



Heddon®
Since 1894

2013 Catalog



Heddon[®] Chug'n Spook[®]

The Heddon Spook was the first and is still the best walk-the-dog topwater lure for all types of predator fish. Freshwater, saltwater – it doesn't matter – when you need to walk a topwater, you reach for a Spook. The new Chug'n Spook adds more water disturbance, chugging and spitting action, and a new sound to the Spook family, and despite the concave, cupped face, walks-the-dog with ease. A big One-Knocker rattle provides even more attraction, and it comes in saltwater patterns and hardware as well as freshwater versions. In fresh or salt, the Chug'n Spook flat out catches fish.

Chug'n Spook Specifications Chart

Model Name	In	cm	oz	g	Hooks
X9556 Chug'n Spook	4 ⁷ / ₈	12.38	1	28.35	See Below

Chug'n Spook Available Colors

Model Name	Colors
X9256 Super Spook	Available in all colors below

Equipped with #2 Freshwater Xcalibur Tx3 Hooks

 02 Black Shiner	 GBLSD G-Finish Blue Shad
 427 Bone / Orange Belly	 GBSDG-G-Finish Shad
 428 Golden Shad	 GFS G-Finish Foxy Shad
 430 Pearl Melon	 GPER G-Finish Perch
 431 Ghost	 HBS Wounded Shad [™]
 BB Baby Bass	 HFB Florida Bass
 GBF G-Finish Bullfrog	 HOS Okie Shad

Equipped with #1 2x Saltwater Hooks

 435 Bone	 442 Plug Nickel
 436 Ham Bone Flash	 443 Black / Chartreuse Head
 437 Sea Trout	 444 Citrus
 438 Silver Mullet	 445 Sardine
 439 Red Head Flash	 446 Greenie
 440 Bunker	
 441 Mackerel	

Saltwater Colors

XR9253



XK9253



One Knocker® Spooks® are specially marked with a second shad dot & K symbol



Rattlin' Spook®

The Rattlin' Spook® adds tremendous sound to your dog walking. A new rattle chamber containing tungsten BB's amplifies and intensifies the sounds of panicked and fleeing baitfish. This unique sound chamber also makes it easier to produce smooth walk-the-dog retrieves. Fourteen realistic color patterns and Mustad® Triple Grip Hooks seal the deal when big bass crash the surface.

Rattlin' Spook Specifications Chart

Model	Name	In	cm	oz	g	Hooks
XR9253	Rattlin' Spook	4 ¹ / ₂	11.4	³ / ₄	13	#2

Rattlin' Spook Available Colors

Model	Name	Colors
XR9253	Rattlin' Spook	Available in all colors below



426 Foxy Momma™



427 Bone / Orange Belly



428 Golden Shad



430 Pearl Melon



431 Ghost



432 Pearl Shad



One Knocker® Spook®

The One Knocker® Spook® thumps bass with a sound like no other topwater bait. The single tungsten rattle contained in a sound-intensifying chamber produces a loud thump that draws fish from long distances. Its positioning within the body of the lure makes walking-the-dog easier than ever. Fourteen color patterns and Mustad® Triple Grip hooks take care of the rest.

One Knocker Spook Specifications Chart

Model	Name	In	cm	oz	g	Hooks
XK9253	One Knocker Spook	4 ¹ / ₂	11.4	³ / ₄	13	#2

One Knocker Spook Available Colors

Model	Name	Colors
XK9253	One Knocker Spook	Available in all colors below



433 Arkansas Shiner



434 Z-Shad



GBF G-Finish Bullfrog



GFS G-Finish Foxy Shad™



GPER G-Finish Perch



GRA Fluorescent Green Crawdad



GTIL G-Finish Tilapia



HOS Okie Shad



Heddon® Super Spook®

The backbone of the famous Heddon Zara Spook family is the Super Spook. The feature setting these models apart from other Zaras is their super stout hardware system, from line ties to hooks, all designed to stand up to the most voracious species. The 5-inch Super Spook boasts three super-sharp hooks giving this model 30% more hooking power...especially important for schooling stripers and other hard charging species. Avid Super Spook anglers have said: "Fish don't simply hit a Super Spook. They attack it!"

Super Spook Specifications Chart

Model	Name	In	cm	oz	g	Hooks
X9256	Super Spook	5	12.25	7/8	24.5	#4

Super Spook Available Colors

Model	Name	Colors
X9256	Super Spook	Available in all colors below

Equipped with #2 Saltwater Hooks



Equipped with #4 Freshwater Hooks





X9236

X9236

Heddon® Super Spook® Jr.

