50th Anniversary

Strike King

2016 CATALOG

Celebrating 50 PLUS Years! See Page 59

www.strikeking.com
Watch these programs to learn tips and techniques from these top professional anglers about the Strike King® product line.

See Strike King®’s website at www.strikeking.com. It includes articles and interviews with our pros that are updated each week. There is a “Tips & Tactics” section that includes a wealth of information on how to fish with each lure. Catalogs can be viewed or downloaded, television show schedules are listed, clothing can be ordered (see pages 60 - 61 of this catalog, too), etc.

Look for the latest Strike King® advertisements & new product reviews online at www.wired2fish.com and www.advancedangler.com. Strike King® is proud to be a sponsor of each of these websites. For the BEST in fishing news go to www.wired2fish.com. They profile the personalities of the pros, the product and the people behind the product.

Follow Us Online!
**S11 Women’s Styles**

* DAB (Dark Amber Brown) is a Strike King® exclusive color.

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**Use stock number and color number when ordering. Specifications subject to change without notice.**
Use stock number and color number when ordering.
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* DAB (Dark Amber Brown) is a Strike King® exclusive color.

Use stock number and color number when ordering. Specifications subject to change without notice.

**LENS COLOR GUIDE**

**Gray Lens**
- Best for bright, sunny conditions.

**DAB (Dark Amber Brown Lens**
- Great all around lens, terrific in cloudy conditions. Provides excellent contrast and is a favorite for sight fishing. Exclusive Strike King® color.

**Cloud Yellow Lens**
- Superb in low light conditions like early and late in the day and heavy overcast. A great lens for shooting too!
Strike King®’s SK Plus sunglasses feature 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.

The scientifically engineered lens colors will heighten the human eye’s ability to clearly distinguish underwater structure and fish while improving sharpness and contrast. SK Plus sunglasses feature APT (Advanced Polarization Technology) that blocks 100% of harmful UVA and UVB rays protecting your eyes from the sun. State of the art coatings provide a clearer, non-distorted image. The ridged lens features advanced coatings that give the lens greater resistance to scratches while increasing optical performance.

SK Plus models ship in individual poly bags.
SG-SKP33
"Platte"
Shiny White/Black Two Tone Frame
Revo Blue Mirror Gray Lens

SG-SKP36
"Hudson"
Matte Black / Gray Frame
Revo Blue Mirror Gray Lens

SG-SKP31
"Sabine"
Shiny Tortoise Shell Frame
Revo Green Mirror Gray Lens

SG-SKP32
"Sabine"
Matte Tortoise Shell Frame
Amber Lens

SG-SKP34
"Platte"
Shiny Black Frame
Revo Gold Mirror Gray Lens

SG-SKP37
"Hudson"
Matte Black/Gray Frame
Revo Green Mirror
Amber Lens

SG-SKP391
"Ouachita"
Matte Black Frame
Revo Silver Mirror
Gray Lens

SG-SKP381
"Ouachita"
Matte Black Frame
Revo Silver Mirror
Gray Lens

SG-SKP392
"Rio Grande"
Shiny Tortoise Shell Frame
Amber Lens
Prototype Shown

SG-SKP401
"Bravos"
Shiny White/Black Frame
Revo Green Mirror Amber Lens

SG-SKP402
"Bravos"
Shiny Black/Black Frame
Revo White Blue Mirror
Gray Lens

**LENS BASE COLOR GUIDE**

- **Gray Lens**: Best for bright, sunny conditions.
- **Amber Lens**: Great all around lens, terrific in cloudy conditions. Provides excellent contrast and is a favorite for sight fishing.

Use stock number and color number when ordering. Specifications subject to change without notice.

www.strikeking.com
Since 1984, Strike King® has been a leader in polarized sunglasses for fishermen. These sunglasses include lenses made with APT (Advanced Polarization Technology). The benefits over traditional CAB plastic lenses are: greater visual acuity (improved contrast and sharpness), a more rigid lens and smooth “state of the art” coating creates greater resistance to scratches and hence better optical performance.

100% Polarization • 100% UVA & UVB Protection
Models on this page come on a pegable hang tag.

LENS COLOR GUIDE

Gray Lens
Best for bright, sunny conditions.

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

SUNGLASS DISPLAYS

36 PIECE COUNTER SUNGLASS DISPLAY DSP-SG CT
Dimensions: 16"w x 16"d x 33"h

72 PIECE FLOOR SUNGLASS DISPLAY DSP-SG FLOOR
Dimensions: 16"w x 16"d x 75"h

24 PIECE SUNGLASS DISPLAY SK-MOCAMO
Dimensions: 14"w x 7"d x 28"h

Display graphics are printed double-sided to include both SK Optics and SK Plus sunglasses.

www.strikeking.com
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. The weight forward / boat-tail shape penetrates and falls through cover better than ordinary bullet shaped weights. 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 weights will improve your fishing success and you won’t want to use lead weights again!

Available in 4 colors:

- 10 Black
- 18 Watermelon Red
- 46 Green Pumpkin
- 175 Green Pumpkin Sapphire

Available in:

- 10 & 46
- 175

Prices approximate actual size.

The Tour Grade Carolina Rig weights are designed specifically for the Carolina rigging technique. Tungsten’s density makes it much harder than lead so you can feel the bottom and detect strikes much better. These are internally polished to eliminate line fray, shaped for less hang ups and to minimize damage to glass beads.

The Strike King® Tour Grade Tungsten Slither Rig will get you into the nastiest of cover where jigs won’t go. It features a modified tungsten weight with skirt collar, chip resistant powder coat paint and a premium soft-cut silicone skirt designed to punch through matted grass, pads and any type of heavy cover. The tungsten weight penetrates and falls thru cover better than ordinary lead weights and the skirt adds that live action needed to turn on big fish. Use as a slip sinker in front of your favorite plastic bait. This rig gives you the ability to reach fish that you couldn’t get before!

TGTW114 1¼ oz.
TGTW1 1 oz.
TGTW34 ¼ oz.
TGTW12 ½ oz.
TGTW38 ½ oz.
TGTW516 ⅜ oz.
TGTW14 ¼ oz.
TGTW316 ⅜ oz.
TGTW18 ⅛ oz.

TOUR GRADE TUNGSTEN

Tour Grade Tungsten weights are designed to enhance feel due to their density (hardness) and lessen drag due to their smaller size. They include a quick attach wire form making it easier to connect to your line. It’s the pro’s choice for ALL things drop shot.

Available in:

- 10 & 46
- 175

Prices approximate actual size.
Each Rage Tail™ lure has a unique and exclusive tail design and 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 other action that each Rage Tail has!

All Rage Tail™ baits are packaged in individual clam shell packages to hold its shape until use. This means higher quality and NO deformed bodies!!

**Rage Grub**
- Works great on Strike King Tour Grade Jig Head

**Rage Lobster**
- Works great flipping, as a jig trailer or on Strike King® Tour Grade Jig Head and is dynamite on the NEW Jointed Structure Head!
- It can be rigged vertically or horizontally and is the BEST swim jig trailer on the market!

**Rage Space Monkey**

**Rage Twin Tail Menace**

**Rage DB Craw**
- The Rage DB Craw can be fished Texas rigged, Carolina rigged, weightless or as a jig trailer.

**Rage Shad**
- Awesome top water noise and body action!
- The Rage Shad is best rigged weightless, tail up on a 4/0 to 6/0 wide gap hook.

**Rage Toad**
- Best top water soft body frog ever!

**Rage Bug**
- Features Rage Tail™ flanges for a very subtle action at very slow speeds.

**Rage Chunk**
- **RGCHK**
  - Size: 3” (7 per package)
  - **RGCRW**
    - Size: 4” - (7 per package)
  - **RGBC**
    - Size: 3” - (9 per package)

**Rage Craw & Baby Craw**

**Baby Craw - RGBC**
- Size: 3” - (9 per package)
  - Rage Craw can be fished Texas rigged, Carolina rigged, weightless or as a jig trailer.

**Craw - RGCRW**
- Size: 4” - (7 per package)

**Rage Shad**
- US Patent #7,774,974

**Rage Grub**
- RGGRUB4
  - Size: 4” (10 per package)

**Rage Lobster - RGLOB**
- Size: 4 1/2” - (5 per package)
  - A bigger craw for a bigger bite!

**Rage Chunk**
- RGCHK
  - Size: 3” (7 per package)

**Rage Space Monkey**
- RGSM
  - Size: 4” (6 per package)
  - Outrageous flipping and Carolina Rig Bait!

**Rage Toad**
- RGTDT
  - Size: 4” (5 per package)
  - Best top water soft body frog ever!

**Rage Bug**
- RGBUG
  - Size: 4” (7 per package)
  - Designed for use behind the Jointed Structure Head, but great as a flipping or Carolina Rig bait or jig trailer.

Use stock number and color number when ordering. Specifications subject to change without notice.
**Rage Anaconda**

10” Anaconda & 7” Anaconda
- Unlike any worm you’ve ever seen!

**Rage Thumper Worm**

- Action joints increase “Thump” by the tail movement
- Worm with rapid flicker rate thanks to Rage Tail design
- Tail has score line that can be cut to make worm into a cut tail worm
- The ultimate deep water worm

**Rage Lizard**

Legs and tail that really work - all other Lizards are now obsolete!

**Rage Hawg**

- Rage technology allows all appendages to swim even at slower retrieve speeds.
- Designed for 4/0 to 6/0 hooks.
- Great for Texas or Carolina rigs as well as flipping & pitching.

**Rage Cut-R**

Our most versatile worm EVER!

- Can be flipped or pitched, Texas-rigged, Carolina-rigged, swim it weightless or on a weighted hook.

**Rage Smokin’ Rooster**

- Wild Bait with LOTS of movement!

**Rage Recon**

RGRECON
Size: 8”
(7 per package)

- Rage flange on tail for increased action.
- Rings on the body for a softer, more natural feel to the fish.
- The rings displace more water, increasing the number of bites over conventional worms.

**Rage Shellcracker**

RGSC
Size: 3 3⁄4”
(6 per package)

- Designed for 4/0 to 6/0 hooks.
- Great for flipping & pitching as well as Texas or Carolina rigs.
- Life-like tail action!
- Can be rigged vertically or horizontally.

**Rage Tail Lures**

US Patent #7,774,974

Soft Baits with Big Attitudes

Now with Coffee Scent!
## Color Chart

<table>
<thead>
<tr>
<th>Color #</th>
<th>Color Description</th>
<th>Available Colors</th>
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<tbody>
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<td>7</td>
<td>Plum</td>
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<tr>
<td>13</td>
<td>Green Pumpkin Purple &amp; Gold</td>
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<tr>
<td>16</td>
<td>Watermelon Seed</td>
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<td>Red Shad</td>
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<td>42</td>
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<td>45</td>
<td>Blue Glimmer Black Flake</td>
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| 46      | Green Pumpkin                                  | X X X X X X X X X X X X X X X X X X X |}

- **X** = Available in this color
- **New Items** Highlighted in Yellow
- NOW with New Coffee Scent!
- Individual Clam Shell packaging keeps body shape intact!
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<th>Color</th>
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<th>RGGOB</th>
<th>RGCRR</th>
<th>RGM</th>
<th>RGNAYV</th>
<th>RGCANA10</th>
<th>RGC126</th>
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</tbody>
</table>

**Legend:**

- X = Available in this color
- **NEW!** = New Items Highlighted in Yellow

*Strike King’s Coffee Scent attractant is specially formulated with the finest ingredients available to help give you the competitive edge. 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. Use the Coffee Scent Fish attractant to bring new life to your plastics!*

*Use stock number and color number when ordering. Specifications subject to change without notice.*
Strike King’s® Perfect Plastics are the BEST soft plastic lures on the market due to their exclusive blend of ingredients which make them the softest, saltiest plastics ever! They also feature Strike King’s® exclusive Coffee Scent technology which helps mask human scent and oils and attracts fish to bite. The lifelike feel of the soft body and the taste of the extra salt cause fish to hold on longer. The soft texture is more flexible for better action and enables better hook penetration for a higher hook-up ratio. You will catch more fish using Perfect Plastics!

