

# Dowagiac

Minnows  
*and* Rods



NOTICE OF ADVANCE IN PRICES  
Heddon's "DOWAGIAC" Rods and Minnows

*Effective December 1, 1916, and until further notice*

DOWAGIAC MINNOWS

- Series 1600 and 1700 from \$9.00 to \$10.20 list, or from 75c to 85c each.  
Series 200 S. W., 200 S. F., 300, 150, 00, 175, 1800 and 1900, from \$10.20 to \$10.80, or advance of 5c each.  
Series 100, 0 and 11 from \$9.00 to \$9.60, or advance of 5c each.  
Series 1500, Coast and Decoy Ice Minnows, no change.

DOWAGIAC RODS

- Rod No. 1 1-2 from \$2.00 to \$2.50, list  
Rod No. 2 1-2 from \$3.50 to \$4.00, list  
Rod No. 4 from \$5.00 to \$6.00, list  
Rod No. 6 from \$7.50 to \$8.00, list

MISCELLANEOUS

- Glued Joints for 2-piece Rods, from \$1.50 to \$2.50 each.  
Glued Joints for 1-piece Rods, from \$2.50 to \$4.00 each.  
Reinforced Leather Cases, from \$2.00 to \$3.50 each.  
Leather Cases lined with fiber Tube, from \$5.00 to \$6.00.

These advances apply to our Catalog No. 14 and are made necessary by the fact that the average increase in cost to us on all materials entering into the manufacture of our goods has been from 50 to 75%.

JAMES HEDDON'S SONS

DOWAGIAC, MICHIGAN

Catalog  
No. 14

# James Heddon's Sons

Makers of Heddon's Dowagiac Rods and Minnows

Dowagiac, Mich.



*Small*



# Jim Heddon's Genuine Dowagiac Fishing Tackle



You see, we are fishermen before we are manufacturers. There's hardly a man-jack of us here who doesn't sneak off waterwards with rod and reel and handful of baits every good chance he gets. Jim Heddon never frowned on us for it, either, for this is the way Heddon minnows and Heddon rods have been developed and perfected—by fishing with them.

Ever since Jim Heddon whittled out the first Dowagiac minnows fourteen years ago, the final inspector of every new piece of Heddon tackle has been "Mr. Fish" himself. That's true, too, of all the improvements that are constantly being added to Heddon minnows, rods, reels and lines to keep them up to the standard of efficiency that American fishermen, and the hundreds of tackle dealers who handle Heddon goods, have come to expect of Dowagiac products.

A case in point is the non-cracking porcelain enamel used on all Heddon minnows. This is the result of a dozen years of experimenting to get a finish that would not crack, peel or flake, no matter how hard the bait was used or how long it was left soaking in water. This porcelain enamel, used exclusively by us, has solved the problem completely. We proved it out—by many a fishing-tast—before we adopted it.

Now a word of caution—

## Get the Genuine Heddon "Dowagiac"

Though many fishermen call all wooden minnows "Dowagiacs", they are not unless they bear the words "Heddon's Dowagiac" on the spinners. Although we

# Dowagiac Fishing Tackle

IF THIS book were to be just an ordinary catalog, and if the Heddon factory were just an ordinary manufacturing plant, writing this would be a simple and humdrum task.

As it is, however, we find it a bit hard to "stick to our knitting" and not launch off into fishing yarns about the six-pounders that got away and the five-pounders that nearly did!

As well through the most reputable jobbers and dealers, it's a good idea to look for the "Heddon's Dowagiac" on the spinners or metal parts, for a few dealers are unscrupulous enough to sell imitation minnows out of Heddon boxes.

As a further safeguard every Heddon minnow is enclosed in an extra wrapper of white paraffin wax bearing the name "Dowagiac" in red, so you see it the instant you open the box.

The name "Heddon" is on the reel seat of every rod.

## Terms and Shipments

If your dealer cannot supply the genuine "Dowagiac" you want, send your order direct to us, accompanied by express order, money order or draft to the amount of full list price. No discounts are given to other dealers. We ship by parcel post whenever practical, but the cost insure packages of less than \$5.00, unless otherwise advised. We prepare on all minnows sold at list price, but we ship rods by express "collect." If you wish rods sent by parcel post, remit enough extra to cover mailing cost and insure it against loss.

We are particularly well equipped to take care of repair work and special orders.

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

James Heddon's Sons  
DOWAGIAC, MICHIGAN

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

# Heddon's Dowagiac Minnows



**W**HEREVER bait casting is popular, there you will find Heddon's "Dowagiac" Minnows outnumbering all other artificial lures. The reason is two-fold:—Fishermen have confidence in "Dowagiacs"; they know that the Heddon factory will not market an unsuccessful bait. And—they have found by experience that "Dowagiac" Minnows are better fish-getters, besides being nicer to cast and far more serviceable.

