



***JOHNSON***™

***2014 Product Guide***



# JOHNSON™

# 1949

Floyd Johnson and Warren Denison built their first reel in a basement in Mankato, Minnesota in 1949. Denison-Johnson, Inc. was formed shortly after. During the late 1960's and early 1970's, Johnson Wax (S.C. Johnson & Son, Inc.) initiated a diversification strategy to acquire a group of small to medium-sized firms. Based largely on the fact that Samuel C. Johnson the owner of the Johnson Wax empire, was known as a sports enthusiast, the company initially purchased a small electric motor boat and fishing reel manufacturer located in Minnesota.

In the early 60's Johnson came out with the Original Beetle Spin® lure, a lure that is still in production today and can be found in every tackle box. There have been many imitations over the years, but none have ever matched the action and simplicity of Johnson's Original Beetle Spin.

In 1985 it was decided that it was time for the division to function as an independent company. Johnson Worldwide Associates (JWA) was spun off from the parent company.

By the end of the 1980s, the company was making its brand-name Johnson fishing reels, Minn Kota trolling motors, Old Town canoes, Eureka! tents and Camp Trail backpacking gear. In 1989, JWA was named one of the best small companies in the U.S. by Forbes magazine.

JWA made one of its first overseas acquisitions, a fishing reel manufacturer in Cluses, France, named Mitchell Sports. Mitchell Sports was one of the most revered manufacturers in the sporting goods industry, mostly due to the regard with which serious fishermen held the company's Mitchell 300 fishing reel. Johnson initiated new marketing plans to introduce the Mitchell 300 reel to the United States. Not surprisingly, it became one of the bestselling items in the company's history.

In 1995, Johnson entered the line market by acquiring SpiderWire.

In 2000, Pure Fishing acquired the Johnson Fishing Tackle Division from JWA.

The Johnson brand continues to include fishing reels, rod and reel combos, and lures.



# 2014



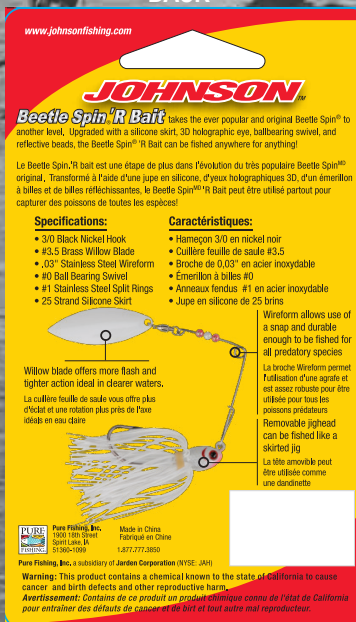
# HELPING ANGLERS CATCH FISH for generations!

FRONT



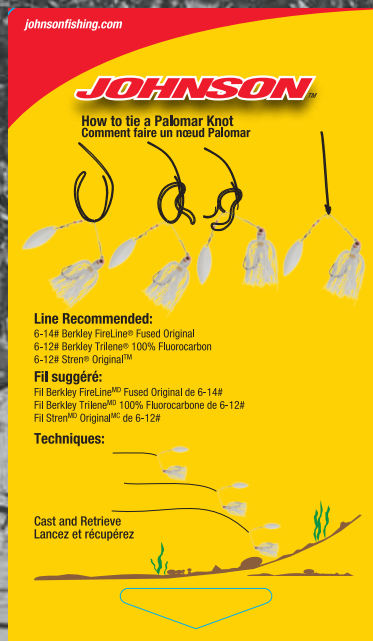
Bi-fold packaging assists angler's buying decisions by providing product features, benefits, and education.

BACK

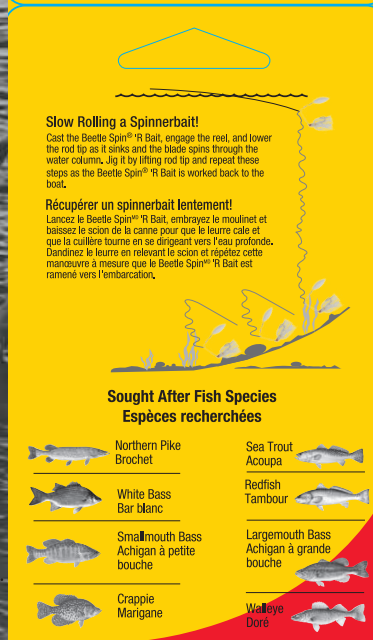


Product specifications give the angler a rare look inside a bait's components.

