

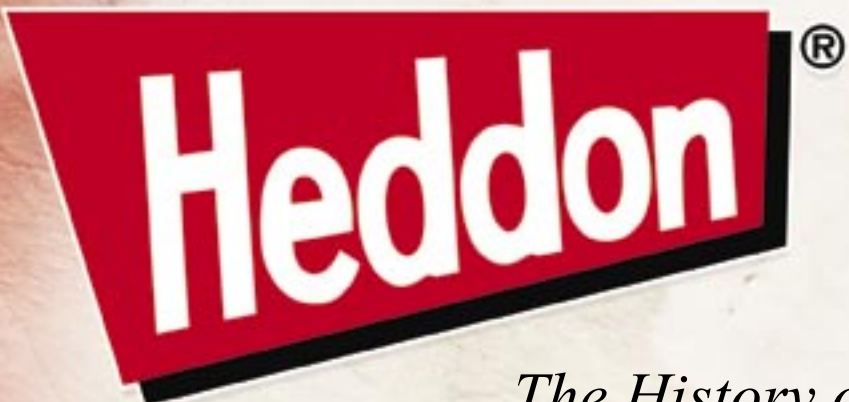
# Heddon®

Since 1894



2006 Catalog





# The History of Heddon Lure Company

James Heddon is acknowledged the world over as the creator of the first artificial lure. Little did he know that fishing lure history was being made in 1894 as he cast that first “plug” onto the still waters of the Dowagiac, Michigan mill pond. The ripples that first plug made as it hit the water have touched the lives of generations of anglers. And now, present day versions of many of his early lure creations are still being produced and sold around the world. Many more of the earlier models have found their way into the hands of collectors everywhere. He would not have believed that his early creations would spawn such an avid following of antique lure and fishing tackle collectors.

As the oldest fishing tackle company in continuous operation, Heddon transformed the way people fished. He took anglers away from cane poles and bobbers with his early lures, rods and reels. These developments allowed them to cast farther, to get their plugs out into more productive water, to catch more fish and have more fun doing it.

HEDDON





**new!**

# Heddon<sup>®</sup> SwayBack<sup>™</sup> Spook<sup>®</sup>

When it comes to surface lures Heddon is on top. The new SwayBack Spook is the latest in the lineage of the original Zara Spook. Designed with a slightly higher pull point, the SwayBack "walks the dog" easier than any bait on the market. The arched back creates a more lifelike silhouette on the water to fool even the most highly pressured fish. With the nose and tail above the water's surface the SwayBack creates tremendous water displacement and sound causing ferocious blowups. Available in natural baitfish patterns designed to be effective on bass, stripers, and saltwater species.

## SwayBack Spook Specifications Chart

Model	Name	In	cm	oz	g	Hooks
X9251	SwayBack Spook	4 <sup>1</sup> / <sub>4</sub>	10.78	<sup>5</sup> / <sub>8</sub>	17.2	1 <sup>1</sup> / <sub>0</sub>

## SwayBack Spook Available Colors

Model	Name	Colors
X9251	SwayBack Spook	Available in all colors below



30 Chartreuse Ghost



33 Citrus Shad



31 Watermelon Purple Ghost



34 Black Shad



32 Olive Ghost



35 Blue Shad





# Heddon® Super Spook®

The backbone of the famous Heddon Zara Spook family is the Super Spooks. The feature setting these models apart from other Zaras is their super stout hook system; made of hooks and line-ties...all designed to stand up to heavy, more voracious species. The 5" model 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
X9256	Super Spook	5	12.25	7/8	24.5

## 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-size 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
X9236	Super Spook Jr.	3 1/2	8.89	1/2	17.0

### 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



HEDDON



X9236F

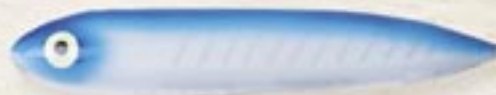
# Feather Dressed Super Spook® Jr.

The cat was out of the bag after Bassmaster's 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.

Model Name	In	cm	oz	g	Hooks	Model Name	Colors
X9236F Super Spook Jr.	3½	8.89	½	17.0	#4	X9236F Super Spook Jr.	Available in all colors below



02 Black Shiner



XBL Blue Shore Minnow



03 Clear



XRY Yellow Shore Minnow



14 Bone





XP9255



X9225



X9255



# Heddon® Zara® Spook®

From the famous Heddon Zara family first introduced in 1939, the Zara Spook is 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 Spooks calls them from great distances prompting explosive strikes every time. Generations of anglers have called the Heddon Zara Spooks their "secret" lures...they can count on them, even when fishing gets tough!