In appearance—the beautiful, lifelike colorations and the permanent brilliancy of the porcelain enamel—genuine "Dowagiac" Minnows are not approached by any other baits made.

Hook presentation is another important feature in which genuine "Dowagiacs" excel. Gang hooks that simply dangle from eyelets not only lose many a fish, but they soon scratch and pick the enamel from the bait. On a Heddon bait the hooks stand out from the body of the bait, ready to barb Mr. Fish the instant he strikes. Their points never touch the bait itself—they cannot tangle each other up. Each gang is quickly removable without special tools. The hooks are of special Heddon design and rustless. The spinners whirl freely and the casting weight and balance of every Heddon bait are ideal.

## Heddon Patent Hook Fastening

**T**HE new Heddon Double Screw Hook Fastening, now used on all "Dowagiac" Minnows, is the last word in successful hook suspension. Each gang of hooks can be almost instantly detached for sharpening or replacing, by turning out the small screw with the point of a knife blade. One or two turns of the double screw hook then releases the gang.

This new double screw hook cannot be turned by the fish. It is always in a fixed position, preventing the going to such a way that effective hooking of the fish is nearly certain, and preventing the hooks from striking the body of the bait or tearing.



# Heddon's New Dowagiac Wigglers

Floating, Diving, Zig-zagging



No. 1200C

Patented  
Variable  
Line Finning

**Crab Wiggler**—newest invention on Bass wherever bass are found, especially helpful on Washington, Fla.

Triggers with other fish water game fishes.

This bait is proven to show responsiveness to a fresh water Crab on Chesapeake Bay, what we on ocean, dove under water when captured, the mechanical being a permanent wiggler, simulating the movements of a Crab when moving backwards, away from danger.

Every Angler who knows the Crab, or its movements, had at the Black Sea and other popular waters. Size 2", wt. 1/2 oz., in the following particularly suitable colors.

No. 1201, Fancy Green; No. 1202, White body, Red and Green Spotted; No. 1203, Blue; No. 1204, White body with Red tail; No. 1205, Yellow body with Red and Green spots; No. 1206, Yellow body with Red and Green spots; No. 1207, Yellow body with Red and Green spots; No. 1208, Yellow body with Red and Green spots; No. 1209, Yellow body with Red and Green spots; No. 1210, Yellow body with Red and Green spots.

Price each, prepaid by mail, 25c.

**W**IGGLERS will attract—and catch—all other baits in season. Their irresistible darting motion, when rolled in back through a new adjustment to artificial lure. Another lot "the man behind the net" line—they float when at rest and dodge waves wonderfully when in action. Be sure you get Genuine Heddon's Wiggles, though. The remarkable Heddon's Hook Adjustable Line Fastening and perfected hook presentation are advantages found in no other wiggling baits.

## Baby Crab Wiggler

A smaller pattern of the famous "Crab Wiggler" has proved a certain breaker on bass and other fish water game fishes. It is No. 1211, weight 1/2 oz.

No. 1211, Fancy Green body, No. 1212, White body, Red and Green Spotted; No. 1213, Blue; No. 1214, White body with Red tail; No. 1215, Yellow body with Red and Green spots; No. 1216, Yellow body with Red and Green spots; No. 1217, Yellow body with Red and Green spots; No. 1218, Yellow body with Red and Green spots; No. 1219, Yellow body with Red and Green spots; No. 1220, Yellow body with Red and Green spots.



Hook and  
Line  
Adjustment

No. 1200C

Price each, prepaid by mail, 25c.



# Heddon's Dowagiac Minnows



No. 1000 Series—A remarkable killer for bass, pickerel, pike and muskie. Generally used in deeper water than our No. 1700 style, though it's used effectively in shallows too. Its action is very lifelike, darting to and fro like a frightened minnow. Floats when at rest. Six colorations.

Size 4 in., weight 1 oz. Supplied in six colors as follows: No. 1000, White body, with Red and Green spots; No. 1001, White body with Red head; No. 1002, Yellow body, Red and Green spots; No. 1003A, Imitation Frog; No. 1003B, Imitation Frog. Price each, prepaid by mail, 25¢.

No. 1700 Series—Doubly lured for any depth of water, but specially suited for in-shore work, in the shallows near weed beds and reeds. Floats when at rest, but darts and dives when reeled in, just stays near the surface. This style in six colorations.



Size 4 in., weight 1 oz. Supplied in six colors as follows: No. 1700, Fairy Green back, White belly; No. 1700B, White body, with Red and Green spots; No. 1702, White body with Red head; No. 1700, Yellow body, Red and Green spots; No. 1700-A, Imitation Frog; No. 1700-B, Imitation Frog. Price each, prepaid by mail, 25¢.

