

Identification and Dating Guide

Major Lure Manufacturers' Hardware

Creek Chub Bait Company

Conceived in 1916 by Henry Dills, Carl Heinzerling and George Schulthess the Creek Chub Bait Company (CCBC), named after a small fish used for live bait, incorporated in December 1918. Production initially performed in a house was moved to a renovated hotel annex in Garrett, Indiana, in 1919. Within two years, CCBC would be awarded two important patents: on September 7, 1920, the patent for the famous diving lip; and on September 27, 1921, the patent for spraying paint through netting to affect a scale pattern on lure bodies. The company would continue in Garrett, Indiana, until 1979 when production ceased.

Hook Attaching Hardware

1916-1917

Screw Eye and Washer: a screw eye inserted through a washer and bored into the lure body to hold the hook



1917 – 1919
Shallow Cup Rig



c1917 – 1978
Cup-Rig: Deep metal cup
countersunk into the lure body
and a screw eye inserted



Stacked on top is the new Deep Cup-Rig with the older Shallow cup-rig on the bottom. The deep rig is about 3/16 inch deep while the shallow is about 1/8 inch. In 1918, a deal was struck giving CCBC rights to use Heddon's cup-rig hardware in exchange for giving Heddon rights to use CCBC's scale paint pattern

Heddon Design Deep Cup



Shallow Cup

Diving Lips

C1916 -1917

Diving Lips were unmarked (no stamp)



C1917 – 1920

Lips stamped – CCBC Co,
Garrett, Ind



Creek Chub's First Marked Lip - Company Name / Location

C1920 – 1978

Lips marked with date of the diving lip patent, 9-27-20 on top portion and company name and location below



Post 1935

A reinforced diving lip introduced with two vertical ribs and a separate line tie.



Lip Screw or Double Line Tie?

Prior to 1935, diving lips were secured by a screw eye that allowed the lip to be removed and turned upside-down to change the lure's action from diving bait to top-water wiggler. Collectors often mistakenly referred to the screw eye as a second line-tie



Stencil Identification.

1934-1950

The name was stenciled in gold letters on the lure top to ensure anglers that it was an original CCBC lure.



1950-c1960

A Gold Label replaced the Stencil.



Eyes

1916-early 1920's

Many early CCBC 100 Wigglers had no eyes; some did. (see the very early 100 Wiggler on the previous page). After glass eyes debuted, some lures like the Pikie occasionally appeared with no eyes, even though other identical model Pikies had them. This Baby Pikie with a patent number on the lip and deep cup-rig hardware has no eyes



c1920s - c1970s

Glass eyes were predominant; a few CCBC baits had painted eyes (i.e., Open Mouth Shiner) and a very few had bead eyes (i.e., Beetle). c1960-1978. Tack Eyes (right) were used simultaneously with glass eyes until the existing glass eye inventory was depleted.



James Heddon & Sons

James Heddon, born in New York in 1845, relocated to Dowagiac, Michigan in 1860. Originally, a beekeeper, Heddon was an entrepreneur that later pursued other endeavors. About 1898, he started making fishing lures by hand at his kitchen table. By 1902, the fishing lure business was a flourishing reality and during that first year Heddon sold about 6,000 lures. Having outgrown the family kitchen workshop, he moved his operation into a commercial building in downtown Dowagiac and the business, James Heddon & Son, grew swiftly. In c1907, the company name changed to James Heddon & Sons and in addition to the fishing lure product-line Heddon began manufacturing high quality baitcasting rods. James Heddon died in 1911 and his sons, Will and Charles, continued the business and transformed it into an American fishing tackle industry giant.

Hook Attaching Hardware

1904 – 1915

Cup-Rig: The earliest type with an eye screw holding the hook in the center of a countersunk metal cup that was supposed to prevent the hook from damaging the lure body.



1915 – 1934

L-Rig: The screw attachment that went into the cup had an arm in lieu of a screw eye. The arm came out of the cup, through the eye of the hook and a small screw secured the arm to the lure body.