### Zara Spook Specifications Chart

Model	Name	In	cm	oz	g	Hooks
X9255	Zara Spook	4 1/2	11.4	3/4	13.0	1/0
XP9255	Wounded Zara Spook	4 1/2	11.4	3/4	13.0	1/0
X9225	Zara Puppy	3	7.0	1/4	7.0	#6

### Zara Spook Available Colors

Model	Name	Colors
X9255	Zara Spook	Available in all colors below
XP9255	Wounded Zara Spook	BB, BF, C, GRA, NBL, NF, RH, SS, XBL, XBW
X9225	Zara Puppy	Available in all colors except: JMP, VRB, XRS, XRY, GFRBW



\*Rib pattern is a registered trademark of EBSCO Industries. The configuration of the Heddon Zara Spook is the exclusive property of EBSCO Industries and is protected by U.S. Trademark Registration Number 2,145,552.



X0362

X0361

X0360

X0355

# Heddon® Torpedo®

The Heddon Torpedos have been the world's top-selling, top-producing spinner-equipped lures for generations. Their 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 Torpedos create a wild splashing surface disturbance making them the perfect lures for schooling fish. Using quick, short and erratic twitches, the Torpedos perform at their best...producing explosive, heart-stopping surface strikes every time.

### Torpedo Specifications Chart

Model Name	In	cm	oz	g	Hooks
X0362 Magnum Torpedo	3 <sup>5</sup> / <sub>16</sub>	8.41	5/8	16.4	#2
X0361 Baby Torpedo	2 <sup>1</sup> / <sub>2</sub>	6.35	3/8	10.5	#4
X0360 Tiny Torpedo	1 <sup>7</sup> / <sub>8</sub>	4.90	1/4	7.0	#6
X0355 Teeny Torpedo	1 <sup>1</sup> / <sub>2</sub>	3.81	1/8	3.5	#10

### Torpedo Available Colors

Model Name	Colors
X0362 Magnum Torpedo	BB, BF, GPB, NBLG, NF, VRBG
X0361 Baby Torpedo	Available in all colors below
X0360 Tiny Torpedo	Available in all colors below
X0355 Teeny Torpedo	BB, BF, BRS, GPB, GRA, NBL, NBLG, NPB, VRBG, XBW, GBLSD, GBSD

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\*Rib pattern is a registered trademark of EBSCO Industries. The configuration of the Heddon Tiny Torpedo is the exclusive property of EBSCO Industries and is protected by U.S. Trademark Registration Number 2,241,346.





# Heddon® Pop'n Image®

Heddon introduces a new classic to its legendary lineup — the 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 Excalibur 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 <sup>3</sup> / <sub>8</sub>	5.92	5/16	8.9	#6
X9219F	Zell's Pop'n Image Jr.	2 <sup>3</sup> / <sub>8</sub>	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
X9219F	Zell's Pop'n Image Jr.	ZBE, ZGG, ZMS, ZTD



# 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 Lucky 13's size and action 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 <sup>3</sup> / <sub>4</sub>	9.44	5/8	17.4	#2
X2400	Baby Lucky 13	2 <sup>5</sup> / <sub>8</sub>	6.54	3/8	10	#2

## Lucky 13 Available Colors

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



\*Equipped with saltwater stout hooks and hardware





# Heddon® Spit'n Image®

# Heddon® Swim'n Image®

The Heddon Spit'n Image perfectly mimics the frantic antics of a fleeing shad — in fact, it's the Spit'n Image. 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 <sup>1</sup> / <sub>4</sub>	7.97	7/16	13.3	#4
X9250	Spit'n Image Jr.	3	6.35	5/16	9.7	#6

### Spit'n Image Available Colors

Model	Name	Colors
X9270	Spit'n Image	DCS, DGS, DHS, DPS, DTFS, DTS, SGS, SP, SRH, SSM
X9250	Spit'n Image Jr.	DBB, DBF, DGS, DHS, DTFS, DTS

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 tight wiggle 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 wingdams.

### 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



DBB Baby Bass



DTFS Threadfin Shad



DBF Bull Frog



DTS Tennessee Shad



DCS Citrus Shad



SGS Golden Shiner\*



DGS Gizzard Shad



SP Pilchard Shad\*



DHS Hickory Shad



SRH Red Head\*



DPS Pumpkinseed



SSM Silver Mullet\*



DFT Fire Tiger



SGS Gold Sardine



DGS Gizzard Shad



SRF Redfish



DTFS Threadfin Shad



SST Speckled Trout



DTS Tennessee Shad



SSTM Striped Mullet\*

\*Equipped with saltwater stout hooks and hardware





W65

X0433



X0431

X0431F



X0433F

# Heddon Bayou Boogie®

# Heddon Sonar®

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 trolling or casting. This favorite promises to be around for several more decades because it can be counted on to catch fish!

Heddon's only adjustable-action lure. The Sonar's unique line-tie holes allow anglers to adjust the lure's action to match their fishing conditions. 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.