**H**EDDON'S Dowagiac "Wiggler" have the mechanical features that put them far ahead of other diving lures. Finished in the famous Heddon waterproof material, guaranteed not to chip, fade, crack or peel. Patented wiggling line (operating by regular depth of diving). All lures in general "Dowagiac" (hooked-on) but each other, reap the line as near the nearest.

## Heddon's Surface or Floating Lures



**T**HE old reliable Heddon Expert—simpled, most effective surface bait ever made. Finished in either of the two attractive vises combinations as illustrated. Used for casting, but also adaptable to "skittering" or "sinking." It operates beautifully upon the surface of the water.



and excise weeds to a considerable extent. It can be used among lily pads and rushes, if handled with reasonable skill, and is a great structure and practically sure killer of surface biting game fishes.

Has no spinners and is regularly supplied with three treble hooks, as illustrated. Weight 1 oz.; body 4 1/2 inches long. Price each, prepaid by mail, 25¢.



### Series No. 300

A surface minnow, especially designed for catching large bass of Florida and other Southern States, operating equally as well with the bass of the Northern States.



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, \$1.00.

Weight, 1 1/2 oz.; body, 5 1/2 inches long. One large equally formed treble hook on belly, or upon special order, with two smaller treble hooks on belly. Six Size, Fairy Green Back. No. 301, White body, clear colored back. No. 302, White body, clear colored back. Price each, prepaid by mail, 25¢.

# Heddon's Dowagiac Minnows

Superior Finish  
Non-Cracking  
Enamel

## Standard Patterns

Series No. 0, Three Treble Hooks  
Series No. 00, Five Treble Hooks

**T**HIS Superior Finish type of Minnow represents the highest development of the standard or non-wiggling type of under-water lure—beautiful and artistic to the last degree in both finish and workmanship. Has sharp angled body effect with semi-flat surfaces; hooks mounted on the distending sharp line, running the entire length of the body on either side, thus holding them well out from the bait and greatly increasing the certainty of hooking the fish.

Series No. 9 equipped with two spinners and three extra strong Heddon-design treble hooks; weight, 1 oz.; body, 3 1/4 inches long.



No. 9

No. 9—White body, red and green decorations.—No. 21, Yellow body, red, green and black decorations.—No. 92, Red body, with black decorations.  
Price each, prepaid by mail, 25¢

Series No. 00 equipped with two heavily nickel plated spinners and five extra strong treble hooks. Weight, 1 1/4 oz.; body, 3 1/4 inches long.

No. 101—White body, red and green decorations.—No. 102, Yellow body, red, green and black decorations.—No. 103, Red body with black decorations.

Price each, prepaid by mail, 25¢



No. 100-A

No. 100 Series—Two spinners, five extra strong treble hooks. Weight, 1 1/4 oz.; body, 3 1/4 inches long.

No. 110, Flashy green back, white belly.—No. 111, Flashy orange, center of green back, pink and yellow sides and white belly.—No. 112—White body, red and yellow sides, black, red, blue and yellow spots.—No. 113-A, Yellow back.—No. 113-B, Flashy long spinners.

Price each, prepaid by mail, 25¢



No. 101

No. 100 Series—Two spinners and three extra strong Heddon-design, nickel-plated treble hooks. Weight, 1 oz.; body, 3 1/4 inches long.

No. 120, Flashy green back, white belly.—No. 121, Flashy orange, green back, pink and yellow sides and white belly.—No. 122, White body, dark red and yellow sides.—No. 123, Red body, dark green back.—No. 124-A, Yellow back.—No. 124-B, Flashy long spinners.

Price each, prepaid by mail, 25¢

## Dummy Double

The Last Word in  
Wooden Minnows

**J**IM HEDDON'S has perfected the Dummy Double design of hook, shown here photographically by actual fish that adhered to produce a hook more certain of catching and retaining the fish than any treble hook, yet free from its inherent and serious weakness. Its success is not a flimsy bait or a simple—ground now by those years of flounder fishing and those years of the general use of all other—public use.

Make no mistake. The Dummy Double has catch and hold more fish than any or a dozen treble hooks of hooks. The black line of 60° rotation and all climates, always attracts the Minnow at the side, taking it between the jaws, not in the gullet. The one single hook is placed to engage the upper jaw and the dummy portion comes in contact with the lower jaw, forcing the hook into the upper jaw, without danger of disengagement.

It is an anti-rotten and will be drawn over rocks, stones and heavy fath of against vegetation without catching.

