

PRICE 25c

# Fishing Tackle

INCLUDING POPULAR SPORT FISH AND HOW TO CATCH THEM



**Heddon**

1950 CATALOG

JAMES HEDDON  
Founder



CHARLES HEDDON  
Late President



JOHN HEDDON . . . President

FOR

## Three Generations

Heddon has meant finer fishing tackle

SHORTLY before the turn of the century, James Heddon, an angler of the school of Van Dyke, Henshall, and Holder, was sitting on a log beside a clear, slow-flowing bass stream, awaiting his companion.

Idly he whittled a piece of wood and tossed it on the calm waters. The bottom exploded, and the plug he had whittled, surrounded by a spray of water, was knocked high into the air by the vicious strike of a bass.

Then and there, on the banks of Dowagiac Creek, the firm of James Heddon's Sons was born.

The aims of the Company were simple, first, to make tackle that would catch fish, and secondly, to make it as fine as humanly possible.

Although started in a small way, it was necessary by 1902 to erect a factory, the first ever to produce artificial baits on a volume basis. The active management was taken over by James Heddon's son, Charles Heddon. By adhering strictly to the basic principles of producing only the finest of rods, and baits that would catch fish, he created a demand for Heddon products so strong that it has never been fully met by the constantly expanding factory's production.

Today, Heddon of Dowagiac is the largest producer of artificial baits and CUSTOM BUILT rods in the world. Heddon tackle is known in the far corners of the earth, wherever the disciples of Izaak Walton gather. Under the direction and management of the late Charles Heddon's son, John Heddon, the business continues on the principle of producing only the finest tackle for anglers who really appreciate the best. This policy was established by "Uncle Jimmy," as James Heddon was affectionately known.



Standard  
"RIVER-RUN"  
Colors



L Yellow Perch Scale



BD Shad



P Shiner Scale



M Pike Scale



RH White, Red Head



RB Rainbow

TRANSPARENT  
INDESTRUCTIBLE



SD Shad



BF Bull Frog



GM Gray Mouse



BWH Black, White Head



YRH Yellow, Red Head



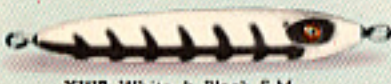
PRH Shiner Scale, Red Head



JRH Frog Scale, Red Head



SS Silver Flash



XWB White & Black S.M.



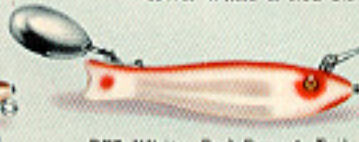
XWR White & Red S.M.



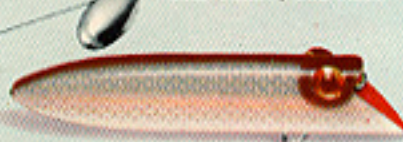
YRH Yellow, Red Head



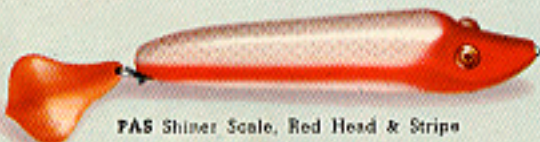
S White Body, Red & Green Spots



RET White, Red Eyes & Tail



PBH Blue Herring Scale



PAS Shiner Scale, Red Head & Stripe



PLXR Pearl Shore Minnow

# Heddon

## COLOR CHART

The sole purpose of this chart is to show all of the colors, and colors only, in which Heddon baits are made. However, no one model is made in all colors and all of the different baits made by Heddon are not shown on this chart.

For the specific colors in which different baits are produced and for baits not shown here, refer to the detailed catalog description of that bait.

Standard  
"SHORE-MINNOW"  
Colors



XRS Silver Shore Minnow



XBP Pearl & Black Shore Minnow



XRY Yellow Shore Minnow



XBW Black & White Shore Minnow

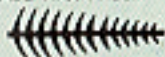


XRW Red & White Shore Minnow



XBG Green Shore Minnow

TRADE-MARK REG.



### Other Standard Colors



CRA Crappie



SUN Sunfish



BGL Bluegill



Largemouth Bass on "River Run"

# America's Most HEDDON "RIVER

KENDLE M. HILL  
Folsom, Calif.

TRANSPARENT BODIES

## 9020 SERIES

### "MIDGIT DIGIT"® "RIVER RUNT SPOOK"®

Weight 1/8 oz. — Length 1 1/2 in. — Two No. 6 Treble Hooks — Price \$1.35

Here is the famous "Midgit Digit" with a transparent, indestructible body. The smallest of the "River Runt" family, it is a favorite of the light-tackle enthusiast and deadly for walleyes, bass, pike, trout and large panfish. Casts like a bullet, wiggles like mad and produces when larger baits fail.