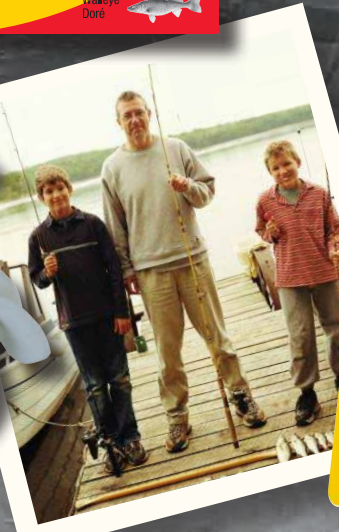
INSIDE BI-FOLD



Recommended line type and knot tying section complement both the buying and fishing experience.



Popular fishing techniques targeting your favorite sought after fish species assures success on the water.







## JOHNSON™ Beetle Spin® 'R Bait

The Beetle Spin 'R Bait takes the ever popular Beetle Spin® to another level. Fixed with beads, silicone skirt, 3D eye, removable jighead, and ball bearing swivel the upgraded Beetle Spin 'R Bait will be a hit among crappie and bass anglers.

### Specifications

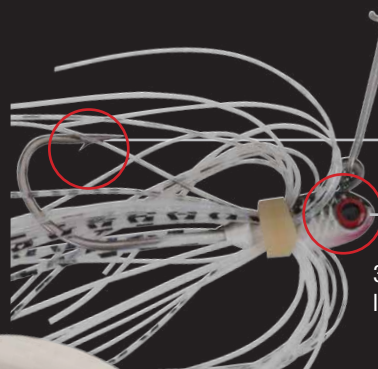
Weight	Length
1/16oz / 1.8g	1 1/4" / 3.2cm
1/8oz / 3.5g	2" / 5cm
1/4oz / 7g	2" / 5cm



Colorado blade offers more thump calling fish in stained waters



Willow blade offers more flash and tighter action, ideal in clearer waters.

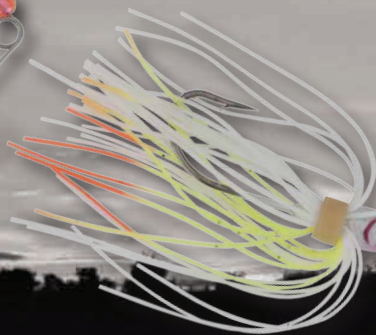


Strong black nickel hook can handle larger predators.

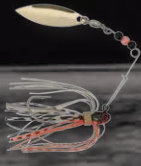
3D eye for lifelike appeal.

Colorado Blade

Willow Blade



Baby Frog



Bluegill



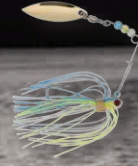
Chartreuse



Coleslaw



Golden Shiner



Racy Shad



Shad



White

	BYF	BG	CH	CLW	GSH	RCS	SHD	WH
1/16oz Colorado	•	•	•	•	•	•	•	•
1/16oz Willow	•	•	•	•	•	•	•	•
1/8oz Colorado	•	•	•	•	•	•	•	•
1/8oz Willow	•	•	•	•	•	•	•	•
1/4oz Colorado	•	•	•	•	•	•	•	•
1/4oz Willow	•	•	•	•	•	•	•	•

### Sought after fish species

#### Freshwater

Bluegill, Crappie, Largemouth Bass, Northern Pike, Smallmouth Bass, Trout, White Bass, Walleye

#### Saltwater

Redfish, Sea Trout

# JOHNSON™ Beetle Spin® and Rattlin' Beetle Spin®

A revolutionary Johnson innovation is the Original Beetle Spin. Simple and easy to use for any angler level, the Johnson Beetle Spin is the direct ancestor of the spinner grub Virgil Ward first fished over 50 years ago.

## Specifications

Weight	Length
1/32oz / 1g	1" / 2.5cm
1/16oz / 1.8g	1 1/8" / 3cm
1/8oz / 3.5g	1 5/8" / 4cm
1/4oz / 7g	2 1/8" / 5.4cm
1/2oz / 14g 	3" / 7.6cm

\*\* Rattlin' Beetle Spin ONLY offered in 1/8oz and 1/4oz sizes in Chartreuse(CH)



Louder, harder vibration caused by cupped blade calls in fish from further away.

