



Jim
Heddock's
Fishing
Hole

Catalogue No. 11

JAMES HEDDON'S SONS

MANUFACTURERS
OF

DOWAGIAC

RODS

AND

MINNOWS



DOWAGIAC, MICH., U. S. A.

1913



INTRODUCTORY

Never before in the ten years of our conspicuous success as fishing tackle manufacturers, has the trade mark, "Heddon's *Dowagiac*," meant so much to the users of our goods as for the season of 1913.

Hardly less noteworthy than our unique and original new goods and inventions shown in this booklet, are the many substantial improvements we have made in the processes of manufacture and refinements of utility which have been introduced into our well-known standard goods, which have long stood the test of discriminating users and have secured for us an envied place in the affections of anglers and regard of the trade.

The Heddon's "*Dowagiac*" Rods and Minnows are manufactured complete in our thoroughly equipped factory at Dowagiac, Michigan; the Lines and Reels offered in this catalog, under our trade mark, are not made by us, but are manufactured specially for us by the best producers in their respective lines. Both Lines and Reels are made largely after our designs, and each item has been thoroughly tested and approved by the Heddon House of practical bait-casters.

JAMES HEDDON'S SONS DOWAGIAC, 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

OUR FAMOUS \$1.50 ROD

OUR No. 1½

This wonderful little Rod has been a sensation. First on the market in 1911, it has made good with bait-casters everywhere and we couldn't supply the demand last season.

Every owner of one of these Rods wonders how we "do it" for the money.


Read the testimonial on this page—we've got hundreds of them just like it.

DESCRIPTION

Made in Heddon two-piece construction, with long tip and short butt, thoroughly dependable, possessing excellent casting force and the same perfection of balance as our higher-priced Rods.

Good quality split bamboo in both butt and tip, polished maple handle of improved Heddon design. Nickered reel seat with hood at rear and trigger on band. All guides and tip-top fileproof metal. Improved *German silver* welted ferrule. Wrapped with silk windings in two colors, put up in partitioned cloth bag. Furnished in length of 5 feet only.

Price, each, \$1.50



"Three years ago I bought one of your \$1.50 Casting Rods. I used it all the first year, but needed up the next season and bought a \$15.00 Rod from one of your competitors. The \$15.00 Rod didn't last the season out and I am now using the \$1.50 Rod, and it is as good as new. It has had some work, too, as I fish nearly every afternoon during the season. This Rod is good for forty years, but I am going to retire it this season and give it a blue ribbon and an honorary place on my office wall."

DR. MELVIN J. DRYER,
Pres. County Rod and Gun Club, Helena, Ark.

HEDDON \$2.50 ROD

OUR No. 2½

This Rod is a very exceptional value for the price.

DESCRIPTION

Two-piece construction, with Heddon original short butt and long tip design, which greatly increases casting force and reduces to minimum liability of breakage.

Good quality split bamboo tip, with extra tip, split bamboo butt with cork grip. Nicked reel seat, with hood at rear and trigger on band. All guides and tip-top fileproof metal. Improved *German silver* welded ferrule. Nicely wrapped with silk windings in two colors. Put up in partitioned cloth bag. Furnished in lengths of 4½, 5 and 5½ feet.

Price, each, \$2.50



"The one-piece Rod I bought of you is the best Rod I have ever owned and I have paid some fancy prices."

GEO. THOMPSON,
Publisher St. Paul Pioneer Press,
St. Paul, Minn.



HEDDON \$4.00 ROD

OUR No. 4

This Rod will compare favorably with the products of other makers costing from six to eight dollars.

DESCRIPTION

Two-piece construction, with Heddon original short butt and long tip design, which greatly increases casting force and reduces to minimum liability of breakage.

Good quality split bamboo tips, with crystal agate tops and first guides; other guides fileproof metal; split bamboo butt joint and cork grip. Extra heavy nickeled reel seat with hood and trigger at rear and Heddon locking reel band. Improved *German silver* welted ferrule. Well wrapped with silk windings in three colors; put up in partitioned canvas bag. Furnished in lengths of $4\frac{1}{2}$, 5 and $5\frac{1}{2}$ feet.

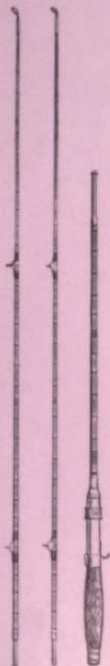
Price, each, \$4.00



Caught on "Downright" Minnow; weight, eight pounds and ten ounces. This Photo was taken after it was mounted. Caught by H. Wines, Big Timber, Mont., 1907

"I wish you to know that I appreciate the difference in the workmanship in your goods as compared with the rods of other makes. The best proof of this is in the fact that I have bought several of your rods and have also influenced many others to do the same."

DR. C. W. MIXER,
Hastings, Mich.



SPECIAL ONE-PIECE CASTING RODS

That the One-piece Casting Rod, without ferrules or joints, is the ideal type of construction, is now well known by every well-informed bait-caster.

It possesses a balance, casting force, strength and "feel" which cannot be secured with a jointed construction.

We make a specialty of One-piece Rods to order and are pleased to quote prices for special designs upon application.

We keep in stock, ready for immediate shipment, One-piece Rods with the following specifications and values:

OUR No. 6

Good selection split bamboo, solid cork grip, of improved Heddon design and forward grip.

Reel seat and all other metal extra heavy nicked, nicely ornamented and equipped with Heddon locking reel band. First guide and tip-top agate, other guides fileproof metal. Handsomely wound in three colors silk; put up in canvas bag.

Price, each, \$6.00

OUR No. 10

Extra selection split bamboo, solid cork grip of improved Heddon design and forward grip; reel seat and all other metal extra heavy German silver, nicked, handsomely ornamented and equipped with Heddon locking reel band. Tip-top and all guides agate. Handsomely wound in four colors silk.

Price, each, \$10.00

Both of above Rods are kept in stock in 5-foot lengths and supplied on special order within ten days' time in any length from 3½ to 6 feet. Weight in 5-foot lengths, 5¼ ounces.



"JIM HEDDON'S FAVORITE"

OUR No. 6

This is our premier Rod proposition—an unparalleled value for the price.

A close imitation of Mr. Heddon's Favorite Rod, possessing nearly all of the vital qualities of a rod costing three times as much. In designing this rod, Mr. Heddon made an earnest endeavor to place the maximum of rod value within reach of the ordinary pocket-book.

SPECIFICATIONS

Two-piece construction, with Heddon original short butt and long tip design, which greatly increases casting force and reduces to minimum liability of breakage.

Selected split bamboo tip, with extra tip; selected split bamboo butt joint, with solid satin cork grip of special Heddon design and forward grip. Extra heavy nickeled reel seat, with hood at rear and Heddon locking band. First tip has agate first guide and agate top; other tip has agate top and fileproof metal guides. Improved German silver 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, known as our "Jim Heddon's Favorite." Furnished in lengths of 4½, 5 and 5½ feet.

Price, each, \$6.00

"Your 'Jim Heddon's Favorite' Rod is a pippin."

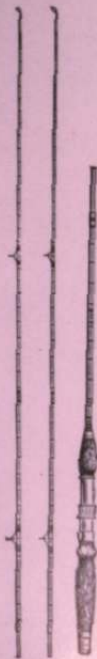
R. H. LYON,
Harrisburg, Pa.

"I cannot tell you how pleased I am with your 'Jim Heddon's Favorite' Rod. It is the best I have ever had in my hand, and I have handled a good many. I tried it out as soon as I got it, and it seems to me that if your \$15.00 rod is better, I can only say that wonder will never cease. I have never handled a better balanced rod."