Color XRY

SINKING

9020SD	Shad	9020XRS	Silver Shore Minnow
9020RB	Rainbow	9020XRG	Green Shore Minnow
9020M	Pike Scale	9020XRY	Yellow Shore Minnow
9020P	Shiner Scale	9020XRW	Red & White Shore Minnow
9020RH	White, Red Head	9020XBP	Pearl & Black Shore Minnow
9020L	Yellow Perch Scale	9020XBW	Black & White Shore Minnow
		9020S	White Body, Red and Green Spots

## 9010 SERIES

### MIDGET — "RIVER RUNT SPOOK"®

Weight 1/8 oz. — Length 2 1/2 in. — Two No. 2 Treble Hooks — Price \$1.35

One size larger than the "Midgit Digit." Extremely popular with the light-tackle angler. Sinks slowly and has excellent action. Especially effective for largemouth and smallmouth bass, white bass, walleyes, and other game fish including large brown and rainbow trout.



Color XBW

SINKING

9010SD	Shad	9010XRS	Silver Shore Minnow
9010RB	Rainbow	9010XRG	Green Shore Minnow
9010M	Pike Scale	9010XRY	Yellow Shore Minnow
9010P	Shiner Scale	9010XRW	Red & White Shore Minnow
9010RH	White, Red Head	9010XBP	Pearl & Black Shore Minnow
9010L	Yellow Perch Scale	9010XBW	Black & White Shore Minnow
		9010S	White Body, Red and Green Spots

## 9110 SERIES

### STANDARD — "RIVER RUNT SPOOK"®

Weight 1/8 oz. — Length 3 1/2 in. — Two No. 1 Treble Hooks — Price \$1.35

The original transparent "RIVER RUNT SPOOK" — the most popular bait in America. Next size larger than the "Midget." Sinks slowly and has fast wiggling action. Unexcelled for largemouth and smallmouth bass, pike, pickerel and walleyes. A "must" for every tackle box.



Color XRS

SINKING

9110SD	Shad	9110XRS	Silver Shore Minnow
9110RB	Rainbow	9110XRG	Green Shore Minnow
9110M	Pike Scale	9110XRY	Yellow Shore Minnow
9110P	Shiner Scale	9110XRW	Red & White Shore Minnow
9110RH	White, Red Head	9110XBP	Pearl & Black Shore Minnow
9110L	Yellow Perch Scale	9110XBW	Black & White Shore Minnow
		9110S	White Body, Red and Green Spots

## 9330 and 9430 SERIES

### JOINTED "RIVER RUNT SPOOK"®

9330 Series (Sinking) Weight 1/8 oz.

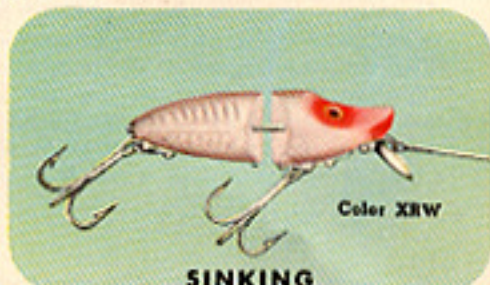
Length 2 1/2 in. — Two No. 2 Treble Hooks — Price \$1.50

9430 Series (Floating) Weight 1/8 oz.

Length 3 1/2 in. — Two No. 1 Treble Hooks — Price \$1.50

Similar to one-piece "RIVER RUNT SPOOKS" only jointed. Has lively action with plenty of tail "kick." Bass, walleyes and pike cannot resist it. Also excellent for large brown, rainbow and lake trout.

SD	Shad	COLORS	XRS	Silver Shore Minnow
RB	Rainbow		XRG	Green Shore Minnow
M	Pike Scale		XRY	Yellow Shore Minnow
P	Shiner Scale		XRW	Red & White Shore Minnow
RH	White, Red Head		XBP	Pearl & Black Shore Minnow
L	Yellow Perch Scale		XBW	Black & White Shore Minnow



Color XRW

SINKING

# Famous Baits "RIVER RUNT SPOOKS"®

INDESTRUCTIBLE FINISH

MRS. JOHN OLSON  
Klamath Falls, Ore.



Brown and Rainbow Trout on "River Runt"

## D9010 SERIES

### MIDGET "GO DEEPER"® "RIVER RUNT SPOOK"®

Weight 1/2 oz.—Length 3 1/2 in.—Two No. 2 Treble Hooks—Price \$1.50  
Especially designed for deep-feeding fish such as walleyes. Goes deep with a wiggle and stays deep due to large lip. Produces results in hot weather when all other lures fail. A favorite for bass, pike, and muskies in summer months. Same size body as Midget "River Runt."