Rattlin' Beetle Spin

Beetle Spin



	BC	BCO	BCD	BYS	BYSR	BCF	BFG	CBS	CHF	CBSP	CGRD	FOCF	FOC	FC	GCF	GHC	RSW	RBG	SWT	PHC	WFT	WBSP	WBS	WRD	YBD	YBSP	YBS	
1/32oz Nickel	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
1/32oz Gold	•			•								•											•		•			
1/16oz Nickel	•	•	•	•	•	•	•	•	•	•	•	•		•	•								•	•	•		•	•
1/16oz Gold	•									•		•												•				
1/8oz Nickel	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		•						•	•	•	•	•	•
1/8oz Gold	•					•				•		•												•				
1/4oz Nickel	•	•	•	•	•	•	•	•	•	•	•	•		•	•								•	•	•	•	•	•
1/4oz Gold	•					•				•		•												•				
1/2oz Nickel		•		•				•						•										•			•	
1/2oz Gold	•									•						•		•	•	•	•			•				

## Sought after fish species

### Freshwater

Bluegill, Crappie, Largemouth Bass, Smallmouth Bass, Trout, White Bass, Walleye

### Saltwater

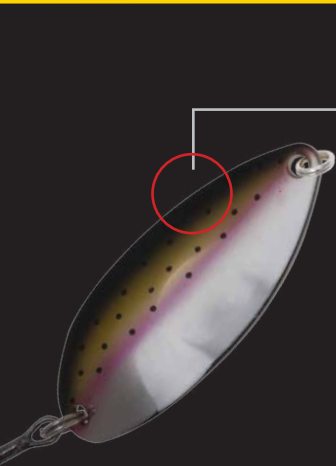
Redfish, Sea Trout





## JOHNSON™ Shutter™ Spoon

The Johnson Shutter™ Spoon is a popular spoon shape anglers recognize and rely on for catching all species of fish. Sold with premium hooks and terminal tackle the Johnson Shutter Spoon is an angler's "go-to" spoon!

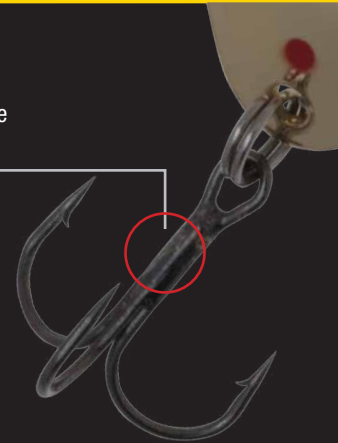


Wider body and off-center bend allows the spoon to dart and roll wildy

### Specifications

Weight	Length
1/8oz / 3.5g	1 3/8" / 3.5cm
1/6oz / 4.7g	1 3/8" / 3.5cm
1/4oz / 7g	1 5/8" / 4.1cm
1/3oz / 9.3g	1 7/8" / 4.8cm
2/5oz / 11.2g	2 1/8" / 5.4cm
3/4oz / 21g	2 1/2" / 6.4cm

All sizes come with a black nickel treble hook and stainless steel split rings.



Chrome

Gold

Chrome Trout

Circus Star

Firetiger

Hot Pink

Nickel-Nickel Blue

Fluorescent Orange-Nickel

Perch

Goldilocks

	CHR	GLD	CHTR	CIS	FT	HPK	NNB	FON	PE	GLKS
1/8oz	•	•	•	•	•	•	•	•	•	•
1/6oz	•	•	•	•	•	•	•	•	•	•
1/4oz	•	•	•	•	•	•	•	•	•	•
1/3oz	•	•	•	•	•	•	•	•	•	•
2/5oz	•	•	•	•	•	•	•	•	•	•
3/4oz	•	•	•	•	•	•	•	•	•	•

### Sought after fish species

#### Freshwater

Crappie, Largemouth Bass, Northern Pike, Smallmouth Bass, Trout, Walleye, White Bass, Yellow Perch

