# MEDDON'S

RODS MINNOWS



Our Mr. W. T. Heddon showing a few six to ten pounders taken from a Floridan lake

# Heddon's "Dowagiac" Rods and Minnows

In writing our 1911 catalog we feel nothing can be said to add to the widespread popularity of the Heddon Minnows. They have become a standard item of fishing tackle, their high quality and successful results having created a market in every corner of the United States, throughout Canada and in many foreign countries.

The Heddon Casting Rods, of more recent origin, are rapidly being received with equal favor, our volume of Rod business having doubled every one of the past four years, since this line was first placed on the market.

The Heddon products are distinguished by originality of general design and detail, unequalled value and excellence of workmanship.

It has always been our ambition to produce the best goods in our line, and while we make many low priced articles, every item will be found thoroughly dependable. Our motto is, always good and dependable goods, no matter how low the price.

The Heddon Rods, like the Heddon Minnows, are a departure from and a marked improvement over former standard designs.

Our original long tip and short butt Rod construction costs no more to produce and gives to the user a perfection of balance, strong casting force and strength previously unknown in Casting Rod construction.

Our designs of guides and tip-tops are light and strong, economical to produce and unquestionably superior to any of the older types.

Our Locking Reel Band, as applied to all Rods retailing at \$3.00 and upwards, performs this important function with absolute perfection.

In point of value we challenge comparison with any other line of Rods and as to general and detail of design and durability we unhesitatingly say there is no comparison. If you are an angler, in the market for a bait-casting Rod or Artificial Minnows, we hope to prevent you from buying a "steel Pole," which does not possess the casting force, the fine balance and numerous other superior qualities of even our \$1.00 Rod. No competent angler who has made a dozen casts with any one of our Rods could be induced to again use a steel Rod at any price.

Neither can you afford to use the inferior imitations of Heddon's genuine Minnows.

We accept all orders on agreement to refund money if our goods are not equal or superior to our claims and on this basis we solicit your patronage.

# James Heddon & Sons, Downgiac, Michigan

Pacific Coast Representative PHIL B. BEKEART CO., 717 Market Street, San Francisco, Cal. Sole Canadian Representatives WM. CROFT & SONS, 78 Wellington St., W., Toronto, Ontario.

# Here It Is!

(Our No. 1-500)

A genuine "Jim Heddon" design casting Rod for \$1.00.

Not one of those "break the first time used" propositions, but a guaranteed dependable Rod which, with reasonable care will last for years.

Mr. Heddon perfected this Rod while fishing in Florida and used them exclusively for weeks, landing all varieties of the large fish of that state. He worked long and faithfully in his efforts to design a casting Rod possessing dependability which could be placed in the hands of the angler for \$1.00. His message to every purchaser of one of these Rods is, if you ever see the time when you would rather have your dollar than the Rod, send the Rod to us and we will return the dollar.

(Read the testimonials on this page and next from users.)

### Description

Made in Heddon two-piece construction, with short butt and long tip design.

Good quality split bamboo tip, solid wood butt, with polished maple handle. Nickeled reel seat with hood at rear and trigger on band. Heddon design non-line-catching offset fileproof metal tip-top; all guides Heddon design one-piece fileproof metal. Improved welted ferrule. Well wrapped with silk windings in two colors, put up in partitioned cloth bag. Furnished in standard casting Rod length of 5 ft. only. Weight 6 1-2 oz.

Price each, F. O. B. Dowagiac, \$1.00.

Mr. A. J. Ramberter, Pioneer Bait-Caster of Eau Claire, Winconsin, writes un

"On April 10th," 10, use of the members of case Clash were the half owner, securacy event at a Tournament of the East Claire Rod & Gun Clash, using one of your \$1.00 Knds. With a weeks practice with this Rod I believe I could show a generatage of ainest-periphi-

# Our \$2.00 Rod

(No. 2-500)

This is a Delux edition of the \$1.00 Rod described on preceding page.

It is made from the same grade of material and the same style of construction, the difference being that it has extra tip joint, a cork handle, bamboo throughout, a handsomer winding design and superior finish.