1926 – 1934

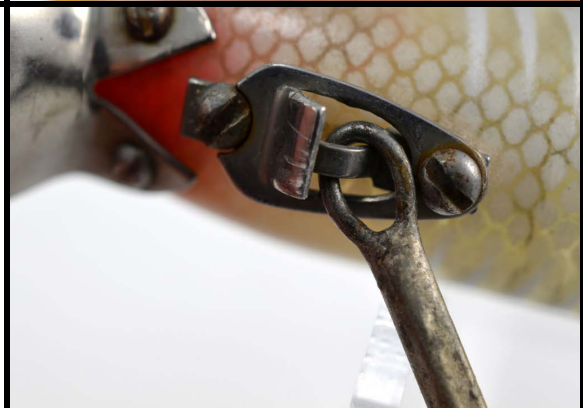
Toilet Seat: First two-piece hook hanger that mounted on the surface of the lure. One part resembled a toilet seat (circular), the other a hook bar that crossed it.

Toilet Seat Rig mounted on c1930 Super Spook early plastic lure.



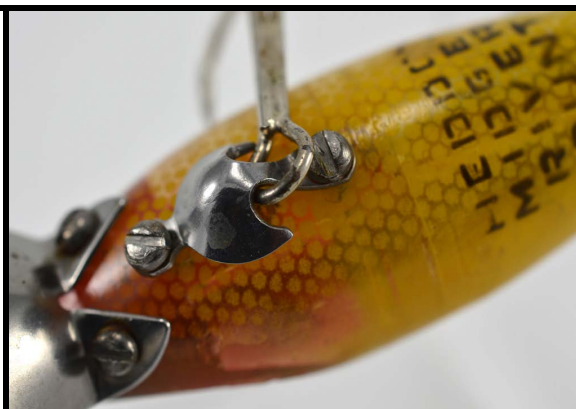
1934 – 48

Flap-Rig: Second version of the two-piece hook hanger.



Post -1948

Surface Rig: a one-piece hook hanger employing 2 screws to affix it to the lure body; in this case on a later plastic lure.



Propellers

Pre-1912, Propellers un-marked
Post 1912, Propellers marked "Heddon Dowagiac" Note the preceding page propellers. The older rainbow colored Heddon's propeller is larger than that of the white-colored Heddon with L-Rig hardware. The older lure also has larger glass eye pupils.



Introduction of Plastics

1924 – 1930

By 1930, Heddon introduced three plastic lures: the Stanley Pork Rind in 1924 (originally made of Bakelite and later Pyralin); the Lunny Frog in 1927, also made of Pyralin (proved too brittle to be durable); and the Super Spook in 1930.

Heddon Stanley Pork-Rind Lure



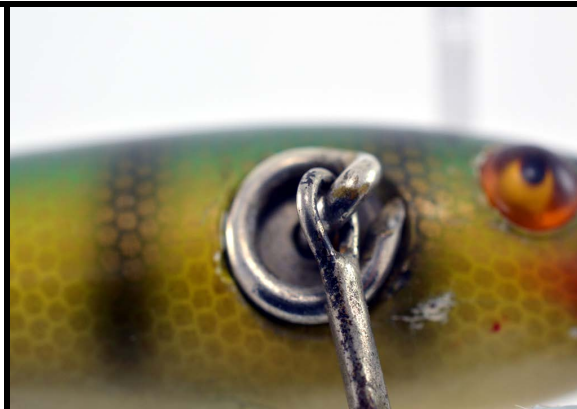
Enterprise Manufacturing Co.

The Enterprise Manufacturing Company is the oldest of the top-five lure manufacturing companies. Founded by Ernest F. Pflueger in 1881, it began as a fishhook company and increased its product lines to include a larger array of products. E.F. Pflueger died in 1890 and his son, Ernest Andrew Pflueger, a company executive since 1882, took over. Subsequently, E.A. Pflueger founded the E.A. Pflueger Company in 1905 and continued to expand product offerings, making rods, reels, lines, terminal tackle, accessories and lures. Pflueger became America's largest tackle manufacturer; in 1966, Shakespeare purchased Pflueger.

Hook Attaching Hardware

Pre-1910 - "Gem Clip" (see through) hardware was utilized - similar to that in use by Shakespeare.

1911 – Losing a patent battle with Shakespeare precipitated Pflueger's transition to Neverfail Hardware (immediately right).



1922

One Piece Surface Hardware (right)

Propellers

Pre 1912 Propellers unmarked;
Post 1912 Propellers marked
"PFLUEGER"

Eyes

C1941 – Carved painted eyes



Wm Shakespeare Company

On October 5, 1897, William Shakespeare, Jr., received a patent for a level-wind baitcasting reel designated as the "Model B." This award and the activity leading up to it undoubtedly provided the impetus to launch the William Shakespeare Company of Kalamazoo, Michigan. By 1902, the company was expanding and the product lines now included fishing rods and lures. The company's first catalog circulated in 1902 and it offered four lures: the "Revolution", "Worden Bucktail", "Evolution" and "Sure Lure" weedless casting bait. The initial Revolution released in 1901 had a wooden body but within the year, a hollow aluminum body replaced it. At this point in 1902, no Shakespeare lures were wooden construction.