#### Saltwater


Salmon, Sea Trout, Snook, Striped Bass, Redfish



# JOHNSON™ Silver Minnow™

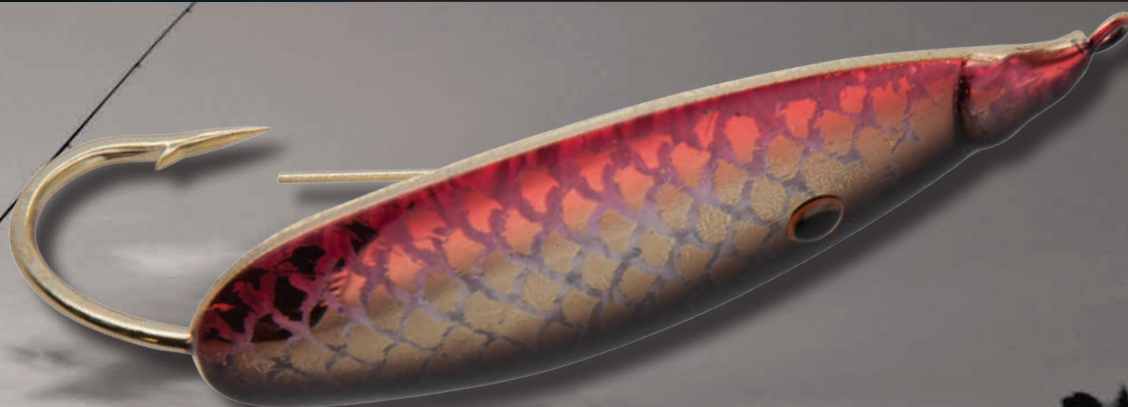
Patented in 1923, the Johnson Silver Minnow™ is the “Original Weedless Wonder” that will come out clean and weed-free every time. Thirty-five degree wobble, rocks back and forth, but won’t roll and twist line.

## Specifications

Weight	Length
1/16oz / 2g 	1 1/8" / 3cm
1/8oz / 3.5g	2" / 5cm
1/4oz / 7g	2 1/4" / 5.7cm
1/2oz / 14g	2 5/8" / 6.7cm
3/4oz / 21g	3" / 7.6cm
1 1/8oz / 31.5g	4" / 10.2cm



Plated with pure silver or 24k gold for a brighter flash than chrome or brass spoons.



	BLK	CHF	CHTR	FT	FTF	FOD	FON	GLD	GGR	GLDS	HP	NP	NNB	PE	RCS	RBO	RF	RSGD	RW	SLVR (CHR)
1/16oz				•			•	•	•	•	•		•	•						•
1/8oz			•			•		•				•	•		•					•
1/4oz	•	•	•		•	•		•				•	•		•	•	•			•
1/2oz	•	•	•	•	•	•		•				•	•		•	•		•		•
3/4oz			•	•		•		•				•	•		•					•
1 1/8oz			•			•		•				•	•		•				•	•

## Sought after fish species

### Freshwater

Bluegill, Crappie, Largemouth Bass  
Northern Pike, Smallmouth Bass, Trout,  
Yellow Perch, Walleye, White Bass

### Saltwater

Redfish, Salmon, Sea Trout,  
Snook, Striped Bass





# JOHNSON SlimFish™

The SlimFish™ offers a unique body form and erratic swim action due to its built in fins. The SlimFish comes with a black nickel swivel and hook and offered in 6 sizes targeting predator species from Ice to Inshore!

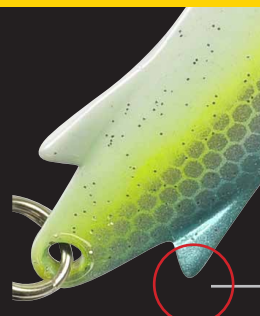


Black nickel hooks are more rust resistant and stay sharper longer.

## Specifications

Weight		Length
1/16oz / 2g		1 1/8" / 3.1cm
1/8oz / 3.5g		1 3/4" / 4.4cm
1/4oz / 7g		2 1/4" / 5.8cm
1/2oz / 14g		3" / 7cm
3/4oz / 21g		3 1/2" / 9cm
2oz / 56g		4 1/2" / 11.5cm

\*\* 1/16oz, 1/8oz sizes not sold with crane swivel



Built in fins alter the water flow and make the spoon stutter during retrieve.



Chrome Chrome Trout Five of Diamonds Fluorescent Orange-Nickel Firetiger Gold-Gold Red Gold Goldilocks Hot Pink Nickel-Nickel Blue Pearl Red Dot Perch Racy Shad Red White

	CHR	CHTR	FOD	FON	FT	GGRD	GLD	GLKS	HPK	NNB	PRD	PE	RCS	RW
1/16oz	•	•		•	•	•	•	•	•	•		•		
1/8oz	•	•		•	•	•	•	•	•	•		•		
1/4oz	•	•	•		•		•			•	•		•	•
1/2oz	•	•	•		•		•			•	•		•	•
3/4oz	•	•	•		•		•			•	•		•	•
2oz	•	•	•		•		•			•	•		•	•