COLORS			
D9010SD	Shad	D9010XRS	Silver Shore Minnow
D9010RB	Rainbow	D9010XRG	Green Shore Minnow
D9010M	Pike Scale	D9010XRY	Yellow Shore Minnow
D9010P	Shiner Scale	D9010XRW	Red & White Shore Minnow
D9010RH	White, Red Head	D9010XBP	Pearl & Black Shore Minnow
D9010L	Yellow Perch Scale	D9010XBW	Black & White Shore Minnow
D9010S		White Body, Red and Green Spots	



Color XBP

DEEP SINKING

## D9110 SERIES

### STANDARD "GO DEEPER"® "RIVER RUNT SPOOK"®

Weight 3/4 oz.—Length 3 1/2 in.—Two No. 1 Treble Hooks—Price \$1.50  
This is the "Go Deeper" with the standard size "River Runt" body, the next size larger than the Midget. Excellent for both casting and trolling. This bait is very popular in deep-water lakes created by government dams.

COLORS			
D9110SD	Shad	D9110XRS	Silver Shore Minnow
D9110RB	Rainbow	D9110XRG	Green Shore Minnow
D9110M	Pike Scale	D9110XRY	Yellow Shore Minnow
D9110P	Shiner Scale	D9110XRW	Red & White Shore Minnow
D9110RH	White, Red Head	D9110XBP	Pearl & Black Shore Minnow
D9110L	Yellow Perch Scale	D9110XBW	Black & White Shore Minnow
D9110S		White Body, Red and Green Spots	



Color SD

DEEP SINKING

## 9400 SERIES

### FLOATING — "RIVER RUNT SPOOK"®

Weight 1/2 oz.—Length 3 in.—Two No. 1 Treble Hooks—Price \$1.35  
Floats when at rest. When retrieved, dives with a wiggling motion to a depth of a foot or two, depending upon speed of reeling. Ideal for shallow water or over weed beds close to the surface. A "killer" for largemouth bass, pike, pickerel and even muskies.

COLORS			
9400SD	Shad	9400XRS	Silver Shore Minnow
9400RB	Rainbow	9400XRG	Green Shore Minnow
9400M	Pike Scale	9400XRY	Yellow Shore Minnow
9400P	Shiner Scale	9400XRW	Red & White Shore Minnow
9400RH	White, Red Head	9400XBP	Pearl & Black Shore Minnow
9400L	Yellow Perch Scale	9400XBW	Black & White Shore Minnow
9400S		White Body, Red and Green Spots	

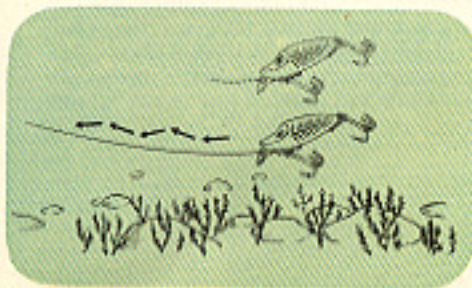


Color XRG

FLOATING-DIVING

**TRY THIS STUNT WHEN FISHING DEEP RUNNING SINKING BAITS**  
Such as "Go Deeper" (above) and "Dowaglat Spooks" (page 10)

These baits are ideal for deep channels, sunken underwater reefs and over the top of weed beds. Best results are always obtained by retrieving the baits as close to the bottom as possible without fouling. Here is how to do it: after the cast is made and just as the bait hits the water, start counting, "one, two, three," etc. The bait will sink about one foot per second. Keep counting until lure fouls on moss — on next cast reduce count by one or two numbers and lure will be skimming over moss. In warm weather when fish are in deep water, these lures are especially effective for they are constructed to STAY DEEP. When fishing over sand or rock bottom, cast out and allow bait to sink to bottom. Allow it to remain there a second or two. Then, with a slight jerk of rod tip start retrieve and reel slowly — the bait will stay deep during entire retrieve. When trolling, pay out line until bait reaches desired depth, then continue trolling and lure will stay at this same depth.



# ... Other Famous Spook Lures

## 9540 SERIES "CHUGGER SPOOK"®

Weight 1/2 oz. — Length 3 in. — Two No. 1 Treble Hooks  
Price \$1.35

The most popular surface lure of the "popping" or "chugging" type. Ideal for use in "pockets" and around lily pads. Rattles on the water at a slant with cupped mouth and head protruding, so that when line is jerked a chugging noise and bubbles are produced, which are irresistible to large bass. Light in weight, yet casts like a tournament plug, due to perfectly balanced weight in tail. Never fouls line by twisting in air.

