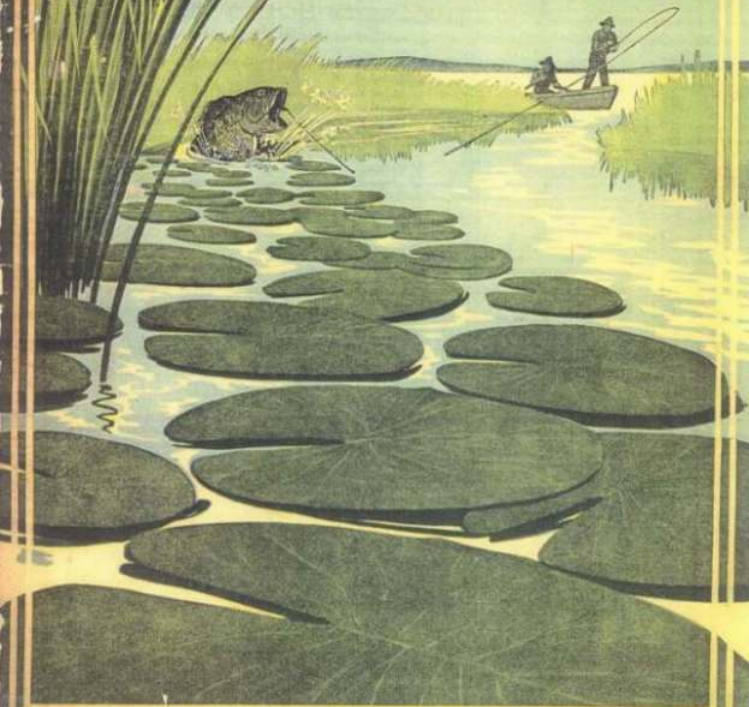


Jim Heddon's
Genuine

Dowagiac

Fishing Tackle- and
The Art of Bait Casting



THE SOUTH BEND WEEDLESS SPINNER HOOK

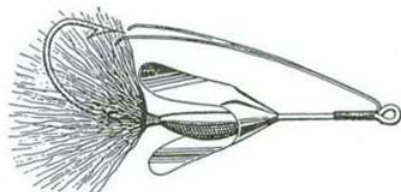
(PATENTED)

The weedless spinner hook is perfection of design and construction. It offers a combination for use with pork-rind or frog which the exacting angler has long sought. It is positively weedless and can be used successfully in the thickest of weeds or rushes without any danger of hook getting

caught. Furthermore the spinner is also protected by the weed guards and revolves very freely at all times no matter what speed bait travels. Weed guards are of light piano wire and will not hinder landing strikes. The spinner is nickel plated highly polished and of proper gauge brass metal to retain its shape, durability and perfect spinning. Hook is Carlisle hollow point with weighted body.



STYLE NO. 555W



STYLE NO. 565W

-
- Style No. 555W Weedless Spinner Hook 5/0, price each - .40
Style No. 554W Weedless Spinner Hook 4/0, price each - .40
Style No. 565W Weedless Spinner Hook 5/0, with buck-tail
either in Natural color, white, or red buck-tail, price each .50
Style No. 564W Weedless Spinner Hook 4/0, with buck-tail
either in Natural color, white, or red buck-tail, price each .50

MANUFACTURED EXCLUSIVELY BY

SOUTH BEND  BAIT COMPANY

ALSO MANUFACTURERS OF THE FAMOUS
SOUTH BEND ANTI-BACK LASH REEL

SOLD BY

JAMES HEDDON'S SONS, DOWAGIAC, MICHIGAN

Catalog
No. 12

James Heddon's
Makers of Heddon's Dowagiac Rods and Minnows
Sons
Dowagiac, Mich.





Jim Heddon's
Genuine

Dowagiac Fishing Tackle

TO present to our readers a thoroughly satisfying book about fishing tackle is perhaps more difficult than if we were simply a commercial factory, with no other object in life than selling our wares.

But we are more than that, for there would never have been a Heddon factory if first of all we had not been practical, sport-loving fishermen. And in whatever we have done or will do in a business way, it is the fisherman spirit that must prevail.

Though we have become a great institution, making a thousand minnows in the time that it took Jim Heddon to whittle out one, we cannot feel that size and success relieve us of our responsibility to our brother sportsmen. Rather it has been increased, for as we have become looked up to, and trusted as authorities in matters of bait casting, it lays the duty more heavily upon us to offer only those products which truly carry out the Jim Heddon idea—which was simply, "sticker fishing and more fish."

If left to ourselves we would like to fill every page of this book with talks about fish and fishing—to exchange with you those personal reminiscences and experiences that as fellow adventurers in the realm of angling we would talk over together if we met face to face. But our book would be exhausted long before our subject. We would have no room left to tell you about the Jim Heddon tackle itself—the rods and minnows that have put our little town with the funny name (you pronounce it "Doe-wah'-ji-ack") in pretty nearly the center of the bait casting map.