T. E. UNIKER,
Newtown, Conn.

"I just saw some of your \$6.00 Casting Rods in company with some \$18.00 casting rods of another make, in the Jarvis Sporting Goods House in this city, and you can bet your rods did not lose anything by comparison."

JOHN WILEY,
305 Cass Ave., Detroit, Mich.



THIS \$6.00 ROD WILL NOT SUFFER
BY COMPARISON WITH MOST RODS
COSTING FROM \$15.00 TO \$30.00



*Yours Truly,
Jim Heddon.*

THIS ROD IS BACKED BY JIM HEDDON'S
REPUTATION FOR KNOWING WHAT'S
"RIGHT" AND GIVING MORE THAN AN
HONEST VALUE



HEDDON \$10.00 ROD

OUR No. 10

DESCRIPTION

Two-piece construction, with Heddon original short butt and long tip design, which greatly increases casting force and reduces to minimum liability of breakage.

Finest selection split bamboo with extra tip, with solid satin cork grip of special Heddon design and forward grip. Extra heavy German silver metal throughout, with hood at rear and Heddon locking reel hand. 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 finest elastic waterproof varnish. Put up in partitioned canvas bag and waterproofed leatherette case. An exceptionally high grade Rod. Furnished in lengths of $4\frac{1}{2}$, 5, and $5\frac{1}{2}$ feet.

Price, each, \$10.00

Our Nos. 6, 10 and 15 Rods are made in a special extra heavy construction for Florida fishing and for light salt water casting, without extra charge.

We also make these three numbers in lighter construction than our regular patterns, where it is desired to cast very light lures. Our regular patterns, as listed in this catalog, are designed for casting lures of the average weight of the Heddon Minnows.

"Your Rod is certainly everything I expected it to be; right up to the Heddon quality and works beautifully."

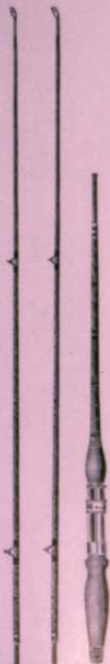
W. ARMITAGE,

73 W. 95th St., New York City.

"I have just tested my new Heddon Rod, and I would not be afraid of a twenty-five pound musky. I would not give my rod for any one I ever saw or owned, and I have had several good ones."

FRANK E. AUSTIN,

37 Strong Ave., Northampton, Mass.



H E D D O N \$ 1 5 . 0 0 R O D

OUR No. 15

This is the best Rod we can build and \$15.00 is the most we ask for any rod.

We ask the purchaser to compare this Rod from every standpoint with the products of other makers for which you are asked from twenty to forty dollars. We contend this Rod is not equalled in point of workmanship, and the materials and processes of making the bamboo joints are the best known to the trade.

DESCRIPTION

Two-piece construction, with Heddon original short butt and long tip design, which greatly increases casting force and reduces to minimum liability of breakage.

Finest possible selection of split bamboo; both tips and butt seasoned thoroughly before being made up. Solid satin cork grip of special Heddon design and forward grip. Extra heavy German silver metal throughout, beautifully ornamented. Hood at rear and Heddon locking reel band. All guides and tip-tops agate. Closely wrapped with a beautiful design of silk windings in four colors. Covered with four coats of finest elastic waterproof varnish. Put up in canvas bag and waterproofed leatherette case. Heddon's Highest Grade Rod. Furnished in lengths of $4\frac{1}{2}$, 5 and $5\frac{1}{2}$ feet.

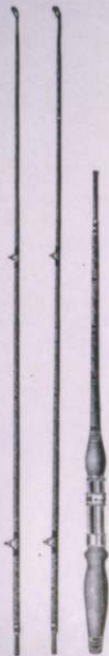
Price, each, \$15.00

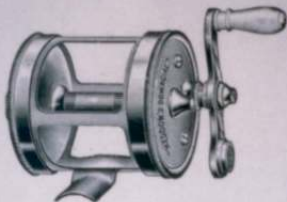
"I have one of your \$15.00 Heddon Casting Rods. It is a thing of beauty. I used your old No. 15 for four years, and it is as good as new. I am certainly proud of my collection of Heddon Rods and Minnows."

WM. A. SCHAPPA,
Care of City Hall, New Haven, Conn.

"I bought one of your Heddon's Favorite Rods and cannot resist the temptation to tell you of its good conduct. It has had all kinds of hard service and has kept its alignment perfectly. All of my steel rods are now for sale, and I want to thank you for the perfect Rod you sent me."

W. C. BURK,
Thomtown, Ind.





HEDDON'S "DOWAGIAC" REELS OUR No. 1

Eighty yards; spool, $1\frac{1}{4}$ in. diameter by $1\frac{3}{8}$ in. wide; weight, $6\frac{1}{4}$ ounces; click, regular; action, quadruple.

Price, each, F. O. B. Dowagiac, \$3.00

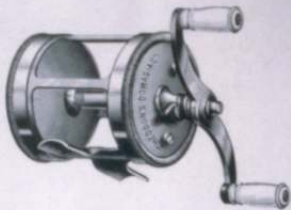
Made under our trade mark and with Heddon modifications, we offer herewith a moderate-priced standard type of four-multiplier, bait-casting Reel, the basic principles of which have had long testing. We believe this Reel to be the best value on the market at anywhere near the price, and we guarantee it as a thoroughly dependable article, smooth running and perfect in design—in fact, a marked example of the extent to which the modern, thoroughly equipped reel factory has brought nearly all of the fine points of reel construction down to a popular price.

These Reels are of tubular frame construction, without screws or rivets, insuring solidity and stability. This rigid frame with true bearings and high quality workmanship on axle spool, spindle and pinion, give perfect balance and remarkable running and wearing qualities.

While very small in size, this Reel has capacity of 80 yards of ordinary bait-casting line. Although low in price, these Reels are of dependable high quality, and, with proper care, will last many years.



A Fine Specimen and the Heddon Bait that Did the Business



HEDDON'S "DOWAGIAC" REELS

OUR No. 2

Specifications same as for No. 1, excepting No. 2 has Double Handle equipment, as illustrated, and the price is \$3.50.

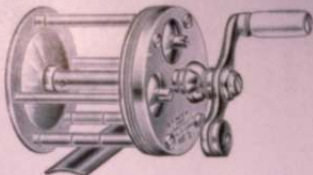
The Double Handle equipment is the only method by which vibration of the reel can be avoided at all speeds of the spindle. The ordinary balanced crank is proof against vibration at one speed only, as the atmospheric resistance to the handle varies at differing speeds. With the Double Handle the atmospheric resistance is the same on both handles, thereby insuring perfect balance and absence of vibration. This feature is quite valuable to those who appreciate the finer points of tackle.

The fisherman in the Arabian Nights whose net brought forth the jar from which issued the Genii, has nothing on T. N. Burket, an Antioch (Illinois) user of Heddon Rods and Minnows, who sends us an account of having caught a full-grown deer in Crystal River, Florida, with a bait-casting outfit.

Mr. Burket writes us under date of April 24th, enclosing copy of a Chicago newspaper, giving a full account of this most exceptional experience. He says:

"When I caught the deer I was using the Heddon Rod and a No. 102 'Dowagiac' Minnow. I had the deer hooked only with one of the tail hooks, which bent a very little. Of course, when I saw him swimming in the stream and made the cast, I never thought that I would be able to land him. The bait caught in the right shoulder, after which followed a two-hour fight. We dragged him to within twenty feet of the landing, when he became exhausted and gave up."