### 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



01 Threadfin Shad



34 Chrome Blue



05 Barfish



42 Bass



07 Bream



68 Blazing Tiger



11 Striper



115 Tennessee Shad



31 Black Silver



186 Rayburn Red

### Sonar Specifications Chart

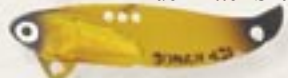
Model	Name	In	cm	oz	g	Hooks
X0433	Sonar	2 3/8	6.09	1/2	14.0	#4
X0431	Sonar	1 7/8	4.90	1/4	7.0	#6
X0433F	Rattling Sonar Flash	2 3/8	6.09	1/2	14.0	#4
X0431F	Sonar Flash	1 7/8	4.90	1/4	7.0	#6

### Sonar Available Colors

Model	Name	Colors
X0433	Sonar	Available in all standard colors
X0431	Sonar	Available in all standard colors
X0433F	Rattling Sonar Flash	Available in all Flash colors
X0431F	Sonar Flash	Available in all Flash colors



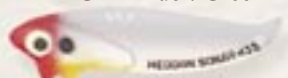
BLF Blue Flitter Shad



GF Gold Shiner



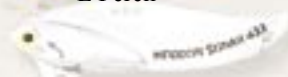
GRA Fluor. Green



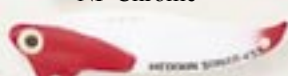
GS Gray Shad



L Perch



NP Chrome



RH Red Head



SF Silver Shiner

### Sonar Flash Colors



BL Blue Flash



CH Chartreuse Flash



GL Gold Flash



GN Green Flash



PK Pink Flash



SL Silver Flash



X9120



X0320



# Heddon Crazy Crawler®

Heddon's popular "splashers"...the legendary Crazy Crawlers have been producing big fish for their 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 Crawlers provide just the right action for almost every fishing condition.

### Crazy Crawler Specifications Chart

Model	Name	In	cm	oz	g	Hooks
X9120	Crazy Crawler	2 <sup>3</sup> / <sub>8</sub>	6.09	<sup>5</sup> / <sub>8</sub>	17.5	#2
X0320	Tiny Crazy Crawler	1 <sup>3</sup> / <sub>4</sub>	4.45	<sup>1</sup> / <sub>4</sub>	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 Flour. Green Crawdad



YRH Yellow Hornet

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	<sup>3</sup> / <sub>8</sub>	10.5	#6/0
X0510	Moss Boss	2 <sup>1</sup> / <sub>2</sub>	6.35	<sup>1</sup> / <sub>4</sub>	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





X9205



W08-D

W08

# Heddon® Dying Flutter™

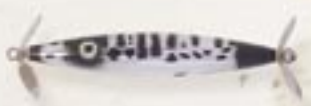
The Dying Flutter is another of Heddon's "million sellers" and has long been a favorite of topwater anglers around the world. This dual prop design creates a surface commotion that will stimulate even the non-feeding fish into a frenzied strike. It can be fished slowly if fish are easily spooked by too much commotion, or "ripped" briskly when fish need an extra "wake-up" call on the surface. The Dying Flutter is another Heddon topwater legend that prompts those heart-stopping explosive strikes. Every Dying Flutter angler knows to hang on tightly to their rods because they never know when such a blow-up will occur!

### Dying Flutter Specifications Chart

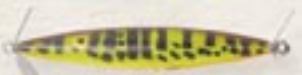
Model	Name	In	cm	oz	g	Hooks
X9205	Dying Flutter	3 <sup>3</sup> / <sub>4</sub>	9.6	7 <sup>7</sup> / <sub>16</sub>	11.2	#4

### Dying Flutter Available Colors

Model	Name	Colors
X9205	Dying Flutter	Available in all colors below



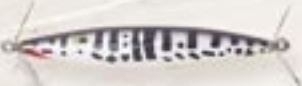
B Black



BRS Brown Crawdad



BB Baby Bass



CD Coach Dog



BF Bullfrog



GRA Fluorescent Green Crawdad

# 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 all 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, which allows it to flip easily over most structure. The consummate lure for fishing steep banks and drop-offs...down to at least 35-ft 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 and running 10 to 20 feet behind a Downrigger Hellbender, it will take the lure down to over 75-ft.

### Hellbender Specifications Chart

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

### Hellbender Available Colors

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



01 White

19 Stripper



39 Silver





X9415



X9405C

## 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.

### Coors® Lure Specifications Chart

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

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UW10302

## Heddon® Cap

Anglers of every generation will appreciate the new look of the Heddon cap. The top-quality caps reflect an angler's allegiance to the oldest and most respected lure brand in the marketplace today. It will show every other angler that the one wearing a Heddon cap is not only a discriminating angler, but he's one with a sense of style. The angler that proudly wears one of these unstructured, low-vis, sandwich bill hat caps will show that they can always count on Heddon lures to put a smile on their face every time they go out. The Heddon cap is made by the makers of The Game caps.

### Heddon Caps

Item	Name
UW10302	Structured cap. Embroidered Logo. From the makers of The Game® caps.



## Heddon® Banner

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