“The Perfect Plastics are awesome! Great body styles combined with the added attraction of our exclusive Coffee Scent and a plastic that is unlike anything else you’ve ever fished, you’re sure to catch more and bigger fish!”

Kevin VanDam

Caffeine Shad

RO4
Size: 4”
(6 per package)

RO3
Size: 3½”
(9 per package)

Caffeine Shad

MCS7
Size: 7”
(5 per package)

CSDS5
Size: 5”
(8 per package)

CSD4
Size: 4”
(8 per package)

CSD5
Size: 5”
(7 per package)

Swim-N-Shiner

SWNS5
Size: 5”
(5 per package)

SWNS4
Size: 4”
(6 per package)

Swim’n Caffeine Shad

SCSD5
Size: 5”
(7 per package)

SCSD4
Size: 4”
(7 per package)

SCSD5
Size: 5”
(7 per package)

A Caffeine Shad with a swimbait tail!

Magnum Caffeine Shad

KVD Chunk

SRCHUNK
Size: 3½”
(7 per package)

JRCHUNK
Size: 2½”
(7 per package)

Game Hawg

RO4
Size: 4”
(6 per package)

RO3
Size: 3½”
(9 per package)

RO4
Size: 4”
(8 per package)

RO3
Size: 3½”
(8 per package)

RO4
Size: 4”
(6 per package)

RO3
Size: 3½”
(7 per package)

SWNS4
Size: 4”
(6 per package)

SWNS5
Size: 5”
(5 per package)

SWNS4
Size: 4”
(6 per package)

SWNS5
Size: 5”
(5 per package)

RO4
Size: 4”
(8 per package)

RO3
Size: 3½”
(8 per package)

RO4
Size: 4”
(6 per package)

RO3
Size: 3½”
(7 per package)

SWNS4
Size: 4”
(6 per package)

SWNS5
Size: 5”
(5 per package)

SWNS4
Size: 4”
(6 per package)

SWNS5
Size: 5”
(5 per package)

RO4
Size: 4”
(8 per package)

RO3
Size: 3½”
(8 per package)

RO4
Size: 4”
(6 per package)

RO3
Size: 3½”
(7 per package)

SWNS4
Size: 4”
(6 per package)

SWNS5
Size: 5”
(5 per package)

SWNS4
Size: 4”
(6 per package)

SWNS5
Size: 5”
(5 per package)

RO4
Size: 4”
(8 per package)

RO3
Size: 3½”
(8 per package)

RO4
Size: 4”
(6 per package)

RO3
Size: 3½”
(7 per package)

SWNS4
Size: 4”
(6 per package)

SWNS5
Size: 5”
(5 per package)

SWNS4
Size: 4”
(6 per package)

SWNS5
Size: 5”
(5 per package)

RO4
Size: 4”
(8 per package)

RO3
Size: 3½”
(8 per package)

RO4
Size: 4”
(6 per package)

RO3
Size: 3½”
(7 per package)

SWNS4
Size: 4”
(6 per package)

SWNS5
Size: 5”
(5 per package)

SWNS4
Size: 4”
(6 per package)

SWNS5
Size: 5”
(5 per package)

RO4
Size: 4”
(8 per package)

RO3
Size: 3½”
(8 per package)

RO4
Size: 4”
(6 per package)

RO3
Size: 3½”
(7 per package)

SWNS4
Size: 4”
(6 per package)

SWNS5
Size: 5”
(5 per package)

SWNS4
Size: 4”
(6 per package)

SWNS5
Size: 5”
(5 per package)

RO4
Size: 4”
(8 per package)

RO3
Size: 3½”
(8 per package)

RO4
Size: 4”
(6 per package)

RO3
Size: 3½”
(7 per package)

SWNS4
Size: 4”
(6 per package)

SWNS5
Size: 5”
(5 per package)

SWNS4
Size: 4”
(6 per package)

SWNS5
Size: 5”
(5 per package)

RO4
Size: 4”
(8 per package)

RO3
Size: 3½”
(8 per package)

RO4
Size: 4”
(6 per package)

RO3
Size: 3½”
(7 per package)

SWNS4
Size: 4”
(6 per package)

SWNS5
Size: 5”
(5 per package)

SWNS4
Size: 4”
(6 per package)

SWNS5
Size: 5”
(5 per package)

RO4
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RO3
Size: 3½”
(8 per package)

RO4
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RO3
Size: 3½”
(7 per package)

SWNS4
Size: 4”
(6 per package)

SWNS5
Size: 5”
(5 per package)

SWNS4
Size: 4”
(6 per package)

SWNS5
Size: 5”
(5 per package)

RO4
Size: 4”
(8 per package)

RO3
Size: 3½”
(8 per package)

RO4
Size: 4”
(6 per package)

RO3
Size: 3½”
(7 per package)

SWNS4
Size: 4”
(6 per package)

SWNS5
Size: 5”
(5 per package)

SWNS4
Size: 4”
(6 per package)

SWNS5
Size: 5”
(5 per package)

RO4
Size: 4”
(8 per package)

RO3
Size: 3½”
(8 per package)

RO4
Size: 4”
(6 per package)

RO3
Size: 3½”
(7 per package)

SWNS4
Size: 4”
(6 per package)

SWNS5
Size: 5”
(5 per package)

SWNS4
Size: 4”
(6 per package)

SWNS5
Size: 5”
(5 per package)
**OCHO**

8 sided design gives this bait an awesome action and light reflection!

<table>
<thead>
<tr>
<th>Size</th>
<th>(per package)</th>
</tr>
</thead>
<tbody>
<tr>
<td>OCHO7</td>
<td>7&quot;</td>
</tr>
<tr>
<td>OCHO6</td>
<td>6&quot;</td>
</tr>
<tr>
<td>OCHO5</td>
<td>5&quot;</td>
</tr>
<tr>
<td>OCHO4</td>
<td>4&quot;</td>
</tr>
</tbody>
</table>

Super soft plastic and heavy salt content formulation give awesome action!

**Blade Minnow**

BM4.5
Size: 4.5"
(8 per package)

Designed to be used on the Naked Rage Blade or any swimbait application!

**KVD Dream Shot**

"KVD Magnum Dream Shot"

DSKVD5
Size: 5"
(8 per package)

DSKVD
Size: 4"
(10 per package)

Based on the popular Caffeine Shad design with the triangle hinged tail section to quiver and shake with the smallest movements!

**Finesse Worm**

FIN65
Size: 6.5"
(12 Pack)

FIN5
Size: 5"
(10 Pack)

Super soft plastic formula for awesome action with beveled tail design for great shaky head action and wacky and weightless rigging.

**Fat Baby Finesse Worm**

F8FINS
Size: 5"
(12 Per Package)

Oversized tail to allow more action and drag in water.

**Bull Worm**

BW10
Size: 10"
(6 Per Package)

Beveled Bubble Tail!

GIANT 10" worm designed to go BIG for those giant fish!

Use stock number and color number when ordering. Specifications subject to change without notice.

www.strikeking.com
**Perfect Plastic Soft Bait Colors**

<table>
<thead>
<tr>
<th>Body Style</th>
<th>Available Colors</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CSD4</strong> Caffeine Shad 4”</td>
<td>18, 27, 55, 57, 84, 141, 151</td>
</tr>
<tr>
<td><strong>CSD5</strong> Caffeine Shad 5”</td>
<td>16, 18, 23, 27, 46, 55, 57, 84, 130, 141, 151, 175, 260, 518</td>
</tr>
<tr>
<td><strong>MCSD7</strong> Magnum Caffeine Shad 7”</td>
<td>16, 18, 27, 46, 55, 57, 84, 130, 141, 151</td>
</tr>
<tr>
<td><strong>QH4</strong> Game Hawg</td>
<td>13, 18, 42, 46, 51, 106, 107, 108, 116, 130, 175</td>
</tr>
<tr>
<td><strong>RO4</strong> Rodent 4”</td>
<td>2, 13, 18, 38, 42, 46, 50, 51, 100, 107, 108, 109, 116, 130, 135, 140, 142, 143, 144, 229</td>
</tr>
<tr>
<td><strong>RO3</strong> Rodent 3”</td>
<td>2, 18, 42, 46, 50, 51, 100, 108, 130</td>
</tr>
<tr>
<td><strong>SRCNCHUNK</strong> KVD Sr Chunk 3.5”</td>
<td>2, 18, 46, 101, 250</td>
</tr>
<tr>
<td><strong>JRCHUNK</strong> KVD Jr Chunk 2.75”</td>
<td>2, 18, 19, 46, 101</td>
</tr>
<tr>
<td><strong>OCHO4</strong> Ocho 4”</td>
<td>2, 16, 18, 23, 42, 46, 93, 108, 109, 260</td>
</tr>
<tr>
<td><strong>OCHO5</strong> Ocho 5”</td>
<td>2, 13, 18, 23, 42, 46, 50, 55, 85, 106, 107, 108, 109, 130, 141, 175, 260, 518</td>
</tr>
<tr>
<td><strong>OCHO6</strong> Ocho 6”</td>
<td>2, 16, 18, 23, 42, 46, 93, 108, 109, 260</td>
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<tr>
<td><strong>OCHO7</strong> Ocho7”</td>
<td>18, 46, 109</td>
</tr>
<tr>
<td><strong>FIN5</strong> KVD Finesse Worm 5”</td>
<td>18, 42, 46, 85, 103, 125, 130</td>
</tr>
<tr>
<td><strong>FIN6S</strong> KVD Finesse Worm 6.5”</td>
<td>18, 23, 25, 46, 85, 103, 125, 130, 146, 148, 149, 210</td>
</tr>
<tr>
<td><strong>FBFIN5</strong> KVD Fat Baby Finesse Worm</td>
<td>13, 16, 18, 46, 85, 103, 125, 130, 175, 189, 197, 210</td>
</tr>
<tr>
<td><strong>SCSD4</strong> Swim’ n Caffeine Shad 4”</td>
<td>18, 27, 46, 55, 84, 94, 141, 151, 198</td>
</tr>
<tr>
<td><strong>SCSD5</strong> Swim’ n Caffeine Shad 5”</td>
<td>18, 27, 46, 55, 84, 94, 141, 151, 198, 210</td>
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<tr>
<td><strong>DSKVD</strong> KVD Dream Shot</td>
<td>13, 16, 18, 46, 103, 130, 141, 151, 175, 189, 190, 197, 231, 518</td>
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<tr>
<td><strong>DSKVD5</strong> KVD Magnum Dream Shot</td>
<td>13, 18, 46, 103, 130, 141, 151, 175, 197, 231, 518</td>
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<tr>
<td><strong>SWNS4</strong> KVD Swim-N-Shiner 4”</td>
<td>18, 47, 55, 84, 122, 141, 151, 198, 568, 583</td>
</tr>
<tr>
<td><strong>SWNS5</strong> KVD Swim-N-Shiner 5”</td>
<td>18, 47, 55, 84, 122, 141, 151, 198, 568, 583</td>
</tr>
<tr>
<td><strong>BM4.5</strong> Blade Minnow 4.5”</td>
<td>18, 46, 47, 84, 122, 141, 151, 153, 234, 583</td>
</tr>
<tr>
<td><strong>BW10</strong> Bull Worm 10”</td>
<td>2, 7, 16, 18, 42, 46, 85, 93, 109, 264</td>
</tr>
</tbody>
</table>