THE FAMOUS MEEK REELS

For the bait-caster who demands the best in hand-made reel construction we offer our two favorite selections of the Famous Blue Grass Reels, the products of B. F. Meek & Sons.

GERMAN SILVER BLUE GRASS NO. 3B

Has Spiral Gears and Tempered Tool Steel Pivots and Stud

The No. 3B is perhaps the most popular size for general purposes, suitable for bass, pickerel, trout, sheepshead, and often used for muskallonge and salmon. Its capacity is 120 yards of our No. A Easy Caster Line. Made of the finest German silver, quadruple multiplier, with click and drag, and screw-off oil caps. Diameter of end plate, 2 inches; length of spool, 1 $\frac{5}{8}$ inches.

Net price, each, \$15.00

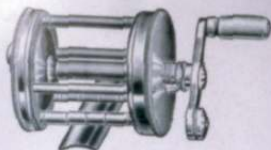
No 3 J B

This Reel is the same in all respects as No. 3B, except that it is made with jeweled pivot bearings, giving it additional smoothness and durability. With click and drag and screw-off oil caps.

Net price, each, \$20.00



A Liberty-Looking Hole



THE FAMOUS MEEK REELS

IMPROVED BLUE GRASS SIMPLEX REEL NO. 25

This Reel is a German silver, quadruple multiplying, take-apart reel, of new design.

The makers guarantee the material and workmanship to be the best obtainable, and the action and durability to excel that of any reel that sells for double the price.

The moderate price of this Reel is due entirely to simplicity of design, and not to cheap material and poor workmanship, as is usually the case.

Price, each, \$10.00

"I send you the enclosed clipping, which shows the results of our Bait-Casting Tournament held here on Decoration Day. You will note I won first in both accuracy and long-distance contests, using the same old \$1.50 Heddon Rod with which I won both of these firsts last year."

A. E. FOGLE, Columbus, Ohio.

"I am enclosing herewith draft for another of your famous No. 155 Rods. One of my friends got stuck on mine, and I had to let him have it. I would not be without one if it cost me \$10.00."

L. L. URQUHART, Medford, Wis.



Caught by T. P. Thompson, 111-113 E. Broad St., Tusculum, Ark.

The large bait is about 20 inches long. Weights from

eight to left, 5 lbs.; 6 1/2 lbs.; 8 lbs.; 9 lbs.; 10 lbs.



HEDDON'S "DOWAGIAC" CASTING LINES

We have combined our long experience and careful experimentation on Casting Lines with the skill of the world's best producer of these goods, and are pleased to offer herewith the Heddon's "Dowagiac" Brand of "Samson" and "Easy Caster" Lines.

The effort of every conscientious maker of high grade Casting Lines is to produce an article that affords a proper compromise between perfect casting qualities and strength, these two elements being antagonistic. In other words, a strong line must necessarily be made heavy and coarse, therefore being difficult to cast and to make a perfect spool when retrieving.

In the new Heddon's "Dowagiac" Lines the angler will find these qualities most happily related, and we offer the following Lines as being specially adapted to casting lures of the average weight of the Heddon's "Dowagiac" Minnows and without question the best in quality it is possible to produce in a Casting Line for this purpose.

HEDDON'S "DOWAGIAC" EASY CASTER

A very serviceable, soft-braided, first-quality Japan Silk Line, designed to meet the demand of anglers desiring extreme flexibility rather than excessive strength and wearing qualities. Color: White, mottled black. No. A has breaking strength of 15 lbs., and is best adapted to casting lures weighing from one-fourth to slightly more than one-half ounce.

Price, per spool of 50 yards, \$0.75

No. B has breaking strength of 20 lbs., and is adapted to use with our Minnows Nos. 100 and 150 Series, etc., for casting for large bass, pike, pickerel and small "muskys."

Price, per spool of 50 yards, \$0.90



HEDDON'S "DOWAGIAC" SAMSON

The strongest, heaviest Casting Line made, size and wearing qualities considered. Made from the highest standard Japan silk, waterproofed and will float, making it ideal for use with surface bait. Color, black.

Our No. X has breaking strength of 20 lbs. and is adapted for use with our Nos. 100, 150, 200, etc., Baits, and for casting for all sizes of bass, pike and other game fishes of ten pounds and under.

Price, per spool of fifty yards, \$1.00

Our No. XX has breaking strength of 26 lbs. and is adapted for use with the heaviest lures that can be used on a casting rod and for taking the large bass of Florida, large pickerel and "muskys" and salt water fishes up to fifty pounds when used on a bait-casting rod.

Price, per spool of fifty yards, \$1.25

"I enclose you a picture of a silver cup which I won in 1912 for the largest bass caught by any member of our club. I took him with the Heddons 'Favorite' Casting Rod, purchased of you three years ago. We will have another contest next season and I shall be in again with the same old 'Favorite'."

DR. C. P. DAY, Hermon, N. Y.

"It was through your firm that I first took up bait-casting, which was several years ago. I count myself beyond the novice stage now, but the Rod and Minnows I bought from you at that time are still doing business at the old stand, and as far as actual worth is concerned are as good as new. I paid but \$6.00 for the rod. Your Rods and Minnows are certainly unapproached by any other makers, and I have tried them all. The name 'Heddons' stands for the best in bait-casting paraphernalia."

JOHN RITCHIE, JR.,

No. 8 District Bldg., Washington, D. C.

WHY HEDDON'S "DOWAGIAC" 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 secure 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 our Spinners 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.



HEDDON'S "DOWAGIAC" MINNOW

HERE'S ONE OF THE NEW ONES

Nos. 0 and 00 SERIES

This illustration shows the new No. 0 superior finish type of Heddon's "Dowagiac" Minnow, which has a flat surface and sharp line body effect. This bait has proven our most successful lure and biggest seller of the past season.

The hooks are mounted on the distending sharp line running the entire length of the bait on either side, thus holding them well out away from the body of the minnow, greatly increasing the killing certainty. This is the most artistically and beautifully finished bait we have ever produced. Supplied in the following colors:

No. 0—White body, red and green decorations; No. 01—Yellow body, red, green and black decorations; No. 02—Red body, with black decorations.

These baits have two spinners and three extra strong Heddon design, nickel-plated treble hooks. Weight, approximately, 13 pwts.; length of body, 3 inches.

Price each, prepaid by mail, \$0.75

This type of superior finish Minnow is also supplied in the five treble hook pattern, our No. 00 Series. Supplied in the following colors:

No. 00—White body, red and green decorations; No. 001—Yellow body, red, green and black decorations; No. 002—Red body, with black decorations.

Equipped with two spinners and five extra strong Heddon design, nickel-plated treble hooks. Weight, approximately, 16 pwts.; length of body, 3½ inches.

Price each, prepaid by mail, \$0.85



Caught with Heddon's "Dowagiac" Minnow, at Pikeville Lake, Newaygo Co., Michigan, by L. E. Phillips, Newaygo, Mich.



No. 11

HEDDON'S "DOWAGIAC" MINNOW

No. 10 SERIES

This series of Minnows—illustrated above in yellow body, with red and brown spots, No. 11—is also supplied in white body with red and green spots, No. 10.

Has one spinner at head and natural fish tail formation at rear. Weight, $\frac{1}{4}$ ounce; length of body, $2\frac{3}{8}$ inches. Has no side hooks and one single rear hook tied with bass fly. Body portion, the new Heddon hexagon form and superior finish.