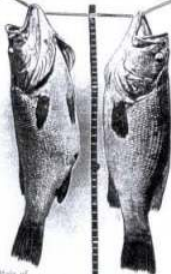
And then there is the business side to look at, and a very important side it is, too, because it concerns the hundreds and hundreds of tackle dealers who are sellers of Heddon goods, and whose interests we must guard as carefully as those of the user.

So this book must show you the Heddon goods as a double achievement—first as the embodiment of those ingenious and strictly original principles of maximum efficiency which Jim Heddon proved so practical in developing the art of bait casting, and second, as a commercial product, outstripping the entire market in every point of design, finish, detail, mechanical refinement and attractiveness.

Thirteen years of conspicuous success as manufacturers of Heddon minnows, and seven years of leadership in rod construction, have given us a facility of manufacture unenjoyed by concerns whose products did not and cannot present the basic features of merit which characterize Heddon tackle. Capital, untiring experiments and keen foresight into both trade and angling requirements have made it possible for each year to contribute its share of little betterments and refinements, and more firmly to maintain Heddon products in their vanguard position before the procession of imitators.

For 1914 we come before you with the most noteworthy forward step achieved in fishing tackle manufacture since the introduction of Heddon rods seven years ago, and the startling innovation of the Dummy Double Hook which was Jim Heddon's last and best invention.

We refer to a new porcelain enamel which is now used as a finish for our entire line of Heddon minnows. This wonderful enamel, whose use is confined exclusively to us, is the result of a dozen years of experiment to eliminate the tendency of all previously used finishes to crack or peel. We had been successful to a greater degree than most makers, but now for the first time you are offered



A Fine Pair of
Fishies— from Wisconsin.



absolute perfection of finish. Your Heddon minnow will not flake, crack or peel, no matter how severe the usage nor how long immersed in water.

Our color effects for the current year are also more beautiful and alluring than ever before, and distinct minor improvements and increased nicety of detail are observable throughout the entire line.

It is a striking tribute to the success of Heddon lures that wherever artificial minnows are used, regardless of their make, they are known as "Dowagiac's." Flattering as this may be, it harbors a danger for you.

Insist on the Genuine Heddon "Dowagiac"

None but Heddon's has the right to the name "Dowagiac" and your protection lies in insisting upon the dealer's showing it to you.

We prefer to sell our goods through regular dealers and jobbers, but we warn all consumers against being imposed on with "just as good" substitutes. Look for "Heddon's Dowagiac" on the spinners of the minnows and on the reel-seat of the rods. This warning is important, for we have even found dealers who are unscrupulous enough to sell imitation minnows out of Heddon boxes.

To add somewhat to your protection, however, we are this year enclosing

all our minnows in a neat extra wrapper of white parchment, plainly imprinted in red with the word "Dowagiac," which is sharply disclosed immediately upon opening the boxes. The boxes, too, are distinctive and easily identified, as they are handsomely decorated in several colors and bear the name "Heddon's Dowagiac" in plain letters. If your dealer cannot give you the genuine we will fill your order direct from the factory.

Terms and Shipments

Orders sent to the factory should be accompanied by express order, money order or draft to the amount of full list price. No discounts are given to other than dealers. We give our customers the full benefit of parcel post shipment whenever practical, but unless otherwise advised, do not insure packages of less than \$5.00 value. We prepay on all minnow orders sold at the list price, but do not prepay on rods, shipping them by express, "collect." When rod shipment is desired by parcel post, remittance should include enough extra to cover mailing cost, and we should be instructed as to insuring.

While we do not particularly seek repair work or special orders, we recognize the right of our customers to have such requests met in an accommodating spirit. We suggest that you take up with us by mail whatever you have in mind.

Parts, minnows or rods sent for alteration or repair should be prepaid and plainly tagged with your name and address.

James Heddon's Sons Dowagiac, Mich.

(Pronounce it "Doe-wah'-p-ack")

WRITE to us. We always like to hear from our fishermen friends and will welcome your new ideas and suggestions.



Practical Bait Casting



As implied by the caption, this brief treatise on "Practical Bait-Casting" covers only that department of the art looking toward the capture of game fishes, rather than dealing with the more precise technique employed in exhibition and 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 and, 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—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 and will secure a satisfying degree of proficiency and a full share of success.

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.

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 consistently do otherwise than recommend our products, since we believe that the Heddon Rods and Lures represent the highest quality and efficiency.

Choosing the Rod

Therefore, in selecting the rod, we must commend our original Heddon design, with long tip and short butt two-piece construction, giving 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 "Dwagiac" Minnows. If our heavier baits, or other lures of the same weight, are to be used, perhaps the 4½-foot length would be preferable. For casting half-ounce and lighter lures, the 5½-foot length is better suited, when 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, though the writer prefers the shorter lengths.

Contemporaneous 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 is 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, with its easy balance and springy force, you would never turn back to the use of the steel rod.



A "Muskie" Worth Mousing.

The price of the bamboo casting rod no longer prevents a 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.

Your 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.

Selecting 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. A fifty yard spool of good silk line usually retails at from 75 cents to \$1.25.