## Sought after fish species

### Freshwater

Bluegill, Crappie, Largemouth Bass  
Northern Pike, Smallmouth Bass, Trout,  
Yellow Perch, Walleye, White Bass

### Saltwater

Redfish, Salmon, Sea Trout,  
Snook, Striped Bass



# JOHNSON™ Slama Spoon™

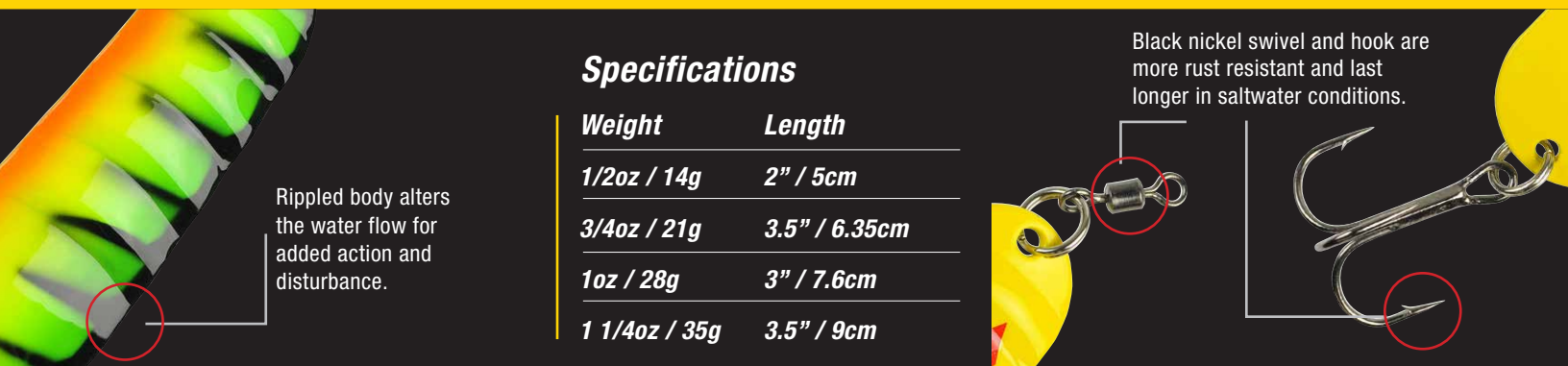
The Johnson Slama Spoon™ offers a unique body form and wide swim action due to its ribbed design. The Slama Spoon™ comes with a black nickel swivel and hook and designed for various predatory fish species.

## Specifications

Weight	Length
1/2oz / 14g	2" / 5cm
3/4oz / 21g	3.5" / 6.35cm
1oz / 28g	3" / 7.6cm
1 1/4oz / 35g	3.5" / 9cm

Rippled body alters the water flow for added action and disturbance.

Black nickel swivel and hook are more rust resistant and last longer in saltwater conditions.



Chrome    Chrome Trout    Flitterfisher    Five of Diamonds    Gold    Nickel-Nickel Blue    Pearl Red Dot    Racy Shad    Red White

	CHR	CHTR	FT	FOD	GLD	NNB	PRD	RCS	RW
1/2oz	•	•	•	•	•	•	•	•	•
3/4oz	•	•	•	•	•	•	•	•	•
1oz	•	•	•	•	•	•	•	•	•
1 1/4oz	•	•	•	•	•	•	•	•	•

## Sought after fish species

### Freshwater

Largemouth Bass, Northern Pike, Smallmouth Bass, Trout, Walleye, White Bass

### Saltwater

Redfish, Salmon, Sea Trout, Snook, Striped Bass





# JOHNSON™ Splinter™

The Johnson Splinter™ has a signature shape allowing the bait to slash through the water. The Splinter comes with a black nickel swivel and hook and designed to catch fish in all waters.