### COLORS

9540L Yellow Perch Scale	9540XRS Silver Shore Minnow
9540RH White, Red Head	9540XRW Red & White Shore Minnow
9540XRY Yellow Shore Minnow	9540XBW Black & White Shore Minnow

### Try These Tricks with "Chugger" or Popping Types

Cast to a likely spot and allow lure to remain PERFECTLY MOTIONLESS for several seconds. Reel in slack line without moving bait. Then twitch rod tip gently, causing bait to "chug" and dive a few inches — pause — then repeat. Do this several times, then VERY SLOWLY reel bait in a few feet — pause — twitch bait a few times more. Work the bait very slowly for best results.

BILL AND BUSH — ERAY  
Oklahoma City, Okla.



40 lbs. of largemouth bass on "Chugger"



Color L

**SURFACE**



## 9750 SERIES

### "VAMP SPOOK"®

Weight 1/2 oz. — Length 4 1/2 in. — Three No. 1 Treble Hooks  
Price \$1.35

This is one of the first and most famous of the floating-diving lures. Floats when at rest but when retrieved dives and travels a foot or two under the surface with a swimming motion. An ideal trolling lure. Excellent for bass, pike, muskellunge as well as saltwater fish such as snook, small taspou and weakfish.

### COLORS

9750M Pike Scale	9750XRY Yellow Shore Minnow
9750L Yellow Perch Scale	9750XRS Silver Shore Minnow
9750RH White, Red Head	9750XBW Black & White Shore Minnow



Color M

**FLOATING-DIVING**

## 9100 SERIES

### "DOWAGIAC SPOOK"®

Weight 1/2 oz. — Length 3 1/2 in. — Two No. 1 Treble Hooks  
Price \$1.50

A deep-sinking lure with a spinner at front and rear. Most effective in hot weather when the fish are in the depths. Ideal for casting or trolling. Outstanding for walleyes, lake trout and all deep water fish.

### COLORS

9100L Yellow Perch Scale	9100XRY Yellow Shore Minnow
9100P Shiner Scale	9100XRS Silver Shore Minnow
9100RET White, Red Eyes & Tail	9100XRW Red & White Shore Minnow



Color RET

**DEEP SINKING**

## BAIT MANIPULATION PRODUCES RESULTS

When casting sinking or floating-diving baits, do not just "cast out and reel in," but vary the speed of retrieving with alternate slow and fast reeling, interspersed with a few short jerks of the rod. With sinking baits, allow the lure to sink close to the bottom, then

give a sharp jerk and retrieve for a few feet — then pause and allow the bait to sink again — then repeat. Allow the floating-diving baits to come to the surface occasionally — then reel again. This creates a mild surface commotion that is very productive at times.





Bob Scarce with an "Spook"

# Transparent and Indestructible Bodies...

BOB SCARCE  
Bates Range, Ia.

## 9140 SERIES

### "WOUNDED SPOOK"®

Weight 1/2 oz. — Length 3 1/2 in. — Two No. 1 Treble Hooks  
Price \$1.35

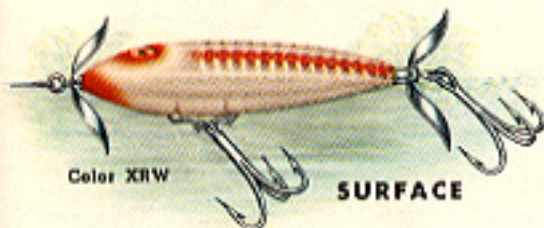
A surface bait with the action of a wounded minnow. Swims on its side and, when slowly retrieved, the spinners at the head and tail create a splashing similar to that of a struggling minnow. When reeled in fast resembles a minnow endeavoring to escape from feeding fish. An excellent lure to use in the late evening or early morning, when the water is calm. Outstanding for bass, pike and muskellunge.

#### COLORS

9140L Yellow Perch Scale 9140XRS Silver Shore Minnow  
9140XRY Yellow Shore Minnow 9140XRW Red & White Shore

#### To Make the Big Ones Hit — Try This

An effective method of manipulating baits of the "Wounded Spook" type is shown in the illustration. Reel lure very slowly, with spinners barely revolving, stop — slightly twitch lure — reel slowly again. Occasionally, jerk lure sharply and reel fast for several turns — pause — then reel slowly. Generally, fish strike a slowly moving bait more frequently than a fast one — but vary reeling speed to ascertain mood of the fish.