What Bait to Use

As is well known, Heddon's "Dowagiak" Minnows are our specialty and our hobby. However, we 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, or weedless lures, such as pork rinds, etc., we believe, as a general rule, the modern type of artificial lure, in the refined state to which we have brought it, will average the most successful.

Much controversy lies between the relative merits of surface lures and under water, 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, as the fish in some waters 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 for casting in weedy or grassy places.



Preparing the Cast.

Learning to Cast

Having selected the outfit, it is now essential that the novice should employ correct methods from the start 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 pressure 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 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 on 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 little act to be the key to successful casting.

A common error is to attempt this cast with the reel on the top side of the rod, that is, with the spool



As the Finish of the Cast.

held horizontally while swinging.

Wrong. Note in the first illustration that the reel is at the side of the

rod, with the spool nearly vertical. Rod and reel remain in this relative position throughout the entire sweep. Were you to shift the reel to the upper side of the rod, you would find that the thumb pointing straight along the rod, would attempt to aid the cast, and would push itself irresistibly against the spool, bringing the line to an abrupt stop. Watch this important point.

"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 resulting in 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 length 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 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; this method seems to be preferred although many anglers are 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.*"

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 unobjectionable.

Except under special conditions which may 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 of lakes and ponds, when conditions of wind or waves do not demand the exercise of considerable strength, as he can more readily observe the course of the boat.

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

When retrieving the bait, anticipating the strike, the rod should be held pointed almost directly at



A Good Position for Retrieving.



"That Looks Good to Me."



If It's not Made by Heddon It's not a Dowagiac

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 is 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 rod strain.

While "playing" your catch, 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 so a swinging motion may be given which will keep a taut line while the fish is in the air. If the line slackens there is danger of 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 8, 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 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.)

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

Final Cautions

Never release the 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.

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

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.

Oil your reel every time you use it, and brush it over with an oily cloth when you put it away.

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 likely to come loose.

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 everlasting 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 far removed from the more vicious pastimes which beckon to youth on every hand.

THE book is done and we feel better acquainted with you—perhaps, even, that we have made a friend. At any rate, we wish for you a season's big success.

"Here's Luck."



"That's Right
Where I Got
the Big One
Yesterday."

Dowagiac Lures and Why They Win

BAIT CASTERS of long experience, invariably pin their faith to the genuine Heddon "Dowagiac" Minnows. This is by no means a matter of mere sentiment with these men. Bait casting appeals above all else to the angler of an experimental turn of mind. You may be sure that the 'old timers' have tried out all the various baits that are to be had, and their expressed preference for the genuine "Dowagiac" Minnow is simply because they have proved to their own satisfaction that these baits are superior.

The very appearance of Heddon Minnows—the beautiful color blending, the wonderful polish of the enamel—bespeaks superiority. But there is something more than looks behind that polish. For years we experimented with enamels and only recently did we perfect this original porcelain finish. Of course, you may deliberately cut or scratch Heddon enamels, but they positively refuse to check, crack, flake or peel. Battering blows and hours of boiling or freezing temperature alike, will not loosen the enamel from the genuine "Dowagiac's."

Then there is the matter of hook presentation. This is a patented feature of Heddon baits that has never been successfully imitated. Every Heddon Minnow has each hook perfectly adjusted at exactly the proper "killing" angle. The method of hook fastening commonly used on imitations of Heddon Minnows, which is based on a wire loop running through the body of the bait, frequently fails of its

purpose. With this method of fastening one treble will often be found lying close to the body of the bait, while the shank of the other one is drawn so far into the hole that it sticks out at right angles. This not only greatly lessens the likelihood of hooking the fish, but is sure to cause the bait to turn and thus twist the line. The numerous smaller mechanical features of Heddon Minnows have been worked out to that degree of technical perfection which comes only with years of experience in bait making. The spinners rotate freely; the hooks are rust-proof, and the best and strongest to be found. The relation between correct casting weight and proper buoyancy has been perfectly found. While Heddon's Genuine Dowagiac Minnows may cost a few cents more originally, the satisfaction they assure to the angler is absolutely incomparable.

Heddon Hook Fastenings

The accompanying diagram will explain our patented method of hook fastening and presentation. By this system the trebles are always permanently adjusted at the correct angle for hooking the fish while the points never come in contact with the bait body nor mar the enamel. This fastening is very strong and simple, yet the trebles can be quickly removed for sharpening or replacement by giving them a turn or two to the left. A few turns back to the right instantly secures the hook in permanent position where it is impossible for it to become accidentally released. This system of hook fastening is protected by patents and absolutely cannot be imitated by any other manufacturer.



Screws fastening with semi-open eye, which permits instant removal of treble, yet when screwed up, holds points away from body and at exactly the proper angle.

"Says James A. Fisher, Hoffman's College, Peasbush, Wisconsin:—"Please equip my minnow with your Double Dummy hooks. I have yet to lose a bass with the Dummy Hooks."