**New Items Highlighted in Red**

- [2] Black Blue Flake
- [7] Plum
- [16] Watermelon Seed
- [18] Watermelon Red Flake
- [19] Blue Sapphire
- [22] Bubblegum
- [23] Methiolate
- [27] Pearl Blue Glimmer Back
- [38] Black Neon
- [42] Junebug
- [46] Green Pumpkin
- [47] Green Pumpkin/ Pearl Belly
- [50] Okeechobee Craw
- [51] California Craw
- [55] Baby Bass
- [57] Smokey Shad
- [84] Pearl
- [85] Red Bug
- [93] Green Pumpkin Candy
- [94] Green Pumpkin/ Chartreuse Belly
- [100] Summer Craw
- [101] Bama Craw
- [103] Dirt
- [106] Amistad Special
- [107] Big Tex
- [108] Blue Craw
- [109] Double Header-Red
- [116] Bama Bug
- [122] Key Lime Pie
- [125] Blue Fleck
- [130] Candy Craw
- [135] Falcon Lake Craw
- [140] Watermelon Meat
- [141] KVD Magic
- [142] Blue Bug
- [143] Double Header-Candy
- [144] Hard Candy
- [146] Ox Blood
- [148] Magic Crawler
- [149] Bluegill
- [151] Ghost Shad
- [175] Green Pumpkin Sapphire
- [189] Honey Candy
- [190] Chartreuse/Blue Glimmer Back
- [197] Morning Dawn
- [198] Watermelon Red Clear Sparkle
- [210] Black
- [231] Brown Purple
- [234] Bluegill
- [250] PB6j
- [260] Glacier
- [264] Plum Apple
- [265] Ghost Minnow
- [518] Siren
- [568] Green Gizzard

Use stock number and color number when ordering. Specifications subject to change without notice.
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: To Catch More and Bigger Fish!

Rig on either an open jig head, internal swimbait head or with a weighted hook and fish with a slow, steady retrieve. Match the hook size to the bait’s size and you’ll be ready for big fish action!

Jig Head Rigging:
Many anglers prefer the Squadron Swimbait Jig Head (see pg. 51) rigged externally for the feel and action this gives. Insert into the nose of the bait and thread hook through the top center of the bait. Some folks like to use super glue to secure the bait.

Rigged with Internal Swimbait Head:
Some anglers like to rig a jig head on the inside. Our NEW Internal Swimbait Head (see pg. 51) is specifically designed for this. Whether you cut a slit to insert from the belly or back, make sure the hook is straight in-line with the center of the bait.

Rigged with Weighted Hook:
Using a screw lock or similar type hook, thread the screw or needle into the nose of the bait, insert the hook through the bottom of the bait coming out on top and place the hook point flush with the top of the bait making it weedless.

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!
Our Popular Pro Model® Tube is available in Bleeding Models. These tubes feature a red inner core to produce that “Bleeding” look. Catch more fish with Bleeding Tubes!

Research shows that a red blood trail triggers a natural feeding response in predatory fish. This line of lures creates this image by using flashes of red in the tail from the inner core. This prompts to strike!

**BleedingBait**
is a trademark of the TTI Companies

BleedingBait® Pro-Model® Tube is 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. As a result these Coffee Tubes will help you catch more fish!

**CT4.5**
(6 per package)
Solid head, hollow body, 4.5” flipping model. Great on a Texas rig for flipping and pitching.

**CT3.3**
(8 per package)
Hollow body 3.5” regular model. Rig with an internal tube head jig (see pg. 55) for dragging, jigging or fishing offshorre structure with the hook exposed.

**Coffee Tube 4.5” Flip-N-Tube**

**Coffee Tube 3.5” regular Pro-Model®**

**3 ½ Bleeding Pro-Model® Tube BBPMT3.5**

363 Bleeding Green Pumpkin/Red Green Flake
395 Bleeding Dark Melon Perch
344 Bleeding Pearl Pepper

Heavily salt-impregnated
Hollow body traps air and feels life-like to fish
Works great Texas rigged for flippin’ and pitchin’ and with traditional tube jigs

**BLEEDING TUBES**

Our Popular Pro Model® Tube is available in Bleeding Models. These tubes feature a red inner core to produce that “Bleeding” look. Catch more fish with Bleeding Tubes!

Use stock number and color number when ordering. Specifications subject to change without notice.
Denny Brauer’s Flip-N-Tube

FLPT4.5 (8 per package)

Flip-N-Tube model features solid head making the bait easier to rig and not tear up as easily.

The Flip-N-Tube and KVD Pro-Model® Tubes work great Texas rigged for flippin’ and pitchin’.

KVD Pro-Model® Tube

PMT3.5 (10 per package)

KVD Pro-Model® Tube and Bitsy Tube have a hollow head.

Bitsy Tube

BT2.75 (10 per package)

Denny Brauer’s Flip-N-Tube

FLPT4.5

Available only in these colors 2, 38, 42, 44, 46, 48, 52, & 63.

The Denny Brauer 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!

KVD Pro-Model® Tube

PMT3.5

Available only in these colors 2, 38, 44, 46, 48, 52, 63 and 64.

Strike King’s salt-impregnated Kevin VanDam KVD Pro-Model® Tube is great when the bite requires a little more finesse. This 3 1/2” length is a great all-around size. Tour Grade Tube Jig Heads can be slipped up inside the tube and then the line tie can be poked through. This is perfect for light line and spinning rod applications yet good Texas rigged and flipped.

Bitsy Tube

BT2.75

Available only in these colors 11, 17, 30, 38, 44, 46, 63, 64, 90, and 92.

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 and is extremely effective on Largemouth, Smallmouth, Kentucky Bass, Crappie and other panfish, Walleye, Perch and even Bonefish!

Tube Rattle Rigging Ideas

Inside Soft Plastic Chunks

For Jig and Spinnerbait Trailers

For Tube Baits

PRO-MODEL® TUBE RATTLE

RATL-T (6 per package)

Strike King®’s Pro-Model® Tube Rattle’s cylindrical shape is perfect for sliding up into the body of a tube. Your hook can be run through the loop on the rattle when Texas rigging it. The methods of application are almost endless and they work great on other types of lures too.

See page 57

www.strikeking.com
Revolutionary Soft Baits

Kevin VanDam’s Super Finesse Worms, Salt Impregnated!

Kevin VanDam says “The Strike King Super FINESSE worms are by far the best worms to use on a shaky style jig. Their flexibility and flotation properties and action are greater than any plastic worm can produce.” The 7” version is my go to bait!” The 4” model is a super little worm. It is actually about 4 7/8” long and Mark Rose says “It is the best drop shot worm on the market and won’t tear up when nose hooked.” They will dance on a drop shot rig, are killer on a shaky jig, and awesome when “split-shotting” or “Moyo rigging.” (Fig. 1) They’ll float up a Carolina Rig and stand up for shaky head fishing too!

Greg Hackney’s ZERO, Heavily Salt Impregnated Sinking Stick Worm

This is an incredible lure. Just put it in front of a bass and he is going to hit it. “You won’t ‘0’ with a ZERO!” It is heavily salt impregnated for a fast sink rate and the flexibility and floatation properties of the material gives it more action than similar plastic baits on the market. The durability makes it even better! You can catch more fish on these versus plastic baits.

Denny Brauer BITSY CHUNK Salt Impregnated!

These are simply the best “frog chunk” style jig trailers you can use behind a jig. They are salt impregnated and the action and durability are advantageous in this application and better yet, their flotation property will flare the claws and stand up like a real crawfish!

Soft Jerkbaits, the Sinking 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. It is the favorite of many anglers for drop-shotting - you can nose hook it and it won’t tear! The most common way to rig these is weightless Texas style. Popular hooks are Mustad’s Ultra Lock™ and VMC’s Special Rig’n hook. These have an exaggerated “Z” bend in the front which holds the bait on better than hooks with a 90 degree bend.

CAUTION: Do not mix 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.

Use stock number and color number when ordering. Specifications subject to change without notice.
**NEW! Swinging Sugar Buzz**

Buzzbaits are a fun and productive topwater lure. The propeller-like blade causes a commotion on the surface to attract strikes. Start your retrieve immediately when the lure hits the water. Vary the retrieve speed to see what the fish want. 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! Use a trailer hook to increase your hook-ups.

- **SSB14** 1/4 oz.
- **SSB38** 3/8 oz.
- **SSB12** 1/2 oz.

<table>
<thead>
<tr>
<th>Color</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Super Chartreuse</td>
<td>201</td>
</tr>
<tr>
<td>Chartreuse White</td>
<td>203</td>
</tr>
<tr>
<td>Black</td>
<td>210</td>
</tr>
<tr>
<td>Smokey Shad</td>
<td>257</td>
</tr>
<tr>
<td>Sexy Shad</td>
<td>590</td>
</tr>
<tr>
<td>Black Blue</td>
<td>204</td>
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<tr>
<td>Green Pumpkin</td>
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</tr>
<tr>
<td>Super White</td>
<td>204</td>
</tr>
<tr>
<td>Bluegill</td>
<td>234</td>
</tr>
</tbody>
</table>

**Tour Grade Swinging Swim Jig**

The Strike King® Tour Grade Swinging Swim Jig was designed by our Pro-Staff to help you catch more fish. It includes a streamlined painted balanced head for better swimming action and is coordinated with the awesome Perfect Skirt®. It’s main feature is a free swinging black nickel needlepoint hook for that maximum action in the water. Add your favorite RageTail™ or swimming Perfect Plastic bait trailer and hang on!

- **TGSSJ14** 1/4 oz.
- **TGSSJ38** 3/8 oz.
- **TGSSJ12** 1/2 oz.

<table>
<thead>
<tr>
<th>Color</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black Blue</td>
<td>204</td>
</tr>
<tr>
<td>Green Pumpkin</td>
<td>46</td>
</tr>
<tr>
<td>Super White</td>
<td>204</td>
</tr>
<tr>
<td>Bluegill</td>
<td>234</td>
</tr>
</tbody>
</table>

**Sexy Spoon**

**THE NEW DIMENSION FOR STRUCTURE FISHING**

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!

