



Heddon

Tempered Split-Bamboo

Rods



A half century ago, when Jim Heddon started building bamboo rods, he believed it possible, through hand-splitting, skilled assembly and infinite care, to build finer bamboo rods than anyone else. Time has proven that this was not an idle thought, for today the name Heddon is known throughout the world for outstanding quality and complete dependability. Such a reputation is not accidental, it is the result of an ideal shared by every Heddon employee.

Heddon . . . the Rod

FOR those who are interested in some of the factors that go into the building of high grade rods, a few of the details are given on these pages.

There are some that cannot be illustrated, or boiled down to a set formula. Take for instance the bamboo, or cane as it is called in the industry. To start with, Heddon has its own importers, especially trained to select only the choice "butt" cuts of bamboo which have exceptional thickness, clearness and straightness. Their selection is only the start of many, many inspections and selections.

Fortunately, Heddon is one of the largest importers of bamboo, and, as a result, your Heddon deluxe rod is selected from thousands of pieces of bamboo, making possible a choice not available to most custom rod builders.

In addition to having available an ample supply of choice bamboo, Heddon has skilled rod builders who build rods by hand only. In these days of mass production a strictly hand-made article is unusual. Every single piece of bamboo is 100% hand split. The aging and processing of each piece of bamboo requires one full year before it is made into a finished rod.

The panels of each section are held to rigid tolerances so that the assembled section will exactly fit each size ferrule, without "under-cutting" or working down the bamboo. This

Pride in workmanship at Heddon's is not a lost art, we still cling to the old-fashioned idea of enjoying a job well done. In times like these we realize the true value of a workman who puts the integrity of his job before all else. His work and the Heddon rods that he builds are outstanding.



TREMENDOUS



SPLIT—NOT SAWED!

All Heddon bamboo is SPLIT—100% split. Some so-called split bamboo rods are made of bamboo that is split in half, then sawed into sections. Without exception, every single piece of cane that goes into a Heddon rod is completely hand split. This is a costly process but one of the many reasons why a discriminating fisherman "graduates" to a Heddon rod after he has become dissatisfied with the poor performance of a bamboo rod that was sawed for quantity— not split for quality.



NO CROSS-GRAINED BAMBOO

Through hand-splitting, the natural grain of the bamboo is followed—those pieces that do not split straight are thrown away. This throwing away of inferior pieces is considered too costly by those firms sawing their bamboo. Heddon has never considered any process too costly to assure outstanding quality. In the Heddon plant, cross-grained sections are discarded; only straight-grained sections are reserved for Heddon rods.



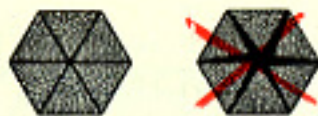
ONLY THICK-WALLED BAMBOO

The hard outer part of the bamboo, or enamel, is the strongest part of the bamboo; the center is weak and pithy. Heddon uses only thick-walled, heavy bamboo which is much costlier because it is especially imported from China in accordance with our rigid specifications. Heddon's special tapering processes eliminate the weak center portions and retain only the strong outer wall. Six strips made up of the durable enamel part of the bamboo are joined together in a solid, flexible section. These strips are graded strip by strip, matched by craftsmen with years of experience, and then seasoned. They are then glued by Heddon's special process, reseasoned and finally made into a finished rod—a process requiring more than one full year.

HEDDON MADE

with the Fighting Heart

TRIFLES, THESE!



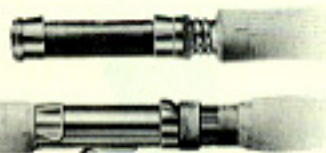
MATCHED PANELS

A detail of vital importance in rod building and one that is not noticeable from an examination of the finished rod — is the perfect matching of the panels. This is essential for strength and responsible for the rod's ability to stand up year after year in grueling battles and ceaseless casting. It is also responsible, to a large degree, for the perfect action of a Heddon rod, regardless of where strain is applied. All panels in Heddon rods are perfectly matched, as illustrated above. Hidden details like these are not prompted by commercial interests, but rather by the constant striving for three generations to build better and better tackle.



TEMPERED BAMBOO ®
Not a Stain or Varnish

Like the famous temper put into the remarkable steel of Damascus by armors of a by-gone age, Heddon originated a process for the "tempering" of split-bamboo. While widely copied it has never been equaled. This time-consuming process adds strength, spring-like life and backbone to the bamboo. It increases casting force without "weave" or "kickback." It is one of the reasons Heddon rods are world-famous for their action. This "tempering" also gives to Heddon rods their characteristic beautiful "browntone" color, an often imitated in lesser rods. It is NOT a surface dye or stain but a new character taken on by the bamboo itself, which has gone through and through the wood.