With the exception of the above features, the same general description applies as on the \$1.00 Rod on preceding page.

From Mr. H. M. McIntosh, Publisher The Daily feesly Atlanta Georgia

"Have just returned from a trip to the western count of Florida, where I had fine aport with your Rods and haits. I landed See Bass, (or Red. fab as they call them on the Western Coast.) weighing eighteen pounds with your little \$2.00 Rod, using your Rainbow Minnow for bait."

Mr. Charlex D. Shaw, Keith & Perry Building, Kassas City, Mo., wrote us under dute of May 23rd, '10. '11 wont to say that while I have a number of Roda, both cane and steel, I haven't one that suits me and better for ordinary work with lass than your \$2.00 Rod and I have given it a good tryout. It is the best piece of adversing you ever got out and I can't see, except as an advertisement, how you could afford in do it.'

Dr. C. M. Woolley of Burns, Kansas says under date

Thave been fishing a few weeks in Florida, where, with two friends, we were using three of your \$1.00 Rods. I also had with me several expensive Rods, but your \$1.00 Rod best them all. After three weeks of

second to always carry one with me

# A Little \$3.00 Beauty

(Our No. 3-500)

Without question the handsomest and most serviceable little Rod ever offered for this money.

This is a high grade Rod in every respect and we challenge comparison of this pattern with other Rods on the market ordinarily retailing at from \$5.00 to \$6.00.

### Read This Description

Two-piece Heddon long tip and short butt construction, both tips and butt joint made of first quality split bamboo. Cork grip, with extra heavy nickeled reel seat with hood and trigger at rear and Heddon Locking Reel Band. The first tip has agate top, top on other tip and all guides fileproof metal. Improved welted ferrule and all metal nicely ornamented. Well wrapped with silk windings in three colors, put up in partitioned canvas bag.

Furnished in lengths of 4 1-2 ft; 5 ft; 5 lt; 5 lt. Weight in 5 ft length, 6 l-2 ounces. Price each, F. O. B. Dowagiac, \$3.00.

The Heddon Lucking Real Band, used on the Rod, which is partited and exclusive to the Heddon Rods, aclees the problem of securing the red in a fixed and ammovable position in all emergeticies. This is the most perfect real securing design on the market, having no separate or newing parts which can possibly get out of order. It does not add to the weight of the Rod.

Page 9

# "Jim Heddon's Favorite"

(Our No. 5-500)

This is Mr. Heddon's favorite Rod. Not the costliest Rod we can make, but it possesses practically all of the important features considered paramount in a bait-casting Rod, and in point of design, weight, length and balance, it is Mr. Heddon's ideal.

This high grade Rod at a low price is the culmination of our efforts in specializing on our particular type of design. We guarantee this Rod cannot be equalled elsewhere at twice the price and in point of perfection of balance, casting force and staying qualities it is not equalled at any price by any other Rod maker.

### Specifications

Heddon two-piece construction, with long tip and short butt,

Selected split bamboo tip, with extra tip, selected split bamboo butt joint, with solid satin cork grip of our special design, and satin forward grip. Extra heavy nickeled reel seat with hood at rear and Heddon patented Locking Reel Band. First tip has agate first guide and agate top, other top and other guides fileproof metal. Improved welted ferrule and all metal handsomely ornamented. Closely wrapped with silk windings in three colors, put up in partitioned canvas bag. A strictly high grade Rod in every detail.

Furnished in lengths of 4 1-2 ft; 5 ft; 5 1-2 ft. Weight in 5 ft length, 6 ounces.

Price each, F. O. B. Dowagiac, \$5.00.

A steel Rod, more properly termed an "Iron Pole," may be a good substitute for the old style three-piece wood or bamboo Casting Rods, but any hait-caster who knows the "feel," fine casting force, durability and strong action of a Heddon Casting Rod will never return to the use of a steel Rod.

# Heddon Rod No. 10

(Our No. 10-500)

Heddon two-piece long tip and short butt construction.