"Writes H. L. Andrews, Pittston, Pa.:—"I have used your new Dummy

Double Minnow and it certainly hooks the fish. I landed one that measured twenty-eight inches long and weighed seven and one-half pounds.

"Mr. J. Fazzell, Jr., Forest City, Arkansas says:—"Your new Dummy Double Minnow is all you claim

it to be. I ran through with the old Minnows with treble hooks. There is so much more pleasure in fishing with the Dummy hooks, especially where there are leeches and snags, as you can go through places where it would be impossible with the treble hook."



An Old Bass On.

Heddon's Dowagiatic

IF the selection of the right bait to fit water and weather conditions were an exact science, much of the fascination would be lost from the royal sport of angling. The scientific bait caster, however, manages by trial and experi-

Dummy Double—The Last Word in Wooden Minnow Refinement and Effectiveness

With New Hook Patenting.

No. 1500

For more fishing each hook may be set off, as illustrated.

Body shaped in our new flat surface and sharp line surface finish patterns, being our most artistic and beautifully finished product, exactly similar to our standard body type shown on next page. Hooks are held in our standard patented socket hook adjustment, but with a new type of Screw Hook, the hook of which extends out of the socket forwardly and is held in a fixed position by a small screw as illustrated. This new type of Screw Hook cannot become turned by the fish, and the angler is thereby insured that the hook will always be presented in its most effective fixed position, as adjusted when the bait leaves the factory.

No. 1489, White body with red and green spotted effect.—No. 1491, Yellow body with red and green spotted effect.—No. 1493, Blended white body with red green.—No. 1495, Fancy green back, white belly.—No. 1494, Blended red.—No. 1496, Rainbow colors.—No. 1497, Frog colors.

Equipped with two spinners; body portion, 3½ inches long; weight, 13 pwt. An extra Hook is included with each minnow, which can be readily substituted in case of breakage. Price each, prepaid by mail, \$2.00

Its Superior Points

First—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 angler is all centered on driving home the one point, instead of being divided over several points, thereby insuring less resistance and increasing the certainty of penetration.

Second—Many fish are lost with treble hooks because of one hook engaging the upper jaw, another the lower jaw, enabling the fish to secure resistance and disengage both hooks.

Third—It is semi-weedless and can be drawn over stags, stumps and many forms of aquatic vegetation without catching, besides lessening the liability of the bait becoming fast in weeds or stags when the fish is trying to eject it, offering a resistance which enables the fish to tear loose from the hooks.

Fourth—In handling minnow and especially when removing fish, the old danger of engaging hooks into fingers is almost entirely eliminated.

JIM HEDDON realized that he had brought the ordinary type of wooden minnow to its highest possible degree of perfection, and that the only remaining bar to its universal adoption lay in the multiplicity of treble hooks—objected to by some on the grounds of sportsmanship, and by others because of tendency of the trebles to catch in hands, clothing and among themselves.

His last invention—the Dummy Double design of hook, shows how triumphantly he satisfied his final ambition to produce a hook *sure certain* of impaling and retaining the fish, than any treble gang, yet free from its mangling inhumanity and multiple inconveniences. Its success is not a theory but a reality—proved now by two years of Heddon testing and one mighty year of the greatest of all tests—public use.

Make no mistake. The Dummy Double *does* catch and hold more fish than one or a dozen triple burrs of brass. Take the Heddon word for it that the black box, of all varieties and in all climates, always attracts the minnow at the side, taking it between the jaws, not in the gullet. Note how effectively the one single hook is placed to engage the upper jaw and how the dummy portion will prevent the hook from dropping down and sliding out of the mouth without engagement. The dummy projection comes in contact with the lower jaw, forcing the hook point into the upper jaw, without danger of disengagement.

The old style of single hook is not efficient when attached to a wooden minnow body, as the single hook readily slips out of the mouth when the angler strikes. It is not the number of hooks on the lure but the character and presentation of them to the fish which insures the catch—and one day's trial, when you find that every strike has been hooked and landed, will do more to prove this to you than a thousand claims like this. So we say, buy it and try it on the Heddon say-so.



Dowagiatic Surface Baits No. 200 Special Series



No. 200 S. W.

The old reliable Heddon Expert—simplest, most effective surface bait ever made—is labeled in either of the two attractive color combinations as illustrated, and is also equally 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 surface biting game fishes. As an angler and is regularly supplied with three treble hooks, as illustrated. Weight, about 18 pwt. Price each, prepaid by mail, \$2.00



No. 200 S. F.



No. 200 S. L. Luminous

For Night Fishing.

Same type of bait as No. 200 S. W. and No. 200 S. F. Illustrated and described on this page, except that this pattern is finished with luminous body, for moonlight or night fishing. Price each, prepaid by mail, \$2.00

No. 300 Series

A surface minnow, specially designed for catching large bass of Florida and other Southern States, operating equally on bass with the bass of the Northern States. Weighs about 18 pwt. Body, 4½ inches long. One large specially formed treble hook on body, or upon special order, with two smaller treble hooks on tail.

No. 301, Heavy back finish.—No. 302, Rainbow colors, consisting of green back, pink and yellow sides and white belly.—No. 303, White body, slate-colored back.