Color XRW

**SURFACE**



## 9250 SERIES

### "ZARA SPOOK"®

Weight 1/2 oz. — Length 4 1/4 in. — Two No. 1/0 Treble Hooks  
Price \$1.35

A famous old time surface lure, now made in the "Spook" finish. For over a quarter-century, this lure has established an enviable record for taking fresh and saltwater fish. Floats when at rest, but when rod tip is jerked, dives and jumps half way out of the water, like a frantic minnow. A "killer" for bass and saltwater trout (weakfish), snook and small tarpon.

#### COLORS

9250SS Silver Flash 9250XRY Yellow Shore Minnow  
9250XRW Red & White Shore Minnow



Color SS

**SURFACE**

## 9210 SERIES

### "DARTING ZARA SPOOK"®

Weight 1/2 oz. — Length 3 1/2 in. — Two No. 1 Treble Hooks  
Price \$1.35

A favorite in the south, the notched head gives it a darting motion when jerked which proves irresistible to large bass. Especially effective around lily pads and rushes. Also most popular for small tarpon, snook, saltwater trout (weakfish), etc. Should be worked slowly on the surface for best results.

#### COLORS

9210SS Silver Flash 9210BF Bull Frog  
9210XRY Yellow Shore Minnow



Color BF

**SURFACE**

## A WORD OF CAUTION

All plastic baits are not Heddon "SPOOKS." Nearly 50 years ago Heddon originated and developed the transparent "SPOOK" baits and, later, the outstanding "SHORE MENNOW" design that has proved to be such an effective "fish-getter." This finish, and all finishes, on "SPOOK" baits becomes an integral part of the bait, and through a special chemical process, will never chip, peel or crack. Hook mounting screws and line ties are made from stainless steel and tested to stand four times the normal strain required to loosen the average hook. Materials and workmanship like this are expensive — but when you buy a Heddon bait, you have the satisfaction of knowing that you have purchased the world's finest, even though it does cost a few pennies more. Compare it with any bait on the market — and you will see the difference. To be sure it is genuine, look for the name "Heddon" stenciled on each bait.

## GET THE GENUINE

**Heddon**  
"Spook"®

# Heddon SINKING LURES

Bodies of specially selected cedar and gumwood

## 130 SERIES "TORPEDO"®

Weight ¾ oz. — Length 4½ in. — Three No. 1 Treble Hooks — Price \$1.35



Color RB

SINKING

REX PETERS

Los Alamos, New Mexico



Largemouth Bass on "Punkinseed"

A tried and true underwater bait with a slim body that is a favorite in southern waters for bass and walleyes. The spinners at the front and rear give the bait a weird, crawling appearance, which is most effective on a slow retrieve.

### COLORS

130P Shiner Scale    130L Yellow Perch Scale  
130RB Rainbow    130XWB White & Black Shore Minnow



Color L

SINKING

## 110 SERIES

### ORIGINAL "RIVER RUNT"®

Weight ½ oz. — Length 2½ in. — Two No. 1 Treble Hooks  
Price \$1.25

The "trail blazer" of the present "River Runt Spook" family (see pages 8 and 9) and as deadly today as it was years ago. A favorite with oldtimers who really get the fish. Ideal for stream fishing for smallmouth bass with light tackle.

### COLORS

110P Shiner Scale  
110L Yellow Perch Scale  
110RB White, Red Head  
110XBP Pearl & Black Shore Minnow



Color P

SINKING

## 150 SERIES

### ORIGINAL "DOWAGIAC" MINNOW®

Weight 1 oz. — Length 3½ in. — Five No. 2 Treble Hooks  
Price \$1.50

The original "Dowagiac" underwater minnow, one of the very first artificial baits developed by Heddon a half-century ago. A bait that made bait-casting history. Because of the name of this bait, many oldtimers today, as in their youth, still refer to bait-casting as "Dowjacking."

### COLORS

150RB Rainbow    150P Shiner Scale  
150RET White, Red Eyes & Tail

## 9630 SERIES

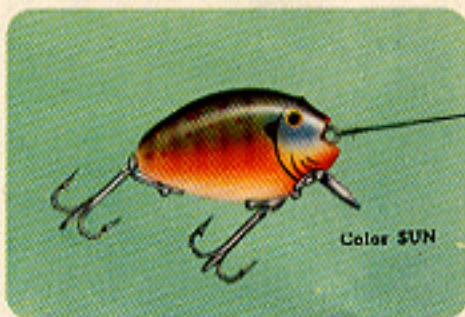
### THE NEW "PUNKINSEED SPOOK"®

Weight ½ oz. — Length 2½ in. — Two No. 2 Treble Hooks  
Price \$1.35

This lure is now made of tenite, making it as indestructible as other Heddon "Spook" baits. It is strictly a sinking lure, with a newly created action that duplicates the dash of a panfish — one of the favorite foods of game fishes. The natural lifelike colors (see bait color chart) are an innovation in baits and have accounted for phenomenal catches of bass, pike and walleyes. It is a natural for lake trout when they are in shallow water. At least one, and as a safeguard two, of these baits should be in every angler's tackle box.

