/8	BSSH18	U, 45, 46, 215, 730, 731, 844
NEW BABY SQUADRON SWIMBAIT JIG HEAD (3 PK)	3/16	BSSH316	U, 45, 46, 215, 730, 731, 844
NEW BABY SQUADRON SWIMBAIT JIG HEAD (3 PK)	5/16	BSSH516	U, 45, 46, 215, 730, 731, 844

SKIRTS COLOR CHART

SERIES	MODEL	COLORS
PERFECT SKIRT WITH MAGIC TAILS (2 PK)	PFT32	201, 203, 204, 209, 210, 212, 215, 217, 218, 234, 257, 538, 586, 590
MIRAGE SILICONE SCALE SKIRTS (3 PK)	33	101S, 107S, 104S, 145S
DIAMOND DUST AND HOT SOLID SKIRTS (3 PK)	33	10, 18, 19, 41, 46, 69, 70, 71, 72, 73, 76

*NEW colors are in red



THE SLAB EXPERT

Wally Marshall™

Strike King® & Wally Marshall are offering you his best-kept secrets in crappie lures today! Over the past 25 years, Wally Marshall has been honing his skills and knowledge to bring you the best crappie lures money can buy!



SOLID BODY & 3 VIBRATING TAILS

MR. CRAPPIE® JOKER®

SIZE: 2"

MRCJ2



RIBBED BODY, CURLY TAIL

MR. CRAPPIE® GRUBS

SIZE: 2"

MRCG2



NEW FOR 2020

NEW MR. CRAPPIE® SNAP JACK

SIZE: 2"

MRC SNAP



FLIP IT, DIP IT, SKIP IT, SHOOT IT

MR. CRAPPIE® SHADPOLE®

SIZE: 2"

MRCSP



GREAT SWIMMING ACTION

MR. CRAPPIE® SHADPOLE® CT

SIZE: 2"

MRCSPCT

MR. CRAPPIE® SOFT BAITS



PORT FOR RATTLES AND SCENT

MR. CRAPPIE® SCIZZOR SHAD™

SIZE: 2.25"

MRCZRB



FLARING TENTICLE-LIKE TAILS

MR. CRAPPIE® CRAPPIE THUNDER®

SIZE: 1.75"

MRCCT134



GREAT SWIMMING/KICKING ACTION

MR. CRAPPIE® SLABALICIOUS®

SIZE: 2"

MRCSLC



DESIGNED FOR HEAVY COVER

MR. CRAPPIE® SLAB SLANGER™

SIZE: 2.25"

MRCSS



SUBTLE SHAD LIKE ACTIONS

MR. CRAPPIE® LIGHTNING SHAD

SIZE: 2"

MRCLS2



DESIGNED FOR HEAVY COVER

MR. CRAPPIE® TUBES

SIZE: 2"

MRCT2

MR. CRAPPIE® GLO COLORS



GLOW -IN-THE-DARK BAITS

MR. CRAPPIE® GLO BAIT COLORS

Mr. Crappie® Glo Baits are designed to catch crappie in low light conditions and murky to stained waters! Just lay your pack of Mr. Crappie Glo Baits out on the deck in direct sunlight or at night use your LED lights to charge.

AVAILABLE IN SHADPOLE, JOKER, & SLABALICIOUS

MRCSLC, MRCJ2, MRCSP

486 PUMPKINSEED CHARTREUSE GLO

1836 TUXEDO BLACK CHARTREUSE GLO

1866 REFRIGERATOR WHITE GLO

1876 RED CHARTREUSE SPARKLE GLO

2466 OSAGE ORANGE GLO

CRAPPIE

MR. CRAPPIE® SOFT BAITS



SCENT PORT & 3D EYES
**MR.CRAPPIE®
SCIZZOR SHAD™**

SIZE: 1/16 & 1/8 OZ.

MRC SZRI16S, MRC SZRI8S



183 TUXEDO BLACK CHARTREUSE 186 REFRIGERATOR WHITE 194 PINK TUXEDO 242 HOTCHICKEN 246 OSAGE ORANGE



WILLOW BLADE & SHADPOLE CT BODY
**MR.CRAPPIE®
SPIN BABY™**

SIZE: 1/8 OZ.

MRC SB18



41 GLIMMER BLUE 183 TUXEDO BLACK CHARTREUSE 186 REFRIGERATOR WHITE 195 CHARTREUSE SHINER 242 HOTCHICKEN



EAGLE CLAW PLATINUM #2 HOOK
**MR.CRAPPIE®
SAUSAGE HEAD™**

SIZE: 1/16 & 1/8 OZ.