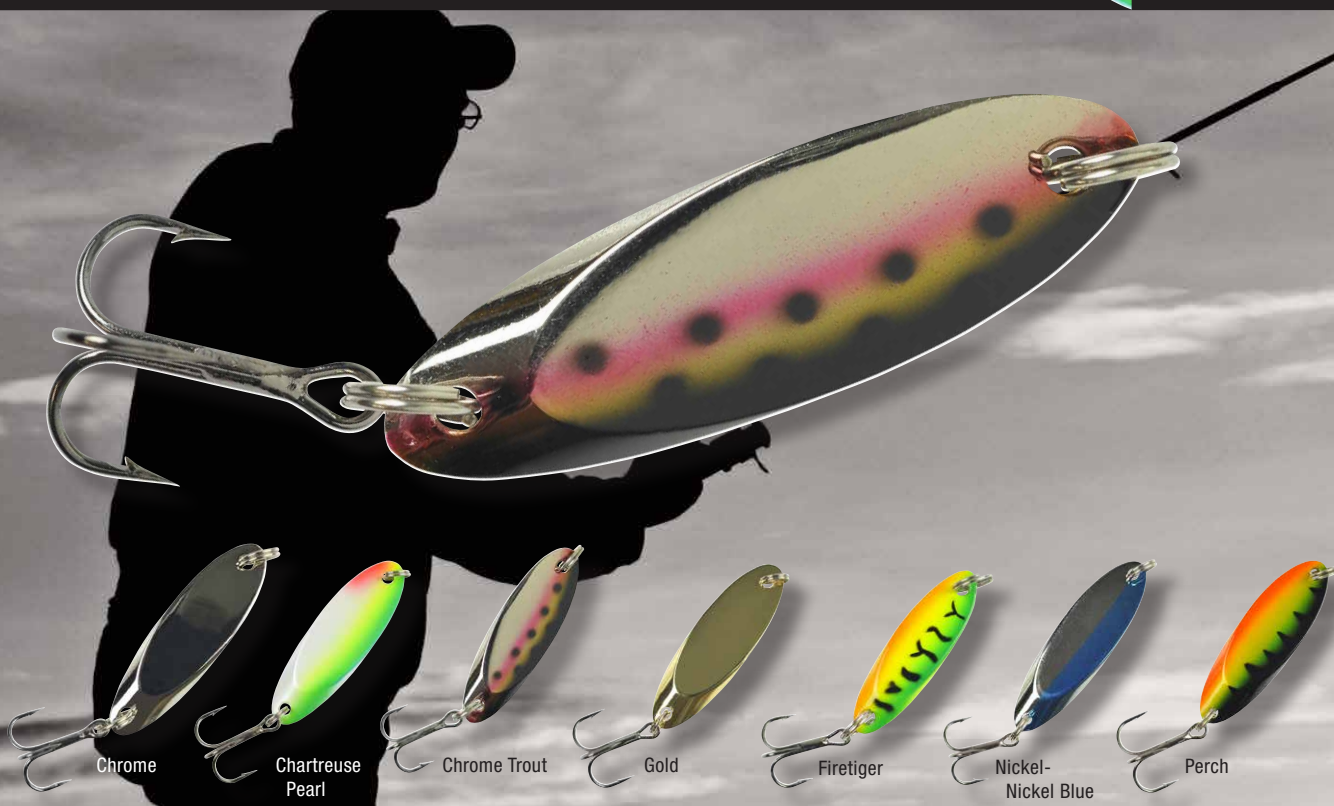
Black nickel hooks are more rust resistant and stay sharper longer.

## Specifications

Weight	Length
1/12oz / 2g	1 1/8" / 3cm
1/8oz / 3.5g	1 3/8" / 3.5cm
1/4oz / 7g	1 3/4" / 4.5cm
1/2oz / 14g	2" / 5cm
3/4oz / 21g	2 1/4" / 5.75cm



A more rhythmic darting action due to it's asymmetric flat-sided design.



	CHR	CPR	CHTR	GLD	FT	NNB	PE
1/12oz	•	•	•	•	•	•	•
1/8oz	•	•	•	•	•	•	•
1/4oz	•	•	•	•	•	•	•
1/2oz	•	•	•	•	•	•	•
3/4oz	•	•	•	•	•	•	•

## Sought after fish species

### Freshwater

Bluegill, Crappie, Largemouth Bass, Northern Pike, Perch, Smallmouth Bass, Trout, Walleye, White Bass

### Saltwater

Redfish, Salmon, Sea Trout, Snook, Striped Bass



# JOHNSON™ Sprite™

Unique zig-zag wobble that sends a flurry of vibrations through the water. Does not twist, crimp or weaken line. Effective on all predatory fish species whether on a cast and retrieve, vertical jig, or flutter technique.

## Specifications

Weight	Length
1/16oz / 2g 	1 1/8" / 3cm
1/8oz / 3.5g	1 3/4" / 4.5cm
1/4oz / 7g	2" / 5cm
1/2oz / 14g	2 1/4" / 5.7cm
3/4oz / 21g	2 5/8" / 6.7cm
1oz / 28g 	3" / 7.6cm

\*\*1/16oz Sprite not sold with Fl. Orange teaser tube

Additional fluorescent orange teaser tube can be added to the shank of the treble hook for added attraction.