### COLORS

9630SD Shad    9630SUN Sundish  
9630CRA Crappie    9630BGL Bluegill  
9630XRW Red & White    9630XBW Black & White  
Shore Minnow    Shore Minnow



Color SUN

SINKING





# Floating-Diving LURES

"LARRY" BROWN  
Tulsa, Oklahoma

Bodies of specially selected cedar

## 7500 SERIES

"VAMP"®

Bait — on a "Chugger Speck"

Weight 1/4 oz. — Length 4 1/2 in. — Three No. 1 Treble Hooks — Price \$1.35

Another oldtime favorite. Excellent for bass, pike, wall-eyes and muskellunge and also for saltwater fish such as small tarpon, snook, saltwater trout (weakfish), bluefish, channel bass, striped bass, etc. An ideal trolling lure. (See page 21 for "Giant Vamp.")

### COLORS

7500M Pike Scale	7500P Shiner Scale
7500L Yellow Perch Scale	7500RH White, Red Head
7500S White Body, Red & Green Spots	



Color M

FLOATING-DIVING

## 7300 SERIES

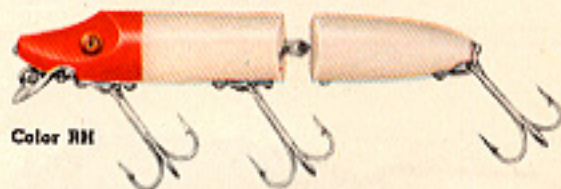
JOINTED "VAMP"®

Weight 1/4 oz. — Length 4 1/2 in. — Three No. 1 Treble Hooks  
Price \$1.50

The jointed feature of this bait gives it an entirely different action, a snake-like crawl. Floats when at rest but dives and swims on the retrieve. A really great lure for large pike and muskellunge. (Also see page 21 for large size "Giant Jointed Vamp.")

### COLORS

7300M Pike Scale	7300P Shiner Scale
7300L Yellow Perch Scale	7300RH White, Red Head



Color RH

FLOATING-DIVING

## F4000 SERIES

"MEADOW MOUSE"

Weight 1/4 oz. — Length 2 1/2 in. — Two No. 1 Treble Hooks  
Price \$1.25

A "fur-covered" floating and diving lure that is most life-like in appearance with its natural appearing eyes, ears and tail. Swims like a mouse when retrieved. Most popular for bass and pike.

### COLORS

F4000GM Gray Mouse	F4000BM Brown Mouse
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Color GM

FLOATING-DIVING



### TRY THESE TRICKS

with **SLOW-SINKING** baits  
like the "PUNKINSEED"

When fishing in shallow or weedy waters start the retrieve instantly with a slight twitch of the rod tip. Reel slowly at first — just enough to give the bait action and keep it from fouling on the bottom. When retrieving, jerk the rod tip occasionally so as to give the bait a darting motion. Most fish are taken on a slow retrieve, but at certain times are attracted by fast reeling — so — vary the speed of the reeling accordingly. Develop a rhythm — jerk, reel, jerk reel, etc., etc.

# Heddon SURFACE



Color YRH

**SURFACE**

## TO CATCH BIG FISH —

work this bait slowly. Cast it to a likely spot, such as an indentation or "pocket" in the lily pads or shore line, or around stumps or old logs, and allow the bait to remain motionless for a second or two. Then twitch the red tip gently, causing the bait to quiver and turn — then reel slowly for a few feet — pause — then reel slowly again. When a fish strikes, set the hook at once.

## BODIES OF THE FAMOUS

Available in

### 2120 SERIES — Small Size

Wt.  $\frac{1}{4}$  oz. — Lgt.  $2\frac{1}{2}$  in. — Two No. 2 Treble Hooks — Price \$1.50

The most famous surface bait of all time. A bait with a distinctive action, entirely different from all other lures, that makes it a consistent catcher of large fish. Many prize winners have been taken on this bait including a world's record.