<table>
<thead>
<tr>
<th>Color</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gold Black Back</td>
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</tr>
<tr>
<td>Neon Shad</td>
<td>498</td>
</tr>
<tr>
<td>Green Gizzard Shad</td>
<td>568</td>
</tr>
<tr>
<td>Sexy Shad</td>
<td>590</td>
</tr>
<tr>
<td>Chartreuse Shad</td>
<td>598</td>
</tr>
</tbody>
</table>

**SSPN5.5**

Size: 5½”
Weight: 1¼ oz.

**SSPN4**

Size: 4”
Weight: ⅜ oz.

**Sexy Spoon SSPN**

Available in 4” or 5½”

Use stock number and color number when ordering. Specifications subject to change without notice.
The KVD Jerkbait, the KVDJ200 & KVDJ300, have the perfect combination of roll, wiggle and flash to attach fish. They combine a weight transfer system for increased castability, 3D eyes and premium black nickel hooks for that action that ONLY a KVD Jerkbait can give. Jerk on slack line for that maximum action, pause and be ready!

Dives 4 - 7 feet

- 3D Eyes
- Premium Black Nickel Hooks
- HCKVDJ200: Body Length: 4 1/2"
- HCKVDJ300: Body Length: 4 3/4"

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 some awesome paint jobs, premium hooks, 3D eyes and free floating rattles to give you the best action and sound of any lipless crankbait on the market. The one of a kind shimmering action when it free falls is awesome!!

- Unique Shad styled body
- Free floating rattles
- 3D eyes

**RED EYED SHAD TUNGSTEN 2-TAP**

The Red Eyed Shad Tungsten 2-Tap is our newest edition to the Red Eye Shad line of lipless crankbaits. It 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 different sound that can trigger fish to bite that otherwise may not. Available ONLY in the 1/2 oz. size.
Use stock number and color number when ordering. Specifications subject to change without notice.
**PRO-MODEL CRANKBAIT**

All Pro-Model Crankbaits feature lifelike 3D eyes.

**Xtra Shallow**

**Series 1 XS** 3/8 oz. Dives from 0 to 12 inches

Designed for extra shallow conditions and spooky fish, the Series 1 XS adds to the versatility of the Strike King® crankbait lineup. This small bait with a medium wobble casts extremely well for its size. Designed to be fished slow or fast, it tracks true at any speed and features the free floating rattles which are inherent to all Strike King® pro-designed crankbaits.

**KVD 1.5 Shallow Runner**

**HCKVDS1.5SH** Dives to 3 feet

Same body style as the KVD 1.5 and great erratic yet true running action and deflection off cover but it runs shallower.

**Bitsy Minnow**

**HCBPM** Dives from 0 to 12 inches

Bitsy Minnows are 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, beginners and ultralight rods!

**Square Bill**

**Series 1** 3/8 oz. Dives from 2 to 5 feet

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 4S** 9/16 oz. Dives from 2 to 5 feet

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. The shallow, cover-laden stained water domain of the spinnerbait angler can now be conquered with our Series 4S.

**KVD - 1.0** 3/8 oz., 1.5 7/16 oz., 2.5 5/8 oz., 8.0 1 1/2 oz. Dives 3-7 feet

Designed to the specifications of BassMaster's Classic Champ Kevin VanDam. Perfect for shallow water power fishing. The square bill design and unique action will constantly “wander” with erratic action while still running true. It also helps deflect off cover to entice strikes. The KVD baits are designed with no internal rattles for a “silent” approach.

**Wide Wobble**

**Series 4** 9/16 oz. Dives from 3 to 8 feet

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.

**Flat Sided**

**KVD 1.5 Flat Side** 9/16 oz.

Dives to 8 feet

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 Square Bill making this bait a perfect bait to reach those fish down to 8 feet.

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Use stock number and color number when ordering. Specifications subject to change without notice.
Deep Divers

**Mini 3** 3/16 oz. Dives from 4 to 6 feet
Mini crankbait catches most anything and lots of them! Beautiful finishes, reflective eyes and enticing wiggle are irresistible to the fish. If you really just want to catch something, put one on and add some fun to your fishing trip! George Cochran calls it the “Little Mr. Money”.

**Series 3** 3/8 oz. Dives to 8 feet
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 5** 5/8 oz. Dives to 10+ feet
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. The “Go-To” crankbait for many Touring Pro’s.

**Series 6** 1 oz. Dives to 12+ feet
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.

**Lucky Shad** 1/2 oz. Dives to 8 feet
A great “finesse” fishing style hard bait with a tight action, much like a balsa bait but with the benefits of plastic.

Xtra Deep

**Series 3XD** 7/16 oz. Dives approx. 10+ feet
An Xtra Deep diving version of the Series 3 with a unique curved bill and is balanced to cause a steep dive angle to enable this small body bait to dive faster and deeper than other crankbaits this size. The bill design also enables the lure to track well when in contact with the bottom. It runs great, even when moved fast, and casts extremely well.

**Series 5XD** 5/8 oz. Dives to 15 feet
An Xtra Deep diving version of the Series 5 with a unique curved bill and is balanced to cause a steep dive angle to enable this medium body bait to dive faster and deeper than other crankbaits this size. The bill design also enables the lure to track well when in contact with the bottom. The longer you can cast the deeper a crankbait can go and this lure casts far!

**Series 6XD** 1 oz. Dives 19 feet and beyond
A large deep diving crankbait with unique curved bill that allows the bait to dive deeper & faster than most other deep diving crankbaits. The Series 6XD is available in two models, a rattling version and a silent version, for a whole new presentation to deeper fish. The 6XD sets the standard for deep running crankbaits!

**Series 8XD** 1.4 oz. Dives to 20 feet and beyond
An extra large deep diving crankbait with unique curved bill that allows the bait to dive deeper & faster than most other deep diving crankbaits. The Series 8XD has a different action than the 6XD & 10XD.

**Series 10XD** 2 oz. Dives to 25 feet and beyond
An extra large deep diving crankbait with unique curved bill that allows the bait to dive deeper & faster than most other deep diving crankbaits.

All Pro-Model Crankbaits feature lifelike 3D eyes.

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* Use stock number and color number when ordering. Specifications subject to change without notice.
SILENT SERIES CRANKBAITS

Sometimes a quieter approach is the key to success. These models do not have a rattle. On pressured waters, extremely clear water, or when an active school turns off, try a Silent Series 3, 5, 5XD or 6XD and see what happens...

NOW in the Silent Red Eyed Shad, too!

PRO-MODEL® CRANKBAIT

HCS Silent Series

RED EYED SHAD
Use stock number and color number when ordering. Specifications subject to change without notice.

**KVD Sexy Dawg & Sexy Dawg Jr.**

The Sexy Dawg was designed and reviewed by Kevin VanDam to be an easy to walk, far casting, premium “walk-the-dog” topwater lure with great action. Mission accomplished! Available in two sizes. Rhythmically twitch your rod tip to make the nose go side to side. Take one for a walk and be ready for some explosive strikes!

**WAKE SHAD**

“Waking” – reeling a lure slowly on the surface so it leaves a wake is a great technique for getting big fish. The Wake Shad™ is the best & easiest to use “Wake Bait” ever made! Great for big bass. Fish it slow or fast and it will make fish go wild!

**KVD Splash & Splash Jr.**

The KVD Hardbait Series from Strike King are designed to the specifications of Bassmaster Classic Champion, Kevin VanDam. The KVD Splash and Splash Jr.’s design is the perfect balance of spitting, chugging and walking to entice topwater strikes. They include Premium components, feather enhanced rear treble hook, 3D eyes, ultra-realistic paint jobs and strike inducing action. If you like throwing topwater for BIG fish, this is the bait for you, from Strike King, a leader in topwater hardbaits!

**Spit n’ King**

The KVD Splash and Splash Jr. dercides the specifications of Bassmaster Classic Champion, Kevin VanDam. The KVD Splash and Splash Jr.’s design is the perfect balance of spitting, chugging and walking to entice topwater strikes. They include Premium components, feather enhanced rear treble hook, 3D eyes, ultra-realistic paint jobs and strike inducing action. If you like throwing topwater for BIG fish, this is the bait for you, from Strike King, a leader in topwater hardbaits!
The Tour Grade spinnerbait features a 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 and match the color pattern of the head and new Perfect Skirt®. The Tour Grade spinnerbait also features the new Perfect Skirt® with Magic Tails and a strong, sharp, Gamakatsu® hook. Spin Eze® ball bearing swivel and Vibra-Max stainless steel wire for the best action a spinnerbait can get. Tie one on today and see why Strike King has been the leader in spinnerbaits for 50 years!

1/2 oz.

Colors

514P Chrome Sexy Shad
538P Chartreuse Sexy Shad
562P Chartreuse Belly Craw
586P Sexy Blue Back Herring
590P Sexy Shad

3/8 oz.

Colors

514P Chrome Sexy Shad
538P Chartreuse Sexy Shad
562P Chartreuse Belly Craw
586P Sexy Blue Back Herring
590P Sexy Shad
648P Chili Craw

Use stock number and color number when ordering. Specifications subject to change without notice.
KVD SPINNERBAIT

Strike King® and Kevin VanDam have teamed up to design a spinnerbait 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. The KVD Spinnerbait also includes an official KVD insignia on the blade. Kevin VanDam has tested this lure and added it to his arsenal, so should YOU!

Available in 1/2 oz. only

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® Swash hook that won’t open up! The Perfect Skirt® blooms wide and even and the Magic Tails® serve as a trailer. It also uses premium full size blades that enhance the lift, keeping the bait in the strike zone longer and the 3D eyes make this bait more lifelike.

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® Swash hook that won’t open up! The Perfect Skirt® blooms wide and even and the Magic Tails® serve as a trailer. It also uses premium full size blades that enhance the lift, keeping the bait in the strike zone longer and the 3D eyes make this bait more lifelike.
Spinnerbaits featuring the Perfect Skirt® with Magic Tails® and Sabre Point® Trailer Hook

Strike King®'s top-of-the line spinnerbait 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. The color patterns match the head of the lure and create an appealing and natural look to the fish.

<table>
<thead>
<tr>
<th>Premier Plus™ Weights and Blades</th>
<th>Colorado/Willow</th>
<th>Willow/Willow</th>
<th>Colorado/Colorado</th>
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<tr>
<td>1/4 oz</td>
<td>PPL14CW</td>
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<td>3/8 oz</td>
<td>PPL38CW</td>
<td>PPL38CC</td>
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<tr>
<td>1/2 oz</td>
<td>PPL12WW</td>
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SG: Silver/Gold  GS: Gold/Silver  G: Gold  S: Silver

201SG Super Chartreuse
Not available in PPL14CW, PPL38CC

203SG Chartreuse/White

204GS Super White

2095 Blue Shad
Only available in PPL38CW

212G Red Crawfish
Not available in PPL14CW

215G Golden Shiner
Not available in PPL14CW & PPL38CC

217SG Fire Tiger
Not available in PPL38CC

218S Bleeding Shad
Not available in PPL14CW & PPL38CC

234SG Bluegill
Only available in PPL38CW

257GS Smokey Shad
Only available in PPL38CW

538SG Chartreuse Sexy Shad

586S Sexy Blue Back Herring
Only available in PPL12WW

590GS Sexy Shad
Not available in PPL38CC

24K gold and/or nickel plated premium blades

Includes Sabre Point® Trailer Hook pre-rigged

Spin Eze® ball bearing swivel

Flex bend spring tempered stainless steel wire

Hand sculpted head with holographic 3D eyes

Use stock number and color number when ordering. Specifications subject to change without notice.
The Burner Spinnerbait is awesome! Featuring the new 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. The Burner comes ready to go with the Perfect Skirt® and sharp Gamakatsu® hook. Tie one on and set your fishing on fire! Available in 3/8 and 1/2oz models.