MRC SHI16, MRC SH18



183 TUXEDO BLACK CHARTREUSE 186 REFRIGERATOR WHITE 194 PINK TUXEDO 242 HOTCHICKEN 246 OSAGE ORANGE



MICRO-SKIRTED SWIM JIG
**MR.CRAPPIE®
KRAPPIE KICKER™**

SIZE: 1/8 & 1/4 OZ.
LENGTH: 2.25"

MRC SJ18, MRC SJ14



183 TUXEDO BLACK CHARTREUSE 186 REFRIGERATOR WHITE 192 ELECTRIC LIME 193 CAJUN CRICKET 227 MONKEY SHINE



MR.CRAPPIE® SOFT BAIT COLORS



41 GLIMMER BLUE 48 PUMPKINSEED/CHARTREUSE 57 SMOKEY SHAD 60 ELECTRIC CHICKEN 72 WHITE 83 HOT CHARTREUSE 164 SALT-N-PEPPER 174 POPSICLE 180 CHARTREUSE RED GLITTER 181 BLUE GRASS 183 TUXEDO BLACK/CHARTREUSE 60 TUXEDO BLACK/SPARKLE LAMINATE 185 BLUE/PEARL 186 REFRIGERATOR WHITE 187 RED/CHARTREUSE SPARKLE 188 JUNEBUG CHARTREUSE 192 ELECTRIC LIME 193 CAJUN CRICKET 194 PINK TUXEDO 195 CHARTREUSE SHINER 196 RED CHILI PEPPER 222 BLUE ICE 223 PURPLE SAGE 224 PEPPER SHAD 225 ACID RAIN 226 BLUE TUXEDO 227 MONKEY SHINE 230 PUNKIN PIE 232 WILD CARD 235 TN SHAD CHARTREUSE TAIL 242 HOTCHICKEN 246 OSAGE ORANGE 247 LIME-A-NATOR 248 SHINEY HINEY 258 TN MIST

MR.CRAPPIE® JIG HEADS

VERTICAL JIG OR CAST THEM
**MR.CRAPPIE®
SAUSAGE HEAD™**

SIZE: 1/8 & 1/16 OZ.

MRC SHJH



U UNPAINTED I CHARTREUSE 93 LIMETREUSE

FLARING TENTACLE-LIKE TAILS
**MR.CRAPPIE®
JIG HEADS**

SIZE: 1/8, 1/16, 1/32 OZ.

MRC JH



98 PINK 199 REFRIGERATOR WHITE 236 FLO ORANGE

GREAT SWIMMING/KICKING ACTION
**MR.CRAPPIE®
SLAB SLASHER™**

SIZE: 1/8, 1/16, 1/32 OZ.

MRC JHS



IT'S TIME TO HAMMER SOME BIGGUNS

CRAPPIE CRANKBAITS

CAST, TROLL, PUSH, OR PULL

MR. CRAPPIE® SLAB HAMMER CRAPPIE CRANK

Strike King® has developed the Slab Hammer Crappie Crank series to help you catch more and bigger Crappie! They include premium red hooks and colors designed specifically to attract crappie.

SHCCM3: DIVES 4-6'
SHCC3: DIVES TO 8'
SHCC3XD: DIVES 10'+

SHCC



590 BLEEDING SEXY SHAD 624 MIDNIGHT 625 CHARTREUSE SHAD PINK BELLY 626 CHARTREUSE RED BLACK 627 LIMETREUSE/PINK BELLY 628 LAVENDER SEXY SHAD PINK BELLY
629 HOT PINK GLITZ 634 HOT PINK CRAW 635 HOT PINK SPLATTERBACK 636 CHARTREUSE GLITZ 637 ORANGE PUSH UP 639 FIRE ENGINE

REFLECTIVE EYES

BITSY MINNOW

Bitsy Minnows are absolutely irresistible to fish. If you really just want to catch something, tie one on and add some fun to your fishing trip! An awesome lure for Kids and beginners!