Body shaped to suit fish. The surface and sharp line superior finish pattern, our most artistic and beautifully finished product. Hooks are



No. 15008

For Bass  
Fishing your  
hook may be  
left off

hook to 2 1/2 inches. Dangler hook (removing). This new type of fastening makes the hook (removed by the fish, and the spring is thereby released) than the hook will always be guaranteed in the most effective fixed position, an adjustment where the fish begins the injury.

15008, white body with red and green painted effect. 15009, flashy black 15010, red and yellow sides and white belly. 15011, black and yellow sides. 15012, yellow body with red and green painted effect. 15013, yellow body with red and green painted effect. 15014, yellow body with red and green painted effect. 15015, yellow body with red and green painted effect. 15016, yellow body with red and green painted effect. 15017, yellow body with red and green painted effect. 15018, yellow body with red and green painted effect. 15019, yellow body with red and green painted effect. 15020, yellow body with red and green painted effect.

Equipped with two spinners; body portion 3 1/4 inches long; weight, one ounce.

An extra hook is included with each minnow, which can be readily substituted in case of loss.

Price each, prepaid by mail, 25¢



# Heddon's Dowagiac Minnows



No. 11

## No. 10 Series for Light Casting

For small-mouth bass and trout fishing with heavy fly-rod, or light bait casting rod. Heddon leasgue body, one spinner in front, no side-hooks and lure fly at rear. Extra superior finish. Weights 1/2 oz., body 2 1/2 in. long.

No. 11, Yellow body, brown and red spots.—No. 10, White body with red and green spots.

Price each, prepaid by mail, \$0.75



No. 175 Fancy Back

## No. 175 Series for Heavy Casting

Specially designed for holding the big ones. Sides really, for deep water use. Two spinners, three No. 1-0 very large hollow pointed treble hooks. Size 3 1/2 in., weight, 1 1/4 oz.

No. 175, Fancy green back, white belly.—No. 176, Rainbow, green back, pink and yellow sides, white belly.—No. 177, White body, slate colored back.

Price each, prepaid by mail, \$0.85



## Decoy Ice Minnow for Spearing

When pulled by line glides and swims with life-like movements. Best attractor ever devised for spearing through ice, 4 1/2 in. long, weighs 2 oz. Four heavily nicked fins, natural tail formation, glass eyes and full Heddon finish. Fancy green back with white belly, or yellow perch coloration.

Price each, prepaid by mail, \$1.00



Coast Series

One spinner at rear, extra quality Aberdeen hook attached to heavy square phosphor bronze wire running through entire length of body. Nickled phosphor bronze leader. Specially designed for salt-water game fishes and muskellunge, pickerel and pike which strike from the rear. Heavy!—weighed for deep water use. Fancy green back, white belly; plain green back, white belly; white body with red and green spiral effect or rainbow. No. 1, 4 in. body; No. 2, 3 in. body; No. 4, 4 in. body.

Price, Nos. 1 and 2, \$0.75. No. 2, 4 1/2 in.

Special Colorations on Above Minnows to Order.

## What Baits to Use

**S**UCCESSFUL fishing isn't a matter of luck. It is skill, plus experience, plus sticking-to-it. Choosing the right bait for the existing condition is a big part of the game. Proper selection of style and coloration of lure is nearly as vital to the bait caster's success as the selection of a fly is to the fly caster. The following chart will help you to choose the "Dowagiac" most likely to produce best results under any given set of conditions.

Sunshiny Days	Sunshiny Days	Cloudy Days	Cloudy Days	Night Fish'g
Shallow Waters	Deep Waters	Shallow Waters	Deep Waters	
2005F, 1605L, 1605B, 1605A, 1605C, 1705H, 1705B, 1705A, 1705C, 1805A, 1805B, 1805C, 1805D, 1905A, 1905B, 1905C, 1905D	190, 101, 104, 200A, 100E, 130, 131, 134, 135A, 135B, 02, 02, 001, 002, 1000, 1605C, 1605A, 1305	2005W, 2005W Special with red nose, 1801, 1802, 1800S, 1701, 1702, 1700S, 1801, 1802, 1900S, 1901, 1902, 1900S	101, 102, 109, 141, 142, 139, 0, 00, 1801, 1302, 1300S	2005L, 1901EH, 2005W, 2005W Red Nose, 1802, 1802, 1702

Of course this chart goes to the problem only on broad lines. But you can depend upon it as far as it goes. It is based upon many years of constant and observed fishing. It doesn't include all the baits we make—and yet every lure in the Dowagiac line is a

proved fish getter. So if you get a "bunch" that calls for a Dowagiac not listed on the chart, try it anyway. Random lead sure a big one!