Price each, prepaid by mail, \$0.75

This Minnow is designed for casting for small mouth bass in river or lake fishing, also for various species of trout. Owing to its light weight, it can be cast successfully on a heavy fly rod, or on a very flexible bait-casting rod.



Fred C. Nash, cartoonist on the *Detroit Journal*, evidently having in mind the quality of workmanship and finish on our No. 10 Minnow, wrote us on June 3rd, '12, as follows:

"I have but one criticism to make on this bait—the coloring is almost too beautiful. No real, gentlemanly, house-broken bass would be ungallant enough to bite a beautiful thing like this—he would try to breed to it."

"I enclose a clipping from the *Spokane-Review* of Spokane, which tells of my having caught a twenty-one pound rainbow trout in Deer Lake last Sunday. The fish was the largest one of its specie caught this season or for many years past. It measured three feet one and one-half inches. A week before I landed three other rainbow trout, weighing four, fifteen and sixteen pounds respectively, when dressed, all with a No. 151 'Dowagiak' Minnow."

H. V. DAVIS,
Chewelah, Wash.



No. 100 (RAINBOW)

HEDDON'S "DOWAGIAC" MINNOW

No. 100 SERIES

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 slate colored back; No. 104—Red body with dark green back; No. 109-A—Yellow perch; No. 109-B—Imitation frog colors; 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 $\frac{3}{4}$ inches.

Price each, prepaid by mail, \$0.75

This series of Minnows and the No. 0 and 00 Series on preceding page, are designed for either casting, skittering, spitting 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.

These are underwater baits and their weight adapts them 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. 0, 01, 100, 101, 109-A and 109-B are perhaps the six 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. For Florida fishing, extra strong hooks are recommended and these are attached when ordered without extra charge.

For the larger bass, pickerel, muskallonge and salt water fishes, our series Nos. 175, 700 and 1300 are recommended, as shown on following pages.



REFINING THE WOODEN MINNOW

LACK BASS TAKING BAIT

Illustration shows how the black bass, of all varieties and climates, always attacks the wooden minnow at the side, striking it between the jaws, not in the gullet. Note how actively the one single hook is placed to engage the upper jaw and how the dummy portion will prevent the hook from going down and sliding out of the mouth without engaging the jaw. The dummy projection comes in contact with the upper jaw, forcing the hook point into the upper jaw. The single hook of single hook is not efficient when attached to a wooden minnow, as the jaws of the fish are opened so widely that the wooden body of the minnow and the single hook slip out of the mouth when the angler strikes.

Minnow and Hook giving a record last season of hook-and-bait with-out a miss.

Not the number of hooks on the lure, but the character and arrangement of them to the fish which matters (See Facts).

THE ADVANTAGES OF THE NEW DUMMY-DOUBLE

The one hook with the Dummy reinforcement is always in perfect position for engaging the upper jaw of the fish, and the strike of the hook is all centered on driving home the one point, instead of being divided over several points, thereby meeting less resistance and giving the certainty of penetration.

Many fish are lost when treble hooks are used because of one hook engaging the upper jaw, another the lower jaw, enabling the fish to secure resistance and disengaging both hooks. The Dummy-Double eliminates this.

The elimination of the treble hooks makes the wooden minnow semi-wireless. The bait can be drawn over rocks, stones and reefs of aquatic vegetation without danger of catching.

In handling minnow and especially when removing fish, the old danger of engaging hooks into fingers is almost entirely eliminated. The elimination of the multiplicity of trebles greatly lessens the liability of the bait becoming fast to weeds or snags when the fish is to be ejected, offering a resistance which enables the fish to tear loose from the hooks.



NEW DUMMY-DOUBLE MINNOW

No. 1109

(Above illustration shows the preferred coloration of this new Minnow, which will also be supplied in other standard color combinations upon special order.)

Equipped with two spinners; body portion, 3 1/2" long; weight, 1 1/2 pwt. Body shaped in our new *fast* and sharp line superior finish pattern, being our most artistic and beautifully finished product.

Hooks are fastened with a modified and improved construction of our patented socket principle, which holds the hook out away from the body of the bait and prevents the point from coming in contact with the body of the Minnow. This new style of socket, used only on this bait, gives maximum freedom of action to the hook, a very desirable feature. Equipped with one Dummy-Double on either side and without hook at rear. Laying off rear hook does not decrease the certainty of the catch when fishing for bass. However, an extra hook, which may be instantly attached, is given with each bait, and may be put on at the rear or substituted for either of the side hooks, all hooks being readily detachable and interchangeable.

Price, each, prepaid by mail, \$1.05, and much more (Special colors without extra charge.)



HEDDON DUMMY-DOUBLE HOOK

HARVEST SERVICE CO.

Jim Heddon, whose name is inseparably interwoven with the early development of the art of practical bait-casting, died December 7th, 1911.

One of his last ambitions was to rid the "Dummys" Minnows of the multiplicity of treble hooks, which have formed the only logical basis of objection ever urged against the wooden minnow.

He talked much of the advantages of the wooden minnow over the opposed lure of live bait, as specially adapted to hot-weather, and his feelings were more often dwelt upon in his talks with sportsman companions than the fact that the wooden minnow rendered it no longer necessary to impale a live minnow upon a hook, or that still higher forms of animal life, the frog.

He spoke often of the convenience of the artificial bait, and to the question of what, if any, objection could be urged against it aside from the multiplicity of hooks, he never received an answer.

His latest fishing days were devoted to experiments looking toward the elimination of the many hooks, and as a result of his tireless and painstaking efforts we are now enabled to offer the bait-casting world a type of wooden minnow which eliminates this last objection, and at the same time increases the certainty of the catch, but always in a truly spontaneous manner.

The invention consists of the new and singularly original Heddon Dummy-Double Hook, the advantages of which are effectively set forth on this page.



No. 150-A (YELLOW PERCH)

HEDDON'S "DOWAGIAC" MINNOW

No. 150 SERIES

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 colors, 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. 159-B—Imitation frog colors. 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, $3\frac{3}{4}$ inches.

Price each, prepaid by mail, \$0.85

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.



A String of Basses

"I have caught some mighty nice bass on your 'Dowagiac' Minnows; I use a Heddon's 'Favorite' Casting Rod, and it is certainly a classy little rod."

WINSTON T. SMITH,
Mannington, W. Va.

"Some time ago I caught three bass at one cast on one of your Minnows. I have used one of your Rods for several years, and don't think there is any better."

F. W. KERFOOT,
Fl. Smith, Ark.



No. 175 (FANCY BACK)

HEDDON'S "DOWAGIAC" 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 that can be taken on a casting rod. Weight, approximately, 18 pwts.; length of body, $3\frac{3}{4}$ inches. Has about the same sinking tendency as the No. 150 series, described on preceding page.

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

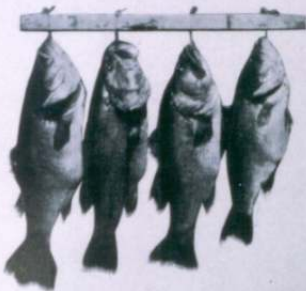
Price each, prepaid by mail, \$0.85

"The largest small-mouth black bass ever caught in the mountain rivers of Virginia was taken by me with your 'Dowagiac' Minnow on August 19th, 1912. He was twenty-two inches in length and measured six inches across the tail. He weighed six pounds after being brought to town."

J. H. CALLAHAN,
Clifton Forge, Va.

"The twenty-pound pickerel shown on the photograph I am sending you was landed after a twenty-minute fight with one of your \$1.50 Rods. The little rod certainly did the trick."