DIVES 12"
SIZE: 3/32 OZ.
LENGTH: 1.25"

HCBPM



430 GREEN TOMATO 501 CHARTREUSE/WHITE 503 BLUE/CHARTREUSE 509 GREEN BACK/CHARTREUSE 511 GIZZARD SHAD 513 FIRE TIGER 515 CRAWFISH
517 TENNESSEE SHAD 531 BABY BASS 533 GHOST 535 BLACK BACK CHARTREUSE 590 SEXY SHAD 648 CHILI CRAW

CRAPPIE SOFT PLASTIC COLOR CHART

SERIES	SIZE	MODEL	COLORS
MR. CRAPPIE® JOKER (15 PK)	2"	MRCJ2	41, 48, 60, 174, 181, 183, 184, 185, 186, 187, 188, 192, 193, 223, 225, 226, 242
MR. CRAPPIE® JOKER GLO			486, 1836, 1866, 1876, 2466
MR. CRAPPIE® GRUB (15 PK)	2"	MRCG2	48, 60, 83, 174, 181, 183, 186, 187, 188, 226, 227, 232, 242
NEW MR. CRAPPIE® SNAP JACK (15 PK)	2"	MRCSNAP	41, 48, 60, 183, 186, 194, 195, 227, 246, 258
MR. CRAPPIE® CRAPPIE THUNDER (15 PK)	1.75"	MRCCT134	48, 60, 83, 174, 181, 183, 184, 185, 186, 187, 188, 192, 193, 223, 227, 230, 242
MR. CRAPPIE® SHADPOLE (15 PK)	2"	MRCSP	41, 48, 57, 60, 164, 183, 186, 188, 192, 193, 194, 195, 196, 222, 223, 224, 230, 242
MR. CRAPPIE® SHADPOLE GLO			486, 1836, 1866, 1876, 2466
MR. CRAPPIE® SHADPOLE CT (15 PK)	2"	MRCSPCT	41, 48, 60, 72, 164, 183, 185, 186, 187, 188, 192, 193, 195, 223, 224, 227, 242
MR. CRAPPIE® SLABALICIOUS (15 PK)	2"	MRCSLC	41, 48, 60, 174, 183, 185, 186, 187, 188, 193, 194, 195, 225, 226, 227, 235, 242
MR. CRAPPIE® SLABALICIOUS GLO			486, 1836, 1866, 1876, 2466
MR. CRAPPIE® SCIZZOR SHAD (10 PK)	2.25"	MRCSZRB	41, 183, 186, 194, 223, 242, 246, 247, 248, 258
MR. CRAPPIE® LIGHTNING SHAD (15 PK)	2"	MRCLS2	41, 57, 60, 164, 180, 181, 183, 184, 186, 222
MR. CRAPPIE® SLAB SLANGER (15 PK)	2.25"	MRCSS	41, 48, 183, 186, 194, 227, 242, 246, 247, 248
MR. CRAPPIE® TUBE (15 PK)	2"	MRCT2	60, 181, 183, 184, 186, 187, 192, 193, 196, 242

CRAPPIE RIGGED BAITS COLOR CHART

SERIES	SIZE	MODEL	COLORS
MR. CRAPPIE® SPIN BABY (3 PK)	1/8 OZ.	MRCSEB18	41, 183, 186, 195, 242
MR. CRAPPIE® SCIZZOR SHAD (3 PK)	1/16 OZ.	MRCSZRI16S	183, 186, 194, 242, 246
MR. CRAPPIE® SCIZZOR SHAD (3 PK)	1/8 OZ.	MRCSZRI8S	183, 186, 194, 242, 246
MR. CRAPPIE® SAUSAGE HEADS (3 PK)	1/16 OZ.	MRCSHI16	183, 186, 194, 242, 246
MR. CRAPPIE® SAUSAGE HEADS (3 PK)	1/8 OZ.	MRCSHI8	183, 186, 194, 242, 246
MR. CRAPPIE® KRAPPIE KICKERS (1 JIG - 2 BODIES)	1/8 OZ.	MRCSJ18	183, 186, 192, 193, 227
MR. CRAPPIE® KRAPPIE KICKERS (1 JIG - 2 BODIES)	1/4 OZ.	MRCSJ14	183, 186, 192, 193, 227

CRAPPIE CRANKBAIT COLOR CHART

SERIES	SIZE	MODEL	COLORS
MR. CRAPPIE® SLAB HAMMER CRAPPIE CRANKS	3.25"	SHCC3XD	590, 626, 627, 628, 629
MR. CRAPPIE® SLAB HAMMER CRAPPIE CRANKS	3"	SHCC3	590, 624, 625, 626, 627, 628, 629, 634, 635, 636, 637, 639
MR. CRAPPIE® SLAB HAMMER CRAPPIE CRANKS	2.375"	SHCCM3	590, 624, 625, 626, 627, 628, 629, 634, 636, 637
MR. CRAPPIE® SLAB HAMMER CRAPPIE CRANKS	1.25"	HCBPM	430, 501, 503, 509, 511, 513, 515, 517, 531, 533, 535, 590, 648