Made of the best selection split bamboo with extra tip, solid satin cork grip of Heddon design and forward satin grip. Extra heavy German Silver metal throughout with hood at rear on reel seat and Heddon Locking Reel Band. Both tips equipped with agate tops and agate first guides, middle guides fileproof metal. All metal handsomely ornamented and Rod wound at close intervals with silk windings in a beautiful design of three colors. Covered with four coats slow drying elastic waterproof varnish. Put up in partitioned canvas bag and waterproof Leatherette Case. An exceptionally high grade Rod.

Furnished in lengths of 4 1-2 ft; 5 ft; 5 1-2 ft. Weight in 5 ft length, 6 ounces.

Price each, F. O. B. Dowagiac, \$10.00

"Your Rods are the best values I have ever seen." Dr. G. A. O'Connell, Van Antwerp Building, Mobile, Als.

J. C. Chason of Panacea, Florida, sends on the following splendid testimonial under date of July 15th 210.

"I feel dury bound to give you my experience with your \$1.00 Casting Rod, using your Rainbow Minnows. I have consend use of these Rods for about three months and on the eastern coast of Florida have taken all classes and varieties of salt switer as well as fresh water fish. I have fished almost daily for the past three or four years, using several kinds of Rods, but I want to any that I have never yet used a Rod for easting the equal of your \$1.00 Rod."

# Heddon Rod No. 15

(Our No. 15-500)

This Rod represents our highest type of construction in every detail and we do not know how we could make a better Rod. We might ask a higher price but we could not give a better value.

Made from the finest possible selection of split bamboo, both tips and butt joint being seasoned from one to two years. Has solid satin cork grip of special Heddon design and forward satin grip. Extra heavy German Silver metal thoughout, beautifully ornamented. Hood at rear on reel seat and Heddon patent Locking Reel Band. All guides and tip-tops agate. Closely wapped in a beautiful design of silk windings in four colors. Covered with four coats slow drying elastic waterproof varnish. Put up in velvet bag and waterproof leatherette Case.

Furnished in lengths of 41-2 ft; 5 ft; 5 1-2 ft. Weight, in 5 ft length, 6 1-4 ounces. Price each, F. O. B. Dowagiac, \$15.00

You might pay \$50,00 for a Red but you couldn't get our better than our No. 15 "Durangee" Red. We have classier Rods, but the higher price is due to special types of construction made in small quantities and the addition of tancy trimmings which do not add to the intrinsic each of the Red.

# Treble Hooks

Tueble books iffratrated below are of highest quality, copper plated and nickel planed, designed specially for use on Heddon Minnows.



Wipe No. of outer strong wire, is adapted for use on Heddan Minneys Series Nos. 100 and 130. Price, each, Scenar point to v Price, each, Bollow &c



Non. 100 and 150 Series of Minnows for Phorida fish-INC. Price, each, Rosey suisit ac Extra beavy wire and



Nine No. 3-0, for one upon Hedden Muskellonge Misnow. No. 700 Series. Price, each: Spear point for Price, each, Hollicw 100

# Heddon Rod Mountings

Hollow point, much



Agare Tip-Top Band Agate tip-tops. Bridden design offers non-line-catching. light and strong. Price, such.

Inside diameter of showed bross 490 to 125 on either again or mercal tops.

### Metal Tip-Tops

Tip-ton, Hedden deeign, heavy ring with large bearing surface. so hard an again. Price, ruch. -

Metal Tip-top same as above, excepting with two ring fork. Price, each.

All of the

on this page show actual size of Barts

### BAND AGATE GUIDES

HERDON patterns of guides are of medium vize and rapidly becoming accepted as standard dealers.



Price, such, either No. 1, 2 or 3, 60c.









Sinc. III (Juidos, metal, as hard as agate, sixes Nos. 1, Tand 3, Price, each One-prices steel Duides, name sizes so Nos. 1, 2 and 2, hard and non-line cutting. Price, \$ 38

# "Dowagiae" Rod Mountings-Continued

### BUTT CAPS



Buti Cap, extra heavy German silver, extra long, satis finished and handsomely kunried, 34 inch inside diameter. Price, each 8.20 Buti Cap, same as above, excupt rickled, without satis

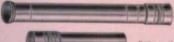
Price, each - 8 .10

### WINDING CHECKS



Windling Check, tapored, German silver, heavily knatied, satin finished, Ld Inch diamcive at small and 1-6 light diameter at large and. 8, 16 Winding Check, auton as above without autin finish, but fance knatied, nickled. 8, 26 The quality of mountings or parts is of the very highest, the illustrations representing our hest quality and

### FERRULES



Perrule complete with alide, extra heavy German silver, shouldered, he had been been shouldered. No. 2. this distributed, silve No. 2. this distributed in the same of ferrole 17-61 inches) Price, complete the same of the s

Perrule same as above, excepting rolled welt and knutred without satis finish.