H. R. NORVELL,
Spirit Lake, Iowa.



Four better bass taken at Trout Lake near Mulvick, Fla., by J. L. Barton, Governor of The Barton Sectional Steel Boat. Weights—12½, 11½, 11½ and 10¼ lbs.



No. 200 S. W.



No. 200 S. F.

HEDDON'S "DOWAGIAC" MINNOW

No. 200 SPECIAL SERIES

This is the old reliable Heddon Expert—simplest, most effective surface bait ever made. Finished in either of the two attractive color combinations illustrated above and preferably used for casting, but also adaptable to "skittering" or "bobbing." It operates beautifully upon the surface of the water and avoids weeds to considerable extent. It can be used among lily pads and rushes, if handled with reasonable skill, and is a great attractor and practically sure killer of all the smaller species of surface biting game fishes. Has no spinners and is regularly supplied with three treble hooks, as illustrated. Weight, approximately, 16 pwts.; length of body, $4\frac{3}{4}$ inches.

Price each, prepaid by mail, \$0.85



No. 200 S. L.

THIS BAIT IS LUMINOUS

Illustration of the No. 200 S. L. above is the same type of bait as No. 200 S. W. and No. 200 S. F., illustrated and described on this page, excepting this pattern is finished with luminous body, for moonlight or night fishing.

Price each, prepaid by mail, \$1.00



Taken at Shreveport, La., by the late Thos. E. Stone and wife and Mr. Stauf, guests of The Jolly Fishes, Malacca, Fla. Weights—115, 105, 95 lbs.



HEDDON'S "DOWAGIAC" MINNOW

No. 300 SERIES

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, pink and yellow sides and white belly, No. 301. Other colors on special order.

This is a surface minnow, specially designed for catching 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, 3½ 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, \$0.85

"While fishing for pike I caught fifteen small-mouth bass from 1½ to 3 pounds, landing two with one cast, on your No. 150 'Dowagiac' Minnow. All were returned to the water. Several other baits and lures were used at times by our party, but it was the 'Dowagiac' that did the business."

W. S. LINTON, Postmaster,
Saginaw, Mich.

"I had been told that bamboo rods are far ahead of steel rods, but it was hard to convert me. After using one of your 'Jim Heddon's Favorite' Bamboo Rods, I have laid aside my \$12.00 steel rod, for I can cast much farther and better than ever before. I like to show my appreciation by telling the manufacturer how good his wares are."

F. M. ZEALLEY,
Milwaukee, Wis.



Mr. Barlow of Manassasville, Ind., and his largest catch of the season. Taken at Trout Lake, St. Johns, Florida. Weights—from 11¼ to 16½ lbs.



HEDDON'S "DOWAGIAC" MINNOW

No. 700 SERIES

Illustrated above in No. 707 style of decoration, is also supplied in 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 muskallonge 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 inches.

Price each, prepaid by mail, \$1.00



No. 900 SERIES

This Minnow, illustrated above in No. 900 finish, has a pronounced swimming motion when reeled through water at ordinary speed of retrieving with a four multiplier reel. This type of bait has the advantage of floating on the surface until reeled in, when it immediately dives under water and describes the swimming course. 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. Equipped with a double hook on the belly, as bass frequently strike this bait when floating on the surface, and in such cases direct their strike at the belly of the minnow. Weight, about 18 pwts.; length of body, $4\frac{1}{2}$ inches.

No. 900—White body with green and red decorations; No. 901—Yellow body with green and red decorations.

Price each, prepaid by mail, \$0.85



HEDDON'S "DOWAGIAC" MINNOW

COAST SERIES

This style Minnow has one spinner at rear and special type of high quality Aberdeen hook. Has nickeled phosphor bronze leader; specially designed for all species of game fishes, particularly muskallonge, pickerel, pike and the smaller species of salt water fishes, which invariably bite at the rear.

These minnows are heavily weighted and sink readily.

Finished in either fancy green back, white belly; plain green back, white belly; or rainbow.

Supplied in four sizes as follows: No. 1—Body portion, 4 inches; No. 2—Body portion, 3 inches; No. 3—Body portion, 2 $\frac{3}{4}$ inches; price each, \$0.65. No. 4—Body portion, 5 inches; price each, \$1.00.



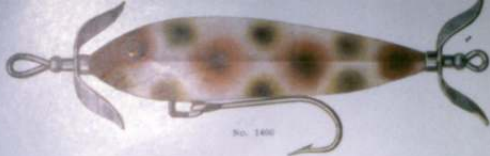
BLACK SUCKER MINNOW

No. 1300

The body of this Minnow is formed in exact imitation of the black sucker, and the coloration is true to life of this fish, which is the natural food of the muskallonge.

This bait is designed specially for trolling for muskallonge, or can be cast upon a very heavy, stiff rod. Has one specially designed, extra strong hollow point treble hook on either side and one extra strong No. 5-0 hollow point treble hook at the rear. All of the metal construction is extra heavy. Has one spinner at the front; weighs, approximately, 2 $\frac{1}{4}$ ounces; length of body, 5 $\frac{3}{4}$ inches.

Price each, prepaid by mail, \$1.50



HEDDON'S "DOWAGIAC" MINNOW

NO. 1400 SERIES

As per illustration, this Minnow is equipped with two spinners and only one single hook. This bait is designed to comply with the law in those States where more than one single hook on a lure is prohibited. The body of this Minnow is made in our sharp line and flat surface superior finish effect, and the belly is flattened so as to bring the hook into the best possible position for efficiency. The hook is made so as to be detachable and is fastened in such a manner that the point cannot strike the body of the bait. This hook is placed in the best possible position for effectiveness, and for single hook equipment is reasonably efficient. Bait weighs, approximately, 12 pwt.; length of body, 3 inches.

In addition to color shown above, No. 1400, this bait is also supplied with yellow body and green and red decorations, No. 1401.

Price each, prepaid by mail, \$0.75



DEC OY I C E M I N N O W

This Minnow is designed for swimming or gliding automatically when raised and lowered in the water on the end of a line. It is a decoy minnow for spearing pickerel, etc. Length over all, 5 1/4 inches; weight, 2 1/2 ounces. Has four heavily nickel-plated fins; natural tail formation, glass eyes, and is enameled and decorated with the same excellence of workmanship of the Heddon's Bass Minnows. Enamel will not peel and minnow will last a lifetime.

Furnished in either fancy green back and white belly or perch coloration.

Price each, prepaid by mail, \$1.00

WHY THEY DON'T BREAK



WHY DON'T THE HEDDON RODS BREAK LIKE OTHER RODS?

This question frequently comes to us from enthusiastic users of the Heddon Casting Rods, and the illustrations on this page give the answer with more force than we can impart in words.

Aside from the use of a high quality of bamboo, well seasoned, the one most vital principle in the design or construction of the Heddon Casting Rods is found in our two-piece idea, with the long tip and short butt.

You have no doubt noted that the breaks invariably occur at the point where the wood joins the ferrule, indicated by the arrows on this page.

If you will compare the two curved tips on this page, you will note the one to the left, with the enlarged ferrule in it, shows an abrupt termination of the curve at the points where the wood enters the ferrules, while the one to the right has a natural, easy curve the entire length, thus equally distributing all strains.

Can't you readily see how the ferrule, which refuses to bend, centers all of the strain on the bamboo at the immediate point where it enters the metal ferrule? This throws a destructive and unfair load at this point, and no matter how good the bamboo, or how well proportioned the rod, breakage is almost sure to follow when the strain becomes severe.