No. 302

For Heavy Southern Fishing.

Price each, prepaid by mail, \$2.00

Jim Heddon's Dowagiac



*Edward Lundy,
Jim Heddon*

**The Heddon
No. 6**

JIM Heddon designed the first really correct, practical split-bamboo bait casting rod—and he brought the price down within reach of the ordinary pocketbook.

Until his design was perfected, the bait casting rods offered for sale were sorry apologies for what a real rod should be. Many of them were heavy, wrist-straining affairs of steel, accepted by the unthinking angler under the impression that they would prove unbreakable. Still others were made of lancewood utterly lacking in the spring and elasticity essential to comfortable and artistic casting, besides being short lived. And even those made from the correct material—split-bamboo—were ill balanced, cut up into very short joints and so stiffened



Stiffened iron band
spine guide.

1-piece silver polished
rod seat with Heddon
patented locking steel band.

Thong grip with hand grip
large aluminum
giving firm
hold.

Cast
20%

It is due to this design that Heddon Rods, although actually heavier and stronger than most makes, are so beautifully proportioned and balanced that they really feel lighter.

And easier casting follows as a matter of course because the elimination of ferrules over the entire distance through which the rod delivers its principal action gives a forcefulness which fairly "shoots" the bait. The introduction of a ferrule into the forward half of the rod would surely break this splendid action.

From the selection of the finest, fully-seasoned bamboo to the last touch of artistic finishing, the Heddon rods are carried out in full keeping with the excellence of their underlying principle. As the notes point out in the illustration, they offer the angler many refinements and distinct improvements not found in others.

You want a rod that is eager for its work—ready, responsive, *alive*. You want the power and poise and action that are the biggest joy of casting—the delicacy and lithe, effortless spring that can never come from stodgy steel or lazy lancewood. You want grace and clean workmanship—the service, satisfaction and staying qualities that only long seasoned, split bamboo can give. You want a rod to use,—to pet—to admire—and to *trust*. In a word, you want a Jim Heddon Dowagiac Rod—and no other.

Gifford Pinchot, the great Forester, writes us under date of September 23rd, 1913:—
"I have been greatly pleased with the rod you sent me and take great pleasure in saying so."

Mr. W. A. Rogers, Manager Ajax-Grich Rubber Company, Atlanta, Ga. says:—"My Heddon Rod is almost human the way it handles all sorts of lures. Wouldn't sell it for a hundred dollars if I couldn't get another one like it."

Dr. Samuel Becher, St. Paul, Minn., says:—"I have just received the No. 6 Heddon Rod. It is a beauty and every item from you seems to bear the stamp of ability, honorary and perfect interest."

THE most distinctive feature of all Heddon Rods is the original two-piece construction—long tip and short butt. Without materially affecting the carrying length of the rod, this construction permits the use of a single ferrule, located at a point so close to the butt that breakage is practically unknown. At the same time, the tip is left free of metal encumbrances, giving the full resilient action and whip-like force so necessary to good casting.

Casting Rods



with metal ferrules that the purpose of the rod was destroyed.

Without an expenditure of \$25 to \$35, it was virtually impossible to obtain a rod with really desirable attributes, and even then, the quality was likely to prove disappointing. How Jim Heddon's ingenuity, plus capital and unsurpassed factory facilities have changed this condition will be forcibly impressed on you by contemplation of the typical Heddon Rod here illustrated.

Standard size file-proof steel guides, practically as good as agate.

Extra heavy German silver ferrule.

Non-line corking and set agate tip-top.

Prices

No. 13. Good quality split bamboo tip and butt

with polished maple handle of special Heddon design. Nickel-plated reel seat with hood at rear and trigger on base. All guides and tip-top file-proof metal. Improved extra heavy German Silver welded ferrule. Well wrapped with silk windings in three colors, put up in partitioned cloth bag. Furnished in lengths of 5 ft. only and without extra tip. Weight in 5 ft. length 5 1/2 oz. Price each, \$1.50

No. 23. Good quality split bamboo tip, with extra tip, split bamboo butt with cork grip. Nickel-plated reel seat with hood at rear and trigger on base. All guides and tip-top file-proof metal. Improved welded German Silver ferrule. Nicely wrapped with silk windings in two colors. Put up in partitioned cloth bag. Furnished in lengths of 4 1/2 ft. only and without extra tip. Weight in 5 ft. length 5 1/2 oz. Price each, \$2.50

No. 4. Fine quality split bamboo tip, two tips, with split bamboo butt joint and cork grip. Extra heavy nickel-plated reel seat with hood and trigger at rear and Heddon Locking Reel Band. Both tips have crystal agate top and crystal agate feet guides. Improved welded German Silver ferrule. 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 1/2 ft. Weight in 5 ft. length, 5 1/2 oz. Price each, \$4.00

