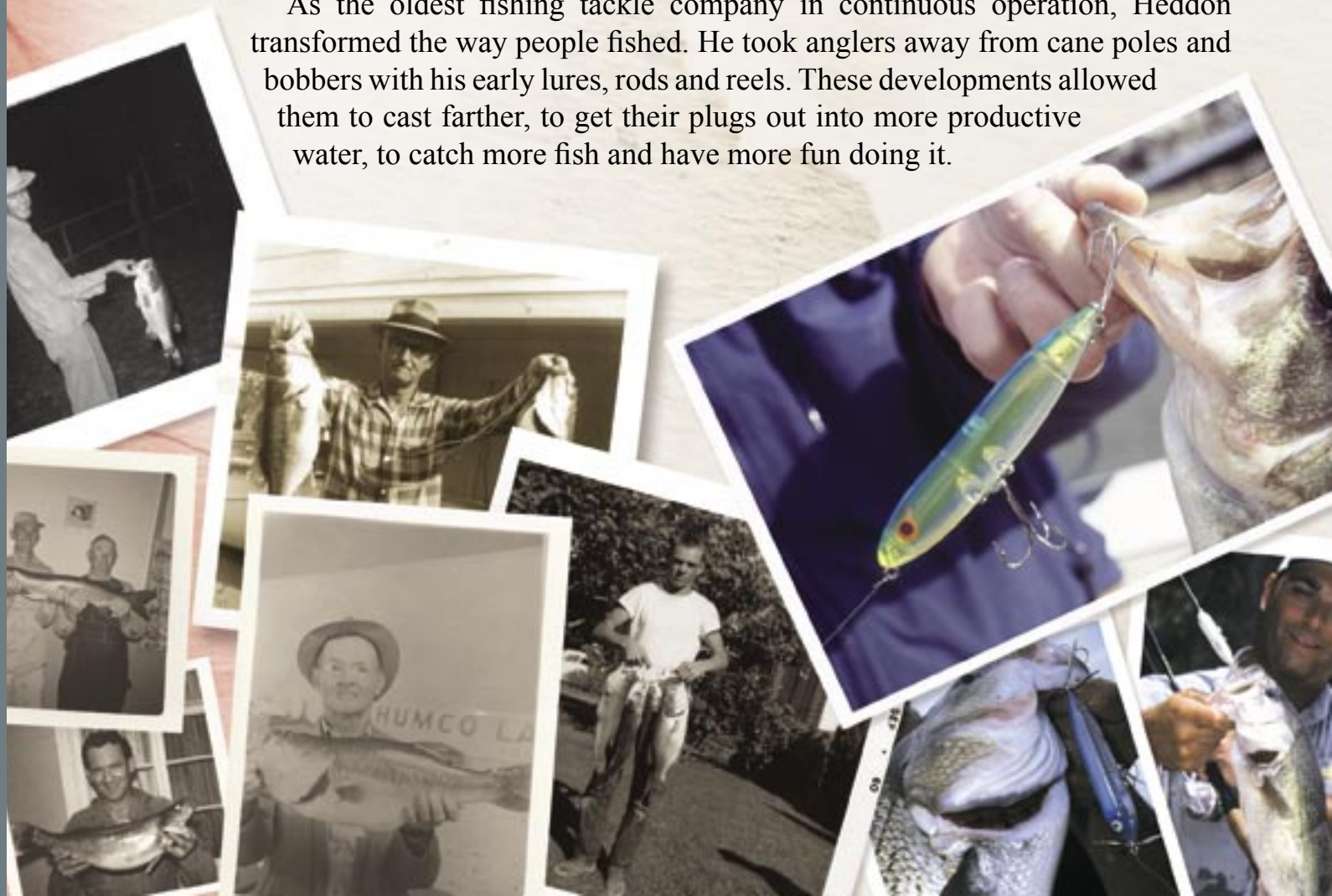


®

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.





XW9258

**new!**

XW9257

**WOODEN**

# Heddon<sup>®</sup> Magnum<sup>™</sup> Zara<sup>®</sup> Spook<sup>®</sup> and Super Magnum<sup>™</sup> Zara<sup>®</sup> Spook<sup>®</sup>

From Great Lakes muskie specialists to Amazon peacock bass anglers, fishermen who pursue the world's most aggressive gamefish have long requested a beefed-up Zara Spook. The 7-inch Magnum Spook and 8-inch Super Magnum Spook are just what the doctor ordered, built with the classic Spook design to walk the dog efficiently. They are just extra big dogs, built bulldog tough from buoyant and durable wood.

The Magnum Zara Spook and Super Magnum Zara Spook come equipped with multiple loud rattles and ultra-heavy-duty hardware, and both feature through-wire construction, connecting components to withstand even the fiercest attacks. Weighing in at 2 1/2 and 3 5/8 ounces respectively, these beefy baits can be cast very long distances.