—Jim Heddon



# Jim Heddon's Dowagiac Casting Rods

**I**T TOOK Jim Heddon to produce a really workmanlike, split-bamboo bait casting rod that the average fisherman could afford to buy. Before "Dowagiac" Casting Rods came on the market eight years ago, the choice in moderate-priced rods was restricted to cumbersome steel or lancewood affairs and the old, three-piece type of split-bamboo, stiffened with a ferrule at the very point where elasticity is most needed.

To obtain a really satisfactory rod it was necessary to spend from \$25 to \$35—and even then there was uncertainty of uniform quality.

Now, however, in Heddon's Dowagiac Casting Rods, a very modest price gives you a rod that is flawless in action, balance and strength—a rod that makes effective casting easy for the novice and almost effortless for the expert.



Cross Section of Heddon Rod

This illustration shows how Heddon's Dowagiac Rods are built up from several split bamboo sections held together by a special ferrule. The ferrule is made of a special material which gives the rod the strength and resilience of one bamboo in all respects, no matter how many sections they have.

The real secret of Heddon Rod superiority is the original, two-piece construction—long tip and short butt. This allows an unshackled spring of lithe, resilient split-bamboo to put its whip-like force back of every cast—shoot-

ing the bait to its mark with a minimum of strain on wrist or arm. No three-piece rod, with a stiff ferrule in mid-tip, can match a Heddon Rod in grace and force of action.

Right in principle, each Dowagiac Rod carries out the Heddon ideal by the use of the finest, fully-seasoned bamboo and painstaking, artistic finish.

The result is a rod that you will swear by and boast of—eager for its work—alive with the snap, poise and power that put "fish" in "efficiency." You can't get the full joy out of bait casting without a Jim Heddon Dowagiac Rod, but as the next page shows, you can get a Heddon Rod at almost any price you care to pay.



Jim Heddon

"Your Crab Wigger is the best bait I have ever used and works wonders when other styles fail miserably." W. S. Swanson, Princeton, N. J.

"On the 12th of September I lost a Dowagiac Minnow in soft bottom water and on the 12th of next day found it. After being jammed in

water this length of time the minnow was not damaged or spoiled and the fish was as good as new." Otto S. Harris, Sullivan, Ind.

"Just obtained the fishing of my life. On May 25th I caught twenty-five Large Mouth Bass in one hour with your Crab Wigger Bait. Just as I thought forty more, there is three

hundred more!" A. J. Bamberger, Galien, Mo. Ark.

"I got six Bass, weighing fourteen pounds, with the Big Green Bass of your Crab Wigger." Axel R. Bean, Walnut, Okla.

"Your Crab Wigger works to perfection. Used it with success

with over a dozen catches of Big Green Bass and Walleye Pike and not a miss." Edward W. Adair, Norwaga Springs, N. Y.

"Still using the Heddon Rod I bought from you years ago, after the various Minnow, Crab and other baits." Herbert E. S. Young, St. O. S. Williamson, Conn.

# Heddon's Downagiac Casting Rods

## Why They Don't Break Like Other Rods

**S**TUDY the curved tips illustrated here and you will appreciate at once the superiority of Heddon two-piece rod construction. Notice the natural, unbroken curve of the upper tip, distributing the strain equally and bringing all the wonderful resiliency of split bamboo into full play. This is the Heddon type

of tip. The only ferrule is located well toward the butt, where the rod itself becomes heavy and stiff.

Now look at the other tip. See where the unbending ferrule (exaggerated for purpose of illustration) breaks the curve at the points where the wood enters. It is evident that this centers an unfair load on these two points. Breakage is almost inevitable when that load becomes severe.

### Heddon's Casting Rod No. 1 1/2

Good quality split bamboo tip and butt with satin walnut handle of special Heddon design. Nickel-plated reel seat with hood at rear and trigger on hand. All guides crystal-agate top and crystal-agate foot guides. Improved extra heavy German silver welded ferrule. Well wrapped with silk windings in two colors, put up in partitioned cloth bag. Furnished in lengths of 3 ft. only and without extra tip. Weight in 3 ft. length, 3 1/2 oz. Price each, \$2.00

### Heddon's Casting Rod No. 2 1/2

Good quality split bamboo tip, with extra tip, all split bamboo butt joint, with solid plain cork grip and forward grip. Nickel-plated reel seat with hood at rear and trigger on hand. One tip top crystal-agate, other tip top and all guides flint-wood 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., 3 ft., 3 1/2 ft. Weight in 3 ft. length, 3 1/2 oz. Price each, \$2.00