No. 6. 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 nickel-plated reel seat with hood at rear and Heddon Locking Reel Band. First tip has agate first guide and both tips have agate top; other guides file-proof metal improved welded German silver ferrule and all metal handsomely ornamented. Cleanly wound 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 4 1/2 ft., 5 ft., 5 1/2 ft. Weight in 5 ft. length, 5 1/2 oz. Price each, \$6.00

No. 10. 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, and Heddon Locking Reel Band. Both tips equipped with agate tops and agate first guides, middle guides file-proof 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 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, 5 1/2 oz. Price each, \$10.00

No. 15. Finest possible selection of split bamboo, both tips and butt seasoned for several years. Solid satin cork grip of special Heddon design and forward grip. Extra heavy German Silver metal throughout, beautifully ornamented, and Heddon Locking Reel Band. All guides and tip-top 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 waterproof leatherette case. Heddon's highest grade Rod. Furnished in lengths of 4 1/2 ft., 5 ft., 5 1/2 ft. Weight in 5 ft. length, 5 1/2 oz. Price each, \$15.00

Why Heddon Rods Don't Break Like Other Bamboo Rods

The Curves Tell the Story

YOU have no doubt noted that the breaks in other rods invariably occur at the point where the wood joins the ferrule.

If you will compare the two curved tips on this page, you will note the one to the left (with the ferrule exaggerated for purpose of illustration) shows an abrupt termination of the curve at the point 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 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 at the right, there is but one ferrule, located well toward the butt, 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.

See the long, easy scientific sweep of the Heddon and the ugly stop where the other is bound to give out.

Heddon One-Piece Rods

ONE-PIECE casting rods, without ferrules or joints, are undoubtedly the ideal type for perfect work, possessing a degree of balance, casting force and strength impossible to attain in even the best Heddon two-piece construction. For the cottage, or permanent fishing headquarters, where frequent carrying of the rod is unnecessary, the single piece design is recommended.

We carry in stock the following styles of one-piece rods, ready for immediate shipment, both 5 feet long, weighing 5 1/2 ounces. Special lengths from 3 1/2 to 6 feet built to order.

No. 6. Good selection split bamboo, solid cork grip, and forward grip. Reel seat and all other metal extra heavy nickel-plated; Heddon Locking Reel Band. First guide and tip-top agate, other guides file-proof metal. Handsomely wound in three colors silk; put up in canvas bag. Price each, \$6.00

No. 10. Extra selection split bamboo, solid cork grip and forward grip; reel seat and all other metal extra heavy German Silver, nickel-plated, 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

The New York Sporting Goods Company, 15 and 17 Warren Street, write us November 1918. "We have eliminated our catalog all

Bait Casting Rods, with the exception of the Heddon's "Dovagacic," which we hereafter propose to push exclusively."

Heddon Rod Mountings and Fishing Accessories

If It's not

WHILE most anglers will find it more satisfactory to send break-ages to us for neater and more workmanlike repairs, nevertheless, we are willing to supply all parts of our rods separately, to those who prefer the pleasure of doing their own tinkering, or even of assembling complete rods. All parts offered here are those regularly used in the Heddon products.



Agate Tip-Tops

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

Price each, \$0.75

Inside diameter of sockets from .010 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, \$0.25

Ferrules—Heddon Two-Piece Rods



Ferrule complete with slide, extra heavy German silver, shouldered, hand web, satin finished, size No. 2 (inside diameter of ferrule 1 1/2-inches).

Price complete, \$0.30

Ferrule only 24
Slide only 12



Ferrule same as above, excepting rolled web and knurled without satin finish.

Price, complete, \$0.27

Ferrule only 18
Slide only 09

Reel Seats Equipped with "Dowagiac" Patent Self-Locking Reel Band



The patented locking band supplied on this reel seat is an eccentric-shaped ring which by a slight turn in the direction of the arrow, firmly binds the reel against slipping, yet is easily released when reel is to be removed.

Reel Seat, extra heavy German silver, complete with shouldered hood and new "Dowagiac" patented locking band, handknurled knurled.

Price each, \$1.00

Reel Seat, same as above, nickelled..... 73

Cork Hand Grips Heddon Design

Cork Hand Grips—Made of best grade of imported Spanish cork, selected for fine grain and toughness, and made up in special Heddon design which conforms to hand and insures proper grip of rod without tiring and straining the fingers.

Butt Grip—"Dowagiac" improved special design, with forward swell to replace trigger, solid satin cork, with 1/2 inch bore.

Price each, \$0.50

Forward Grip—Large diameter, solid satin cork, with 1/2 inch bore.

Price each, \$0.26



All Cuts on This Page Show Exact Size.

Band Agate Guides—Heddon Pattern

Size 1

Size 2

Size 3



Medium size, non-line-catching. Price each, either 1, 2 or 3, \$0.75

Metal Guides. Extra Hard and Smooth

Size 1

Size 2

Size 3



Guides, metal, as hard as agate, 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, \$0.25

Butt Caps and Winding Checks



Butt Cap, extra heavy German silver, extra long, satin finished and handknurled knurled. 3/4-inch inside diameter.