CRAPPIE JIG HEAD SIZE & COLOR CHART

SERIES	SIZE	MODEL	COLORS
MR. CRAPPIE® SAUSAGE HEADS (6 PK)	1/8 OZ.	MRCSHJH18	1, 93, 98, 199, 236
MR. CRAPPIE® SAUSAGE HEADS (6 PK)	1/16 OZ.	MRCSHJH16	1, 93, 98, 199, 236
MR. CRAPPIE® JIG HEADS (8 & 25 PK)	1/8 OZ.	MRCJH18	U, 1, 93, 98, 199, 236
MR. CRAPPIE® JIG HEADS (8 & 25 PK)	1/16 OZ.	MRCJH16	U, 1, 93, 98, 199, 236
MR. CRAPPIE® JIG HEADS (8 & 25 PK)	1/32 OZ.	MRCJH132	U, 1, 93, 98, 199, 236
MR. CRAPPIE® SLAB SLASHER JIG HEADS (8 PK)	1/8 OZ.	MRCJH18S	U, 1, 93, 98, 199, 236
MR. CRAPPIE® SLAB SLASHER JIG HEADS (8 PK)	1/16 OZ.	MRCJH16S	U, 1, 93, 98, 199, 236
MR. CRAPPIE® SLAB SLASHER JIG HEADS (8 PK)	1/32 OZ.	MRCJH132S	U, 1, 93, 98, 199, 236



STRIKE KING SALTWATER BAITS

IF YOU LIVE THE SALT LIFE, WE HAVE YOU COVERED



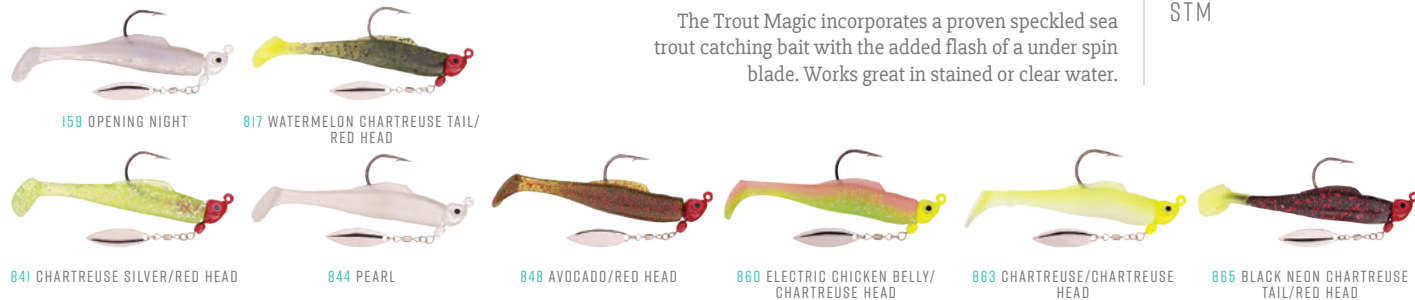
SALTWATER HOOK & 3D EYES

SPECKLED TROUT MAGIC

The Trout Magic incorporates a proven speckled sea trout catching bait with the added flash of an under spin blade. Works great in stained or clear water.

SIZE: 1/8 & 1/4 OZ.
LENGTH: 3.5"

STM



PERFECT BAIT FOR REDFISH

REDFISH MAGIC SPOT TAIL SPECIAL

The Spot Tail Special is the perfect lure for catching redfish. It is a great search bait to find the magic group of fish and it is awesome to use for sight casting to an unsuspecting Redfish.

SIZE: 1/4 OZ.

STS14



RIGGED WITH GLASS MINNOW

REDFISH MAGIC SPINNERBAIT

Featuring a Redfish Magic Saltwater Flats Jig Head with chip resistant paint and 3D eyes, 24k gold plated #4 Colorado blade and a Glass Minnow soft bait, made from a revolutionary tear resistant material that is soft, flexible and extremely durable.

SIZE: 1/8 & 1/4 OZ.

RMG



PERFECT FOR SALTWATER SPINNERBAITS

REDFISH MAGIC GLASS MINNOW

SIZE: 4"

RMGXGM4



TEAR RESISTANT MATERIAL

REDFISH MAGIC ZULU

SIZE: 5"

RMGXZULU5



3D EYES & PREMIUM BLACK NICKEL HOOK

REDFISH MAGIC FLATS JIG HEAD

1/8, 1/4, 3/8, 1/2 OZ.

