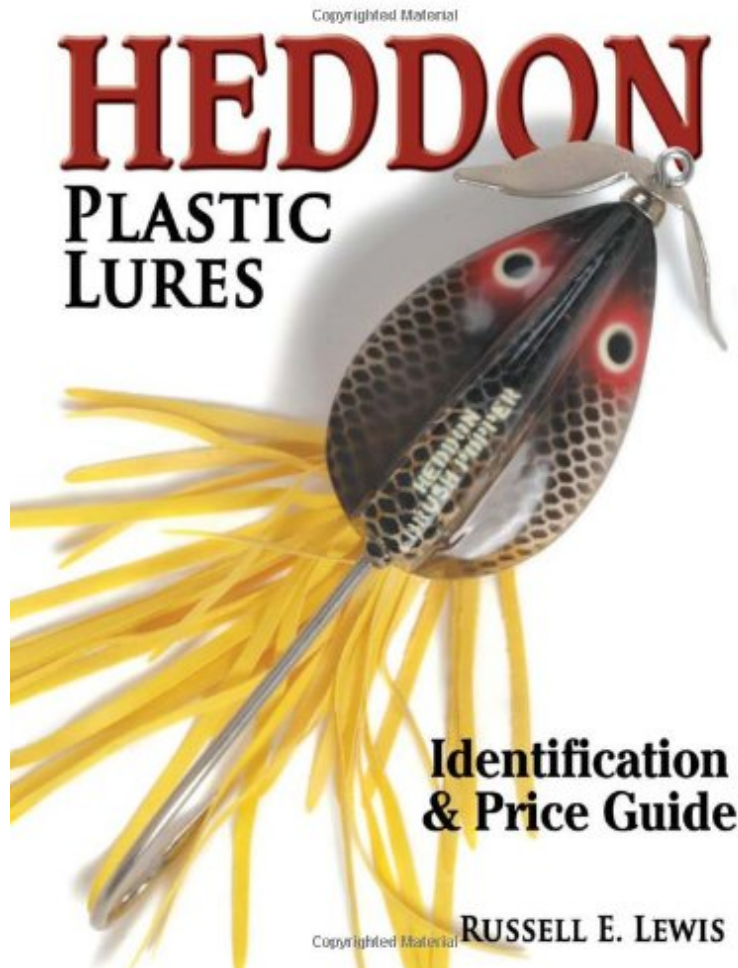


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Heddon Plastic Lures: Identification Price Guide

Russell Lewis

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Russell Lewis : Heddon Plastic Lures: Identification Price Guide before purchasing it in order to gauge whether or not it would be worth my time, and all praised Heddon Plastic Lures: Identification Price Guide:

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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.