#### COLORS

2120BF	Bull Frog	2120YRH	Yellow, Red Head
2120GM	Gray Mouse	2120XRS	Silver Shore Minnow
2120BWH	Black, White Head	2120XRW	Red & White Shore

### 210 (R) SERIES

#### "SUPER SURFACE"

Weight  $\frac{1}{4}$  oz. — Length  $3\frac{1}{2}$  in. — Two No. 1/0 Double Hooks — Price \$1.25

The "old reliable" "210." The first of all surface baits. This is the modern version of the original surface bait developed by James Heddon over a half century ago. Equipped with double hooks making it practically weedless. Ideal for fishing waters where the weeds and moss reach the surface. Preferred by oldtimers for bass, pike and muskellunge.

#### COLORS

210BF	Frog	210GM	Gray Mouse
210RH	White, Red Head		



Color GM

**SURFACE**

### 7000 SERIES

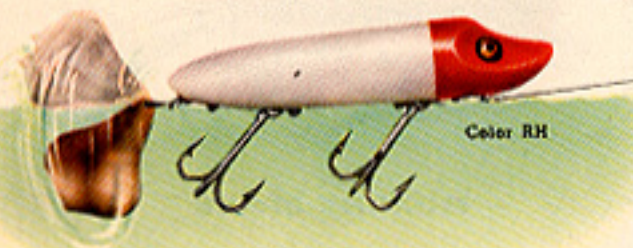
#### "FLAPTAIL"

Weight  $\frac{1}{4}$  oz. — Length 4 in. — Two No. 1/0 Treble Hooks — Price \$1.35

Another Heddon development, the "Flaptail." The "flap," or spoon at the end of the bait, makes fluttering revolutions when retrieved creating a different action from all other surface baits. Designed primarily for bass, it has proved deadly for large pike and muskellunge. (See page 21 for the "Giant Flaptail," made especially for striped bass, other large saltwater fish and muskellunge.)

#### COLORS

7000L	Yellow Perch Scale	7000GM	Gray Mouse
7000RH	White, Red Head		



Color RH

**SURFACE**



When fishing with the 210 — "SUPER SURFACE" — try this method. Cast and allow the bait to lie still a few seconds. Then start the retrieve with a slight twitch of the rod tip and slowly continue this twitching motion. This causes the bait to come through the water with a series of hops which produce the wake of a swimming frog or mouse.

Try the STOP and GO method with the 7000 — "FLAPTAIL." At the completion of the cast, jerk or "chug" the bait gently — then reel SLOWLY. This will cause the spoon to revolve and give the bait a swimming motion. Then reel fast. This causes the spoon to create a great commotion — then slow — then fast, etc., etc.

# Famous LURES

## SELECTED CEDAR

### "CRAZY CRAWLER"®

Two Sizes

#### 2100 SERIES - Standard Size

Wt. 1/4 oz. - Lgt. 2 1/4 in. - Two No. 1 Treble Hooks - Price \$1.50

Its unusual swimming-crawling action, produced by two metal arms or flippers, causes it to come through the water with a struggling, splashing motion that is irresistible to large bass, pike and muskellunge.

		<b>COLORS</b>	
2100BF	Bull Frog	2100YRH	Yellow, Red Head
2100GM	Gray Mouse	2100XRS	Silver Shore Minnow
2100BWH	Black, White Head	2100XRW	Red & White Shore Minnow



### PRIZE WINNING RAINBOW TROUT

Taken on a Heddon "Crazy Crawler" bait and Heddon "Pal" rod. Caught by C. C. Shepherd of Opportunity, Washington, at Lake Pend Orielle, Idaho, on May 1, 1947.

Weight - 36 lbs.

#### J220 SERIES

### "WEEDLESS WIDOW, JR."®

Weight 1/2 oz. - Length 2 1/4 in. - One Single and Double Hook  
Price \$1.35

A really weedless surface bait. Enables you to fish thick weed beds impossible to fish with other lures, thereby allowing you to catch fish from places the other fellow had to pass up. Ideal for use with pork strip. Equipped with single hook at rear and a detachable double hook on belly. Especially effective for large-mouth bass.

		<b>COLORS</b>	
J220BF	Bull Frog	J220RH	White, Red Head



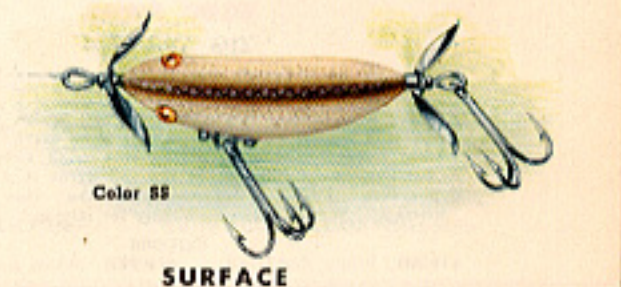
#### 140 SERIES

### "S.O.S.® WOUNDED MINNOW"

Weight 1/2 oz. - Length 2 1/4 in. - Two No. 1 Treble Hooks  
Price \$1.25

One of the smallest size surface baits and a favorite with anglers who like light lures. The special curve of the body causes it to swim on its side like a stunned minnow. The spinners ride partly out of water, thus making a pulsing sound that really gets the fish. Great for bass and pike.

