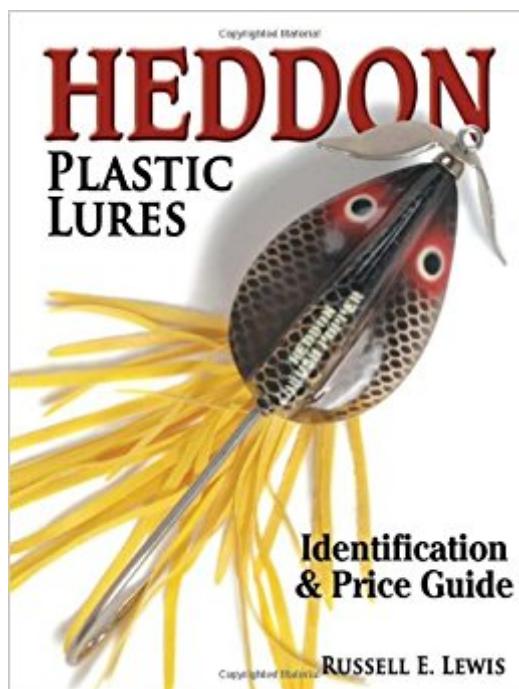


The book was found

Heddon Plastic Lures: Identification & Price Guide



Synopsis

The hottest area of modern fishing lure collectibles is, without doubt, Heddon plastic lures, yet little has been published on them, and demand for an identification and price guide is very high. Lure expert Russell Lewis meets that demand with this new reference, *Heddon Plastic Lures*. 1,500 collectible lures produced by the groundbreaking lure manufacturer from the company's beginning in 1924 to 1984 when the company was sold, are shown in full color for easy identification, accompanied by current collector pricing. In addition, the book includes catalogs, color charts and advertising, as well as historical information on Heddon as a company and tips on collecting.

Book Information

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Customer Reviews

Purchased this book as a birthday gift for my husband. He found it very informative.

This is an excellent book for identification and relative value of comparative models of Heddon tackle. No book can keep up with the shifting economy but it will give you a good idea of one lure compared to another.

My husband love, love the book it was a birthday gift he said best birthday ever ! Â ÂÂ

Loved this book. It will make a good reference book for me. Learned a lot reading it.

This is a pretty decent book on Heddon plastics for someone just starting a collection but a seasoned collector may find themselves wanting. The major flaw is the authors lack of detail into the importance of color when considering the value and collectibility of any given lure. Not too many Heddon plastic lures are all that rare in and of themselves, so color is everything. The difference between a \$5.00 lure and a \$500.00 lure is all about the color. The author touches on this briefly throughout the book, but collecting these lures is really ALL about the color, and not as much about the lure itself. That said, this is a really good book, giving a great overview of what's out there. It is a must have if you collect these lures.

Great book for collectors, beginners or old timers

I found this book to be very helpful when just starting to collect River Runt lures. Lots of pictures and discussion of what makes some lures more collectable than others. I would recommend this book to any beginner.

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