Now, note that in the Heddon design, with the long tip and short butt joint, as shown in the illustrations of any of our rods in this catalog, we have but one ferrule, which is located well below the center of the rod, where the rod itself becomes heavy and stiff. Therefore, when the rod is under strain, there is practically no abrupt termination of the curve, as in a three-piece rod, possessing two ferrules, or in a two-piece rod, where the ferrule is located exactly in the center.

"How light and perfectly balanced this rod feels!"

This is a common remark from anglers who "feel" one of the Heddon Rods for the first time. They think the rod is very light in weight. But it isn't. Our rods run heavier in weight than the average products of other makers, but the elimination of the ferrules from the center and forward of this point take out that top-heavy feeling which destroys the balance of the rod.

"I can cast so much easier with this rod!"

Here again, the long tip and short butt construction should receive another credit mark.

The elimination of ferrules over the entire distance where the rod delivers most of its action gives it a forcefulness in the cast which fairly "shoots" the bait. The introduction of a ferrule into the forward half of the rod would break or kill this splendid action, seriously impairing the casting force.

Please note that this secures almost the perfect action, strength and balance of a one-piece rod; still the tip is only thirty-five inches long, which is not an ungainly length for convenience in carrying.



Catch made by W. F. Adams, 14 Linn St., Grand Rapids, Mich., a "Doraglar" Minnow.

"I send you herewith picture of myself and a 6 1/2 pound bass caught by me with one of your Rainbow Minnows. This is the prize catch of the Ozarks for this season."

JAMES F. ADAMS,
Cashier of the Bank of Ozark,
Ozark, Mo.



No. 1. The
"Heddon"
Way—
Perfect Hook
Presentation



No. 2
Detached
Treble

THIS IS IMPORTANT TO YOU, MR. FISHERMAN

Illustration No. 1 on this page shows the superior "Heddon" method of hook presentation. Every Heddon Minnow has every hook perfectly adjusted to insure "killing" certainty.

A method of hook fastening commonly used on imitations of the Heddon Minnows is accomplished by retaining the hook on a wire loop running through the body of the minnow. This method does not secure our perfect adjustment. Frequently the trebles will be found lying close up against the body of the bait, while the shank of the other treble may be drawn so far into the hole as to cause the hook to stand out at almost right angles from the body of the bait. This is decidedly objectionable, as it greatly reduces liability of hooking the fish and is quite sure to cause the bait to turn in the water, twisting the line, thereby making it practically impossible to avoid "backlashes" of the line in casting, as well as other disagreeable results, which, as every experienced angler well knows, attends the use of a twisted line.

Illustration No. 2 shows our screw hook method of fastening the hook to the bait, and you will note that two or three turns of the screw hook, which is easily accomplished by grasping the treble in the fingers, enables the user to readily detach any ringed hook, whereas a few turns back to the right instantly secures the hook in permanent position, where it is impossible for it to become accidentally released.

"You are the only manufacturers that make a minnow to suit me. I have a very nice casting outfit, which cost me considerably more than \$100.00, but I never buy anything but the best. Hence I have not purchased any minnows but yours."

DR. W. D. BECKWITH,
Waynesboro, Ga.



Casting at the foot of Chautauque Falls, French River, Ont.

TREBLE HOOKS

Treble Hooks illustrated below are of highest quality, copper-plated and nickel-plated, designed specially for use on Heddon Minnows.



SIZE No. 2

Extra strong wire, is adapted for use on Heddon Minnows Series Nos. 100, 150, 0 and 00.

Price, each, Spear point . . . \$0.03
Price, each, Hollow "06



SIZE No. 1-0

For use upon Nos. 100 and 150 Series of Minnows for Florida fishing.

Price, each, Spear point . . \$0.04
Extra heavy wire and Hollow point, each08



SIZE No. 5-0

For use upon Heddon Muskal-longe Minnow, No. 700 Series.

Price, each, Spear point . . \$0.06
Price, each, Hollow "10

HEDDON ROD MOUNTINGS



AGATE TIP-TOP

Band agate tip-tops, Heddon design, offset non-line-catching, light and strong.

Price, each \$0.75

Inside diameter of dowels from .080 to .125 on either agate or metal tops.



METAL TIP-TOPS

Tip-top, Heddon design, heavy ring with large bearing surface, as hard as agate.

Price, each \$0.25

Metal tip-top same as above, excepting with two ring one-piece fork.

Price, each \$0.15

BAND AGATE GUIDES

Heddon pattern of guides are of medium size and rapidly becoming accepted as standard design.



BAND, SIZE I



BAND, SIZE II



BAND, SIZE III

Price, each, either No. 1, 2 or 3 \$0.75

METAL GUIDES



SIZE I



SIZE II



SIZE III

Guides, metal, as hard as agate, sizes Nos. 1, 2 and 3. Price, each \$0.25
One-piece steel Guides, same sizes as Nos. 1, 2 and 3, hard and non-line cutting. Price 15

HEDDON ROD MOUNTINGS

The quality of mountings or parts is of the very highest, the illustrations representing our best quality and finest designs.

BUTT CAPS



Butt Cap, extra heavy German silver, extra long, satin finished and handsomely knurled. $\frac{1}{4}$ -inch inside diameter.

Price, each\$0.20

Butt Cap, same as above, except nickeled, without satin finish but fancy knurled.

Price, each\$0.10

WINDING CHECKS



Winding Check, tapered, German silver, heavily knurled, satin finished. $\frac{1}{8}$ -inch diameter at small end; $\frac{1}{4}$ -inch diameter at large end.

Price, each\$0.10

Winding Check, same as above without satin finish, but fancy knurled, nickeled.

Price, each\$0.05

FERRULES



Ferrule complete with slide, extra heavy German silver, shouldered, hand welt, satin finished, size No. 2 (inside diameter of ferrule $\frac{3}{16}$ -inches). Price, complete\$0.36

Ferrule only24

Slide only12

Ferrule same as above, excepting rolled welt and knurled without satin finish. Price, complete..... .27

Ferrule only18

Slide only09

SPLIT BAMBOO JOINTS

Tip, $3\frac{1}{4}$ ins. long, same length and dimensions used in "Dowagiac" two-piece rod. Price, each..\$1.50

Butts, swell, lengths 21 ins., 27 ins., 33 ins., same dimensions and varying lengths as used in "Dowagiac" Rods. Price, each..... 1.50

One piece, straight taper, length from five to six feet. Price, each 2.50

Winding silks, colors red, green, black and purple, fifty yard spools. Price, each..... .15

Varnish, special "Dowagiac" elastic rod varnish, as used on "Dowagiac" Rods. Per quarter pint .25

Ferrule cement, best quality, two-inch stick. Price, each25

REEL SEATS EQUIPPED WITH "DOWAGIAC" LOCKING BAND



Reel Seat, extra heavy German silver, complete with soldered hood and new "Dowagiac" patented locking band, handsomely knurled. Price, each.....\$1.00

Reel Seat, same as above, nickeled..... .75

HEDDON ROD MOUNTINGS

Illustrations of Cork Grips are shown one-half actual size.

CORK GRIPS



Cork Grips—"Dovagiac" improved special design, with forward swell to replace trigger, solid satin cork, with $\frac{1}{2}$ inch bore.