**"HOLD-TITE" SCREW LOCKING
REEL SEAT**

This casting rod reel seat is positive locking and holds the reel tight at all times, preventing side play. Designed to fit all standard reels and is rust and corrosion proof. Fly rod reel seats are designed with stationary hood at rear, which locates reel at butt-end of rod.



Not only are Heddon rods strictly handmade, but the skill of experienced rod builders, matched only by the gunsmiths of old, is just as much a part of the rod as are the selected materials from which it is made.

insures additional strength, smooth action and a perfect fit. Loose ferrules, so common in split-bamboo rods, are eliminated in Heddon rods, by our own exclusive process.

Due to this precision, glue seams are eliminated, a feature found in only the highest grade rods. Also, minute care is given to the staggering of nodes which assures each rod of having greater strength and smooth-flowing action.

All ferrules are hand mounted, sealed water-tight inside and out, and given a "velvet" fit. Their long-shouldered, short-slide construction eliminates ferrule-stiffness and gives each Heddon rod a one-piece feel. Guides are scientifically spaced to match the taper of the rod and distribute perfectly its action in the proper place for casting, as well as playing fish.

By installing mass production methods, and by using rapid drying glues and lacquers, Heddon could produce many times the rods it does — BUT — they would not be Heddon rods. Heddon either can build fine quality, strictly hand-made bamboo rods — or make production rods to sell for a price — BUT — cannot do both.

IS WELL MADE

Heddon Split-



J. N. "DING" DARLING
Famous cartoonist

Baby Tarpon on a Heddon fly rod

Lengths and Actions in Fly Rods

The rivers and streams of America were the testing grounds and laboratories for the development of the exquisite actions now found in Heddon rods. These actions were not developed with calipers and rulers, but through lifetimes of actual fishing, by men who know fish and tackle.

After a half century of experience Heddon has developed seven actions suitable for every type of fly fishing, which, when combined with the desired length, give the angler the assurance of knowing that he has the exact rod best suited for his particular type of fishing.

Most anglers prefer "dry fly" action. This means a rod that is stiffer in the butt and mid-section and has a quick-acting "fast" tip. "Wet fly" action means a rod with a "softer" feel and whippier throughout, with the action extending well down into the butt.

The following lengths and actions are available in all models of Heddon THREE PIECE fly rods:

Extra Light Trout Action	No. 1 1/2 Ferrule (16/64 I. D.)
7 1/2 ft. length	Perfect dry fly action.
8 ft. length	Slightly softer dry fly action.
Light Trout Action	No. 1 1/4 Ferrule (17/64 I. D.)
8 ft. length	Perfect dry fly action, slightly faster than Extra Light Trout Action.
8 1/2 ft. length	Softer action, suitable for wet fly.
Standard Trout Action	No. 3 Ferrule (18/64 I. D.)
8 ft. length	Extra stiff action.
8 1/2 ft. length	Perfect dry fly action.
9 ft. length	Soft action, suitable for wet fly.

Bass Trout Action

8 1/2 ft. length

9 ft. length

9 1/2 ft. length

Power-Plus Action

9 ft. length

9 1/2 ft. length

Heavy Duty Action

9 ft. length

9 1/2 ft. length

No. 2 1/2 Ferrule (19/64 I. D.)

A powerful rod suitable for bugs and heavy fishing.

Dry fly action. Suitable for bass and trout. A most popular general purpose, all around rod.

Soft, smooth action. Suitable for wet fly and where extra length is desired.

No. 2 1/4 Ferrule (21/64 I. D.)

Perfect action for bug fishing. A powerful rod for heavy lures and large fish.

Ideal for streamer flies where longer casts are necessary.

No. 3 Ferrule (22/64 I. D.)

An extremely powerful rod. Designed for steelhead and salmon.

A long, powerful rod designed for extremely long casting.

For those desiring extremely light TWO PIECE fly rods Heddon builds three lengths in "FEATHERWEIGHT" actions. These two piece rods are available in all standard models. (See page 39.)

Featherweight Action

7 ft. length — No. 0 1/2 Ferrule (12/64 I. D.)

7 1/2 ft. length — No. 0 1/4 Ferrule (13/64 I. D.)

8 ft. length — No. 0 Ferrule (14/64 I. D.)

"OUR SERVICE DEPARTMENT"

A vital link in assuring satisfaction to the purchasers of Heddon tackle is our Service Department. Heddon rods in need of repairing or refinishing are returned like new at a minimum of cost. Periodic reconditioning means a lifetime of service. For details see Page 44.