Price, complete 22

Perrule only 18

Silde only 00

Formies same as above described, excepting straight or bambico style, not shouldered, also furnished in size No. 1-12, (16-68 inches inside diameter) at same price as above.

# SPLIT BAMBOO

Tip, 32 1-4 ins. long, same length and dimensions used in DOWAGIAC' two-plece rod. Price, each - \$1.50

Butta, swell, lengths 21 ins., 27 ins., 30 ins., same dimensions and varying lengths as used in "DOWAGIAC" Hods. Price, each \$1.50

One ploce, stealght taper, length from five to six fact.

Prior, each \$2.50
Winding silks, colors red, green, black and purple, fifty rard spools.

\$ .15

Varnish, special "DOWAGIAC" elastic red varnish, as used on "DOWAGIAC"

Per quarter pint # .25

Ferrule cement, best quality, 2 inch stick,

Price, each # .25

### REEL SEATS, EQUIPPED WITH "DOWAGIAC" LOCKING BAND



Red Seak extra heavy German silver, complete with soldered bood and new "DOWAGEAT" patented locking touch handsomety knursed.

Price, each seat same as above, nickled 75

# "Dowagiac" Rod Mountings-Continued

# CORK GRIPS

fillustrations of each pripe are shown une-half actual vice

Cork grips, "DOWAGIAC" improved special design, with forward swell to replace trigger, solid astin cork, with 5 inch bore.

5.50

### FORWARD GRIPS



Forward grip, large diameter, solid autin cork, \( \)
inch bore.

Price, each - - - 3.26

### ROD CASES



Rod Case, "DOWAGIAC" waterproof leatherette, nicely ornamented brass end caps, heavily nickeled plated, built over heavy fibre tube. Case same as supplied with "DOWAGIAC" \$10.00 and \$15.00 rods. Length 36 inches: inside diameter 1½ inches.



Price, each - - -

Rod Cose, heavy russet leather, lined with vulcanized fibre tube, length 36 inches; inside diameter 1% inches.

\$5.00

Prices on large quantities or special goods will be furnished upon application

# Why Heddon's "Dowagiae" Minnows Cost More Than Imitations

When you buy a Heddon Minnow you pay a little more for it than you would have to pay for any of the several imitations of our goods and we want to tell you why:

Because the enamels used on Heddon Minnows, the formula of which was originated by us and is exclusive to our use, are the only successful enamels made for this purpose, the Heddon Minnows being the only wooden baits on the market from which the enamel does not peel.

Because we have the only mechanically perfect method of attaching and retaining in a proper and fixed position the treble hooks, an invention which is securely covered by Letters Patent. All other devices or make-shifts, which have sought to imitate the Heddon method without infringing our patents, do not permit of the easy and instant detachability of hooks which our method provides, and, most important of all, none of the imitation devices insure that exact perfection of hook presentment which is so vital to insure hooking the fish.

Because we use a better quality and more carefully tempered treble hook than is attached to any other make of wooden minnow, the steel and tempering in the Heddon hooks being the best it is possible to produce, regardless of cost. We also claim superiority in the shape and style of our hook.

Because the shape and design of the spinners used on the Heddon Minnows has never been equalled by imitators, who have made close imitations in looks only, failing to secure the perfection and uniformity of bend or twist on the blades which insures the best possible spinner action.

Because the exact pattern of Minnow body we are now making offers the most perfect relation between casting weight and buoyancy we have ever produced. Imitators of Heddon Minnows have imitated in appearance only, failing to understand these fine points which add so much to the success and convenience of the angler.