## Magnum Zara Spook Specifications Chart

Model	Name	In	cm	oz	g	Hooks
XW9257	Magnum Zara Spook	7	17.78	2.5	72	#3
XW9258	Super Magnum Zara Spook	8	21.2	3 <sup>5</sup> / <sub>8</sub>	103.4	#5

Equipped with saltwater stout hooks and hardware

## Magnum Zara Spook Available Colors

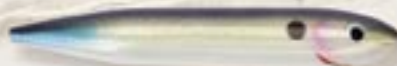
Model	Name	Colors
XW9257	Magnum Zara Spook	BF, HBS, HLFS, HRT, RH, XBW, 21, 22
XW9258	Super Magnum Zara Spook	FT, HBS, HRT, RH, XBW, XOBS, XSB, 22



BF Bullfrog



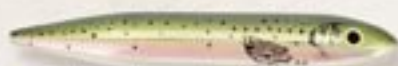
FT Fire Tiger



HBS Bleeding Shad



HLFS Lake Fork Shad



HRT Holographic Rainbow Trout



RH Red Head



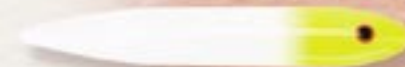
XBW Black Shore Minnow\*



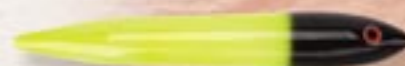
XOBS Blazin' Shore Minnow\*



XSB Sucker Shore Minnow\*



21 White Chartreuse



22 Chartreuse / Black Head

\* 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.




**Heddon**<sup>®</sup>

# Super Spook<sup>®</sup>

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" 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-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
X9236	Super Spook Jr.	3½	8.89	½	17.0

### Equipped with #4 Saltwater Hooks



## Super Spook Available Colors

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

### Equipped with #4 Freshwater Hooks







X9251

X9236F

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

## Feather Dressed Super Spook<sup>®</sup> Jr.

When it comes to surface lures Heddon is on top. Designed with a slightly higher pull point than the original Zara Spook, 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 feather 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 1/4	10.78	5/8	17.2	1/0 Tx <sup>3</sup>

### 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



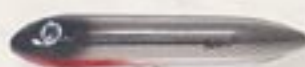
34 Black Shad



32 Olive Ghost



35 Blue Shad



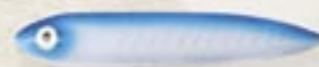
02 Black Shiner



03 Clear



14 Bone



XBL Blue Shore Minnow\*



XRY Yellow Shore Minnow\*

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

### Lucky 13 Available Colors

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



XP9255

X9225

X9255



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 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	BB, BF, BON, C, GPB, GRA, NBL, NBLG, NF, NP, RH, SS, XBL, XBW, G28, GBB, GBLSD, GBSD



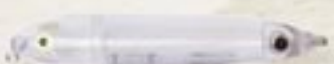
BB Baby Bass



BF Bullfrog



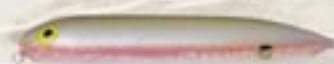
BON Bone



C Clear



FB Flash Bass



FS Flash Shad



GPB Gold Black Back



GRA Fluorescent Green Crawdad



JMP Natural Perch



NBL Black Shiner



NBLG Black Shiner / Glitter



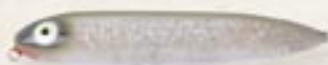
NF Natural Leopard Frog



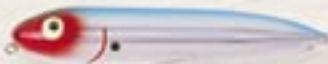
NP Nickel Plate



RH Red Head



SS Flitter Shad



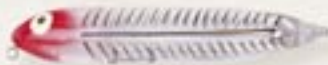
VRB Nickel Rainbow Shiner



XBL Blue Shore Minnow



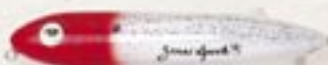
XBW Black Shore Minnow\*



XRS Silver Shore Minnow\*



XRY Yellow Shore Minnow\*



G28 G-Finish Pearl / Red Eye



GBB G-Finish Gold Bass



GBLSD G-Finish Blue Shad



GBSD G-Finish Shad



GFRBW G-Fleck Rainbow

\* 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



# 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. Torpedos create a wild splashing surface disturbance, making them the perfect lures for schooling fish. Use quick, short and erratic twitches to make 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 <sup>5</sup> / <sub>8</sub>	16.4	#2
X0361 Baby Torpedo	2 <sup>1</sup> / <sub>2</sub>	6.35	3 <sup>3</sup> / <sub>8</sub>	10.5	#4
X0360 Tiny Torpedo	1 <sup>7</sup> / <sub>8</sub>	4.90	1 <sup>1</sup> / <sub>4</sub>	7.0	#6
X0355 Teeny Torpedo	1 <sup>1</sup> / <sub>2</sub>	3.81	1 <sup>1</sup> / <sub>8</sub>	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, NF, NPB, VRBG, XBW, GBLSD, GBSD



