

SMITHWICK®



2007

PRODUCT GUIDE

SMITHWICK®

Set Yourself Apart™

In about 1947, when I was a young lad, my dad began carving lures cut from the handles of brooms my mother kept around the house. It first began as a hobby. Dad was a salesman for a local business machine company and he began giving these prized, hand-crafted lures to his business machine customers to set himself apart from other salesmen. What started as a sales promotion move soon grew into an activity that began to occupy most of his "spare time." Soon, tired of buying new brooms, and banished from the kitchen when mother thought he was looking for another one, dad felt compelled to move his hobby to the garage and begin purchasing wood for his lures from a local lumber yard.

In 1949, fishermen, learning of the success others had enjoyed with dad's handmade lures, began hounding him to purchase the lures in larger numbers. It was this demand that made him realize that this lure business was getting serious. Soon after that realization, he took his first steps to "mass produce" his lures by purchasing a small wood lathe from Sears, Roebuck and Company and moved it into his garage shop.

The first lure to be produced with this new "mass production" equipment was the renowned "Devil's Horse." Since most anglers used level-wind style reels, dad designed the Devil's Horse first as a heavier, slow-sinking lure, one that was easy to cast with these reels. Later, with the advent of spinning and spin-cast reels, he began to turn-out a lighter, floating model of this now locally popular and productive lure.

The growth of the Smithwick Lure Company is legendary. From its humble beginnings in my family's kitchen in 1947 to its sprawling manufacturing facilities today, the lures have become the favorites of generations of anglers. The continued development of new lures, new colors and the latest in lure finish technology is a tribute to the foresight my father, Jack K. Smithwick, demonstrated back in 1947. All of us at the Smithwick Lure Company are proud of the standards he established for quality, value and performance, all attributes anglers have come to know and expect from Smithwick Lures for over six decades. This is how he set himself apart.

Set yourself apart—with Smithwick.

In Memory of

Jack A. Smithwick
1932 — 2006

Set Yourself Apart™

SUSPENDING LIMITED ROGUE®

The Smithwick Limited Rogue was designed for the avid angler looking for that "extra" advantage. Now, "extra" comes in two sizes, 4 1/2" and 5 1/2". The 5 1/2" Limited Rogue offers anglers another member of the Rogue family that will cast efficiently, present a large profile in the water and maintain the signature roll that has made the Rogue truly stand apart from the pack. Each Limited Rogue features Smithwick's "Limited" decoration, which includes scale backs, gill plates, predator eyes, metalized bodies and realistic features. The combination of refined paint schemes and bright plated bodies creates an unmatched lifelike depth and flash. The Rattlin' Rogue's fish catching action, awesome paint schemes and premium, ultra-sharp Gamakatsu® hooks all add up to what we proudly call our "Limited Rogue."

MODEL	NAME	SIZE (in)	SIZE (cm)	WEIGHT (oz)	WEIGHT (g)	HOOK SIZE	CRANKING DEPTH (ft)	TROLLING DEPTH (ft)
ASDRB1600	Susp. Limited Rogue	4 1/2	11.4	3/8	10.6	#6	0-6	10-14
ASDRC1600	Susp. Limited Rogue	5 1/2	13.97	1/2	17.8	#4	0-6	10-14

Limited Rogue Available Colors

MODEL	NAME	AVAILABLE COLORS
ASDRB1600	Suspending Limited Rogue	210, 211, 212, 213, 214, 215, 216, 217, 218, 219
ASDRC1600	Suspending Limited Rogue	210, 211, 212, 213, 214, 215, 216, 217, 218, 219



Set Yourself Apart™

FLOATING DEEP ROGUE®, JR.

There's no denying the productive action of a Smithwick® Rogue. Unique to any minnow bait, that Rogue action is sought after and relied upon by freshwater and saltwater anglers alike. Smithwick's Deep Rogue, Jr. is no exception. The Deep Rogue, Jr. features the Spoonbill Rogue's unique rolling action and maintains true and consistent diving depth on the troll at the coveted 3 1/2" size. Destined to become another Rogue mainstay, the Deep Rogue, Jr. is a multi-specie lure built specifically for the Rogue angler...the angler who knows what he wants!