### Heddon's Casting Rod No. 4

Fine quality split bamboo tip with extra tip, all split bamboo butt joint, with solid plain cork grip and forward grip. Extra heavy nickel-plated reel seat with hood and trigger at rear and Heddon Locking Reel Seat. Both tips have crystal-agate top and crystal-agate foot guides. Improved welded German silver ferrule. Well wrapped with silk windings in three colors; put up in partitioned cloth bag. Furnished in lengths of 4 1/2 ft., 3 ft., 3 1/2 ft. Weight in 3 ft. length, 3 1/2 oz. Price, each, \$2.00

### Heddon's Casting Rod No. 6

Selected split bamboo tip, with extra tip, selected split bamboo butt joint, with solid plain cork grip of special Heddon design, and forward grip. Extra heavy nickel-plated reel seat with hood at rear and Heddon Locking Reel Seat. Both tips have flint-agate guides and agate tip-tops, other guides flint-wood metal, improved welded German silver ferrule and all metal hand-crafted ornamented. Closely wound with silk windings in three colors; put up in partitioned canvas bag. A strictly high-grade rod in every detail, known as our "The Heddon's Favorite." Furnished in lengths of 4 1/2 ft., 3 ft., 3 1/2 ft. Weight in 3 ft. length, 3 1/2 oz. Price each, \$2.00



"I have used almost every form of fish tackle for over ten years and will honestly say that the Heddon's Downagiac are far better in quality and more satisfactory than any I own. Made of very best wood."

"The July 26, 1912, I caught, on a Downagiac Minnow and Downagiac Bass, at Pleasant Point, Ontario, Mass., a magnificent eight-ounce Bass. I cannot say enough for your Rods and Minnows."

Stephen L. Lilly

"I have used nearly every style of fish tackle for you and I have never had a bad one, either in regard to self-giving quality, workmanship or material."

Samuel S. Jones

## Heddon's Casting Rod No. 10

Finest selection split bamboo with extra tip, with solid cork grip of special Heddon design and forward grip. Extra heavy German Silver metal throughout, and Heddon Locking Reel Band. Both tip and reel agate equipped. All special handwork ornamented and Rod wound at stone jute with silk windings in a beautiful design of three colors. Covered with four coats finest stator waterproof varnish. Put up in partitioned varnish bag with 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, \$12.00

## Heddon's Casting Rod No. 15

Finest possible selection of split bamboo, both tips and best equipment for several years. Solid cork 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 stator waterproof varnish. Put up in varnish 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 \$12.00

## Heddon's One-Piece Rods

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 oz. Special lengths from 3 1/2 to 6 feet built to order.

**No. 6** Good selection split bamboo, solid cork grip, and forward grip. Rod seat and all other metal extra heavy nickel; Heddon Locking Reel Band. First guide and tip-top agate, other guides fish-proof metal. Handwoven wound in three colors silk; put up in varnish bag. Price each, \$8.00

**No. 10** Extra selection split bamboo, solid cork grip and forward grip; reel seat and all other metal extra heavy German Silver, nickel, hand-some ornamented and equipped with Heddon Locking Reel Band. Tip-top and all guides agate. Handwoven wound in 2 colors silk. Price each, \$12.00

## Heddon's Rod Sundries

### Agate Tip-Tops

Band agate tip-top, Heddon design, offset non-slip catching, light and strong. Price each, \$0.75  
Inside diameter of sleeve from .280 to .325 on other 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, equipped with two ring one-piece link. Price each, \$0.25

### Band Agate Guides—Heddon Pattern



Size 1



Size 2



Size 3

Medium size, non-slip catching. Price each, either 1, 2 or 3, \$0.50

### Metal Guides—Extra Hard and Tough



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 size as Nos. 1, 2 and 3, hard and non-slip catching. Price, \$0.25

### Ferrules—Heddon Two-Piece Rods



Ferrule complete with slide, extra heavy German silver, shouldered, band with extra finished, size No. 2 (inside diameter of ferrule 1 1/2 inches). Price complete, \$0.25

Ferrule only .14

Slide only .17

Ferrule same as above, excepting

rolled web and knurled without

agate finish.

Ferrule only .15

Slide only .18



Price complete, \$0.27

### Rod Materials

Tip, 3/4 inches long, same length and diameter as used in "Dewagag" one-piece rod. Price each, \$1.00  
Reel seat, height 2 1/2 inches, 2 1/2 inches, 3 1/2 inches, round diameter and varying lengths as given in "Dewagag" Rods. Price each, \$1.00  
One piece, straight taper, length from 3/4 to 1 1/2 feet. Price each, \$1.00  
One piece, straight taper, length 1 to 2 ft. Price each, \$1.00  
Winding silk, cotton, red, green, black and purple, 500 yds. and more. Price each, \$0.25  
Extra special "Dewagag" slide and ferrule, as used in "Dewagag" Rods. For price each, \$0.25  
Ferrule anchors, best quality, one-half inch. Price each, \$0.25



# Heddon Dowagiac Fishing Accessories



## 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 arrows, firmly holds the reel against slipping, yet is easily released when reel is to be removed.