Bamboo Fly Rods



Weights versus Action

FRED GUIDI
Noted movie director

7 1/2-pound Rainbow on a Heddon fly rod

In the past there has been considerable confusion over the weights of fly rods, many believing that the weight governed the action of the rod — this is entirely erroneous. It is possible to build a rod with perfect action, say 9 feet in length with a weight of 5 ounces — it is also possible to build a rod 9 feet in length with a weight of 5 ounces that would be absolutely worthless for fishing. **IT IS THE TAPER OF THE BAMBOO — NOT THE WEIGHT — THAT GIVES A ROD GOOD OR POOR ACTION.** With Heddon the size of the ferrule used in the butt-section of the rod governs the taper and determines the action.

In view of this, years ago Heddon adopted a method of classifying rods by ferrule size, which when taken into consideration with the length of the rod is a true indication of its action.

Weight alone is further misleading due to the fact that some manufacturers give the weights of their rods as the weight of the bamboo alone, without reel seat, ferrules or guides. Others give the weight without reel seat only. Still others give the weight of the rod with a skeleton reel seat instead of a screw-locking reel seat.

Despite the fact that weight is not an indication of the action of the rod, many oldtimers recall the weights of rods when they were equipped with old fashioned plain wood or light metal reel seats. They now want a rod of this weight, but with modern screw locking reel seats which weigh more. To clear up this confusion, the chart appearing at the bottom of this page lists the various actions and ferrule sizes together with the classification of the rod, if weight is taken as a guide.

Also listed in this chart is the line recommendation for each specific rod. **THIS IS MOST IMPORTANT.** Some anglers confuse balanced tackle with a balanced rod — there is no such thing as a "balanced" rod. A rod alone does not have balance, but rather (in the sportsman's vernacular) "feel," and the "feel" of a rod is determined by its length and action. Balanced tackle in fly fishing results when the length and action of the rod are properly related to the weight of the reel and the size of the line. Even an expert has trouble with an incorrectly balanced rod, reel and line — and — the beginner is whipped before he starts. Unfortunately, lines of various manufacturers show quite a variance in size, so that an HCH made by one concern may not be the same size as an HCH made by another. Heddon rods are balanced with "Pal-On" lines as these lines are held to true standards.

HEDDON FLY ROD CHART

Available Lengths and Actions for Two Piece Rods

Action	Size Ferrule	Rod Length	Classed As	Tapered Line	Level Line	Made In
Featherweight	No. 0 1/2	7 ft.	2 1/2 oz.	HEH	F	All Numbers
Featherweight	No. 0 1/4	7 1/2 ft.	3 1/4 oz.	HDH	E	All Numbers
Featherweight	No. 0	8 ft.	3 1/2 oz.	HDH	E	All Numbers

Available Lengths and Actions for Three Piece Rods

Action	Size Ferrule	Rod Length	Classed As	Tapered Line	Level Line	Made In
Extra Light Trout	No. 1 1/2	7 1/2 ft.	3 1/2 oz.	HEH	F	All Numbers
Extra Light Trout	No. 1 1/4	8 ft.	3 3/4 oz.	HEH	F	All Numbers
Light Trout	No. 1 1/2	8 ft.	4 oz.	HDH	E	All Numbers
Light Trout	No. 1 1/4	8 1/2 ft.	4 1/4 oz.	HDH	E	All Numbers
Standard Trout	No. 2	8 ft.	4 1/2 oz.	HDH	E	All Numbers
Standard Trout	No. 2	8 1/2 ft.	4 3/4 oz.	HDH	E	All Numbers
Standard Trout	No. 2	9 ft.	4 3/4 oz.	HDH	E	All Numbers
Bass Trout	No. 2 1/2	8 1/2 ft.	4 3/4 oz.	HCH	D	All Numbers
Bass Trout	No. 2 1/4	9 ft.	5 oz.	HCH	D	All Numbers
Bass Trout	No. 2 1/2	9 1/2 ft.	5 1/4 oz.	HDH	E	All Numbers
Power-Plus	No. 2 1/4	9 ft.	5 1/2 oz.	{HCH {CBG	{D {C	All Numbers
Power-Plus	No. 2 1/2	9 1/2 ft.	5 3/4 oz.	{HCH {CBG	{D {C	All Numbers
Heavy Duty	No. 3	9 ft.	5 3/4 oz.	CBG	C	All Numbers
Heavy Duty	No. 3	9 1/2 ft.	6 oz.	CBG	C	All Numbers

*If in doubt as to which of two lines to use, if nearly the same in weight, Heddon recommends the heavier. Heddon rods can stand the extra weight which makes for easier casting.

