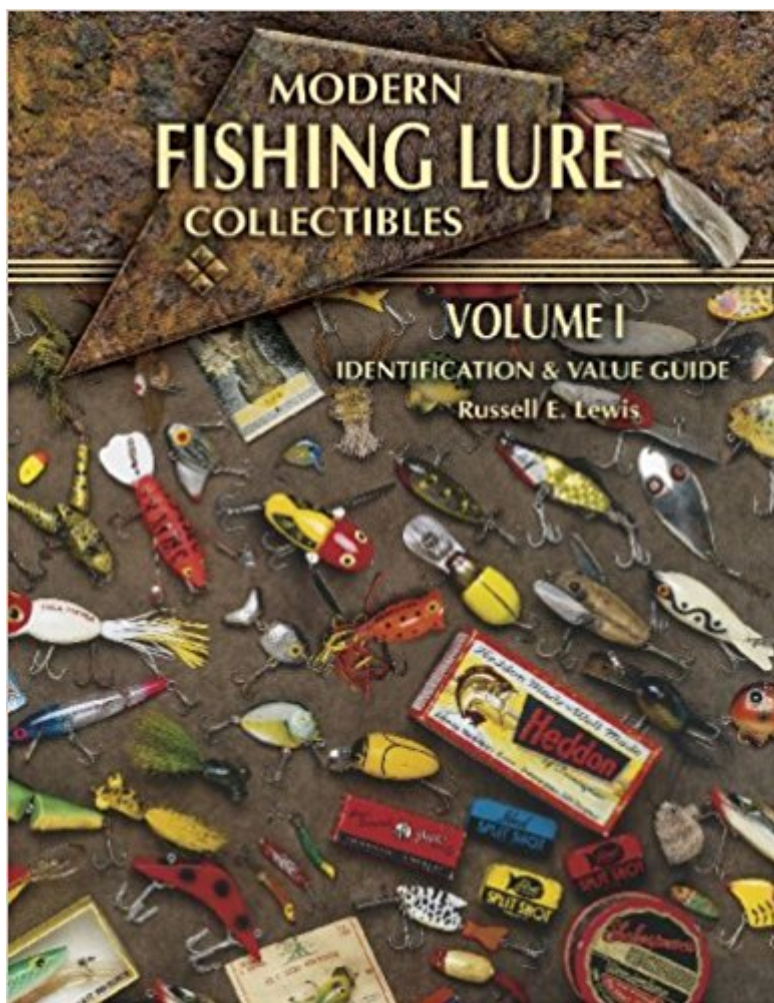


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# Modern Fishing Lure Collectibles, Vol. 1: Identification & Value Guide



## Synopsis

A history, identification, and value guide of fishing lure collectibles from 1940 until the mid 1980s, including lures, reels, rods, decoys, and miscellaneous items. This book is the first to give plastics more complete coverage and to detail the impact of spinning on fishing lure collectibles. Featuring manufacturers such as Heddon, Creek Chub, South Bend Sleepers, Luhr Jensen & Sons, Shakespeare Sleepers, Paw Paw Bait Company, Pflueger, and Weber Tackle Company. Also highlighted are modern reels and rods and miscellaneous collectibles. Over 1,200 color photos and original catalog pages and advertisements. **AUTHOR BIO:** Russell E. Lewis is the author of Modern Fishing Lure Collectibles, Volume 1 and Modern Fishing Lure Collectibles, Volume 2, as well as co-author of Captain John's Fishing Tackle Price Guide. Having collected fishing lures since 1950, he and his wife run a business, Heritage Tackle 'n Tiques, where he deals fishing lures online and at antique shows. **REVIEW:** This book is the first in a series from author Russell E. Lewis, and is filled with full color photographs of modern fishing lures and tackle. A must for lure lovers.

## Book Information

Series: Modern Fishing Lure Collectibles

Hardcover: 288 pages

Publisher: Collector Books; 1st edition (February 2002)

Language: English

ISBN-10: 157432277X

ISBN-13: 978-1574322774

Product Dimensions: 10.8 x 9 x 0.8 inches

Shipping Weight: 2.8 pounds

Average Customer Review: 3.7 out of 5 stars 12 customer reviews

Best Sellers Rank: #2,154,361 in Books (See Top 100 in Books) #86 in Books > Crafts, Hobbies & Home > Antiques & Collectibles > Sports Memorabilia & Cards > Sports Memorabilia #2007 in Books > Crafts, Hobbies & Home > Antiques & Collectibles > Antiques Care & Reference > Reference #4210 in Books > Reference > Encyclopedias & Subject Guides > Antiques & Collectibles

## Customer Reviews

Lots and lots of pictures which were needed for identification of the hundreds that we have collected. A very organized book.

Not only does Lewis hit the big guys like Heddon but the 6 volume series takes the modern years to a whole new level. Great for ID and descriptions.

Touches many areas but not enough detail in any one for me.

A great book for someone not interested in the "old" pricy lures. The lures described and photographed in this book, can still be found and collected without breaking the bank. The many size & colors of Modern Era lures, make them fun and affordable to collect. This is Vol #1 and there is now a Vol # 2 published.

I wound up returning this book as it proved to disappoint me similar to the other reviews. There were very few prices and there are much better books available.

Some of my grandfather's lures could have been in any of Mr. Lewis's books, but I didn't want to sell them to him in 2010. I am so glad I didn't now. Thanks to his guides, I know the true value of the lures. Look for them on eBay, where I can get a much better price for them.

The great variety of fishing lures with the differences in their bright markings and sizes can be disarming to even experienced collectors. With his 20 years experience as a collector, Lewis makes sense of this area of collecting by classifying the lures by their makers, and with introductory essays on "Dating Techniques" and the "Modern Era." The chapters with the classifications are more than simple listings of numerous lures. Besides sharp color photos with annotations, these chapters also include information on the manufacture of the respective lures and details of them to look for.

Advertising and promotional literature and displays are shown as aids in identifying different lures and understanding their design and features. A serious collector or dealer of lures could not find a better guide than this for what it does cover of this incredibly diverse and constantly changing field.

Finally, there is a book devoted to the lures I can find and afford. The other lure books are great, don't get me wrong, I have them all...but Lewis took the chance and did the book no one else wanted to do. All those other authors treat the more modern lures like stepkids, even at shows they are just now getting into the displays and out of the tackle boxes. Of course, now the value will go up on all my lures once everyone buys this book. There aren't as many prices in the book as I had hoped but if you really read the book, he gives you plenty of aid here on what things are worth. The

book is interesting too, not just a bunch of photos and catalog pages put together; you can tell this guy really loves collecting and wants to share his info with us all. A great book I recommend it highly!

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