The Heddon Super Spook Jr. features the tough construction and good looks of the full-sized Super Spook in a smaller, but still explosive, fish-catching design. Rugged line ties and hooks ensure the Super Spook Jr. will hold up to opportunistic charges from schooling fish. Realistic finishes provide the proper look for virtually any topwater fishing situation.

Super Spook Specifications Chart

Model Name	In	cm	oz	g	Hooks
X9236 Super Spook Jr.	3 1/2	8.89	1/2	17.0	#4

Super Spook Available Colors

Model Name	Colors
X9236 Super Spook Jr.	Available in all colors below

Equipped with #4 Saltwater Hooks



Equipped with #4 Freshwater Hooks



Super Spook® XT



Zara® Spook® XT

The Legendary Heddon Topwater Plug You Know, Classic Action, Built Extra-Tough for Saltwater!

What sets these models apart from other Zaras is their super stout hardware system, from line ties to hooks, all designed to stand up to the most voracious saltwater species. The XT model boasts two 3X strong, super-sharp hooks and heavy-duty, saltwater grade hook hangers and split rings. Bring on the big, bad boys!

Specifications Chart

Model	Name	In	cm	oz	g	Hooks	Available Colors
XSW9256	Super Spook XT	5"	13 cm	1 oz	29 g	1/0 3X Saltwater Hooks	All listed
XSW9253	Zara Spook XT	4 1/2"	10.9 cm	3/4 oz	21 g	#1 3X Saltwater Hooks	All listed



435 Bone



439 Red Head Flash



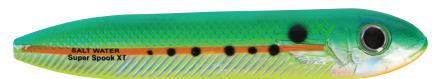
443 Black / Chartreuse Head



436 Ham Bone Flash



440 Bunker



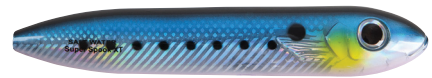
444 Citrus



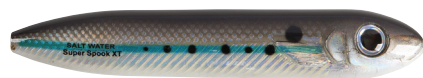
437 Sea Trout



441 Mackerel



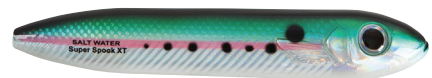
445 Sardine



438 Silver Mullet



442 Plug Nickel



446 Greenie



Heddon® Zara Spook®

From the famous Heddon Zara family first introduced in 1939, the Zara Spook was the first of Heddon's "million sellers." The Zara's legendary "walk-the-dog" action has been written about more than any other fishing lure. Whether fish are suspended or working the surface, the distinctive action of the Zara Spook calls them from great distances, prompting explosive strikes every time. Generations of anglers have called the Heddon Zara Spook their "secret" lure...they can count on Spooks, even when fishing gets tough!

Zara Spook Specifications Chart

Model	Name	In	cm	oz	g	Hooks	Available Colors
X9255	Zara Spook	4 1/2	11.4	3/4	13.0	1/0	BB, BF, BON, C, FB, FS, GRA, JMP, NBL, NBLG, NF, NP, RH, SS, XBL, XBW, G28, GBLSD, GBSD
XP9255	Wounded Zara Spook	4 1/2	11.4	3/4	13.0	1/0	BB, BF, GRA, NBL, NF, RH, SS
X9225	Zara Puppy®	3	7.0	1/4	7.0	#6	BB, BF, BON, C, GPB, GRA, NBL, NBLG, NF, NP, RH, SS, XBL, XBW, G28, GBLSD, GBSD



BB Baby Bass



GPB Gold Black Back



NP Nickel Plate



G28 G-Finish Pearl / Red Head



BF Bullfrog



GRA Fluorescent Green Crawdad



RH Red Head



GBB G-Finish Gold Bass



BON Bone



JMP Natural Perch



SS Flitter Shad



GBLSD G-Finish Blue Shad



C Clear



NBL Black Shiner



XBL Blue Shore Minnow



GBSD G-Finish Shad



FB Flash Bass



NBLG Black Shiner / Glitter



XBW Black Shore Minnow



GFRBW G-Fleck Rainbow



FS Flash Shad



NF Natural Leopard Frog



Heddon® Crazy Crawler®

Heddon's popular "splashers," the legendary Crazy Crawler, has been producing big fish for avid users for over half a century. These wild-acting topwater lures literally crawl across the surface, creating a trail of splashing action as they go. Their perfectly tuned metal wings slash from side-to-side to create a cadence on the water that drives all species wild. The explosive strikes they prompt are heart-pounding thrillers. Heddon's Crazy Crawler provides just the right action for almost every fishing condition.