Heddon Rods are marked on the butt to identify the Number, Length and Ferrule size, such as "20-9-2 1/2." This means a No. 20 Grade, 9 ft. long on a 2 1/2 Ferrule. Line size also given.

Heddon De

Produced only by Our
Masterpieces of



**The Rod
with the
FIGHTING
HEART!**



No. 35



No. 50



No. 1000

Luxe Fly Rods

Experienced Rod Builders
Craftsmanship



The Ultimate in Rods

Of all the rods that Heddon builds, these are the "cream of the crop," the finest rods built in America today. The skill of three generations of high grade rod building goes into each rod. The bamboo used in these rods is selected from thousands of pieces—it has to be perfect in every respect. Each one of these rods is individually built from reel

seat to tip-top by rod builders with at least ten to over twenty-five years of rod building experience. So comparatively limited in numbers are these masterpieces that only a select few of the anglers of America can have the pride and pleasure of owning a Heddon DeLuxe—the rod of distinction.

No. 35 DeLuxe Model "Peerless"®—Price \$50.00

This is the beginning of the DeLuxe Line. Superior detail, carefully selected bamboo and rigid standards make this rod a distinctive creation. Three piece with extra tip, Perfection intermediate guides and tip-top. All mountings nickel silver, gunmetal finish. Handmade ferrules, hand-welted, water-

proofed and dressed to velvet fit. Reel seat of selected walnut with gunmetal fittings, screw-locking threads of black pyralin. Strikingly wound in old gold with black ebony silk trim. Packed in cloth bag, brown anodized aluminum case. (See chart for lengths and actions.)

No. 50 DeLuxe Model "President"®—Price \$75.00

America's most popular custom-made rod of DeLuxe grade. A pride-product of our most skilled craftsmen, nothing has been spared in making this rod an outstanding achievement among extra-choice fly rods. Very few pieces of bamboo qualify for the "President" grade for here is the finest with respect to clarity, temper, straightness and seasoning. Three piece with extra tip, Perfection intermediate guides and tip-top. All mountings

hand wrought, ferrules waterproofed, serrated and dressed to precision fit, finished in antique black nickel and made of finest nickel silver. Reel seat of imported Circassian walnut, with dull silver fittings, handsomely blending with threaded portion of polished black fiber. Beautifully wound in golden tan silk with forest green trim. Packed in cloth bag, tan anodized aluminum case. (See chart for lengths and actions.)

No. 1000 DeLuxe Model "Rod of Rods"®

Heddon's masterpiece of perfection, truly a touch of the superlative. This elegant creation embodies the consummate skill of our oldest and finest craftsmen, flawless materials are graded to faultless standards and its superb beauty is matched only by its performance in action. Available in all lengths and actions to fit any type of fly fishing from trout to salmon, two or three piece, as shown on Rod Chart. The bamboo in this rod is the finest obtainable and has been selected from thousands of pieces. Ferrules are distinctively handmade from special nickel silver tubing, finished in black nickel and strictly waterproof. Ends of ferrules, guides and tip-top are

heavily gold plated, not gaudily but in a subdued softness. Reel seat made of especially select Circassian walnut, threaded portion of polished black fiber. Metal parts in distinctive gold plate to match balance of fittings. Artistically wound in antique gold silk, with rich mahogany brown silk. Packed in select cloth bag, gold anodized aluminum case, and encased in heavy top grain cowhide case large enough to easily hold two rods. These rods can be made to special order, wound in customer's design and inscribed with owner's name. [A letter stating your specific desires will be most welcome.]

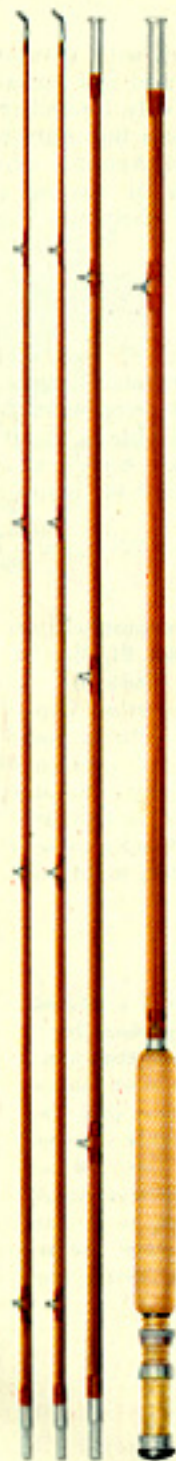
In genuine solid leather case large enough to hold two rods, in addition to an anodized aluminum case containing rod in cloth bag.....

In an aluminum case, cloth bag.....