FJH

SALTWATER COLOR & SIZE CHART

SERIES	SIZE	MODEL	COLORS
SPECKLED TROUT MAGIC SALTWATER	1/8 OZ.	STM18	159, 817, 841, 844, 848, 860, 863, 865
SPECKLED TROUT MAGIC SALTWATER	1/4 OZ.	STM14	159, 817, 841, 844, 848, 860, 863, 865
SPOT TAIL SPECIAL	1/4 OZ.	STS14	48, 60, 63, 67, 84
REDFISH MAGIC SPINNERBAIT	1/8 OZ.	RMG18	159, 160, 817, 841, 844, 848, 860, 863, 865, 866
REDFISH MAGIC SPINNERBAIT	1/4 OZ.	RMG14	159, 160, 817, 841, 844, 848, 860, 863, 865, 866
REDFISH MAGIC GLASS MINNOW (5 PK)	4"	RMGXGM4	27, 43, 48, 60, 63, 69, 70, 84, 159, 160
REDFISH MAGIC ZULU (4 PK)	5"	RMGXZULU5	27, 84
REDFISH MAGIC SALTWATER FLATS JIG HEAD (3 PK)	1/8 OZ.	FJH18	801, 811, 844, U
REDFISH MAGIC SALTWATER FLATS JIG HEAD (3 PK)	1/4 OZ.	FJH14	801, 811, 844, U
REDFISH MAGIC SALTWATER FLATS JIG HEAD (3 PK)	3/8 OZ.	FJH38	801, 811, 844, U
REDFISH MAGIC SALTWATER FLATS JIG HEAD (3 PK)	1/2 OZ.	FJH12	801, 844, U

SALTWATER

SALTWATER BAITS

100% UVA & UVB PROTECTION • 100% POLARIZED

SEE WHAT YOU'VE BEEN MISSING

S11 OPTICS

Featuring eleven layers of superior polarized lens technology the S11 Optics have scientifically engineered lens colors, bi-gradient mirror treatment, providing the extra protection from sunlight and reflection. S11's Super Hydrophobic Coating repels oils, dust, and water which prevents water spots. Anti-reflective coating prevents light from bouncing off the rear of the lens to the eye, resulting in a clearer, non-distorted image.

SK PLUS SUNGLASSES

Featuring specifically designed TAC (Tri-Acetate Cellulose) polarized lenses for unequalled performance. The TAC lenses are stable in all weather and humidity conditions and will never compromise in optical quality.



