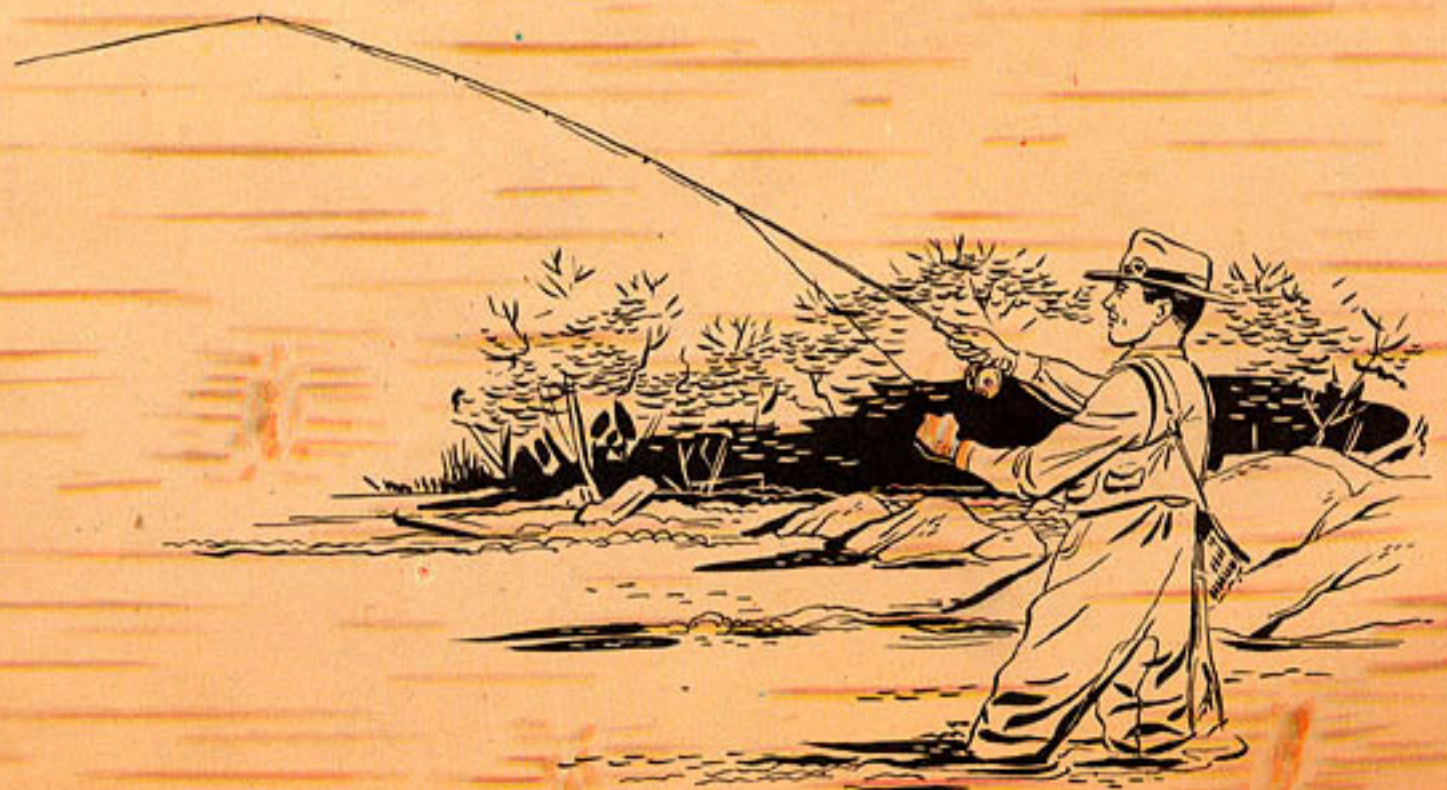




HEDDON **FLY ROD LURES**

Heddon fly rod lures, like Heddon baits, are lures "that will catch fish." The "Wilder Dilg" lures, were designed by B. F. Wilder and Will Dilg, two world-famous anglers of a past generation — and are dear to hearts of oldtimers. Other famous anglers co-operated in designing more recent models, with the result that those illustrated on the following pages represent "America's Choice" in fly rod lures.