Johnson Sprite comes equipped with red teaser tab adding attraction for predatory fish as it oscillates back and forth.



	CHR	CHTR	FOD	FT	FON	GLD	GGR	GLDS	HPK	NP	NNB	PE	RHP	RW
1/16oz	•			•	•	•	•	•	•		•	•		
1/8oz	•	•				•				•	•		•	
1/4oz	•	•				•				•	•		•	
1/2oz	•	•				•				•	•		•	
3/4oz	•	•				•				•	•		•	
1oz	•	•	•	•		•				•	•		•	•

## Sought after fish species

### Freshwater

Largemouth Bass, Northern Pike, Smallmouth Bass, Trout, White Bass, Walleye

### Saltwater

Redfish, Salmon, Sea Trout, Snook, Striped Bass



# JOHNSON™ ThinFisher™

Blade baits have quite the following whether on a cast and retrieve or vertical jigged. The new Johnson ThinFisher™ is equipped with an easy change snap, sonic rattle and black nickel hooks targeting freshwater fish species.



Built in sonic rattle chamber attracts predatory fish as the ThinFisher vibrates.

## Specifications

### Weight

3/16oz / 5g

1/4oz / 7g

1/2oz / 14g

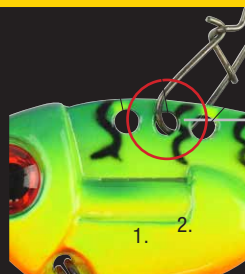


### Length

1 3/8" / 3.5cm

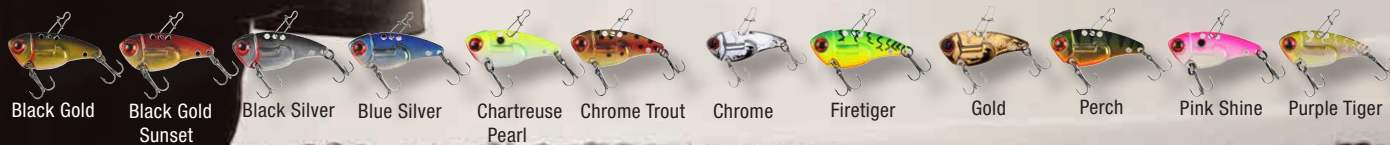
1 3/4" / 4.5cm

2 1/4" / 5.7cm



### 3 Tow Points:

1. High speed retrieve, light vibration.
2. Medium speed retrieve, medium vibration.
3. Slow speed retrieve, wide vibration.



	BGD	BGS	BSV	BSVR	CPR	CHTR	CHR	FT	GLD	PE	PSH	PT
3/16oz	•	•	•	•	•	•	•	•	•	•	•	•
1/4oz	•	•	•	•	•	•	•	•	•	•	•	•
1/2oz	•	•	•	•	•	•	•	•	•	•	•	•

## Sought after fish species

### Freshwater

Bluegill, Crappie, Largemouth Bass, Smallmouth Bass, Trout, Walleye, White Bass, Yellow Perch

### Saltwater

Sea Trout, Redfish, Snook, and Salmon





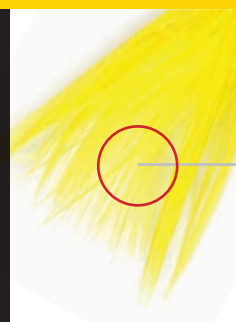
# JOHNSON™ Beetle Shad™, Beetle Critter™, Beetle Grub™, Beetle Bou™

Johnson offers a line of unscented soft plastics made to mimic small prey fish and invertebrates.

Offered in various fish-catching colors, the Beetle Grub is sure to be effective at catching limit or panfish.

## Specifications

	Length		Weight	Length
Beetle Critter™	1" / 2.5cm	Beetle Bou™	1/32oz / 1g	2" / 5cm
Beetle Grub™	2" / 5cm		1/16oz / 1.8g	2 1/4" / 5.7cm
Beetle Shad™	1" / 2.5cm		1/8oz / 3.5g	2 3/4" / 7cm
	2" / 5cm			



Microfine feathers move under the most subtle water movements tantalizing even the most finicky fish.