Crazy Crawler Specifications Chart

Model Name	In	cm	oz	g	Hooks
X9120 Crazy Crawler	2 ³ / ₈	6.09	⁵ / ₈	17.5	#2
X0320 Tiny Crazy Crawler	1 ³ / ₄	4.45	¹ / ₄	7.0	#6

Crazy Crawler Available Colors

Model Name	Colors
X9120 Crazy Crawler	Available in all colors below
X0320 Tiny Crazy Crawler	Available in all colors below



BF Bullfrog



PM Glo Black Frog



BWH Black Hornet



XRW Red Shore Minnow



GRA Fluorescent Green Crawdad



YRH Yellow Hornet



X9236F

Heddon® Feather Dressed Super Spook® Jr.

The cat was out of the bag after a Bassmaster 2003 Tour event on Arkansas' Lake Hamilton. Several of the top finishers used a Heddon Super Spook, Jr. with a feather dressed hook. The feather dressed hook, a secret addition used to trigger more strikes, is now available to all. The Super Spook, Jr.'s original "walk-the-dog" action makes it the most popular topwater lure among the pros. It is also a favorite of pike, striper, speckled trout and redfish anglers.

Super Spook Jr. Specifications Chart

Model Name	In	cm	oz	g	Hooks
X9236F Super Spook Jr	3 ¹ / ₂	8.89	1/2	17	#4

Super Spook Jr. Available Colors

Model Name	Colors
X9236F Super Spook Jr.	Available in all colors below



02 Black Shiner



03 Clear



14 Bone



XBL Blue Shore Minnow



XRY Yellow Shore Minnow



Heddon[®] Torpedo[®]

The Heddon Torpedo has been the world's top-selling, top-producing spinner-equipped lure for generations. The shape and weight allow anglers to cast these lures a little farther than many other prop-baits, allowing them to reach those special fish-holding spots quicker and easier. The Torpedo creates a wild splashing surface disturbance, making them the perfect lures for schooling fish. Use quick, short and erratic twitches to make a Torpedo perform at their best...producing explosive, heart-stopping surface strikes every time.

Torpedo Specifications Chart

Model Name	In	cm	oz	g	Hooks	Available Colors
X0362 Magnum Torpedo	3 ⁵ / ₁₆	8.41	⁵ / ₈	16.4	#2	BB, BF, NBLG, NF
X0361 Baby Torpedo	2 ¹ / ₂	6.35	³ / ₈	10.5	#4	All Except G28, GBB, GBLSD, GFXBL, L, SD, XRS, XRW
X0360 Tiny Torpedo	1 ⁷ / ₈	4.90	¹ / ₄	7.0	#6	All Except GFRBW, NP, RH, SD
X0355 Teeny Torpedo	1 ¹ / ₂	3.81	¹ / ₈	3.5	#10	BB, BF, BRS, GBLSD, GBSD, GRA, NBL, NBLG, NF, NPB





Heddon® Lucky 13[®]

The Lucky 13 produces a deep, resonating sound that drives gamefish crazy when it's chugged. Long considered one of the best lures made for catching schooling fish, the size and action of Lucky 13 make it a true fresh and saltwater multi-specie bait (bass, pike, stripers, white bass, speckled trout, redfish and other inshore species).

Lucky 13 Specifications Chart

Model Name	In	cm	oz	g	Hooks
X2500 Lucky 13	3 ³ / ₄	9.44	⁵ / ₈	17.4	#2
X2400 Baby Lucky 13	2 ⁵ / ₈	6.54	³ / ₈	10	#2

Lucky 13 Available Colors

Model Name	Colors
X2500 Lucky 13	All Except VRBG
X2400 Baby Lucky 13	Available in all colors below



BBR Baby Bass Red Gill



NBLG Black Shiner/Glitter



BF Bullfrog



RH Red Head



GRA Fluorescent Green Crawdad



VRBG Rainbow Shiner/Glitter

Heddon® Pop'n Image[™]

The versatile Pop'n Image allows anglers to accomplish topwater's top two actions: "popping" and "walking the dog." The Heddon Pop'n Image is designed for castability and features a realistic finish, fish-like eyes and XCalibur Rotating Treble Hooks.