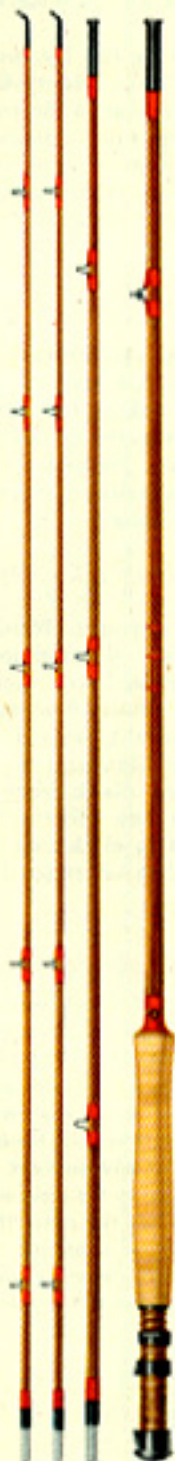
No. 1000 — Price \$125.00
No. 1000 N.C. — Price \$100.00



Heddon Split-Bamboo



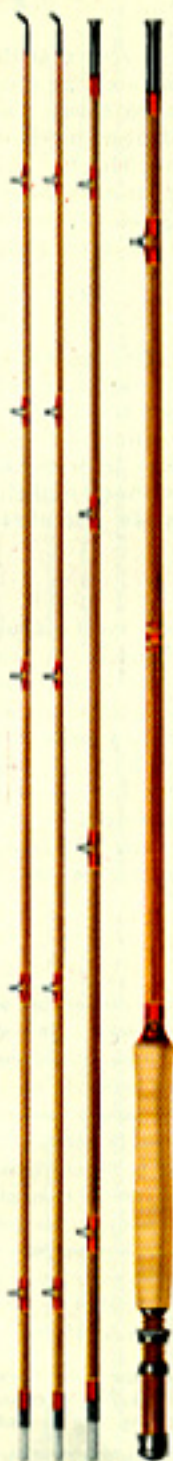
No. 10



No. 14



No. 17



No. 20

Three Piece Fly Rods



No. 10 "Blue Waters"[®] Fly Rod — Price \$25.00

A rod of exceptional value. Made from hand-split bamboo. "Browntone" finish. Screw-type locking reel seat with sliding hood. Solid cork grips. Keeper fly-ring. Perfection guides and tip-top. Nickel silver ferrules.

Handsomely wound in attractive jasper. In cloth bag and waterproof aluminum case. Three piece construction and extra tip. (See chart for lengths and actions.)

No. 14 "Thorobred"[®] Fly Rod — Price \$30.00

This rod is the equal of many rods selling for much more. Made from selected hand-split bamboo. Rich "browntone" finish resulting from Heddon's exclusive tempering process. "Hold-tite" locking reel seat in mottled coral color. Specially shaped superior cork grip. Keeper fly-ring. Perfection snake

guides and tip-top. Nickel silver ferrules in attractive gunmetal finish. Expertly wound with cardinal red silk. Three group winds on butt. Three piece construction and extra tip. In cloth bag and waterproof aluminum case. (See chart for lengths and actions.)

No. 17 "Black Beauty" Fly Rod — Price \$35.00

An extremely choice and beautiful rod, that can be proudly displayed in any company. Made from especially selected hand-split bamboo, carefully seasoned and tempered. Rich "browntone" finish. Jet black reel seat and threads with black nickel silver mountings. Distinctly formed grip made from especially selected cork. Keeper fly-ring.

Perfection snake guides with Perfection pear shaped top. Black nickel silver serrated ferrules. Beautifully wound with jet black silk with a trim wind of golden orange. Three piece construction and extra tip. In tailored cloth bag and black anodized aluminum case. (See chart for lengths and actions.)

No. 20 "Bill Stanley's Favorite"[®] Fly Rod — Price \$40.00

The favorite rod of the late Bill Stanley, one of America's really great fishermen and fly casting champions. This rod offers everything that can be desired in a good fly rod at a moderate price and has become a national favorite. Only extremely choice hand-split bamboo is used in building it. The sections with their characteristic "browntone" finish are especially selected from many others. Only imported cork is used in the hand formed handle. The reel seat has a

burled walnut finish, with the nickel silver mounting in rich contrasting gunmetal. The special "Hold-tite" design holds all reels firmly. Keeper fly-ring. Perfection snake guides with Perfection pear shaped top. Nickel silver serrated, split ferrules with hand-welt, gunmetal finish. Custom-wound with deep maroon silk and gold trim. Three piece construction with extra tip. In fine cloth bag and maroon anodized aluminum case. (See chart for lengths and actions.)