BB Baby Bass



LC Natural Perch



SD Shad



G28 G-Finish Pearl / Red Eye



BF Bullfrog



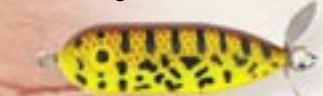
NBL Black Shiner



VRBG Rainbow Shiner / Glitter



GBB G-Finish Gold Bass



BRS Brown Crawdad



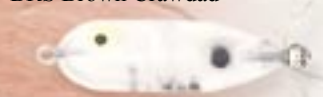
NBLG Black Shiner / Glitter



XBW Black Shore Minnow\*



GBLSD G-Finish Blue Shad



C Clear



NF Natural Leopard Frog



XRS Silver Shore Minnow\*



GBSD G-Finish Shad



GPB Gold Black Back



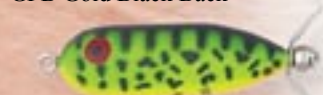
NP Nickel Plate



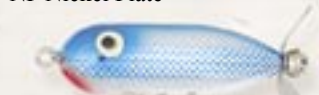
XRW Red Shore Minnow\*



GFXBL G-Fleck Blue Shore Minnow\*



GRA Fluorescent Green Crawdad



NPB Blue Shiner



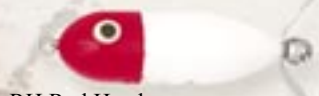
XRY Yellow Shiner Minnow\*



GFRBW G-Fleck Rainbow



L Perch



RH Red Head

\*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.



X2500

X9220

X2400

X9219

## 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	<sup>5</sup> / <sub>8</sub>	17.4	#2
X2400	Baby Lucky 13	2 <sup>5</sup> / <sub>8</sub>	6.54	<sup>3</sup> / <sub>8</sub>	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



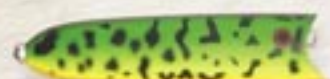
BBR Baby Bass Red Gill



NBLG Black Shiner/Glitter



BF Bullfrog



GRA Fluorescent Green Crawdad



VRBG Rainbow Shiner/Glitter



RH Red Head

## 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 XCalibur Rotating Treble Hooks.

### Pop'n Image Specifications Chart

Model	Name	In	cm	oz	g	Hooks
X9220	Pop'n Image	3	7.89	<sup>5</sup> / <sub>8</sub>	17.5	#4
X9219	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



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\*

\*Equipped with saltwater stout hooks and hardware



X9270

X9250

X9230

## 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 1/4	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



DBB Baby Bass



DTFS Threadfin Shad



DBF Bull Frog



DTS Tennessee Shad



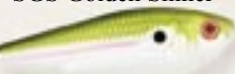
DCS Citrus Shad



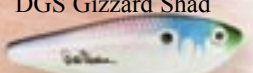
SGS Golden Shiner\*



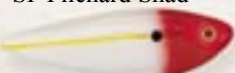
DGS Gizzard Shad



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\*

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 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

\*Equipped with saltwater stout hooks and hardware





W65

X0433



X0431

X0431F



X0433F

# 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



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™

# 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 <sup>3</sup> / <sub>8</sub>	6.09	1/2	14.0	#4
X0431	Sonar	1 <sup>7</sup> / <sub>8</sub>	4.90	1/4	7.0	#6
X0433F	Rattling Sonar Flash	2 <sup>3</sup> / <sub>8</sub>	6.09	1/2	14.0	#4
X0431F	Sonar Flash	1 <sup>7</sup> / <sub>8</sub>	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



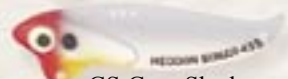
BLF Blue Flitter Shad



GF Gold Shiner



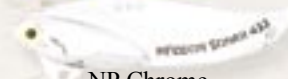
GRA Fluor. Green



GS Gray Shad



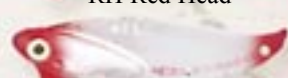
L Perch



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 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<sup>®</sup> Dying Flutter<sup>™</sup>

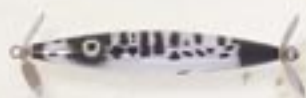
The Dying Flutter is another of Heddon's "million sellers" and has long been a favorite of topwater anglers around the world. This dual prop design creates a surface commotion that will stimulate even the non-feeding fish into a frenzied strike. It can be fished slowly if fish are easily spooked by too 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. Dying Flutter anglers know to hang on tightly to their rods because they never know when such a blow-up will occur!

### Dying Flutter Specifications Chart

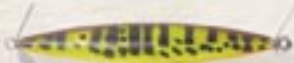
Model	Name	In	cm	oz	g	Hooks
X9205	Dying Flutter	3 <sup>3</sup> / <sub>4</sub>	9.6	7 <sup>7</sup> / <sub>16</sub>	11.2	#4

### 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<sup>®</sup> Hellbender<sup>™</sup>

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, which 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 and running 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 <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 Striper



39 Silver