Price each, \$0.20

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

Price each, \$0.20

Winding Check, tapered, German silver, heavily knurled, satin finished. 3/4-inch diameter at small end; 5/8-inch diameter at large end.

Price each, \$0.10

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

Price each, \$0.20

Rod Materials

Tip, 3/4 inch long, same length and dimensions used in "Dowagiac" two-piece rod.

Price each, \$1.50

Butts, swell, lengths 21 inches, 27 inches, 33 inches, 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, \$0.50

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

Price each, \$0.75

Varnish, special "Dowagiac" elastic rod varnish, as used on "Dowagiac" Rods.

Per quarter pint, \$0.25

Ferrule cement, best quality, two-ounce stick. Price each, \$0.25

Made by **Heddon** It's not a **Dowagiac**

Heddon Rod Cases

These cases are especially light in weight and convenient to carry, yet offer full protection to contents. Rods go in and out easily, and in every way the case forms a practical and artistic finish to the equipment of the particular angler who wishes to keep his rods in the best possible condition.



Rod Case—"Dowagiac" waterproof leatherette, nicely ornamented brass end caps, heavily nickel-plated, built over heavy fibre tube. Case same as supplied with "Dowagiac" \$10.00 and \$11.00 rods. Length, 36 inches; inside diameter, 1 1/2 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 1/2 inches.

Price each, \$5.00

Heddon Treble and Special Hooks

Highest quality steel wire, nickel plated over copper to prevent rusting or becoming dull.

Sharp	Strong	Readily detachable in case of breakage.	PRICES:	
			Assorted Sizes	Assorted Sizes
No. 2, for use on Heddon Minnow Series Nos. 100, 150, 0 and 00.	No. 1-0 for Florida Fishing Series Nos. 100 and 150.	No. 5-0 for Series No. 700.	No. 2.....\$0.05	No. 1-0.....\$0.05
			No. 1-0.....\$0.04	No. 5-0.....\$0.08
			No. 5-0.....\$0.06	No. 5-0.....\$0.10
			Dummy Double each.....\$0.07	



Grant Brook Trout taken with a Dowagiac in British Columbia.

Practice Casting Weights Made of wood, covered with white porcelain enamel, more easily seen at a distance than aluminum weights. Shape minimizes air resistance. Eye countersunk, preventing fouling of line.



Half or quarter ounce sizes, guaranteed to be exact weight. Price each,.....\$0.15

Heddon's "Dowagiac" Superior Casting Lines

WE have combined our long experience and careful experiments on Casting Lines with the skill of the world's best producers of these goods, and are pleased to offer herewith the Heddon's "Dowagiac" Brand of the "Samson" and "Easy Caster" lines. In the new Heddon "Dowagiac" Lines the angler will find the qualities of strength and easy casting 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. (All lines supplied in one hundred yard lengths, two spools connected.)

Easy Caster Brand 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 3/4 to slightly more than 3/8 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 "muskies."

Price, per spool of 50 yards, \$0.90

Samson Brand Strongest, smoothest, best wearing casting line made, when size and weight are considered. Made from the highest standard Japan silk, water-proofed, 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. Bait, and for casting for all sizes of bass, pike and other game fishes of ten pounds and under.

Price, per spool of 50 yards, \$1.00

Our No. XX has breaking strength of 28 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 "muskies" and salt water fishes up to 50 lbs. when used on a bait-casting rod.

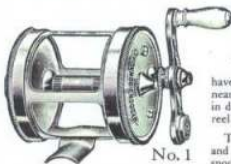
Price, per spool of 50 yards, \$1.25



All this on the Heddon line.

If It's not Made by **Heddon** It's not a **Dowagiac**

OWN a good reel. Better yet, own two—and when you buy, be guided by mechanical excellence instead of low price. Don't let a little cheap nickel plating blind you to flimsy construction, ill-cut gears and soft bearings that will surely mean fish lost and perhaps a whole trip spoiled. Choose a reel on the reputation of its maker and you will be safe.



No. 1

While very small in size, this reel has capacity of 80 yards of ordinary bait-casting line, and though low in price, they are of dependable quality. With proper care, this durable and reliable

Heddon's "Dowagiac" Reels

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.

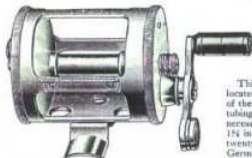
These reels are of tubular frame construction, without screws or rivets, insuring stability and long life. This rigid frame with true bearings and high quality workmanship on axle, spool, spindle and pinion, give perfect balance and remarkable running and wearing qualities.

reel will last through many years of solid service and satisfaction.

Spool, $1\frac{3}{8}$ 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

The Famous "Meek" Casting Reels

Meek Simplex Reel No. 33



This reel is a decided improvement over other take-apart Reels in material, workmanship, action and durability; it is, beyond a doubt, the best reel that has ever been produced for the price. It is equipped with a removable thumb rest, which enables the caster to thumb the line very satisfactorily and at the same time use the spool entirely full of line, if desired.

