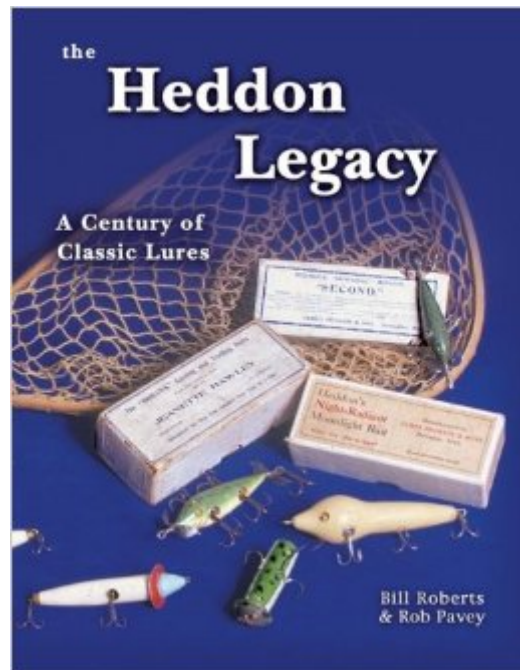


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# The Heddon Legacy



## Synopsis

More than 1,100 color photos illustrating Heddon's rise to prominence in the early years and domination of the American tackle market well into the 1950s. Complete photo reference of the most valuable Heddon lures, and an extensive section on advertising pieces and one of a kind lures and memorabilia. **REVIEW:** This in-depth, historical section of this book gives readers a flavor of what it was like to be a member of the Heddon family in the early years of the tackle industry. The reference and pictorial chapters cover the array of lures, reels, boxes, and paperwork made by Heddon. Also included are many wonderful photos of advertisements that lured anglers to the products that caught the fish.

## Book Information

Hardcover: 368 pages

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Average Customer Review: 4.6 out of 5 stars [See all reviews](#) (9 customer reviews)

Best Sellers Rank: #2,534,957 in Books (See Top 100 in Books) #141 in [Books > Crafts, Hobbies & Home > Antiques & Collectibles > Sports Memorabilia & Cards > Sports Memorabilia](#) #2596 in [Books > Crafts, Hobbies & Home > Antiques & Collectibles > Antiques Care & Reference > Reference](#) #5475 in [Books > Reference > Encyclopedias & Subject Guides > Antiques & Collectibles](#)

## Customer Reviews

Bill Roberts and Rob Pavey's Heddon Legacy gathers a century of classic wooden Heddon fishing lures, but it's much more than an identification guide. This covers the Heddon lure legacy from its accidental birth to its marketing, advertising, and changes. Color photos of the lures accompany details on fishing which avid fishermen as well as collectors will find inviting.

Much research went into making this book. This book is loaded with Pictures of Lures, Boxes, Reels, Advertisings, Prototypes, Color Codes & Numbers. Prices are included for most of the lures which can be used as a general price guide. Very Detailed Historical information that should clarify

most if not all of your unanswered questions on the timelines and rarity of specific lures to include interesting articles and interviews from family and friends on the conception and start of the company.

I bought this book for my husband since he is a lure collector. He indicated that the information contained in the book was very helpful and he actually kept the book instead of giving it to one of his buddies which he has done in the past with other "collector" books that I got for him.

i have bought 2 books from in the last month, both very expensive . the nevada record book showed up with the dust cover in very bad shape, rubs from the packaging. the heddon legacy book was over \$200.00 and saposed to be brand new, the book was scuffed and had wear . i have a personal collection of books and was not impressed how these books showed up .

This is "the" book on Heddon no matter what your interest. Good history lessons and lots of fine pics with itemized lists and color charts!!

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