Price, each.....\$0.50

FORWARD GRIPS



Forward Grip—Large diameter, solid satin cork, $\frac{1}{2}$ inch bore

Price, each.....\$0.25

ROD CASES



Rod Case—"Dovagiac" waterproof leatherette, nicely ornamented brass end caps, heavily nickel-plated, built over heavy fibre tube. Case same as supplied with "Dovagiac" \$10.00 and \$15.00 rods. Length, 36 inches; inside diameter, $1\frac{1}{8}$ inches.

Price, each.....\$1.50

Reinforced Leather Case—36 inches long; inside diameter, slightly over 2 inches. An exceptionally high grade Case and a splendid value.

Price, each.....\$2.00



Rod Case—Heavy russet leather, lined with vulcanized fibre tube; length, 36 inches; inside diameter, $1\frac{1}{8}$ inches.

Price, each.....\$5.00

PRACTICE CASTING WEIGHTS



The Heddon Casting Weight is made of wood and covered with white porcelain enamel.

Its advantages over aluminum casting weights are that it is white and can readily be seen at a distance; is of proper shape to meet the minimum of atmospheric resistance; the eye to which the line is attached is countersunk, so as to make it impossible for the line to catch on same.

Furnished in either $\frac{1}{2}$ ounce or $\frac{1}{4}$ ounce size and guaranteed exact weight.

Price, each, \$0.15

PRACTICAL BAIT-CASTING

As implied by the caption, this brief treatise on "Practical Bait-Casting" treats only of that department of the art looking toward the capture of game fishes, rather than dealing with the more precise technic employed in Tournament Casting.

Excepting as to the general rules governing Tournament Casting, these contestants are but little agreed as to detail of methods employed or selection of equipment. Therefore, any attempt to instruct those who believe themselves to have become masters of the art, would be received with as much criticism as commendation.

But to the novice in the art, to those who wish to master the bait-casting trick sufficiently to make successful their pursuit of game fishes, we confidently recommend the following instructions as to practice and paraphernalia, and we assure the beginner that with reasonable regard to these suggestions he will come to enjoy the thousand and one delightful thrills of casting for game fishes and will secure a reasonable and satisfying degree of success.

SELECTING AN OUTFIT

Of the four essential parts, viz., Rod, Reel, Line and Lure, each item is undoubtedly of equal importance, and it is also essential that these four parts of the outfit should be selected with a view of a proper relation of each to the other.

To illustrate: It would be fatal to attempt to cast a heavy lure upon a light, resilient rod, as the fine qualities of the rod are quickly destroyed by overloading. The reverse of this proposition, i. e., attempting to cast a light lure upon a short, stiff rod, will give any but an expert caster no end of trouble with backlashes and other embarrassments in attempting to "throw out" the bait.

Also, a heavy rod demands a heavier line, and a light, resilient rod requires a lighter one.

THE ROD

While this article is written to impart general information and not to exploit or specifically "boost" any particular design or brand of fishing tackle, we could not otherwise than recommend our products, if we are to be consistent, believing, as we do, that the Heddon Rods and Lures embody the best produced in quality and efficiency.

Therefore, in selecting the rod, we must commend our original Heddon design, with long tip and short butt two-piece construction, as described and illustrated in this catalog. This design gives the maximum of strength and casting force and perfection of balance and "feel." Our standard designs and weights, preferably in the 5-foot length, are recommended for the angler who casts lures of the average weight of the Heddon's "Dowagiac."

Minnnows. If our heavier baits, or other lures of the same weight, are to be used, perhaps the 4 1/2-foot length would be preferable. For casting half-ounce and lighter lures, the 5 1/2-foot length would be preferable, where the rod is to be used on fish of the average weight of the black bass of our northern waters. In fact, many anglers are partial to the 6-foot rod, and even longer, although this writer much prefers the shorter lengths.

Contemporary with the development of bait-casting, the steel rod has come into quite general use, but we have never known of any bait-caster returning to the use of the steel rod, after once learning the splendid advantages of the Heddon type of split bamboo construction. The steel rod is seldom considered seriously by either skilled or thoroughly informed bait-casters, its market having been developed largely by the mistaken idea that it was unbreakable. Also, bait-casting is yet in its infancy, and not until recently have bamboo casting rods, which are truly efficient, been marketed at moderate prices.

The steel rod is unbalanced, heavy and unwieldy, devoid of casting force, and as the lure is given momentum by the muscular exertion of the arm rather than by the spring of the rod, it tires the angler and is perceptibly more destructive to the expensive silk lines used in bait-casting.

Once familiar with the delights and efficiency of a properly designed split bamboo rod, you would never turn backward to the use of the steel rod.

The price of the Bamboo Casting Rod no longer prevents the person of moderate means from procuring a serviceable and perfectly designed article, as the low-priced rods sold by this firm, with intelligent use, will last for years.

THE REEL

The Reel should always be a quadruple multiplying one. Within the past few years American mechanical genius has brought the perfectly designed, beautifully finished and thoroughly efficient and durable reel down to a price as low as \$3.00, although a slightly greater investment will procure an added nicety of detail.

More recently there have been put on the market many innovations in reel-making, chiefly among which are the "Even Spooler," the "Free Spooler" and the numerous "Anti-Backlash" creations. Doubtless all of these have more or less merit, and, while used to some extent, they do not seem to possess merit sufficient to come into general use. In fact, any device which eliminates the skill which is employed in spooling the line or thumbing when casting, would seem to rob the sport of much of its fascination. This would be true, even if these devices were always practical and dependable, which is not the case.

THE LINE

Don't buy the cheap ones. It doesn't pay and you can't cast well with them. Buy only the best silk lines, the strength or weight to be determined by the character of your rod and the weight of lure, as well as the fishing conditions under which it is used. Nothing but silk is fit for a casting line, whereas, for still fishing or trolling, cotton and linen lines are stronger and better. In casting lines, strength must be sacrificed for smoothness of casting qualities. A fifty-yard spool of good casting line usually retails at from 75 cents to \$1.25, determined by weight.

THE LURE

As is well known, Heddon's "*Dowagiac*" Minnows are our specialty and our hobby. However, we are pleased to acknowledge the merit of numerous other forms or types of lures, and under some conditions, the unquestioned superiority of live bait.

The question of the proper lure can be determined only by a knowledge of the particular conditions where fishing is done, and while these conditions may sometimes suggest the use of live bait, of weedless lures, such as pork rinds, etc., we believe, as a general rule, the modern type of artificial lure, in the efficient state to which we have brought it, will average the most successful.

Much controversy lies between the relative merits of surface lures and underwater, or sinking, lures, whereas the decision should depend entirely upon the conditions where the lure is to be employed. Every bait-caster's equipment should include both styles of lures, as the bass in some waters (both large mouth and small mouth) will rise with greater certainty to the surface bait than to the lure running under water. In rivers, and usually in lakes of considerable depth, the contrary is true.

The surface bait is preferable for the beginner, who is frequently delayed in retrieving by backlashes, as it will float both itself and the line while the "snarl" is being untangled.

When casting for bass in deep lakes during the hotter periods of the summer, live bait is frequently found necessary for success, as at such times, when the bass seek the deeper water, they seem to semi-hibernate; the game instincts become more or less dormant, and they will "nibble" at live bait, while utterly refusing to attack any form of artificial lure.

The makers of artificial minnows up to the present time have not succeeded in adapting the much desired weedless feature with a sufficient degree of success to justify placing it upon the market, although one or two makers have attempted this, but without success. The pork rind, with the various forms of guarded hooks, continues to be the favorite, and justly so, for casting in exceedingly weedy or grassy places.

LEARNING TO CAST

Having selected the outfit, it is now essential that the beginner should employ from commencement correct methods, to insure acquiring reasonable proficiency within the quickest possible time.