Fly Rod Lures Indestructible Finish

Never Waterlog . . . Easy to Cast

Fly rod lures made of "Spook" material have many advantages . . . Hooks cannot pull out . . . Never become waterlogged . . . Cast perfectly . . . Tied with extreme care so that feathers and hackle are in correct position for most lifelike appearance, yet do not retard pickup.

CANADIAN
BROOK TROUT
on a "Bass Bug"



Caught by "Bo" Randall, Orlando, Fla.



Surface 3/4 Actual Size

975 SERIES — "BASS BUG SPOOK"® — LARGE SIZE
Weight 6/100 oz. — Length 2 in. — No. 1 Hook — Price \$.85

COLORS

A proven lure for bass, large trout and panfish. Can be "popped" or made to look like a struggling bug. Easy to pick up on long casts because of special hackle design.

975BR Brown Body, Wings & Hackle
975BW Black and White
975DG Green Body & Wings, Yellow Hackle

975GR Gray Body, Wings & Hackle
975WR White Body & Wings, Red Hackle
975Y All Yellow



Surface 3/4 Actual Size

974 SERIES — "BASS BUG SPOOK"® — SMALL SIZE
Weight 3/100 oz. — Length 1 1/2 in. — No. 4 Hook — Price \$.85

COLORS

A smaller size of the above lure. Perfect for trout, rock bass, bluegills and crappies. Especially effective in late evening. Its easy pickup will not strain a delicate rod.

974BR Brown Body, Wings & Hackle
974BW Black and White
974DG Green Body & Wings, Yellow Hackle

974GR Gray Body, Wings & Hackle
974WR White Body & Wings, Red Hackle
974Y All Yellow

HINTS ON WORKING FLY ROD LURES

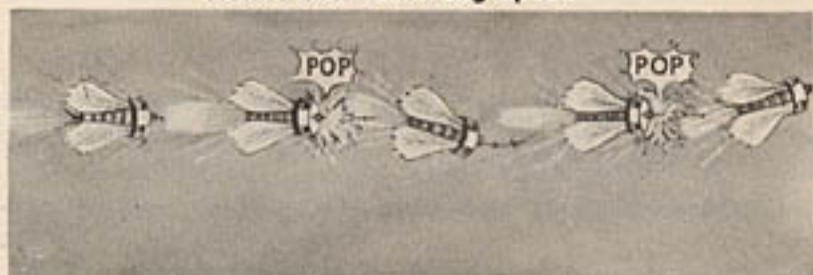
Work the lure slowly. Do not "take it away" from the fish. Use a line and leader that float, and approach likely spots with least possible disturbance. Make a false cast to determine proper length of line, then drop lure lightly on chosen spot.

Twitch the "Wilder Dill Spook"



Cast around pads or snags. Twitch the rod tip causing the lure to dart right and left. This action produces the effective "wounded minnow" action. Strip in slack line and repeat several times.

Flutter the "Bass Bug Spook"



Cast, and allow the lure to remain motionless for several seconds. Then, by "jigging" the rod tip, cause the lure to "flutter." This imitates the motion of a moth. Retrieve slowly. Jerk the rod tip occasionally to "pop" the lure.



Bass on "Wilder-Dilg-Spook"

Heddon's Famous Transparent Bodies-

C. F. FAWSETT, JR.
Orlando, Fla.

Longer Life . . . More Fish Appeal

Made of transparent, indestructible "Spook" material, available in irresistible "Shore Minnow" finishes — an unbeatable combination. (For purposes of better illustration, the fly lures shown on these pages are not in the same proportionate scale. See footnote under panels.)



Floating-Diving 2/3 Actual Size
910 SERIES — "WILDER DILG SPOOK"® — LARGE SIZE
Weight 6/100 oz. — Length 3 in. — No. 1 Hook — Price \$.85

COLORS

For largemouth and smallmouth bass and large trout. It has a darting, frantic action when jerked and regularly produces larger-average fish. Decidedly lifelike appearance.