Pop'n Image Specifications Chart

Model Name	In	cm	oz	g	Hooks
X9220 Pop'n Image	3	7.89	⁵ / ₈	17.5	#4
X9219 Pop'n Image Jr.	2 ³ / ₈	5.92	⁵ / ₁₆	8.9	#6

Pop'n Image Available Colors

Model Name	Colors
X9220 Pop'n Image	DBB, DBF, DGS, DRES, DTFS, DTS, ST
X9219 Pop'n Image Jr.	DBB, DBF, DCS, DRES, DTFS, DTS



DBB Baby Bass



DRES Red Ear Sunfish



DBF Bull Frog



DTFS Threadfin Shad



DCS Citrus Shad



DTS Tennessee Shad



DGS Gizzard Shad



ST Speckled Trout



X9270



X9230

Heddon® Spit'n Image®

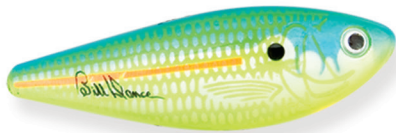
The Heddon Spit'n Image perfectly mimics the frantic antics of a fleeing shad — in fact, it's the Spit'n Image of one! When retrieved, the Spit'n Image moves from side to side; at rest, the tail sits low in the water. The Spit'n Image Jr. is a little more rounded and has a little more bounce than the original Heddon Spit'n Image.

Spit'n Image Specifications Chart

Model	Name	In	cm	oz	g	Hooks
X9270	Spit'n Image	3 1/4	7.97	7/16	13.3	#4

Spit'n Image Available Colors

Model	Name	Colors
X9270	Spit'n Image	DCS, DGS, DTFS, DTS



DCS Citrus Shad



DGS Gizzard Shad



DTFS Threadfin Shad



DTS Tennessee Shad



DFT Fire Tiger



DGS Gizzard Shad



SRF Redfish



DTFS Threadfin Shad



SST Speckled Trout



DTS Tennessee Shad



SSTM Striped Mullet

Heddon® Swim'n Image®

Heddon adds a new twist to its classic line — the Swim'n Image. This shallow-running crankbait resembles a three-inch threadfin shad. The Swim'n Image has a wide wobble that swims where many other lures cannot. Highly snagless, the Heddon Swim'n Image is particularly effective in shallow water, especially in rivers along riffles and along the top of winddams.

Swim'n Image Specifications Chart

Model	Name	In	cm	oz	g	Hooks
X9230	Swim'n Image	3	7.62	7/16	12.5	#6

Swim'n Image Available Colors

Model	Name	Colors
X9230	Swim'n Image	Available in all colors below





W65

Heddon Bayou Boogie®

The Bayou Boogie, an old standard for over five decades, is still the favorite of anglers that know its fish-catching reputation. The Bayou Boogie is a sinking or “count-down” type lure that allows the angler to control its retrieve depth. Its fast vibrating action makes it a very versatile lure whether trolled or cast. This favorite promises to be around for several more decades because it can be counted on to catch fish!

Bayou Boogie Specifications Chart

Model Name	In	cm	oz	g	Hooks
W65 Bayou Boogie	2	5.08	1/3	9.4	#6

Bayou Boogie Available Colors

Model Name	Colors
W65 Bayou Boogie	Available in all colors below



X0433

X0431F



X0431

X0433F

Heddon Sonar®

Heddon's only adjustable-action lure. The Sonar's unique line-tie holes allow anglers to adjust the lure's action to match the fishing situation. Whether cast, trolled or jigged through the ice, the Sonar series has the perfect vibrating action to entice most freshwater species into rod-busting strikes.

Sonar Specifications Chart

Model Name	In	cm	oz	g	Hooks
X0433 Sonar	2 ³ / ₈	6.09	1/2	14.0	#4
X0431 Sonar	1 ⁷ / ₈	4.90	1/4	7.0	#6
X0433F Rattling Sonar Flash	2 ³ / ₈	6.09	1/2	14.0	#4
X0431F Sonar Flash	1 ⁷ / ₈	4.90	1/4	7.0	#6