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

Reel Seat, same as above, nicked

\$0.25



## Butt Caps and Winding Checks

Butt Cap, extra heavy German silver, extra long, extra knurled and handstamped knurled. 5/16 inch outer diameter. Price each, \$0.25

Butt Cap, same as above, extra knurled, without extra band and heavy knurled. Price each, \$0.10

Winding Check, imported, extra silver, heavily knurled, extra knurled 1/2 inch diameter at small end, 1/2 inch diameter at large end. Price each, \$0.10

Winding Check, same as above without extra band, but heavy knurled, knurled. Price each, \$0.10



## Satin 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 rod without tiring and straining the fingers.

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

Price each, \$0.25



Design which conforms to hand and increases proper grip of Butt Grip—"Dowagiac" improved special design, with forward swell to replace trigger, solid satin cork, with 1/2 inch bore. Price each, \$0.25

## Heddon's Treble and Special Hooks

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. 3-0 for Series No. 100.

No. 2	Size	Special Point	Double Point
	No. 2	\$0.01	\$0.06
	No. 1-0	0.04	0.09
	No. 3-0	0.06	0.10

Lightest quality steel wire, shield plated over copper to prevent rusting or becoming dull.



## Heddon Rod Cases

These cases are especially light in weight and convenient to carry, yet offer full protection to the rods. They go in and out easily, and in every way the most complete 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 streamlined lines and case, heavily shield plated, built with heavy fiber sides. Case opens as equipped with "Dowagiac" 1 1/2 in. and 1 1/4 in. length, 30 inches, inside diameter, 1 1/2 inches. Price each, \$0.25

Retractable Leather Case—30 inches long, inside diameter, slightly over 2 inches. An especially high grade case and a splendid value. Price each, \$0.25

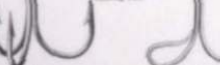
Rod Case—Heavy canvas leather, lined with waterproof fiber sides, length 30 inches, inside diameter, 1 1/2 inches. Price each, \$0.25




## Practice Casting Weights

Made of wood, covered with white porcelain to prevent chipping when in a position of use. Each weight weighs 1/2 ounce. Made according to standard. Eye permanently preventing losing of line.

Specification: Tenounce Style, 1/2 oz. 1/2 oz. No. 100 Series 200, same as regular "Dowagiac" Minnow, without handle, or "Dowagiac" Weight. Price each, \$0.10



No. 2-0 For No. 100 series



## Heddon's Dowagiac Fishing Tackle

**W**E 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 "Simson" and "Easy Caster" lines.

### Dowagiac Superior Casting Lines

**I**N 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 100-yard lengths, two spools connected.)



**Easy Caster Brand** A very serviceable, soft-brained, 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  $\frac{1}{4}$  to slightly more than  $\frac{1}{2}$  ounce.

*Price, per spool of 10 yards, \$0.72*

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

*Price, per spool of 10 yards, \$0.80*

**Simson 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., Baits, and for casting for all sizes of bass, pike and other game fishes of ten pounds and under.

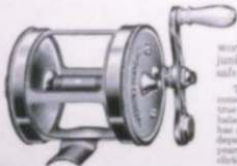
*Price, per spool of 10 yards, \$1.00*



Our No. XX has breaking strength of 25 lbs., and is adapted for use with the heaviest lures that can be used on a casting reel and for taking the large bass of Florida, large pickerel and "muskie" and salt water fishes up to 30 lbs. when used on a bait-casting reel.

*Price, per spool of 10 yards, \$1.25*

## Heddon's Dowagiac Reels

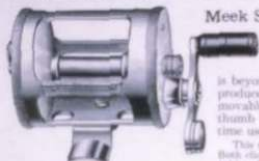


**Y**OUR rod may be perfect and your lures irresistible, but if your reel goes on a strike your fishing trip is ruined. So it pays to buy a good reel—pays better still to buy two. And choose them by their "inside workings", not by their outside finish. Nickel plating covers a multitude of junk! Pick a reel on the reputation of its manufacturer and you're pretty safe against flimsy construction, crudely cut gears and soft bearings.

This Heddon "Dowagiac" Reel, for instance, is low in price, but is of tubular frame construction, without screws or rivets, insuring stability and long life. Its rigid frame with true bearings and high quality workmanship on axle, spool and pinion, give perfect balance and remarkable running and wearing qualities. While very small in size, this reel has a capacity of 80 yards of ordinary bait-casting line, and though low in price, it is of a dependable quality. With proper care, this durable and reliable reel will last through many years of solid service and satisfaction. Speed,  $1\frac{1}{2}$  in. wide; weight 6 $\frac{1}{2}$  oz.; slick, regular; action, quadriga.