910XRW Red & White Shore Minnow	910XRS Silver Shore Minnow
910XBW Black & White Shore Minnow	910XRY Yellow Shore Minnow
910XRG Green Shore Minnow	910XSK Goldfish Shore Minnow



Floating-Diving 2/3 Actual Size
930 SERIES — "WILDER DILG SPOOK"® — SMALL SIZE
Weight 2/100 oz. — Length 2 in. — No. 4 Hook — Price \$.85

COLORS

For bass and panfish. Here is the favorite of discriminating light-tackle fly fishermen; strikes the water with the natural action of a minnow cutting capers.

930XRW Red & White Shore Minnow	930XRS Silver Shore Minnow
930XBW Black & White Shore Minnow	930XRY Yellow Shore Minnow
930XRG Green Shore Minnow	930XSK Goldfish Shore Minnow



Surface 7/8 Actual Size
940 SERIES — "POPPER SPOOK"®

Weight 5/100 oz. — Length 1 1/8 in. — No. 5 Hook — Price \$.85
A real "popping" lure for the fly rod. Cupped mouthpiece produces fish-getting bubbles, when jerked. Excellent for bass, rock bass, bluegills and other panfish. A small edition of the famous "Chugger."

COLORS

940GR Gray Body, Gray Hackle	940BR Brown Body, Brown Hackle
940WR White Body, Red Hackle	940Y Yellow Body, Yellow Hackle
940BW Black Body, Black Hackle	940DG Green Body, Green Hackle





Panfish on a Heddon "Featherweight" rod

Heddon Cork and Wood

Made of Selected Cork

BOBBY WOODBURY
St. Maries, Idaho

Extremely Light . . . Lifelike Design

The lures on this page are the original cork-bodied lures designed by B. F. Wilder and Will Dilg. They are made with an extremely light-weight cork head, brilliant eyes, a ruff of various colored hackle and fin-and-body-feathers. All lures have a special single non-twisting hook. (The fly lures shown on this page are in the same proportionate scale, i. e. 1/2 size.)



Floating-Diving

10 SERIES — "WILDER DILG"® — CORK BODY LURES — LARGE SIZE

Weight 6/100 oz. — Length 3 1/4 in. — No. 1 Hook — Price \$.85

The unique method of tying this lure imparts a different rolling, dipping action to it, duplicating the motions of a minnow in distress. A sure-fire lure for largemouth and smallmouth bass, large trout and all other gamefish that can be taken on a fly rod. Used extensively for small tarpon and other saltwater fish such as snook and mackerel. Many oldtimers bring in lunker bass, walleyes

COLORS

- 11 — Bob Davis: Yellow head and body, yellow fins and hackle
- 12 — Zane Grey: Antique gold head, brown body, fins and hackle

and pike by adding a small weight about one foot ahead of this lure and then trolling it slowly. This is deadly because the weight rides over the weeds while the "Wilder Dilg" performs just above it. Short, quick jerks of the rod tip will give the "Wilder Dilg" an excellent darting motion.

COLORS

- 13 — Peet's Choice: White head and body, red fins and white hackle
- 14 — Gifford Pinchot: Aluminum body, gray feathers



Floating-Diving

S10 SERIES — "WILDER DILG"® — CORK BODY LURES — SMALL SIZE

Weight 2/100 oz. — Length 2 in. — No. 5 Hook — Price \$.85

A smaller size of the above. Designed especially for trout, rock bass, bluegills, crappies and other panfish. Also excellent for bass. Has same "wounded-minnow" action as larger model. Is a favorite of fly fishermen who prefer to use extremely light rods and lines, due to its shape and buoyancy, the small "Wilder Dilg"

COLORS

- S11 — Bob Davis: Yellow head and body, yellow hackle
- S12 — Zane Grey: Antique gold head, brown body and hackle

will pick up with a minimum of resistance. Many spinning anglers find this lure exceptionally good for trout and bass, and the addition of a small 1/4-ounce sinker, just ahead of the "Wilder Dilg" makes a deadly spinning combination in lake or stream. Rod tip should be worked in short jerks to impart best action to lure.