**The BABY BURNER™**

The BABY BURNER™ is a premium downsized spinnerbait that is great when the bite is tough. Designed for high speed retrieves, it features a downsized version of the Strike King® RAZ-R-BLADE™ High RPM blades. They are a thin cut willowleaf blade that spin fast and cause less drag than traditional willow blades. They help keep the bait from rising to the surface and blowing out when moving fast and they increase flash too. The shape of the head with extra weight on the hook shank reduces drag and runs true. It has a super sharp Gamakatsu® hook, Perfect Skirt® and SPIN-EZE® ball bearing swivel. Now there's a small spinnerbait you can crank hard and get the reaction strikes you want!

The Bottom Dweller is 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. The Bottom Dweller also uses the new Raz-R-Blade High RPM Blades that are thinner by design to provide maximum flash and help keep the bait deep and in the strike zone longer. Premium Gamakatsu® hook, wire and components make this truly, the perfect deep water spinnerbait. Available in 3/4oz, 1 oz and 1-3/8 oz models.

Use stock number and color number when ordering. Specifications subject to change without notice.
**Premier PRO-MODEL®**

The Bread & Butter Spinnerbait of the Pros

A full line of premium spinnerbaits with 3/16, 3/8, and 1/2 oz. models.

<table>
<thead>
<tr>
<th>Model Number</th>
<th>Color</th>
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<tbody>
<tr>
<td>PP316CW-204S</td>
<td>White</td>
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<tr>
<td>PP316CW-209GS</td>
<td>Blue Glimmer Shad</td>
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<tr>
<td>PP316CW-213SG</td>
<td>Chartreuse/White</td>
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<td>PP12W-1SG</td>
<td>Hot Solid Chartreuse</td>
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**NEW RELEASE!**

**LIL’ MR. MONEY**

Now, Lil’ Mr. Money is available EVERYWHERE!

<table>
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<td>LMM316CI-590GS</td>
<td>Sexy Shad</td>
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Use stock number and color number when ordering. Specifications subject to change without notice.

Kevin VanDam

“I helped design the Premier Pro-Model®. It has consistently helped fishermen win tournaments across the country for years. It’s an awesome top-of-the-line spinnerbait.”

24K gold and/or nickel plated premium blades engraved with “Strike King®” and blade size

Superior quality Spin-Eze® ball bearing swivel

Premier Vibra-Max wire for maximum blade vibration

Mirage® painted Diamond Dust head with Reflective eye

Mustad® double hardened premium black nickel chemically sharpened hook

Perfect Skirt®

Premier Vibra-Max wire for maximum blade vibration

Indiana blade for a great combination of “pull” and flash

24K gold and/or nickel plated premium blades engraved with “Strike King®” and blade size

Perfect Skirt® with Magic Tails®

Lil’ Mr. Money LMM316CI 3/16 oz.
Single Spin, "RATLIN" Spinnerbaits!

Midnight Special® MS716
7/16 oz.

Midnight Special® MS716-1
Chartreuse

MS716-1G
Chartreuse

Midnight Special® MS716-91BN
Black/Blue

Midnight Special® MS716-96
Black/Red

Midnight Special® MS716-9BN
Black/Red

Midnight Special® MS716-97BN
Black/Silver Diamond Dust®

Midnight Special® Blades

<table>
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Midnight Special® models include a very loud single barrel rattler with two BB’s.

Tour Grade Night Spinnerbait

The Tour Grade Night Spinnerbait features 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. It also features the Perfect Skirt® with Magic Tails®, a Gamakatsu® hook, and Spin-Eze® ball bearing swivel.

TGN12C-200
Black Chartreuse

TGN12C-210
Black

TGN12C-202
Black Blue

TGN12C-211
Tequila Moonshine

TGN12C-219
Black Red

Use stock number and color number when ordering. Specifications subject to change without notice.

www.strikeking.com
George Cochran’s
Quad-Shad™

Satin finish skirt
Spin-Eze® ball bearing swivel
Round head style with reflective eyes is especially effective in heavy cover

SPINNERBAITS

Compact Silhouette

Compact Silhouette Weights and Blades

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<th>Colorado/Willow</th>
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<td>1/2 oz</td>
<td>S12CI</td>
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PB38C and PB38CW ¾ oz.

Special long arm stainless steel wire and high RPM Willow blades turn easier and faster at any speed and makes this the best 3-4 Willow blade spinnerbait on the market! Also includes sculpted head with 3D reflective eyes, the exclusive Perfect Skirt® and Spin-Eze® ball bearing swivel.

A Value Priced packaged spinnerbait by Strike King!

Potbelly SPINNERBAITS

PB38C-I Chartreuse
PB38C-10 Black Head, Black Skirt
PB38C-12 White

PB38CW-I Chartreuse
PB38CW-10 Black Head, Black Skirt
PB38CW-12 White
PB38CW-93 Limetreuse

Use stock number and color number when ordering. Specifications subject to change without notice.
**PRO.38**

This classic is especially effective around grass with its double willow leaf blade combination and unique and exclusive GRASS BELL® which helps prevent fouling of the main blade. The blades are a Patented Diamond notched willow design.

**Bleeding Bait®**

Research shows that a red blood trail triggers a natural feeding response in predatory fish.

**Bleeding Spinnerbaits Weights and Blades**

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<td>3/8 oz</td>
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<td>1/2 oz</td>
<td>BB12WW</td>
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**Bleeding Bait® is a Trademark of the TTI Company**

**Redeyed Special Spinnerbait**

REYE316CW 3/16 oz. • REYE38CW 3/8 oz.

Use stock number and color number when ordering. Specifications subject to change without notice.
**MINI-KING® SPINNERBAIT**  
A terrific spinnerbait for light rods! Attracts lots of bites, great for kids!

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, a Colorado Diamond blade for flash and added pull (versus a willow blade) which helps your line lay better on the typical reels used with these lures, a Diamond Dust® Silicone Skirt and Paint job, and a good hook. All this makes the Strike King® MINI-KING® the King of mini spinnerbaits!

**MICRO-KING® SPINNERBAIT**  
A terrific spinnerbait for ultra light rods! Attracts lots of bites, great for kids!

Little brother to the popular MINI-KING®, the MICRO-KING® is a terrific little spinnerbait for ultra light rods. It runs great and will get tons of strikes from small bass, panfish and anything you put it in front of! It as a small light wire, Colorado blade, Diamond Dust® Silicone Skirt and Paint job, and a good hook. The MICRO-KING® is one of the most productive spinnerbaits in Strike King’s® extensive line up!
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. Tie one on and catch everything that swims!

The cousin to our ever popular 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.

Strike King’s Rocket Shad® is built for speed. You can cast it farther, retrieve it faster and cover more water than ever before. It is the perfect schooling fish lure and a great drop bait too. This lure runs perfectly in fast current conditions which makes it terrific in rivers. It perfectly imitates the most common baitfish — the Shad. Many different species of fish are attracted to it. Try a Rocket Shad® and watch fish hit their afterburners to catch one!

Use stock number and color number when ordering. Specifications subject to change without notice.
The Double Take Buzzbait

PPLBD14 1⁄4 oz.,
PPLBD38 3⁄8 oz.,
PPLBD12 1⁄2 oz.

Twin counter rotating blades create extra lift, enable a slow retrieve, perfectly straight tracking and spray water outward for a commotion unlike any other buzzbait!

Includes pre-rigged Sabre Point® Bleeding Bait® trailer hook.

Exclusive Perfect Skirt with Magic tails.

201 Super Chartreuse
Not available in PPLBD14 & PPLBD12

203 Chartreuse/White

204 Super White

210 Black

The Double Take Buzzbait

PPLBD14 1⁄4 oz.,
PPLBD38 3⁄8 oz.,
PPLBD12 1⁄2 oz.

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. The smaller profile 1/4oz bleeding buzzbait has a true running wire and different blade for a different sound.

Bleeding Elite Buzzbait BBEB38 3⁄8 oz.

Bleeding Pro-Model® Buzzbait
BBDB14 1⁄4 oz.

Only available in color 310

Center axis blade with holes

Grass bell

Bleeding Bait® Hook and Bleeding® accent Skirt

True running wire form

Sculpted quick Planing head

Exclusive Gamakatsu® hook

Premium components

Perfect skirt

Tour Grade Buzzbait TGBZ38 3⁄8 oz.

Buzzbait DB14 1⁄4 oz.

Red shadow head

True running wireform

This standard model buzzbait is one of the best on the market.
Tri-Wing Buzz King®

316BM ¾ oz. • 516BM ⅞ oz.

A unique 3 blade diamond pattern prop for a different sound and flash and enables really slow retrieves.

Diamond Dust® head with Diamond Dust® silicone skirt

Tri-Wing Mini Buzz King® 18BM ⅛ oz.

Double-Wing Pro-Buzz®

14PBM ¼ oz.

2 blade prop for a more traditional buzzbait sound

Mirage blade and Mirage skirt

Mini Pro-Buzz® 18PBM ⅛ oz.

Diamond Dust® head with Diamond Dust® silicone skirt

A unique 3 blade diamond pattern prop for a different sound and flash and enables really slow retrieves.

A super Mini-Buzzbait, it gets strikes when others won’t.

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

Diamond Dust® head with Diamond Dust® silicone skirt

Use stock number and color number when ordering. Specifications subject to change without notice.
**Tour Grade**

**Rage Blade™**

The Rage Blade™ is the better mousetrap for bladed swim jigs. It’s 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 trailer come alive!

![Rage Blade Images]

2 Black/Blue 46 Green Pumpkin Craw 201 Super Chartreuse 204 Super White 121 Red Craw 234 Bluegill 538 Chartreuse Sexy Shad 590 Sexy Shad

Available in TGRB12 1/2 oz. & TGRB38 3/8 oz.

**Tour Grade**

**Naked Rage Blade™**

Just like the Rage Blade™ but with a new Clear Blade for use when no flash is desired and/or in clear water conditions. Instead of a skirt it is pre-rigged with Strike King’s new Blade Minnow body on the custom Gamakatsu® hook.

![Naked Rage Blade Images]

Available in TGNRB12 1/2 oz. & TGNRB38 3/8 oz.

Available colors: 18, 47, 84, 122, 141, 583  See page 14 for colors.

**Pure Poison**

**Extreme Action Swim’n Jig**

Featuring the Perfect Skirt® with Magic Tails®

It’s a jig, it’s a spinnerbait, it’s a------Extreme Action Swimming Jig! This lure has a unique head design, blade and harness that produce incredible action and vibration. You’ve got to see and feel it to believe it! They are terrific just about anywhere you would fish a spinnerbait or swim a jig. The Perfect Skirt® with Magic Tails® gives enhanced action compared to regular skirts and the colors match the head. A long shank premium hook ensures great hook ups. The 3D eyes give a realistic appeal and the special split ring line tie is strong and secure.