Because the beautiful and durable enameling and coloring processes employed on the Heddon Minnows, which are the pride and delight of every angler who appreciates fine tackle, have only been cheaply imitated but never equalled.

Because the production of the Heddon Minnows is attended by close supervision of every detail and a perfection of workmanship and careful inspection of the finished article which insures that superb quality in every bait which has won for the Heddon Minnows the quality confidence they have long enjoyed with the merchants who sell them and the high esteem they continue to maintain in the affections of the thousands of anglers who testify, by their exclusive use, to their well established merit.

# Heddon Minnow

No. 100 Series

No. 101 (RAINBOW)



This series of Minnows, illustrated above in Rainbow finish, is also supplied in the following colors:

No. 100 Fancy Green back, White belly; No. 101, Rainbow colors, consisting of Green back, Pink and Yellow sides and White belly; No. 102, White body with Siate colored back; No. 104, Red body with Dark Green back; No. 107, Yellow belly, Reddish sides, Fancy-Sierina back. No. 109-A Yellow Perch. Other colors on special order.

These baits have two spinners and three extra strong Heddon design nickel plated treble hooks. Weight approximately 14 pwts; length of body 2 3-4 inches.

Price each, prepaid by mail, 65c.

This series of Minnows is designed for either casting, skittering, spatting or trolling for large mouth or small mouth Black Bass, Pike, Pickerel and various of the larger species of Trout and Salmon commonly taken on spoons, etc.

This is an underwater bait and its weight adapts it to casting on all types of Casting Rods, although, if a heavy line is used and a short stiff Rod, our No. 150 series, with five treble hooks, weighing 18 pwts., will carry the line out with much greater ease. If it is desired to troll very deeply, any ordinary sinker can be readily attached to the line a few inches in front of the bait.

Regarding colors, our Nos. 100, 101, 107 and 109-A, as described above, are perhaps the four most successful for nearly all game fishes. Just which color will be most successful under any given conditions can only be told by experimentation. As a rule the lighter colors should be used on dark days and in colored waters, whereas the dark colors are found most efficient

on light days and in clear waters. To insure best results the angler should be equipped with several of the Minnows of varying shades or colors. We recommend an assortment consisting of the Nos. 100, 101 and 107, although the No. 104, Red, frequently proves a killer when all other colors fail. No. 107 is particularly recommended for wall-eyed Pike and Pickerel, also for small mouthed Bass in rivers.

Experience has also proven Red to be a particularly attractive color for Pike and Pickerel.

For Florida fishing extra strong hooks are recommended and these are attached when ordered without extra charge.

For the larger Bass, Pickerel, Muskollonge and Salt Water fishes our series Nos. 175 and 700 are recommended, as shown on following pages.

# Heddon Minnow

No. 150 Series

NO. 159-A IVELLOW PERCH



This series of Minnows, illustrated above in Yellow Perch finish, is also supplied in the following colors:

No. 150, Fancy Green back, White belly: No. 151, Rainbow consisting of Green back, Pink and Yellow sides and White belly: No. 152, White body with Slate colored back; No. 154, Red body with Dark Green back; No. 157, Yellow belly, Reddish sides, Fancy-Sienna back. Other colors on special order.

These baits have two spinners and five extra strong Heddon design nickel plated treble hooks. Weight approximately 18 pwts; length of body 3 3-4 inches.

Price each, prepaid by mail, 75c.

This series is finished in the same colors as the No. 100 series, previously described, and the same recommendations apply as to colors and the adaptation to the different species of game fishes.

Being four pennyweights heavier than the No. 100 series, the bait can be cast with greater ease and is specially adaptable to short stiff Rods. Having larger body than the No. 100 series it does not sink as rapidly.

# Heddon Minnow

No. 175 Series



This series of Minnows, illustrated above in Fancy Green Back finish, No. 175, is also supplied in the following colors:

Rainbow colors, consisting of Green Back, Pink and Yellow Sides and White belly, No. 176; Pure White Body with Slate colored Back, No. 177. Other colors on special order.