COLORS

- S13 — Peet's Choice: White head and body, red hackle
- S14 — Gifford Pinchot: Aluminum head and body, gray hackle

85 SERIES — "POP EYE FROG"®

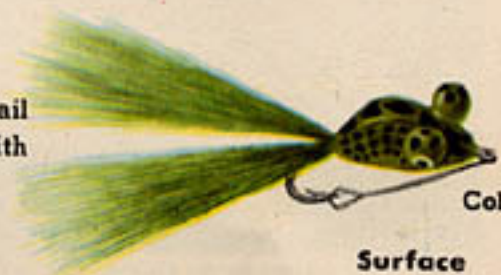
Weight 8/100 oz. — Length 3 1/2 in. — No. 2 Weedless Hook — Price \$1.00

An extremely popular fly rod lure. Perfect frog coloration, popping eyes and bucktail legs. Its real frog-like action makes it irresistible to bass and panfish. Equipped with effective weed guard for fishing "impossible" spots.

COLORS

85YF Yellow Frog

85GF Green Frog



Color GF

Surface

Body Fly Rod Lures

— Specially Treated

Semi-Weedless . . . Sure Hooker

MRS. RALPH PETERS
Tulsa, Oklahoma

The Heddon Bass Bugs shown on this page were endorsed by the world famous anglers, for whom they were named. Each is made with a solid cork body with beautifully selected wings, hackle and tail. Hackle causes lure to be semi-weedless, and securely fastened single hook always alights point down. (The fly lures shown on this page are not in the same proportionate scale. See footnote on each panel.)



Cutthroat Trout on Heddon Tackle



Surface 3/4 Actual Size

50 SERIES — HEDDON "BASS BUG" — CORK BODY LURES — LARGE SIZE

Weight 6/100 oz. — Length 2 in. — No. 1 Hook — Price \$.85

"The bug with the hackle." This lure possesses many features that make it ideal for bass, large trout (especially rainbows and browns) and panfish. The hackle gives it a most lifelike appearance and causes it to "flutter" on the water, while the cupped head permits it to be popped on the retrieve. The carefully engineered design of this lure makes it ideal for "spot casting" in lily pad

fields where the target demands extreme accuracy to fool those basking lunkers. This is definitely not "just another surface bug" but another Heddon creation designed to give the utmost in performance and service to discriminating fly fishermen who appreciate a finer, more durable fly lure.

COLORS

- 51 — Bob Davis: Yellow wings and tail
52 — Ozark Ripley: All black wings and tail

COLORS

- 53 — Gifford Pinchot: Gray wings, and black tail
54 — Clark's Fancy: White wings, red and white tail



Surface 3/4 Actual Size

550 SERIES — HEDDON "BASS BUG" — CORK BODY LURES — SMALL SIZE

Weight 2/100 oz. — Length 1 1/2 in. — No. 6 Hook — Price \$.85

Same as above only smaller. This size is particularly recommended for all panfish, excellent for trout and bass as well. This is a dainty, yet extremely durable, surface lure that is a pleasure to cast, even with extra-light fly rods in the 3 to 4-ounce class. Made with the same skill and precision which characterize all Heddon

products, this bug is designed and balanced so that it flutters to the water with an extremely life-like fall. A few short twitches of the rod tip are all that is necessary to produce some outstanding strings of real gamefish, as well as larger panfish. Particularly effective around lily pads.

COLORS

- 551 — Bob Davis: Yellow wings and tail
552 — Ozark Ripley: All black wings and tail

COLORS

- 553 — Gifford Pinchot: Gray wings, gray and black tail
554 — Clark's Fancy: White wings, red and white tail

720 SERIES — "FLAPTAIL BUG"

Weight 5/100 oz. — Length 1 1/4 in. — No. 5 Hook — Price \$.85

An innovation in surface fly rod lures. Remains on surface during retrieve and the tiny fluttering spoon at the tail gives it a lifelike struggling motion. Bass, panfish and big trout cannot resist it. A miniature copy of the famous bait-casting "Flaptail." Excellent for use with spinning rod. Body of select cedar.

COLORS

720WR Red & White

720Y Yellow

720GM Gray Mouse



Color Y

Surface 1/2 Actual Size