![Pure Poison Images]

1 Chartreuse Only available in PRP38 2 Black/Blue 3 Chartreuse/White 8 Texas Craw 10 White 34 Blue Gill 218 Bleeding Bait White with Red Hook Only available in PRP38

PRP12 1/2 oz. PRP38 3/8 oz.

Check out our Saltwater Pure Poison page 52
The design of the Structure Jig™ and the Baby Structure Jig™ is to increase the hook up ratio and decrease the tendency to hang up versus traditional jigs used for structure fishing. The special Owner® 2X strong Cutting Point® hook has a Zero degree line tie for a straight pull with the hook point for better penetration, the unique Cobra Head™'s position puts less material in the hook gap for a better bite and its tapered nose helps reduce lip blow out. The Cobra Head™ shape and weedguard angle reduce hang ups and the wide bottom footprint of the head help increase feel of the bottom. All this combined to make the Denny Brauer Structure Jig™ the best jig you can cast to structure, hook up and land the big ones!

Denny Brauer Structure Jig
DBSTJ12 1/2 oz. • DBSTJ34 3/4 oz. • DBSTJ1 1oz.

Denny Brauer Baby Structure Jig
DBBSTJ14 1/4 oz. • DBBSTJ38 3/8 oz.
Not Available in colors 132, 135, 144

The Rage® Blade Blaster is a unique bait fish imitating lure. It is a counter balanced blade that produces tons of vibration. You can reel it medium and steady or fast and erratic. You can rip it and let it fall fast and it is great for casting or vertical jigging. It’s a super multi species bait and really excels for black bass, white bass, and hybrids. Bug ‘em with this blade and you’ll get ‘em to bite with rage! Features feathered treble hook, chrome or powder colored finish.

RGB14 1/4 oz. • RGBB38 3/8 oz. • RGB12 1/2 oz.
**Tour Grade Heavy Hook Football Jig**

Strike King uses a strong, heavy-wire Gamakatsu® hook to make the Tour Grade Heavy Hook Football Jig the ultimate football jig when anglers need a little more muscle. The wide football-shaped head gives better feel and helps the bait stand-up on the bottom. The flat eye line tie helps keep the jig in the proper position and the extra sharp 60 degree Gamakatsu® Round Bend hook aids in hook sets. It also features durable powder coated paint, color coordinated weedguard, and premium skirt for a more lifelike look and action.

**Tour Grade Football Jig**

The Tour Grade football head jig is the ultimate jig for deep water fishing. The wide football-shaped head gives better feel and helps the bait stand-up on the bottom. The flat eye line tie helps keep the jig in the proper position and the extra sharp 60 degree Gamakatsu® Round Bend hook aids in hook sets. It also features durable powder coated paint, color coordinated weedguard, and premium skirt for a more lifelike look and action.

**Tour Grade Finesse Football Jig**

The pro’s choice for finessing finicky fish. To meet the desires of tour level pros it includes: an incredibly sharp Gamakatsu® hook for better penetration when setting the hook with light line, a wide football shaped head to enhance feel when contacting the lake bottom and help keep the jig upright, a 60 degree “flat” hook eye flush with the head to keep your knot in the proper position, a “crew cut” supple Perfect Skirt® in beautiful colors, and a specially designed tapered barb “keeper” to securely hold soft plastic or ElaZtech™ trailers.

---

Use stock number and color number when ordering. Specifications subject to change without notice.
Fiber weedguard helps prevent line from being cut like it can on wire guards. Snagless/weedless head design helps prevent jig from getting wedged in rocks. Premium silicone skirt gives more action than a soft plastic body.

**Bitsy Flip™**

Some avid fans of the Bitsy Bug® asked for one with a beefier hook so they can throw it into heavy cover with big line. Strike King's team has come up with the answer — the Bitsy Flip. It's a Bitsy Bug® with a bigger, and super strong, black nickel Mustad® hook and beefier weedguard.

Bigger and super strong, black nickel Mustad® hook.

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.

Premium silicone skirt gives more action than a soft plastic body.

**BFJ14 1/4 oz. • BFJ38 3/8 oz. • BFJ12 1/2 oz.**

**Bleeding Bait® Hook**

Bleeding Bait® Hook and Bleeding® accent Skirt.

**BBBJ14 1/4 oz.**

**Bitsy Bug® Crawfish**

These great little plastic craw trailers are perfect for use on Bitsy Bugs, Bitsy Flips and other small jigs. They also work well with open jig heads and Texas rigged. Try the Bitsy Bug® Craw on a Bitsy Bug® or Bitsy Flip™ to give them a slower fall and tantalizing action.

Salt Impregnated Soft Plastic Body

Life like pinchers

Great Jig Trailer!

(5 per package)

**BBT-18** Watermelon Red Flake

**BBT-31** Pumpkin Seed

**BBT-33** Natural Craw

**BBT-35** Black Heavy Blue Flake

**BBT-46** Green Pumpkin

Use stock number and color number when ordering.

Specifications subject to change without notice.
Hack Attack Jig

An extreme heavy cover 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 to help come through cover easier. It is best used on heavy fluorocarbon or braided line & heavy rods.

“My Hack Attack jig is the ultimate Heavy Cover jig, throw this jig into just about any kind of cover and hang on!”
Greg Hackney

Tour Grade Swim Jig

Tour Grade Swim Jig, designed by our Pro-Staff, includes a streamlined balanced head for better swimming action. The head is painted & coordinated with an awesome Perfect Skirt and includes a medium wire ultra sharp hook. Try a Rage Craw, Menace or Grub as a trailer and hold on, Bass love em’!

Tour Grade Swim Jig

HACK JIG38 3/8 oz. • HACKJ12 1/2 oz., HACKJ34 3/4 oz. • HACKJ1 1 oz., HACKJ114 1-1/4 oz. - Only available in 2, 8, 46, 50 & 131.

Hack Attack Heavy Cover Swim Jig

The Hack Attack Heavy Cover Swim Jig is 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. Great for winching big fish out of grass or wood!

Tour Grade Swim Jig

See pg. 19 for the NEW Tour Grade Swim Jig!
Based off the Denny Brauer Premier Pro-Model® Jig, the Bleeding Premier Jig has all the features Denny wanted; Premium Bleeding accent skirt, Premium Bleeding Bait® Red Hook, a scale pattern paint job and reflective eyes.

Denny Brauer’s
Premier Pro-Model® Jig

“I set out to design a new 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. It is positioned to the front of the hook shank, higher off of it and has a barb, all of which make it easier to rig and to hold onto soft plastic and ElaZtech™ soft bait trailers. A larger, more premium Mustad® Ultra Point Hook is used. Premium camo-flash skirts enhance the colors. The Premier Pro-Model® Jig is truly a top-of-the-line jig.”

Denny Brauer

“RATLIN” 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

BleedingBait® Hook
Premier Pro-Model® Jig

Based off the Denny Brauer Premier Pro-Model® Jig, the Bleeding Premier Jig has all the features Denny wanted. Premium Bleeding accent skirt, Premium Bleeding Bait® Red Hook, a scale pattern paint job and reflective eyes.

www.strikeking.com
Strike King® & Wally Marshall are now offering you his best-kept secrets in crappie fishing 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! Mr. Crappie® soft plastic lures are made with the highest quality materials and systems control to make sure every lure is to your satisfaction! Mr. Crappie® soft plastic lures get the best results, and are designed to trigger big slab crappie into a feeding frenzy! Make your next crappie fishing adventure the one to remember with Mr. Crappie lures. Good Fishing and ALWAYS remember... Release to the Grease!

Use stock number and color number when ordering. Specifications subject to change without notice.
Mr. Crappie Sausage Heads are designed for the perfect hookset every time. The sausage shaped head prevents it from rolling side to side for the perfect hook set. Great for vertical jigging or casting. Comes in 1/16 and 1/8 sizes with Eagle Claw Laser Sharp Platinum Black Hook and rigged with the Crappie Thunder®.
Finally! Mr. Crappie™ and Strike King® have come up with the world’s best crappie spinnerbait. Designed with total vibration with a custom willow blade and the Shadpole® CT body. Great for trolling and casting in creeks, ponds or lakes. Hook up with a Spin Baby™ today! Comes in 1/8 oz. size with Eagle Claw® Light Wire Platinum Black Hook.

**Mr. Crappie™ Spin Baby**  
MRCSB18

**Mr. Crappie™ Krappie Kickers**  
MRCSJ18 • MRCSJ14

Crappie love swim jigs! This 2 ¼ inch Mr. Crappie™ Krappie Kicker is designed with a micro skirt and a Slabalicious™ body with lots of action and spear shaped head for penetrating through heavy cover and grass. Comes in 1/8 oz and ¼ oz sizes with an Eagle Claw® Light Wire Platinum Black Hook.
The Strike King® Slab Hammer Tooty Fruity Tubes are the ultimate soft plastic bait for all your crappie and panfish needs. The Tooty Fruity tubes are all created with a unique 4 color process to give you better and more realistic colors in the water. Each tube contains a heavy salt content to help fish hold on longer and for you to catch more fish. Designed for the serious Crappie and Panfish fisherman, these tubes are available in a number of fish catching colors. Tie some on today and get ready to hammer some big slabs!

Each Rage Tail™ lure has a unique and exclusive tail (US Patent #7,774,974) and is engineered like no other soft plastic bait. Each is designed with a specific purpose and uses customized hi-grade plastics that are tailored specifically for each model for superior action. You won’t believe the action that each Rage Tail™ has! Crappie haven’t seen a grub like this!

Use stock number and color number when ordering. Specifications subject to change without notice.
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!

Actual size of the Bitsy Minnow is 1 1/4” long.

Reflective eyes
Great Action!

Slab Hammer Crappie Cranks SHCC3, SHCCM3 and SHCC3XD

Strike King has developed the all new 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. Whether you cast or troll using push or pull techniques, these Crappie Cranks will help you Hammer some big Slabs!!

SHCC3 - (Mini 3) Dives to 8 feet
SHCCM3 - (Mini 3) Dives 4-6 feet
SHCC3XD Dives approx 10+ feet

MINI-KING® SPINNERBAIT
Crappie Colors

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, a Colorado Diamond blade for flash and added pull (versus a willow blade) which helps your line lay better on the typical reels used with these lures, a Diamond Dust Silicone Skirt and Paint job, and a good hook. Crappie love to hit small spinnerbaits and now Strike King® has added some hot crappie colors in the MINI-KING® line up!

Mini-King® Spinnerbait MK
Also on page 36

SHCC3 Dives to 8 feet
SHCCM3 - (Mini 3) Dives 4-6 feet
SHCC3XD Dives approx 10+ feet

Bitsy Minnow HCBPM 1/2 oz.

