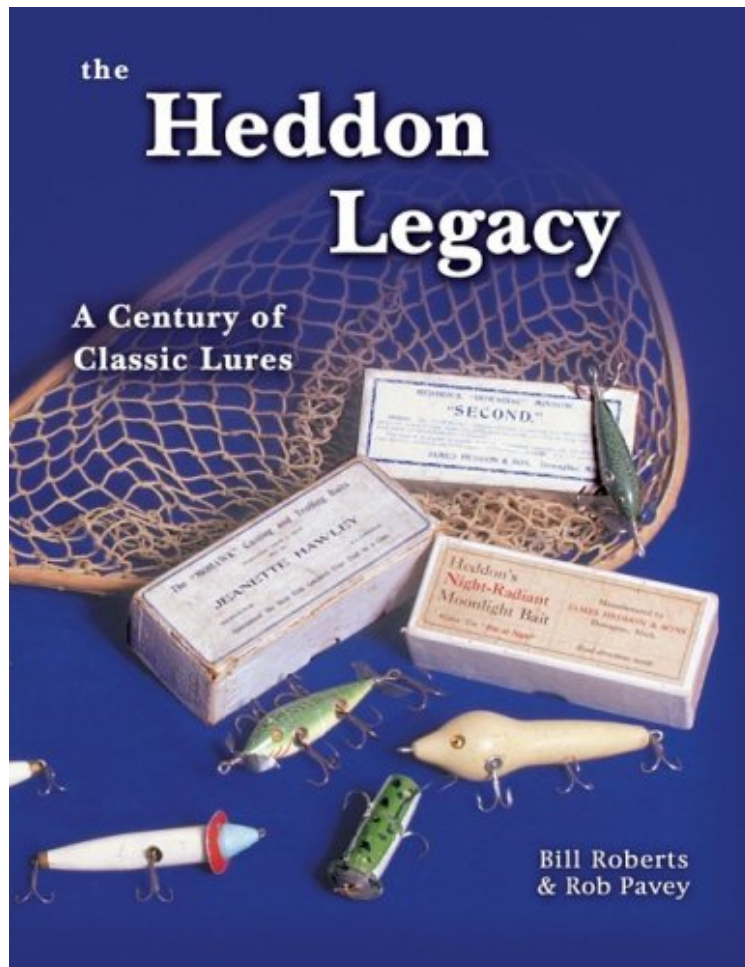


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## The Heddon Legacy

Bill Roberts, Rob Pavey

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**Bill Roberts, Rob Pavey : The Heddon Legacy** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Heddon Legacy:

1 of 1 people found the following review helpful. The go to book for Heddon lovers/ collectors and tackle pickers.By R. DenleyThis is "the" book on Heddon no matter what your interest. Good history lessons and lots of fine pics with itemized lists and color charts!!0 of 0 people found the following review helpful. 2 booksBy 10lbbrowni 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 .0 of 0 people found the following review helpful. Great bookBy eric-indyAwesome book. Exactly what I was looking for.

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.