The company incorporated on November 18, 1905, in Michigan and that same year Shakespeare obtained the rights to a wooden minnow patented by Fred D. Rhodes. In 1906, the new "Shakespeare Wooden Minnow" along with a lower cost lure named the "Rhodes Wooden Minnow" were available for purchase. Production of Shakespeare lures tapered off in the 1950s and production of reels and rods filled the gap. Production of lures ended in the 1970s.

Hook Attaching Hardware

C1904 – “Gem Clip” (see-through)
Hardware was in use. A paper clip-
looking part passed vertically through
a side-to-side hole drilled through
the body, with a hook on each side.

C1910 – Transition to Plate Hanger
Hardware, a similar concept to the
Gem Clip; but instead of a wire clip it
utilized a flat metal plate passing
through the lure’s body horizontally.



Eyes

Pre-1910 - Earliest glass eyes had a
white iris and a small black pupil.
c1910 – 1933 the black pupil was
larger by about 2X
1935 - Pressed eye

South Bend Bait Company

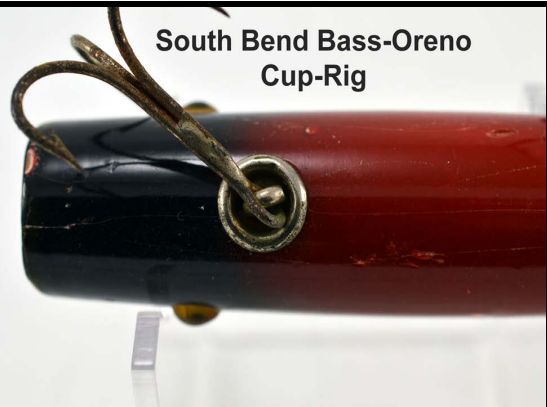
The history of the South Bend Bait Company began c1895, when F.G. Worden patented his early wooden minnows. By 1905, Worden and associates had formed the Worden Bucktail Manufacturing Company located in South Bend, Indiana, where they produced wooden minnows, bucktail flies and fish hooks. In 1907, the Company had two male and seven female employees, each working an average of 54 hours per week. The Worden tackle business became the South Bend Bait Company in 1909 and by the following year, they added rods and reels to their line of angling products. During 1911, Ivar Hennings was hired as General Manager and within four years (1915), Hennings and a partner purchased the company; by 1916, they acquired patent rights from James Olds for the lure that became the famous Bass-Oreno.

Hook Attaching Hardware

c1903 – 1909 - Screw Eye Hardware

1910 – 1912 - Aluminum Cup Rig

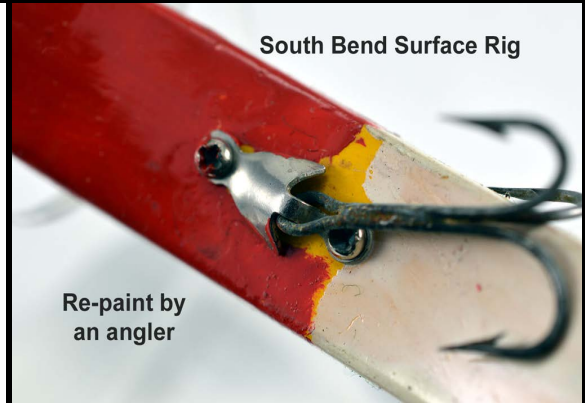
1912 – Plated Cup Rig



1932-1942
Painted Cup Rigs during this period.



1951 forward
Surface Rig Hardware



Eyes

Pre-1921 - No eye

1921 – 1935 Glass eyes
predominant on minnow shaped
lures



1935 –c1948

Tack Eyes introduced and co-exist
with Glass Eyes for a period



1951-1966

Pressed Eyes replaced Tack Eyes



Other Lure Manufacturers

The following general guideline regarding the eyes displayed on artificial wood lures should prove helpful barring the lack of any additional information.

Life-like glass eyes are generally pre-1950

Tack eyes often follow glass eyes on the company's time line.

Painted eyes are often post-1940