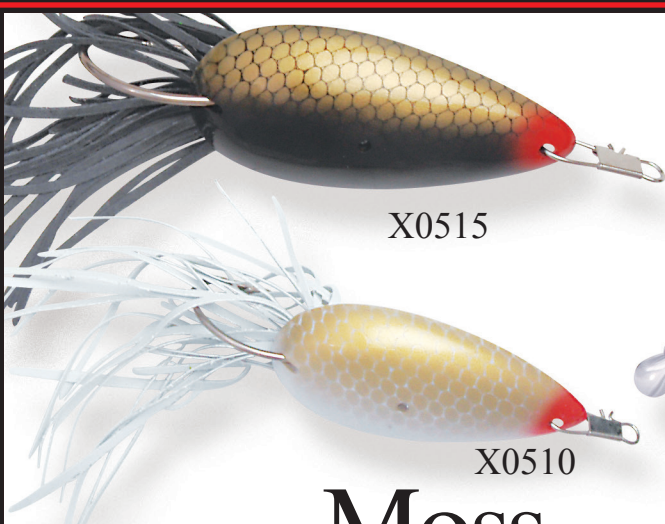
Sonar Available Colors

Model Name	Colors
X0433 Sonar	Available in all standard colors
X0431 Sonar	All Except BLF
X0433F Rattling Sonar Flash	All Except PK
X0431F Sonar Flash	All Except PK



Sonar Flash Colors





X0515

X0510

Heddon Moss Boss™

The Moss Boss is indeed the “boss” when it comes to tempting lunkers into striking from under the thickest moss, weed beds and brush. The Moss Boss has been perfectly designed to glide easily over and through the heaviest of cover, the kind of cover that holds big muskie, bass and northerns. When a lunker spies a Moss Boss sliding through the weeds overhead it makes for one of the most exciting strikes ever!

Moss Boss Specifications Chart

Model	Name	In	cm	oz	g	Hooks
X0515	Moss Boss	3	7.62	3/8	10.5	#6/0
X0510	Moss Boss	2 1/2	6.35	1/4	7.0	#4/0

Moss Boss Available Colors

Model	Name	Colors
X0515	Moss Boss	Available in all colors below
X0510	Moss Boss	Available in all colors below



BF Bullfrog



BS Black Shad



CHS Chartreuse



WHS White Scaled



W08-D

W08

Heddon Hellbender™

The famous Hellbender began making its way into anglers' tackle boxes in the late 1950s. Over the years, Hellbenders have held many state and world records for most freshwater species. The unique heart-shaped diving lip design gives it the most tempting wide wobbling action. Its big-lip design also makes it dive quick and deep, and allows it to flip easily over most structure. The consummate lure for fishing steep banks and drop-offs...down to at least 35 feet on a long flat-line troll. The Hellbender Downrigger (hook-less) model is known as the “poor man’s downrigger.” When trolling the angler’s favorite trolling lure tied on 10 to 20 feet behind a Downrigger Hellbender, it will take the lure down to over 75 feet.

Hellbender Specifications Chart

Model	Name	In	cm	oz	g	Hooks
W08	Magnum	5 1/2	13.97	7/8	24.5	#1
W08-D	Magnum Downrigger	5 1/2	13.97			NA

Hellbender Available Colors

Model	Name	Colors
W08	Magnum	Available in all colors below
W08-D	Magnum Downrigger	01, 39



01 White



19 Striper



39 Silver

Heddon® Coors® Lure

Not only does this dynamic lure resemble the favorite brew of millions of anglers, it has produced record stringers of their favorite sportfish as well. Some claim that this popular can-shaped lure is one of the most perfectly designed lures they have ever fished. They claim that it has the right action, runs at a perfect depth and its tail-spinner produces just the right amount of flash to attract lunkers of their favorite species.

Decorative Lure Specifications Chart

Model	Name	In	cm	oz	g	Hooks
X9415	Coors®	2 ³ / ₄	6.99	5/8	17.5	#2
X9405C	Coors® Light	2 ³ / ₈	5.99	1/2	13.8	#4

This licensed product is intended for purchase and enjoyment by individuals of legal purchase age for alcohol beverages.

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X9405C



X9415



LWHDH2

Heddon® Hat

Item	Description
LWHDH2	Structured hat. 3D Embroidered Logo. <u>From the makers of The Game caps.</u> <u>One size fits most Velcro® strap.</u>

Heddon® Banner

Item	Description
UW10374	Made of white, weatherproof Tyvek®. <u>Grommet in each corner. Color logo</u> <u>printed with weather resistant ink.</u> <u>4 1/2' x 2 1/2'</u>



UW10374