### BEETLE CRITTER



Green Chartreuse  
GCH



Smoke Orange  
SMO

### BEETLE GRUB



Chartreuse Silver Fleck  
CHS



Pearl/Black Glitter  
PBG

### BEETLE SHAD



Pearl/Black  
PB

### BEETLE BOU



Chartreuse  
CH



Chartreuse/Chartreuse/White  
CCW



Pink/Chartreuse/Yellow  
PCY



Pink/White/White  
PWW



Red/Black/Chartreuse  
RBC



Red/Chartreuse/Yellow  
RCY



Red/Chartreuse/White  
RCW



White  
WH



White/Pink/Pink  
WPP



White/Red/White  
WRW



Yellow  
YE



Yellow/Black/Yellow  
YBY

		CHS	GCH	PB	PBG	SMO
BEETLE CRITTER	SIZE 1"		•			•
BEETLE GRUB	SIZE 1 1/2" and 2"	•			•	
BEETLE SHAD	SIZE 1" and 2"			•		

		CH	CCW	PCY	PWW	RBC	RCY	RCW	WH	WPP	WRW	YE	YBY
BEETLE BOU	1/32oz Carded Bag	•		•			•	•	•			•	
	1/16oz Carded Bag	•	•		•	•		•	•	•	•	•	•
	1/8oz Carded Bag		•					•	•			•	

## Sought after fish species

### Freshwater

Bluegill, Crappie, Largemouth Bass,  
Perch, Smallmouth Bass, Trout,  
White Bass, Walleye



# JOHNSON™ Kits

Anglers look to Johnson for convenience, value, and effectiveness at catching fish. Johnson offers kits created in the most popular Johnson products; Beetle Spins, Tubes, Bou's, Crappie and Panfish Busters.

## Specifications

	# Pieces	Baits	Terminal Tackle
Beetle Bou™ Kit	22	1/16oz, 1/8oz	2 bladed wireforms
Beetle Spin® Kit	40	1", 1 1/2"	2 jigheads & bladed wireforms
Beetle Tube™ Kit	34	1 1/2"	3 assort. Tube jigs
Crappie Buster	7	1", 1 1/2"	1 jighead & bladed wireform
Panfish Buster	7	1"	1 jighead & bladed wireform



Johnson provides high quality terminal tackle that complements the baits to maximize effectiveness.



Beetle Bou Kit  
BBKIT



Beetle Tube Kit  
BTUKIT



Beetle Spin Kit  
BSPKIT



Crappie Buster  
CB1/332ASST



Panfish Buster  
PBKIT



## Sought after fish species

### Freshwater

Bluegill, Crappie, Largemouth Bass,  
Perch, Smallmouth Bass, Trout,  
White Bass, Walleye



## **JOHNSON™ Reels and Combos - Century® Country Mile®, Citation®**

The Johnson Century, Country Mile, and Citation Spin Cast Reels are time tested and get the job done. Used by all anglers, these reels are also outfitted on rods making convenient and value-added combos.



C200B-C

C200BG-C

### **Century Spincasting Reel**

Introduced in 1955, the Century reels combine the strength and durability of the original with features that every fisherman needs in a spincasting reel.

- Durable metal frame and cover.
- Bearing drive with instant anti-reverse.
- Dual roller pick-up pins.
- Pre-spooled with Berkley® Trilene® XL line.
- Model Numbers: C200B-C and C200BG-C



CM100-C

### **Country Mile Spincasting Reel**

The Johnson Country Mile reel is proven to cast 22% further than the competition.

- Proprietary design for maximum casting distance.
- Strong one-piece frame and stainless steel cover.
- Bearing drive and dual pick-up pins.
- Model Number: CM100-C



CT100-C

### **Citation Spincasting Reel**

Value and quality in a spincasting reel.

- Strong integral frame and spool.
- Trouble-free drag system.
- Star drag adjustment.
- Model Number: CT100-C

### **Century Spincasting Combo**

Century reel mounted on a 5'6" 2-piece medium action rod  
Model Number: C200B/562MC

### **Country Mile Spincasting Combo**

Country Mile reel mounted on a 5'6" 2-piece medium action rod  
Model Number: CM100/562M

### **Citation Spincasting Combo**

Citation reel mounted on a 5'6" 2-piece medium action rod  
Model Number: CT100/562M

***JOHNSON***<sup>TM</sup>

[www.johnsonfishing.com](http://www.johnsonfishing.com)

Pure Fishing Inc., a subsidiary of Jarden Corporation (NYSE: JAH)