NEW

S11 OPTICS CLINCH

FRAME: MATTE BLACK
LENS: SILVER MIRROR

SG-S1140



NEW

S11 OPTICS CLINCH

FRAME: MATTE BLACK
LENS: GREEN MIRROR

SG-S11401



NEW

S11 OPTICS CLINCH

FRAME: MATTE BLACK
LENS: BLUE MIRROR

SG-S11402



NEW

S11 OPTICS CLINCH

FRAME: CRYSTAL CONCRETE
LENS: BLUE MIRROR

SG-S11403



S11 OPTICS GULF

FRAME: WHITE/BLACK
LENS: DARK AMBER

SG-S1154



S11 OPTICS GULF

FRAME: WHITE/BLACK
LENS: BLUE MIRROR

SG-S11541



S11 OPTICS OKEECHOBEE

FRAME: WHITE/BLACK
LENS: BLUE MIRROR

SG-S11533



S11 OPTICS OKEECHOBEE

FRAME: MATTE BLACK
LENS: BLUE MIRROR

SG-S11534



S11 OPTICS OKEECHOBEE

FRAME: CLEAR GRAY METALLIC
LENS: GREEN MIRROR

SG-S11582



S11 OPTICS OKEECHOBEE

FRAME: GOLD METALLIC
LENS: DARK AMBER

SG-S1162



S11 OPTICS CADDO

FRAME: MATTE BLACK
LENS: GRAY

SG-S1171



S11 OPTICS CADDO

FRAME: MOSSY OAK
LENS: DARK AMBER

SG-S11712



S11 OPTICS CADDO

FRAME: MATTE BLACK
LENS: BLUE MIRROR

SG-S11713



S11 OPTICS PICKWICK

FRAME: MATTE BLACK
LENS: BLUE MIRROR

SG-S1191



S11 OPTICS PICKWICK

FRAME: MATTE BLACK
LENS: GREEN MIRROR

SG-S1192

EYEWEAR

S11 OPTICS

S11 OPTICS



**S11 OPTICS
PICKWICK**

FRAME: TORTOISE SHELL
LENS: GREEN MIRROR

SG-S1193



**S11 OPTICS
CUMBERLAND**

FRAME: MATTE BLACK
LENS: GREEN MIRROR

SG-S1194



**S11 OPTICS
CUMBERLAND**

FRAME: TRANSLUCENT BLUE
LENS: BLUE MIRROR

SG-S11941



**S11 OPTICS
CUMBERLAND**

FRAME: CRYSTAL
LENS: GREEN MIRROR

SG-S11942



**S11 OPTICS
BRAZOS**

FRAME: MATTE BLACK
LENS: BLUE MIRROR

SG-S1196



**S11 OPTICS
BRAZOS**

FRAME: TORTOISE SHELL
LENS: GREEN MIRROR

SG-S11961

SK PLUS SUNGLASSES



SK PLUS SABINE

FRAME: BLACK
LENS: BLUE MIRROR

SG-SKP311



SK PLUS HUDSON

FRAME: MATTE BLACK
LENS: BLUE MIRROR

SG-SKP36



SK PLUS HUDSON

FRAME: BLACK
LENS: GREEN MIRROR

SG-SKP37



SK PLUS CASH

FRAME: TORTOISE SHELL
LENS: GREEN MIRROR

SG-SKP415



**NEW
SK PLUS CASH**

FRAME: MATTE BLACK
LENS: BLUE MIRROR

SG-SKP416



**NEW
SK PLUS CASH**

FRAME: SEAFOAM CRYSTAL
LENS: BLUE MIRROR

SG-SKP417

SK PLUS SUNGLASSES



**SK PLUS
CUMMBERLAND**

FRAME: MATTE BLACK
LENS: GRAY

SG-SKP09



SK PLUS BOSQUE

FRAME: BLACK
LENS: BLUE MIRROR

SG-SKP06



SK PLUS SABINE

FRAME: TORTOISE SHELL
LENS: GREEN MIRROR

SG-SKP31



**NEW
SK PLUS CASH**

FRAME: WOODGRAIN
LENS: BLACK MIRROR

SG-SKP418



SK PLUS CASH

FRAME: MATTE BLACK
LENS: BLUE MIRROR

SG-SKP413



SK PLUS CASH

FRAME: MATTE TRANSLUCENT BLUE
LENS: BLUE MIRROR

SG-SKP414

100% UVA & UVB PROTECTION 100% POLARIZATION



SK PLUS FLYER

FRAME: GOLD METAL
LENS: BLUE MIRROR

SG-SKP423



SK PLUS CYPRESS

FRAME: CLEAR SILVER/BLACK
LENS: BLUE MIRROR

SG-SKP430



SK PLUS CYPRESS

FRAME: MATTE TRANSLUCENT CRYSTAL
LENS: BLUE MIRROR

SG-SKP433



POLARIZED PRO

FRAME: BLACK
LENS: BLUE MIRROR

SG-P301



POLARIZED PRO

FRAME: TORTOISE SHELL
LENS: GREEN MIRROR

SG-P302



POLARIZED PRO

FRAME: CRYSTAL CLEAR
LENS: GREEN MIRROR

SG-JL105



SK PLUS OUACHITA

FRAME: WHITE/BLACK
LENS: BLUE MIRROR

SG-SKP451



SK PLUS PLATTE

FRAME: CRYSTAL CLEAR
LENS: BLUE MIRROR

SG-SKP460



SK PLUS PLATTE

FRAME: CRYSTAL CLEAR
LENS: GREEN MIRROR

SG-SKP461



POLARIZED CLIP-ON

LENS: SOFT GRAY

CO-1

GREEN MIRROR

Great all all-purpose lens that produce high contrast natural colors and reduces glare in bright sun light.

BLUE MIRROR

Great for open reflective water. Lens reduce harsh glare and white light

YELLOW

Great for cloudy days, dawn or dust. Allows for maxium light transmission in darker conditions. Favorite for sight fishing.

DARK AMBER

Great all around lens, terrific in cloudy conditions. Provides excellent contrast and is a favorite for sight fishing.

STRIKE KING LURE CO.

CATCHING KING SIZED FISH SINCE 1964

Strike King has been providing fishing lures for more than 50 years and has a great tradition of success. We promise to continue to provide each angler out there with the best baits on the market at the best value.

Learn more about fishing on our website.