*Price each, 7.50, Dowagiac, \$8.00*

## The Famous "Meek" Casting Reels



Meek Simplex Reel No. 33

**T**HIS 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 stabilizes 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.

oil. Diameter of spool is 1 1/2 in., length of spool 1 1/2 in. Will hold one hundred and twenty yards of No. 4 Easy Castor Line. Made of iron and German Silver. All brass parts heavily nickel plated. Not price each, \$7.25

### Improved Blue Grass Simplex No. 25



**T**HIS reel is a German Silver, quadruple multiplying, take-apart reel of new design.

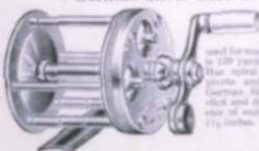
The makers guarantee the material and workmanship to be the best obtainable, and the action and durability to equal that of any reel that sells for double the price.

The moderate price of this reel is due entirely to simplicity of design and to cheap material and poor workmanship, as is usually the case.

Price each, \$11.00

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



**T**HIS No. 3 B is perhaps the most popular for general purposes, suitable for bass, picker, and trout, starbowed, and often used for muskellunge and salmon. Its capacity is 120 yards of our No. 4 Easy Castor Line. Has spiral gears and tempered tool steel spools and axials. Made of the finest German Silver, quadruple multiplied, with click and drag, and screw-off oil caps. Diameter of reel plate, 2 inches; length of spool, 1 1/2 inches. Not price, each, \$12.00

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. Not price each, \$20.00



### South Bend Anti-Back-Lash Reel

**T**HIS reel every cast a perfect cast, to exact length or back-lash, and also allows the wrist of the hand who lets go to jerk quite free. Stops the wheel of the South Bend Anti-Back-Lash Reel before and after perfectly casting back.

You will have not only the reputation of being a successful fisherman, but also the reputation of being a successful fisherman. And when you are reeling you will not need to stop to cast back more than once in two weeks your reel is "lapping" back-lash.

The "stop" frame of the "South Bend" is made of one piece—the frame never wears, and never needs to be replaced. It is made of one piece of steel, and is the only one of its kind in the world. It is the only one of its kind in the world.



Not that it will absolutely prevent back-lash, but will prevent back-lash to the extent of an ordinary high grade reel. Not that it will prevent back-lash to the extent of an ordinary high grade reel.

The South Bend Anti-Back-Lash Reel is the only reel of its kind that will prevent back-lash to the extent of an ordinary high grade reel. It is the only one of its kind in the world.

Price each, \$12.00. Not price each, \$20.00. Not price each, \$20.00. Not price each, \$20.00.

# Practical Bait Casting

## Choosing the Rod

**T**HIS brief treatise on "Practical Bait-Casting" covers only that department of the art which looks toward the capture of game fishes, rather than the more precise technique employed in exhibition and Tournament Casting.

Excepting as to the general rules govern-

ing 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 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 with a short, stiff rod, will give any but an expert caster no end of trouble.

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 to "boost" any particular 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.

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 "Downy" Minnows. If or heavier baits 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.

The steel rod is unbalanced, heavy and unwieldy, and as the lure is given momentum by the muscular exertion of the arm rather than by the spring of the rod, it gives 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.

The price of the bamboo casting rod no longer prevents a person of moderate means from procuring a serviceable and perfectly designed article, which, with intelligent use, will last for years.



Illustration by J. H. H. H.



# Practical Bait Casting



## 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 \$4.00, 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. Nothing but silk is fit for a casting line. 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, Heidon's "Downie" 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.



As live bait is the best.

Much controversy lies between the relative merits of surface lures and under water, or sinking lures. Every bait-caster's equipment should include both types, 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 fishing 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.

## 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 detailed by "Jim" Heidon, 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 'backlash.' Only experience can teach you how to apply this thumb pressure, but you will find this little art 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 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 resistively against the spool, bringing the line to an abrupt stop.



Reel position is important.

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

# Practical Bait Casting



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.

As the bait strikes the water, transfer the rod to the left hand and instantly begin to retrieve the lure. Hold the end plate of the reel in the palm of the 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.

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

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 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.

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 talc. Note that a line that cures for casts smoother, wears longer and is less liable to break.

Oil your rod every time you use it, and reach 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 red 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 leave the habits of the fish and their favorite haunts in that particular water.

The fellow who brings in the big string exercises intelligence in the little points. He usually knows where to fish, moves the boat slowly, seeks to slowly make 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 reel, and he keeps persistently and overbearing 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 prove 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.



# Jim Heddon's Genuine