MODEL	NAME	SIZE (in)	SIZE (cm)	WEIGHT (oz)	WEIGHT (g)	HOOK SIZE	CRANKING DEPTH (ft)	TROLLING DEPTH (ft)
ADRA1200	Floating Deep Rogue	3 1/2	8.661	5/16	9.177	#6	6-8	8-12

Deep Diving Rogue Available Colors

ADRA1200	Floating Deep Rogue	31, 32, 35, 69, 701, 702, 705, 706, 707, 709, 710, 712
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ADRA1200
Rainy River Minnow



31 Chrome/
Black Back



32 Chrome/
Blue Back



35 Clown



69 Gold Rogue



701 Rainy River
Minnow



702 Rainbow



705 Orange Shiner



706 Winnie Perch



707 Banana Bread



709 Pearl Cisco



710 Golden Shiner



712 White Perch

Set Yourself Apart™

MR. WALLEYE® FLOATING RATTLIN' ROGUE®

The Smithwick® 3 1/2" Rattlin' Rogue has the perfect size and perfect action to catch walleyes. Now it has the perfect colors as well. Gary Roach, Mr. Walleye® himself, selected 12 colors designed specifically for walleye fishing. The Smithwick Rattlin' Rogue has long been one of Mr. Walleye's secret weapons. It's equipped with loud fish-attracting rattles and a wounded-minnow action that walleyes can't resist—especially now that it has received Mr. Walleye's stamp of approval.

MODEL	NAME	SIZE (in)	SIZE (cm)	WEIGHT (oz)	WEIGHT (g)	HOOK SIZE	CRANKING DEPTH (ft)	TROUBLE DEPTH (ft)
ARA1200	Floating Rattlin' Rogue	3 1/2	8.89	1/4	7.0	#6	0-1	1-2

Mr. Walleye Rattlin' Rogue Available Colors

ARA1200	Floating Rattlin' Rogue	701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712
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ARA1200
Winnie Perch



Gary Roach



701 Rainy River Minnow

702 Rainbow



703 Orange Chub

704 Crawfish

705 Orange Shiner

706 Winnie Perch

707 Banana Bread

708 Fire Tiger

709 Pearl Cisco

710 Golden Shiner

711 Purple Chub

712 White Perch

Set Yourself Apart™

SUSPENDING RATTLIN' ROGUE®

When an angler ties on a Suspending Rattlin' Rogue, he can have confidence that the lure will run true out of the package and suspend perfectly level, every time. The Rattlin' Rogue is the premier stick bait with no equal!

MODEL	NAME	SIZE (in)	SIZE (cm)	WEIGHT (oz)	WEIGHT (g)	HOOK SIZE	CRANKING DEPTH (ft)	TROLLING DEPTH (ft)
ASDRB1200	Susp Rattlin' Rogue	4 1/2	11.4	3/8	10.6	#6	0-10	10-14
ASSRB1200	Deep Susp Rattlin' Rogue	6	15.24	3/8	10.6	#4	10	10-18
ASDRC1200	Susp Rattlin' Rogue	5 1/2	13.97	1/2	17.8	#4	0-6	10-14

Suspending Rattlin' Rogue Available Colors

ASDRB1200	Susp Rattlin' Rogue	7, 13, 14, 31, 31OB, 32, 32OB, 35, 69, 76, 109, 193, 194, 195, 196, 197, 198
ASSRB1200	Deep Susp Rattlin' Rogue	7, 13, 31, 31OB, 32, 32OB, 35, 69, 109
ASDRC1200	Susp Rattlin' Rogue	31, 31OB, 32, 32OB, 35, 69



ASSRB1200
Tiger Minnow

ASDRC1200
Clown

ASDRB1200
Chrome /
Black Back



Set Yourself Apart™

FLOATING RATTLIN' ROGUE®

A classic lure, which has been a fishermen's favorite for decades, a Smithwick Rattlin' Rogue was used to **win the 2005 Bassmaster® Classic**. A Rattlin' Rogue has a loud rattle to "call" fish and moves with the rolling side-to-side motion of a wounded baitfish, thus triggering hard strikes. Cast or trolled, Rattlin' Rogues draw the attention of many kinds of gamefish, including bass, walleyes, strippers and trout. Special Rattlin' Rogue colors have been carefully designed to match various models' most common uses, so be sure to consult color listings.