501 Chartreuse/White
503 Blue/Chartreuse
504 Green Back/Chartreuse
511 Gizzard Shad
513 Fire Tiger
515 Crawfish
517 Tennessee Shad
519 Hot Pink Glitz
524 Midnight
525 Chartreuse Shad Pink Belly
526 Chartreuse Red Black
527 Limetreuse/Pink Belly
528 Lavendar Sexy Shad/Pink Belly
624 Midnight
625 Chartreuse Shad Pink Belly
626 Chartreuse Red Black
627 Limetreuse/Pink Belly
628 Lavendar Sexy Shad/Pink Belly
629 Hot Pink Glitz
631 Baby Bass
632 Midnight
633 Subtle Pink Shad
634 Hot Pink Craw
635 Hot Pink Splatterback
Only available in SHCC3
636 Chartreuse Glitz
637 Orange Push Up
638 Lavendar Sexy Shad/Pink Belly
639 Fire Engine
Not available in SHCCM3
670 Blue Pearl Pink Chartreuse
671 Red Yellow Pink Green
673 Black Chartreuse White Red
679 Pink Red Black White Chartreuse

501 Chartreuse/White
503 Blue/Chartreuse
504 Green Back/Chartreuse
511 Gizzard Shad
513 Fire Tiger
515 Crawfish
517 Tennessee Shad
519 Hot Pink Glitz
524 Midnight
525 Chartreuse Shad Pink Belly
526 Chartreuse Red Black
527 Limetreuse/Pink Belly
528 Lavendar Sexy Shad/Pink Belly
624 Midnight
625 Chartreuse Shad Pink Belly
626 Chartreuse Red Black
627 Limetreuse/Pink Belly
628 Lavendar Sexy Shad/Pink Belly
629 Hot Pink Glitz
631 Baby Bass
632 Midnight
633 Subtle Pink Shad
634 Hot Pink Craw
635 Hot Pink Splatterback
Only available in SHCC3
636 Chartreuse Glitz
637 Orange Push Up
638 Lavendar Sexy Shad/Pink Belly
639 Fire Engine
Not available in SHCCM3
670 Blue Pearl Pink Chartreuse
671 Red Yellow Pink Green
673 Black Chartreuse White Red
679 Pink Red Black White Chartreuse

Crappie Colors
A terrific spinnerbait for light rods!
Attracts lots of bites, great for kids!

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, a Colorado Diamond blade for flash and added pull (versus a willow blade) which helps your line lay better on the typical reels used with these lures, a Diamond Dust Silicone Skirt and Paint job, and a good hook. Crappie love to hit small spinnerbaits and now Strike King® has added some hot crappie colors in the MINI-KING® line up!

Mini-King® Spinnerbait MK
Also on page 36

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671 Red Yellow Pink Green
673 Black Chartreuse White Red
679 Pink Red Black White Chartreuse

Crappie Colors
A terrific spinnerbait for light rods!
Attracts lots of bites, great for kids!
Umbrella rigs are versatile systems that enable you to imitate a school of baitfish. Strike King’s Tour Grade Titanium Umbrella Rig is a better rig than others. The five wire system is designed with a .027 diameter titanium wire that eliminates kinks, breakage and metal fatigue common with some steel wire rigs. The flexible titanium wire enables increased pulsing action of the lures for better action and more strikes. The smaller diameter wire is less visible in clear water, creates less wind drag, making casting easier and the life-like head with life-like 3D eyes features an internal swivel to prevent line twist. It can be rigged with a wide variety of lures and you’ll want to experiment with various Strike King® lures. Some favorites are: Squadron Swimbait Jig Heads, Flats Jig Heads, or Tour Grade Jig Heads rigged with Shadalicious Swimbaits, Glass Minnows, or RageTail™ Grubs, matching the size to the forage and the jig heads to the desired depth. Some anglers prefer weedless style hook rigging when using the long arm model to reduce tangling during casting. Try mixing Strike King® Premier™ spinbait blades with your favorite lures for added flash. The possibilities are ENDLESS!

**SQUADRON SWIMBAIT JIG HEAD**

The SQUADRON Swimbait Jig Head with their wide-gap, chemically sharpened black nickel hook and durable finish are one of the finest swimbait heads on the market today. They work great for internal or external use on ALL hollowbody swimbaits, grubs and swimming tail baits like the Strike King® Shadalicious, the Blade Minnow, Glass Minnow and RageTail™ Rage Grub.

**Available Colors:**

- U Unpainted
- 46 Green Pumpkin
- 844 Pearl

*Not available in SSH34 & SSH1*

**Internal Swimbait Head**

Perfect for use with Strike King®’s Shadalicious!

**BLADED TOUR GRADE TITANIUM UMBRELLA RIG**

The Bladed Tour Grade Titanium Umbrella Rig is the same as our regular Tour Grade Titanium Umbrella Rig, except with heavier (i.e. stiffer) wire for more stability and and 5 willow leaf blades on ball bearing swivels to add flash and attract fish.
Redfish Magic Saltwater Spinnerbait

Available in all colors in both sizes:
RMG18 1⁄8 oz. and RMG14 1⁄4 oz.

Glass Minnow soft bait is made from a revolutionary new tear resistant material that is soft, flexible and extremely durable which produces more action and enables you to catch more saltwater fish than with traditional soft plastic lures.

Gold plated swivel and split rings

24k gold plated #4 Colorado blade

Saltwater black nickel needlepoint hook

24k gold plated stainless steel “R” bend wire

Redfish Magic Saltwater Flats Jig Head with chip resistant paint and 3D eyes

Redfish Magic Saltwater Spinnerbait

Special head and blade design maximize action and includes keeper barbs to hold plastic bodies.

Saltwater black nickel needlepoint hook

3D eyes

Heavy duty split ring line tie

Saltwater Poison PRP14-SW ¼ oz.

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. The Spot Tail Special is the most versatile spinner to hit the water which is sure to catch the fish you are looking for!

Spot Tail Special STS14 ¼ oz.

Saltwater Poison

Action Swim’n Jig

Design by Capt. Bill Pittman

www.strikeking.com

Use stock number and color number when ordering. Specifications subject to change without notice.
Can be used with the Redfish Magic, Bay Magic or Magic Minnow Spinnerbaits or with the Flats Jig Head for another incredible presentation.

**Glass Minnow Bodies**
- Available in 27, 43, 48, 60, 63, 69, 70, 84, 159 and 160

**Zulu Bodies**
- Available in 27 & 84.

**Tear resistant material that is buoyant and soft.**

**Incredibly durable**

More action than traditional soft plastics

Can be used with the Redfish Magic, Bay Magic or Magic Minnow Spinnerbaits or with the Flats Jig Head for another incredible presentation.

**Glass Minnow Bodies**
- RMGXGM4 available in 27, 43, 48, 60, 63, 69, 70, 84, 159 and 160

**Zulu Bodies**
- RMGXZULU5 available in 27 & 84.

**FJH with Bait Keeper Barbs**
- Premium Black Nickel chemically sharpened hook
- Lifelike, reflective, 3-D eyes
- Beautifully sculpted, functional head with chip resistant paint.

**FJH12** ½ oz.
- Not Available in 811

**FJH38** ¾ oz.
- (Each available 3 per package)

**FJH14** ¼ oz.

**FJH18** ⅛ oz.

"The best saltwater jig head on the market!"

**REDFISH MAGIC Saltwater Flats Jig Head**

- 801 Chartreuse
- 811 Red
- 844 Pearl
- U Clear Coated

Use stock number and color number when ordering. Specifications subject to change without notice.
The Walleye Elite series of baits by Strike King® are built with proven styles with increased action to make them your “go-to” baits. Great colors are available for use in any water color, and will mimic bait fish in any lake or river system. Catch your next “Trophy Eye” on the Walleye Elite series by Strike King®.

Use stock number and color number when ordering. Specifications subject to change without notice.
**JIG HEAD**

The pros’ design for the best jig head for rigging baits for shaky style techniques and is great for regular jig head methods too. Special barb helps stand baits up for better action and holds ElazTech™, 3X and regular plastics perfectly in place. Easy to rig and no need for glue! Works great for grubs. The 60 degree, flat eye Gamakatsu® hook keeps the line knot in the proper place and enables better hook sets. The hook eye is flush with the head for a more streamlined look and is more efficient in cover. Painted models feature incredibly durable powder coat paint.

**THE PROS’ DESIGN FOR THE BEST JIG HEAD FOR RIGGING & DRAGGING A STRIKE KING® TUBE.**

The weight forward design and 60 degree black nickel Gamakatsu® round bend hook are perfectly made for use with a tube and hollow bodied swimbaits. Simply insert the jig head into the hollow tube and push forward until the eye of the jig pokes through the plastic. Tie your favorite knot and hold on!

**MARK DAVIS JOINTED STRUCTURE HEAD**

The Mark Davis Jointed Structure Head has the same Cobra Head design as on the Structure Jig™ but features a free swinging Z bend black nickel hook which is designed to provide maximum bait movement during slow retrieves. When you crawl your lure along the lake bottom it keeps the lure in constant contact for superb feel yet is very weedless and has chip resistant Powder Coat paint. Attach your favorite soft plastic bait like a Rage Menace, Space Monkey or Bug and see the incredible action as it bumps structure or moves across the bottom! Also works great as a swimbait head with extra wobbling action and makes a Swimming Caffeine Shad really talk!

**NEW! TOUR GRADE TUNGSTEN SWINGING FOOTBALL HEAD**

Strike King®’s Tour Grade Tungsten Swinging Football Head utilizes the great properties of tungsten that includes greater sensitivity and a smaller profile for better hookups. The main feature of this weight is the interchangeable hook keeper that allows you to fit whatever style and size hook you want to put behind them. Try them with your favorite Rage Tail™ or Perfect Plastics baits for a killer presentation!

Available in 2 colors:

- **TGTSFH14 1/4 oz.** • **TGTSFH38 3/8 oz.** • **TGTSFH12 1/2 oz.**
- **TGTSFH34 3/4 oz.** • **TGTSFH1 1 oz.**

Colors Available In:

<table>
<thead>
<tr>
<th>Code</th>
<th>Color</th>
<th>Package Size</th>
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</thead>
<tbody>
<tr>
<td>U</td>
<td>Unpainted</td>
<td>4 per package</td>
</tr>
<tr>
<td>1</td>
<td>Black</td>
<td>3 per package</td>
</tr>
<tr>
<td>14</td>
<td>Brown</td>
<td>3 per package</td>
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<tr>
<td>16</td>
<td>Watermelon</td>
<td>3 per package</td>
</tr>
<tr>
<td>46</td>
<td>Green Pumpkin</td>
<td>3 per package</td>
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</table>

See rigging in Fig 1 on page 16.
**PERFECT SKIRT®**
with Magic Tails®

Colors designed to flow from top to bottom and to match most popular spinnerbait head colors.

![Perfect Skirt® with Magic Tails®](image)

Magic Tails® flow with the colors of the bait and have terrific action eliminating a need for a trailer.

**Perfect Skirt® with Magic Tails®**
PFT32 (2 per package)

Use stock number and color number when ordering. Specifications subject to change without notice.

**Mirage Silicone Scale Skirts**

33- Exclusive Mirage silicone skirts with fish-attracting scale patterns.

- 201 Super Chartreuse
- 203 Chartreuse/White
- 204 Super White
- 209 Blue Shad
- 210 Super Black
- 212 Red Crawfish
- 215 Golden Shiner
- 217 Fire Tiger
- 218 Bleeding Shad
- 234 Blue Gill
- 257 Smokey Shad
- 538 Chartreuse Sexy Shad
- 586 Sexy Blue Back Herring
- 590 Sexy Shad

**Diamond Dust® and Hot Solid Skirts**

33- Vibrant Diamond Dust® and HOT SOLID Silicone skirts with fish-attracting appeal.