This series has two spinners and three No. 1-0, very large, hollow point treble hooks, which will hold the heaviest and largest fish which can be taken on a Casting Rod. Weight, approximately 18 pwts; length of body 3 3-4 inches. Has about the same sinking tendency as the No. 150 series previously described.

This series is designed specially for holding the "big ones."

Price each, prepaid by mail, 75c.

# Heddon Surface Bait

No. 200 Special

NO. 200 (SPECIAL)



This is the old reliable Heddon Expert, made only in the winning combination of colors shown in illustration. This is a Surface lure used preferably for casting, but also adaptable to "skittering" or "bobbing." It operates beautifully upon the surface of the water and avoids weeds to a considerable exent. It can be used among lily pads and rushes if properly handled and is a great attractor and practically sure killer of all of the smaller species of surface biting game fishes.

Has no spinners and is regularly supplied with three treble hooks, as illustrated. Is also supplied with two treble hooks, if preferred.

Weight, approximately 12 pwts; length of body 4 3-4 in. Price each, prepaid by mail, 65c.

## Heddon Surface Minnow

No. 300 Series

NO. 302



Shown above in Pure White body, with Slate colored back, No. 302, is also supplied in the following colors:

Fancy back finish, No. 300; Rainbow colors, consisting of Green back, Fink and Yellow sides and White belly, No. 301. Other colors on special order.

This is a Surface Minnow, specially designed for catching the large Bass of Florida and other southern states, operating equally as well upon the Bass of the northern states.

Weight, approximately 18 pwts; length of body 3 1-2 in.

Supplied regularly with one large specially formed treble hook on belly or upon special order with two smaller treble hooks on belly.

Price each, prepaid by mail, 75c.

# Heddon Muskollonge or Salt Water Minnow

No. 700 Series

NO. TOT



Illustrated above in No. 707 style of decoration is also supplied in the following colors:

Fancy Green back, White belly, No. 700. Yellow Perch, No. 709-A. Other colors on special order.

This Minnow is designed specially for catching Muskollonge and the smaller species of salt water game fishes. It is entirely too heavy for bait casting, unless thrown with a great deal of care upon a very heavy stiff Rod. Its weight and general construction are best adapted to trolling and it is designed to attract and hold the "big ones." Has two spinners and three extra strong No. 1-0, best possible quality hollow point nickel plated treble hooks.

Weight, approximately 3 ounces. Length of body 5 in. Price each, prepaid by mail, \$1.00.

# Heddon's Swimming Minnows

Nos. 800, 801, 900, 901



This Minnow, illustrated above in No. 900 finish, has a pronounced swimming motion when reeled through the water at the ordinary speed of retrieving with a four multiplier reel.

The Nos. 900 and 901 are the same excepting as to coloration. This type of bait has the advantage of floating on the surface until recled in, when it immediately drives under water and describes the swimming coarse. This is a valuable feature, especially for beginners in casting, as the bait cannot sink into the weeds and snags when not in motion. If reeling is stopped it immediately comes to the surface. This feature makes this bait very valuable for trolling, as, if for any reason the boat is stopped, the bait rises to the surface instead of sinking to the bottom.

The Nos. 800 and 801 are the same type of bait except as to coloration, and different from the Nos. 900 and 901, in the point that the body is much smaller and proportionately heavier, eliminating the floating feature. The Nos. 800 and 801 sink as soon as they strike the water, describing the same swimming course as the Nos. 900 and 901.

Nos. 800 and 801 have only one treble hook located at the rear; bass always strike this bait at this point.

Nos. 900 and 901 are equipped with an additional hook on the belly, as Based streaments at the stream of the surface and in such cases direct their strike at the belly of the Minnow.

The Nos. 800 and 801 weigh 11 pwts; length of body 3 1-4 inches.

No. 800 has White body with Green and Red decorations; No. 801 has Yellow body with Green and Red decorations.

Price each, prepaid by mail, 65c.

No. 900 has White body with Green and Red decorations; No. 901 has Yellow body with Green and Red decorations. Weight, about 18 pwts; length of body 4 1-2 inches.

Price each, prepaid by mail, 75c.



Our Mr. W. T. Heddon showing a few six to ten pounders taken from a Floridan lake