MODEL	NAME	SIZE (in)	SIZE (cm)	WEIGHT (oz)	WEIGHT (g)	HOOK SIZE	CRANKING DEPTH (ft)	TROLLING DEPTH (ft)
ADRB1200	Floating Rattlin' Rogue	4 1/2	11.4	1/3	9.4	#6	0-4	4-10
ARB1200	Floating Rattlin' Rogue	4 1/2	11.4	1/3	9.4	#6	0-2	2-6
ARA1200	Floating Rattlin' Rogue	3 1/2	8.89	1/4	7.0	#6	0-1	1-4

Rattlin' Rogue Available Colors

ADRB1200	Rattlin' Rogue	7, 31, 32, 32OB, 35, 69, 109
ARB1200	Rattlin' Rogue	7, 13, 23, 26, 31, 31OB, 32, 32OB, 35, 69, 76, 109
ARA1200	Rattlin' Rogue	7, 31, 32, 35, 69



Set Yourself Apart™

FLOATING SUPER ROGUE®

The Floating Smithwick® Super Rogue is a multi-purpose minnow lure that can be utilized as a jerkbait, crankbait or trolling lure. The integral paddle allows the Floating Super Rogue to run true out of the box. A favorite big fish bait for walleye anglers early in the season, the Floating Super Rogue is distinguished by its unique yellow eyes. Because it is a floater, the Floating Super Rogue will "back out" of potential hang-ups and snags. The floating action also allows it to be utilized as a topwater lure.

MODEL	NAME	SIZE (in)	SIZE (cm)	WEIGHT (oz)	WEIGHT (g)	HOOK SIZE	CRANKING DEPTH (ft)	TROLLING DEPTH (ft)	JERKING DEPTH (ft)
ADRD1200	Floating Super Rogue	5	12.7	3/8	10.5	#6	0-4	8	4-8
ADRE1200	Floating Super Rogue, Jr.	4 1/8	10.5	5/16	6.5	#6	6	10	8-10

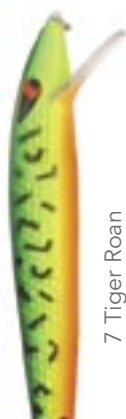
Super Rogue Available Colors

ADRD1200	Floating Super Rogue	7, 31, 31OB, 32OB, 35, 69
ADRE1200	Floating Super Rogue, Jr.	31OB, 32OB, 35, 69



ADRD1200
Tiger Roan

ADRE1200
Chrome/Black Back/
Orange Belly



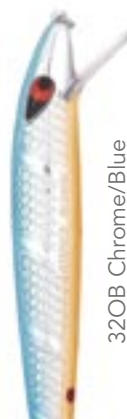
7 Tiger Roan



31 Chrome/
Black Back



31OB Chrome/Black
Back/Orange Belly



32OB Chrome/Blue
Back/Orange Belly



35 Clown



69 Gold Rogue

Set Yourself Apart™

SUSPENDING SUPER ROGUE®

The Suspending Super Rogue is the premier "jerkbait"...one that will always run-true every time whether cast or trolled. The lure also features a unique counter-balance weighting system that allows the weight to shift to the rear of the lure when casting thus producing longer, more accurate casts. This great Rogue model boasts an exclusive scale pattern, patented red 3-D eyes and is designed and engineered to run-true and suspend right out of the package.

MODEL	NAME	SIZE (in)	SIZE (cm)	WEIGHT (oz)	WEIGHT (g)	HOOK SIZE	CRANKING DEPTH (ft)	TROLLING DEPTH (ft)	JERKING DEPTH (ft)
ASDRD1200	Susp Super Rogue	5	12.7	3/8	10.5	#6	0-4	8	4-8
ASDRE1200	Susp Super Rogue, Jr.	4 1/8	10.5	5/16	6.5	#6	6	10	8-10

Suspending Super Rogue Available Colors

ASDRD1200	Susp Super Rogue	7, 31, 31OB, 32OB, 32OB-I, 35, 35-I, 69, 122, 123, 153, 154, 155
ASDRE1200	Susp Super Rogue, Jr.	31, 31OB, 32, 32OB, 35, 69

The Suspending Super Rogue showed its strength during spring 2006 when it produced Oklahoma's state-record smallmouth bass. The 8-pound-3-ounce smallie, caught by Steve McLarty, hit a Clown Suspending Super Rogue.



Set Yourself Apart™

SUSPENDING SPOONBILL SUPER ROGUE®

The Spoonbill Super Rogue is the deep-running version of the popular Super Rogue. It features a reinforced, super-tough, built-in paddle to insure true-running action whether trolling or casting. The Spoonbill Super Rogue boasts a unique precision designed brass rattle system with a steel ball rattle. The Spoonbill Super Rogue also features a realistic molded-in fish scale finish and Smithwick's® patented red 3-D eye for added fish-catching power.