This writer feels that he cannot improve upon the brief instructions dictated by "Jim" Heddon, as published in our 1911 catalog, from which we quote the following, using the same illustrations employed therein.

"Assuming that you are 'right-handed,' with the thumb pressing firmly on the spool of the reel, or with the method more recently adopted by many experts, with the thumb held firmly against the end plate of the spool, bring the rod back over the right shoulder until the bait, hanging a few inches from the tip of the rod, is about in line with your waist. Whip firmly and swiftly forward, bringing the rod in a direct line over the shoulder and release the pressure of the thumb on the spool as the rod approaches a perpendicular position.

Never release the thumb pressure entirely. As the bait gradually loses its momentum, it ceases to carry out the line; then it is necessary to slightly increase the thumb pressure on the spool, otherwise the momentum acquired by the spool will tend to wind the line back inversely onto the spool, causing a snarl, commonly termed a 'back-lash.' Only experience can teach you how to apply this thumb pressure, but you will find this one little act to be the key to successful bait-casting.



Proper position of arm, hand and rod in readiness for overhead cast



Illustrating proper angle of the rod when bait strikes the water

"My best advice is—*Never try to cast too far.* Fifty feet is an average distance. If you can cast one hundred feet, confine your distance to about fifty or sixty feet. It is the effort to cast 'just a little farther' which causes you to release your thumb pressure too much, resulting in the back-lash. Acquire form and accuracy first; distance will follow without effort.

"Now, you will notice my bait lying out there on the water not more than sixty feet away, which is about the distance of my average cast in open water. Short and frequent casts in average water will win more strikes and you will land a larger percentage of your fish than when hooking them at a greater distance. Notice as my bait struck the water I transferred the rod to my left hand and instantly began to retrieve the lure. Observe that I have the end plate of the reel in the palm of my



Showing a favorite position for retrieving the lure

left hand, with the fingers under the reel seat and the thumb playing right and left against the line immediately in front of the spool, thus winding an even spool, using all of the fingers to hold a tight grip on the rod.

"The method of spooling the line may be with the thumb alone, although many anglers seem partial to resting the butt of the rod against the body, in which case the rod is grasped at the forward grip and it is usually found necessary to spool the line with both the thumb and first finger. However, I consider this latter method much less artistic, giving poor control of the lure or catch, as the rod cannot be handled with the same freedom of movement as when held away from the body.

"My last injunction to the novice is: *Keep that thumb pressure applied on the spool, and do not try to make long casts.*"

Illustrations Nos. 1, 2 and 3, shown successively on this and the two following pages, afford excellent examples of proper positions, when standing, for "*taking aim*," "*beginning the cast*," and "*ending a long cast*."

Of course it is not possible to imitate these positions when actually fishing from a boat, as it is usually proper to remain seated when casting from a boat, unless some unusual conditions affecting the cast or the desire to change position for resting body and nerves may sometimes make a standing position preferable.

Unless special conditions demand otherwise, do not err by using other than a roomy, flat-bottom boat, preferably with a false bottom in which there are no obstructions.

The oarsman should move the boat slowly, ever watchful of the requirements of the caster in relation to the "ground" he is working. The oarsman should face forward on still waters on lakes and ponds, where conditions of wind or waves do not demand the exercise of considerable strength, as he can more readily observe the course of the boat.



Taking Aim

It should be understood that with the use of the artificial lure it is necessary to strike the fish the instant you feel the fish has struck the bait, as bass and other fishes will usually eject the artificial lure immediately after having struck it. Strike quickly and firmly.

When retrieving the bait, anticipating the strike, the rod should be held pointed almost directly at the lure, and never pointed straight upward, as seems to be the natural error of most bait-casters. With the rod pointing toward the bait, it is in the best position to strike the fish effectively, as the resistance of the fish, opposed to the stretch of the line and the

spring of the rod, will bring the rod at the correct angle for effectively "setting home" the hook and evenly distributing the strain over the rod.

While "playing" him, keep the rod pointed at an angle of about forty-five degrees from an imaginary line from yourself to the fish. If the fish leaps into the air to shake and eject the lure, as he commences to break water, see that the rod is in proper position that a swinging motion may be given which will keep a taut line while the fish is in the air. If the line becomes slack, there is danger of the fish ejecting the hook. This trick will save many a big one.

When you have the quarry close at hand, assuming he has made a last "run" or dash for liberty, never be in a hurry to get him into the boat, but keep him moving in the water in a figure eight, with from two to six feet of line out. If the fish is small enough to be safely brought in without landing net or gaff hook, never grasp the line, but grasp the head of the



Beginning the Cast

bait, being careful to keep the fingers free of the hooks; or, if a bass, take him by the under jaw or in the gills. (In this connection it is instructive to note that a bass held suspended by the under jaw loses its instinct to "shake," and the hook may be removed with greater facility.)

On the following page is shown an illustration of proper position of angler, rod and fish, when effecting a landing without net or gaff hook. Note the rod is held out of the danger zone, in a free position, and that practically no strain is allowed to come upon it. The

angler who lifts the fish into the boat with the casting rod may expect to either break or "set" the rod, or materially shorten its life.

Where large pickerel or muskallonge are taken, or various species of salt water fish, it is frequently necessary to shoot the fish before attempting to land it.

BRIEF "CASTLETS"

Never release that thumb pressure on the spool.

"Does the splash of a heavy lure frighten the bass?" Once in a thousand times, yes; more frequently it excites them to strike.

Bass are capricious biters, one day refusing to strike the lure which they attacked viciously the day before. "Which is the best lure?" can never be determined except by experience and repeated trials.

As a rule, use the sinking lures in rivers and deep water lakes and the surface lures in the shallower lakes and ponds. This rule does not always hold true.

White, red, green and yellow have become accepted as the preferred combinations of colors on lures for bass.

When your bamboo rod is not in use keep it in a damp or cool place. If subjected to unusual heat, shrinkage occurs and the metal mountings are apt to come loose.

Oil your reel every time you use it.

Always dry your line and rub it down with a piece of cotton or flannel, preferably with a little tallow. Note that a line thus cared for casts smoother, wears longer and is less liable to break.

Don't fish in a lake or river *anywhere* because there is water there, but learn the habits of the fish and their favorite haunts in that particular water.

The "fellow" who brings in the big strings exercises intelligence on the little points. He usually knows where to fish, moves the boat slowly, reels in slowly, makes another cast the instant he retrieves the lure, knowing that the bait will not be struck by a fish while it is in the air or resting in the boat. When "playing" a fish he lets the fish get excited and keeps cool himself. He casts accurately, strikes his fish instantly, takes his time landing him, does not lift him into the boat with the line or on the rod, and he keeps persistently and everlastingly at it.

Bait-casting is the sport of a thousand thrills; the most modern, successful and in many respects most refined method of practicing the "gentle art." It has added new delights to angling, appealing to the sportsman whose red blood leads him to *pursue* his quarry, rather than to *sit and wait* for the game to come to him; it appeals to the woman as well as to the man, and is well within the province of her accomplishments. Its pleasures are offered alike to young and old, its pursuit is ennobling; and the parent who has thoroughly interested his son in a sport of this character has accomplished much in turning his mind toward a healthful, uplifting recreation and away from the altogether too numerous and more or less vicious pastimes which beckon to the youth on every hand.

Learn to bait-cast; learn to fish successfully, scientifically; it is Nature's most enjoyable and ennobling pastime.



Ending a Long Cast



Correct Movements in Landing a Bass