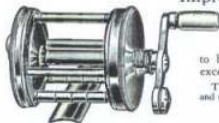
This reel has handle forward of the bottom and sliding click, located on back end of reel. Both click and spring are made of the finest oil tempered steel. Frame is one-piece seamless tubing; front plate remains in frame permanently and is not necessary to remove to clean and oil. Diameter of spool is $1\frac{1}{2}$ in., length of spool $1\frac{3}{4}$ in. Will hold one hundred and twenty yards of No. A Easy Caster Line. Made of brass and German silver, all brass parts heavily nickel plated.

Net price, each, \$7.50

Mr. Gen. W. Ault, Elmira N. Y. writes us:—"The Heddon reels are the best I have ever seen or used for the money or for twice the money."

Charles S. Mercein of Detroit writes us:—"My Dowagiac rod and minnow are my stand-by. They certainly make casting twice the pleasure that it was in the old steel rod and live bait days."

Improved Blue Grass Simplex 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

For those who demand the best in hand-made reel construction we offer our two favorite selections of the famous "Meek" Blue Grass Reels.

German Silver Blue Grass No. 3 B

The No. 3 B is perhaps the most popular 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. Has spiral gears and tempered tool steel pivots and stands. Made of the finest German silver, quadruple multipliers, with click and drag, and screw-off oil caps. Diameter of end plate, 2 inches; length of spool, $1\frac{1}{2}$ inches. Net price, each, \$7.50.

No. 3 J B

This reel is the same in all respects as No. 3 B, 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 FAVORITE PLANNET FROM FLORIDA WATERS.

The South Bend Anti-Back-Lash Casting Reel

To cast perfectly, to give your rod a "flip" and watch the bait curve gracefully out over the water to just the desired spot is gratifying to say the least. To make EVERY cast a PERFECT cast, to never tangle or back-lash your line thrills the heart of those who love to catch game fish.

And in casting for bass, pickerel, muskies and the like, it was only the old experienced caster heretofore who could cast and enjoy the exhilarating sensation of

holding a fighting, quivering black bass at the end of a long line—but now since the advent of the South Bend Anti-Back-Lash Reel ANYONE can cast and cast perfectly every throw.

Those who have not had many years of experience which is generally necessary to become skilful in the art, will never realize what real pleasure you can derive from the healthful sport of casting until you have used this reel, which assures you that every cast you make will be a perfect one. It furthermore stands to reason that when you are casting 100 per cent perfectly that you are going to get more fish than if you waste your time untangling back-lashes and lose your temper over snarls in your line.

At the same time the natural confidence inspired by the fact that you cannot tangle and back-lash the line will enable you to realize to its full extent the pleasure of casting for big fish.

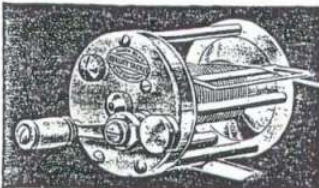
We call this reel the only true anti-back-lash reel because it is the only reel ever built wherein the SPOOL RUNS ABSOLUTELY FREE and the BRAKE ONLY APPLIES itself for an infinitesimal part of a second at SUCH TIMES AS THE LINE TENDS TO SLACKEN OR BACK-LASH.

On this reel THERE IS NO CONTINUAL "DRAG" to retard a long cast—the brake never applies itself except to prevent a back-lash or at the end of cast as the bait lands—IT THUMBS

ITSELF. It is unlike other reels purported to be "Anti-Back-Lash" in the fact that it will absolutely prevent back-lashing without interfering with the casting—and is CONVERTIBLE and MAY BE USED AS AN ORDINARY HIGH GRADE REEL by merely a slight turn of adjustment screw.

These reels are guaranteed—money back if not satisfied.

By parcel post or express prepaid upon receipt of price, \$7.50



GENERAL DESCRIPTION

THE SOUTH BEND ANTI-BACK-LASH REEL is of beautiful yet plain design. The working parts are very few and simple. Well made and strong.

CAPACITY—100 yards, measured by standard 16 or 20 pound silk lines.

DIMENSION—Diameter of end plates 2 inches. Length of spool 1 1/2 inches. Diameter of spool ends 1 1/2 inches.

FRAME—The frame and all its component parts are made of 18 per cent Solid German Silver, very light, strong and rigid.

BEARINGS—The spool and gear journals are of high grade tool steel, accurately turned, ground, lapped and burnished to mirror-like surface and run in phosphor bronze bushings.

The end thrust is supported by adjustable jeweled spool-journal caps of screw-off pattern with spring tension grip.

GEARING—The gearing is quadruple multiplying, and consists of a special hunting tooth train, the gear of which is made of solid Tobin bronze and the pinion from special analysis steel which in action produces a powerful, yet absolutely quiet, smooth, free running reel.

CRANK—Is of pleasing, artistic design, correct size and accurately counter balanced. The grip is White Ivoroid.

CLICK—Of a superior form, consisting of a pawl and ratchet made of hardened tool steel, operated by a thumb button on the tail plate, and actuated by a phosphor bronze spring.

Orders filled by return mail.

JAMES HEDDON'S SONS, Dowagiac, Mich.