- 70 Hot Solid Chartreuse
- 72 Hot Solid White
- 73 Chartreuse/Orange
- 74 Black and Blue
- 78 Chartreuse/Clear/Blue
- 76 Black and Blue
- 81 Black
- 84 Chartreuse / Lime
- 86 Red Shad
- 89 Black / Red
- 91 Glimmer Blue
- 92 Chartreuse / White
- 94 Red Shad
- 97 Bleeding Shad
- 99 Bleeding Chartreuse/White
- 101S Bleeding Fire Tiger
- 104S Bleeding Baitfish
- 107S Clearwater Shad
- 145S Fire Tiger

**Bleeding Replacement Skirts**

"Make Your Baits Bleed!"

BB33- Research shows that a red blood trail triggers a natural feeding response in predatory fish. These skirts create this image by using red strands which undulate with the skirt.

- 201 Super Chartreuse
- 203 Chartreuse/White
- 204 Super White

![Bleeding Replacement Skirts](image)
**CATFISH**

**Top-of-the-line 24K gold or nickel plated premium Premier™ blades engraved with “Strike King” Logo and blade size**

- **PBK-5WG**: Three #5 Premier gold plated willow blades
- **PBK-4.5WG**: Three #4 1/2 Premier gold plated willow blades
- **PBK-4WG**: Three #4 Premier gold plated willow blades
- **PBK-5WN**: Three #5 Premier nickel plated willow blades
- **PBK-4.5WN**: Three #4 1/2 Premier nickel plated willow blades
- **PBK-4WN**: Three #4 Premier nickel plated willow blades

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**Replacement Blades**

Adds awesome flash to any spinnerbait!

- **PBK-5WG**: Three #5 Premier gold plated willow blades
- **PBK-4.5WG**: Three #4 1/2 Premier gold plated willow blades
- **PBK-4WG**: Three #4 Premier gold plated willow blades
- **PBK-5WN**: Three #5 Premier nickel plated willow blades
- **PBK-4.5WN**: Three #4 1/2 Premier nickel plated willow blades
- **PBK-4WN**: Three #4 Premier nickel plated willow blades

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**Hack Attack**

**Heavy Cover Flippin’ Hook**

The Hack Attack Heavy Cover Flippin’ Hook is a super sharp, heavy duty, black nickel Gamakatsu® Siwash hook made exclusively for Strike King®. It features a small eye that doesn’t tear up plastics and is sealed closed, so your line cannot come out. It also has an injection molded “rebarb” keeper, that won’t flex or open up when using braided line, has a big gap for good hook sets, and yet is compact so they can be used in smaller plastic baits. Use with heavy rods and strong line and fear no heavy cover or giant bass!

- **HAHCFH-6/0**
- **HAHCFH-5/0**
- **HAHCFH-4/0**

4 per package

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Use stock number and color number when ordering. Specifications subject to change without notice.

**CATFISH/BLADES/MISC.**
**KVD Sexy Frog**

The KVD Sexy Frog is the finest, feature packed frog style bait EVER from Strike King®. It features a fully sealed nose to minimize water entry. It has a big strong double hook and easily collapsable hollow body for better hookups. Although designed for heavy cover applications, it’s also great in open water. It’s the perfect bait for great topwater frog action!

<table>
<thead>
<tr>
<th>Number</th>
<th>Color</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>Black</td>
<td></td>
</tr>
<tr>
<td>46</td>
<td>Green Pumpkin Orange</td>
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<tr>
<td>47</td>
<td>Green Pumpkin Pearl</td>
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<tr>
<td>84</td>
<td>Pearl White</td>
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</tr>
<tr>
<td>152</td>
<td>Tiger Black</td>
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<tr>
<td>153</td>
<td>Tiger</td>
<td></td>
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<tr>
<td>154</td>
<td>Sexy Frog</td>
<td></td>
</tr>
<tr>
<td>155</td>
<td>Leopard Frog</td>
<td></td>
</tr>
<tr>
<td>156</td>
<td>Copper Frog</td>
<td></td>
</tr>
<tr>
<td>157</td>
<td>Stump Jumper</td>
<td></td>
</tr>
<tr>
<td>158</td>
<td>Spring Frog</td>
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<tr>
<td>176</td>
<td>Natural Green Frog</td>
<td></td>
</tr>
<tr>
<td>179</td>
<td>Watermelon Green Pumpkin Back</td>
<td></td>
</tr>
</tbody>
</table>

**King Rat**

The King of the aquatic vegetation pack! The King Rat literally crawls, darts, wiggles and walks over the most incredibly thick lily pads, hydrilla, coontail, hyacinth, duck weed, etc. It is perfect for all types of floating vegetation.

- KRAT-1: Chartreuse
- KRAT-6: Grey
- KRAT-12: White

**Pop’n Grass Frog**

If you’re looking for topwater action, these Strike Hyde™ foam frogs with their leg kicking action are what you need. The Pop’n Frog’s unique sound will get the attention of even the most stubborn Bass and Pike.

- 3 Green/Black Coachdog
- 1 Chartreuse/Black Coachdog

Use stock number and color number when ordering. Specifications subject to change without notice.
STRIKE KING® LURE COMPANY – So just how old is it? When did it start?

Strike King® has been providing fishing lures for many years and has a great tradition but we’ve wondered exactly when did it start? When I first joined the Company in 1996 I studied all the old catalogs to learn the product line history but they only went back to 1975. The tax return showed that the Company was incorporated in 1972 but I knew that it predated the 1967 “All-American Invitational Bass Tournament” Ray Scott held on Beaver Lake. Four of the guys that fished that event are part of the history: Dennis Demo (pronounced Dee-mo), Bill Dance, Charles Spence and Ray Murski.

I looked up to Dennis Demo while a teenager selling tackle and knew Bill Dance as the first superstar tournament bass fisherman and tv host so it was fun to interview them about the history and get the following scoop. A well know taxidermist in Memphis named Bill McEwen was fishing a Shannon Twin spin in the late 1950’s when one of the wire arms broke off. He kept fishing it with just one arm and that gave him the idea for a one arm single blade spinnerbait. That eventually led to him making a spinnerbait with a safety pin wire. He was getting tired of making the lures in his garage and keeping up with his taxidermy work so he offered to sell the company to Dennis for $3,000. Dennis was going to buy it but then Charles talked McEwen in to selling to him. When Spence and Dance went to pick it up Dance said that Spence didn’t have all the money with him that day and he ended up getting it for $2,700. They got a lead melting pot, some safety pins, a few bags of skirts and some molds. This was in June 1966. A fishing buddy named Jim Fowler came up with the name. Folks used to say, “The bass are striking” when the fishing was good. From that came, Strike King.

Outdoor writer and historian, Terry Battisti recently found the ad shown above in the 1964 “Don Fuelsch Southern Anglers & Hunters Guide” showing the, “new original ‘Strike King’ bass lure” by McEwen Tackle Co. So it looks like the first Strike King® lure was on the market in 1964 and Spence bought McEwen Tackle Co. and the “name” in 1966 and thereafter referred to his company as “Strike King® Lure Company.” So depending how you look at it, Strike King® will either be 50 or 52 years old in 2016.

As things went forward; Demo ended up with Ranger boat company, Spence grew Strike King® as the lure manufacturing company, Dance promoted the products from the early 70’s to the late 90’s and Ray Murski sold them through his rep group and eventually bought the company from Spence in 1995. Now, Strike King® is one of the most prominent lure companies in the business and continues to grow!

Allan Ranson
Chief Operating Officer
June, 2015
Available at: www.strikekingapparel.com

Official Tournament Jerseys

The Strike King® Tournament Jerseys are a lightweight 100% Performance Poly material that features excellent moisture-wicking properties making them popular for warm-weather fishing. Jerseys provide a full range of motion, are comfortable and soft to the touch. Hoodies are constructed of a heavier weight poly and are well suited for cooler conditions. These garments do not shrink. You cannot feel the imprints and they will not fade, peel, or crack.

Prices INCLUDE additional logos if needed, see online order form for details.

Specifications & Pricing subject to change without notice. See website for additional colors and styles.
Performance T-Shirts
Available in Gray, White & Black. Sizes Medium to 3XL
Long Sleeve #SK-118 $18.00 • Short Sleeve # SK-108 $15.00

Performance T-Shirts
Available in Gray, White & Black. Sizes Medium to 3XL
SK-CW26 $34.00

T-Shirts
Available in Short Sleeve & Long Sleeve; colors in Navy, Red, White & Black; Features a Left Chest & Full Back Strike King logo. Sizes - adult small to 3XL
Long Sleeve #SK-118 $18.00 • Short Sleeve # SK-108 $15.00

T-Shirts
Available in Short Sleeve & Long Sleeve; colors in Navy, Red, White & Black; Features a Left Chest & Full Back Strike King logo. Sizes - adult small to 3XL
SK-CW26 $34.00

Strike King Fish Hard
Available in Short Sleeve & Long Sleeve; colors in Gray, White & Black; Features a Left Chest & Full Back Strike King Fish Hard logo. Sizes - adult small to 3XL
Short Sleeve #SK-109 $15.00
Long Sleeve #SK-119 $18.00

Strike King Fish Hard
Available in Short Sleeve & Long Sleeve; colors in Gray, White & Black; Features a Left Chest & Full Back Strike King Fish Hard logo. Sizes - adult small to 3XL
SK-CW26 $34.00

Hooded Sweatshirt
Screen printed logos. Full back logo optional*. Available in Gray, Red, Black or Charcoal. Sizes: Adult Small to 3XL
SK-FSS $40.00

Hooded Sweatshirt
Screen printed logos. Full back logo optional*. Available in Gray, Red, Black or Charcoal. Sizes: Adult Small to 3XL
SK-FSS $40.00

3-N-1 Jacket
3-N-1 jacket features two shell jackets that zip together. Both jackets are windproof. Full back logo optional*. Available in Red & Black. Sizes: Adult Small to 3XL
SK-FSS $40.00

3-N-1 Jacket
3-N-1 jacket features two shell jackets that zip together. Both jackets are windproof. Full back logo optional*. Available in Red & Black. Sizes: Adult Small to 3XL
SK-FSS $40.00

Dri Duck Camo Fleece
Sizes Medium to 3XL
SK-7350 $75.00

Dri Duck Camo Fleece
Sizes Medium to 3XL
SK-7350 $75.00

Frogg Toggs Rain Suit
100% Water & windproof & fully breathable. Patented fabric keeps you cool even when you’re zipped up!
FT-JB $99.99

Frogg Toggs Rain Suit
100% Water & windproof & fully breathable. Patented fabric keeps you cool even when you’re zipped up!
FT-JB $99.99

Specifications & Pricing subject to change without notice.

To Place All Clothing & Accessory Orders
(Except Rayju Tournament Jerseys, see page 60)
Call: 417-751-2928 Fax: 417-751-2808
Visit www.strikekingapparel.com
Click on the clothing link to purchase and view full clothing line. Missouri Residents subject to sales tax.