		<b>COLORS</b>	
140P	Shiner Scale	140RH	White, Red Head
140SS	Silver Flash	140L	Yellow Perch Scale



#### 6500 SERIES

### "OLD ZARAGOSSA"®

Weight 1/2 oz. - Length 4 1/4 in. - Two No. 1 Treble Hooks  
Price \$1.25

The old original "Zaragossa," a bait that made bait-casting history. A favorite in Florida and the south for bass and saltwater fish, especially saltwater trout (weakfish), snook and small tarpon. A killer in the north as well for bass, pike and muskellunge. Floats when at rest and head pops out of water when rod is jerked.

		<b>COLORS</b>	
6500BF	Bull Frog	6500L	Yellow Perch Scale
6500RH	White, Red Head	6500PRH	Pike Scale, Red Head



# Heddon Floating-Diving Lures

SUITABLE FOR USE AS SURFACE BAITS

## SELECTED CEDAR BODIES

### 2500 SERIES "LUCKY 13"®

Weight 1/2 oz. — Length 4 in. — Three No. 1 Treble Hooks  
Price \$1.35

One of America's really great baits. A floating-diving bait that can be used also as a surface bait. Has a perfect "chugging" action when jerked and a lifelike action on the retrieve. Is unexcelled as a trolling lure. Catches all gamefish everywhere, both fresh and saltwater, and is a great favorite in lakes recently created by dams.

#### COLORS

8500RH White, Red Head 8500JRH Frog Scale, Red Head  
8500L Yellow Perch Scale 8500PRH Shiner Scale, Red Head

#### HERE'S ONE WAY — TO GET MORE STRIKES

All of the baits on this page (numbers 2500, 8500 and 8340 series) are floating-diving baits that also can be used as surface baits and are excellent for trolling. When fishing them as surface baits, a jerk of the rod tip causes the bait to "chug" and dive, creating a series of bubbles. Pause and repeat a few times, then reel in slowly.

JACK B. FULKERSON  
Memphis, Tenn.



Largemouth Bass on "Lucky 13"



Color JRH

### FLOATING-DIVING



## 8500 SERIES

### "BASSER"®

Weight 1/2 oz. — Length 4 1/2 in. — Three No. 1/0 Treble Hooks  
Price \$1.35

Another floating-diving bait that can be used as a surface bait or for trolling. Has a metal plate on lip for additional flash. Made with extra sturdy construction and larger hooks, for larger fish. Especially popular in the west when trolling for large trout and salmon. (Also see page 28 for "KING BASSER" especially designed for salmon.)

#### COLORS

8500P Shiner Scale 8500L Yellow Perch Scale  
8500RH White, Red Head 8500S White Body, Red & Green Spots



Color L

### FLOATING-DIVING

## 8340 SERIES

### "ZIG WAG"®

Weight 1/2 oz. — Length 3 1/2 in. — Two No. 1 Treble Hooks  
Price \$1.50

A small size jointed floating-diving bait which may be used for surface fishing. The most erratic of all erratic baits. Has a violent duplex movement giving it a wide sweeping action. A fish-like fanning action of the tail gives it a most lifelike appearance. Excellent for bass and pike. (See page 22 for "KING ZIG WAG" made especially for salmon.)

#### COLORS

8340RH White, Red Head 8340PRH Shiner Scale, Red Head



Color RH

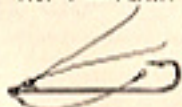
### FLOATING-DIVING

## STANLEY® PERFECTION

Stanley Hooks were designed by Bill Stanley, one of America's really great fishermen of the past generation, for the express purpose of fishing waters so weedy that no other lures could be cast into them without fouling. For over 25 years, they have produced results when other lures failed. For use with pork stud, pork chunk, bucktails, frogs and minnows.

The finest and highest grade weedless hook made. The weed guard, which falls away when fish strikes, is so designed that it adapts itself to all conditions. It assures an unobstructed barb, and at the same time, fully guards the hook from fouling. Stainless steel weed guards, highest quality hollow-point hooks, metal parts of brass heavily nicked. Stainless steel leader.

#### No. 1 — PLAIN



Designed especially for surface fishing in very heavy lily pads, rushes and weeds with pork chunk, and pork rind. Snock hook, size 4/0. Price \$ .40.