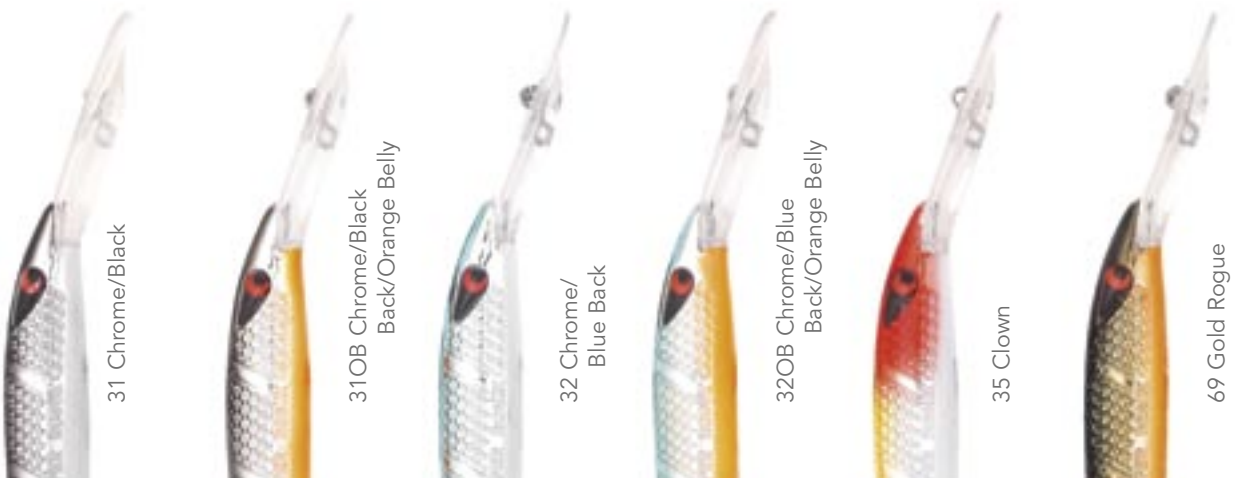
MODEL	NAME	SIZE (in)	SIZE (cm)	WEIGHT (oz)	WEIGHT (g)	HOOK SIZE	CRANKING DEPTH (ft)	TROLLING DEPTH (ft)
ASSRD1200	Susp Spoonbill Spr Rogue	5	12.5	5.8	12.5	#6	10-12	18-24

Spoonbill Super Rogue Available Colors

ASSRD1200	Susp Spoonbill Spr Rogue	31, 31OB, 32, 32OB, 35, 69
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ASSRD1200
Chrome/Black Back



31 Chrome/Black

31OB Chrome/Black
Back/Orange Belly

32 Chrome/
Blue Back

32OB Chrome/Blue
Back/Orange Belly

35 Clown

69 Gold Rogue

Set Yourself Apart™

DEVIL'S HORSE®

The Devil's Horse is a classic, prop-equipped, handcrafted wood lure. The unique buoyancy of wood, combined with two carefully balanced, surface-churning propellers, duplicates the unique commotion of fleeing shad to produce rod-busting strikes from surface feeding fish.

MODEL	NAME	SIZE (in)	SIZE (cm)	WEIGHT (oz)	WEIGHT (g)	HOOK SIZE
AF100	Devil's Horse	4 1/2	11.4	3/8	10.5	#6
AF200	Devil's Horse	4 1/2	11.4	1/2	12.0	#4

Devil's Horse Available Colors

AF100	Devil's Horse	5, 7, 9, 10, 13, 27, 31, 31OB, 32, 32OB, 90, 92OB
AF200	Devil's Horse	5, 7, 9, 10, 13, 27, 31, 90



AF100
Chrome/Blue Back/
Orange Belly

AF200
Perch



5 Yellow & Black Striper



7 Tiger Roan



9 Perch



10 White/Black Stripes



13 Silver Shiner



27 Bull Frog



31 Chrome/
Black Back



31OB Chrome/Black
Back/Orange
Belly



32 Chrome/Blue Back



32OB Chrome/Blue Back/
Orange Belly



90 Black Back/Dark
Green Scale



92OB Bass/Orange Belly



LWSWH1

Structured, Low vis, 3D Embroidered Logo, from the makers of The Game® caps.

PROMOTIONALS

MODEL	NAME
UW10370	Smithwick Banner
LWSWH1	Smithwick Hat Red w/ white highlights, and 3D embroidered logo, 1 size fits most

UW10370

- A prominently displayed Smithwick banner will alert consumers to the fact that you carry Smithwick products
- Made of weather-resistant Tyvek®
- 4.5 x 2.5 feet
- Grommets in all four corners



SMITHWICK®

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PRADCO-Fishing

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