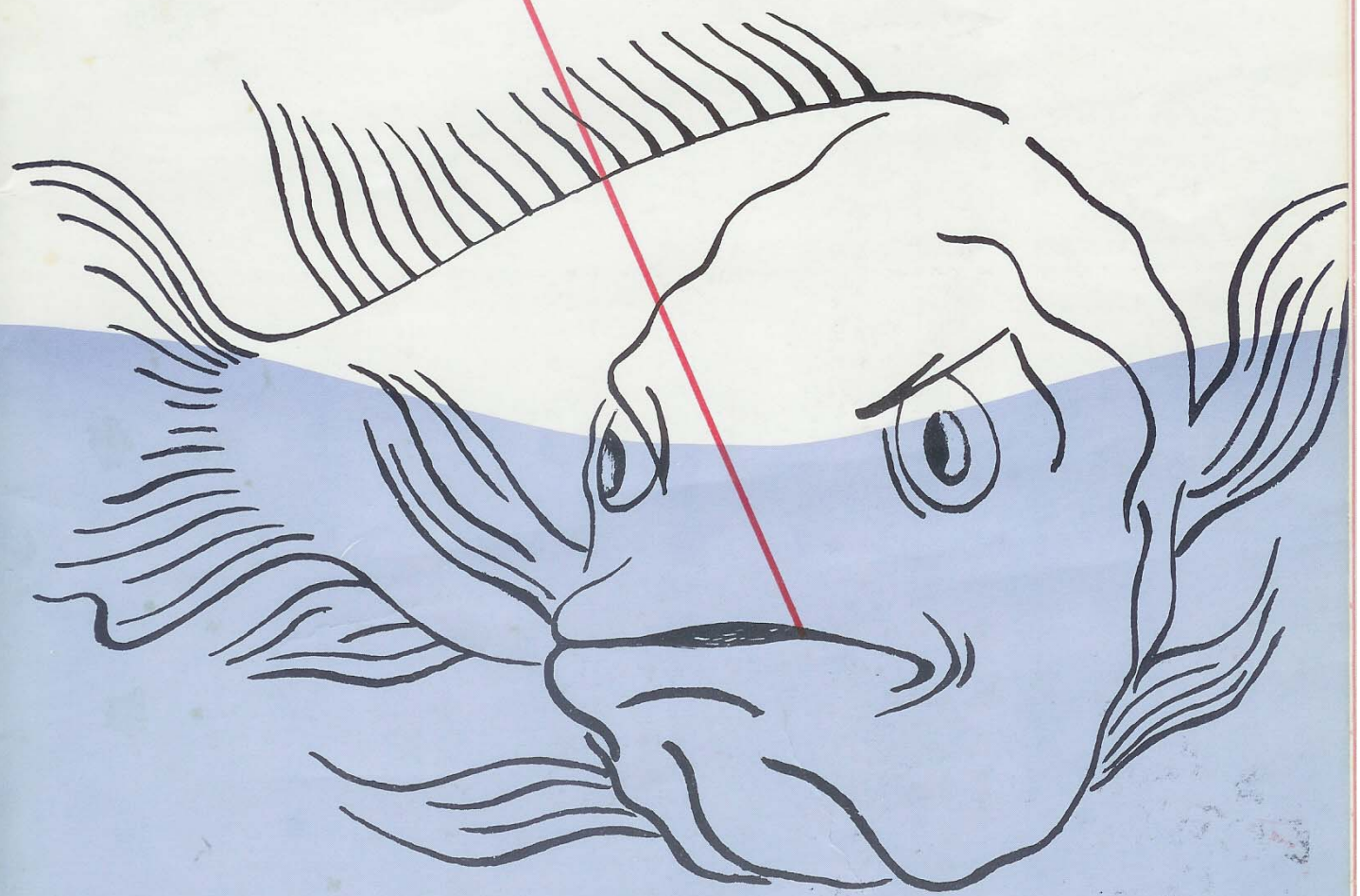


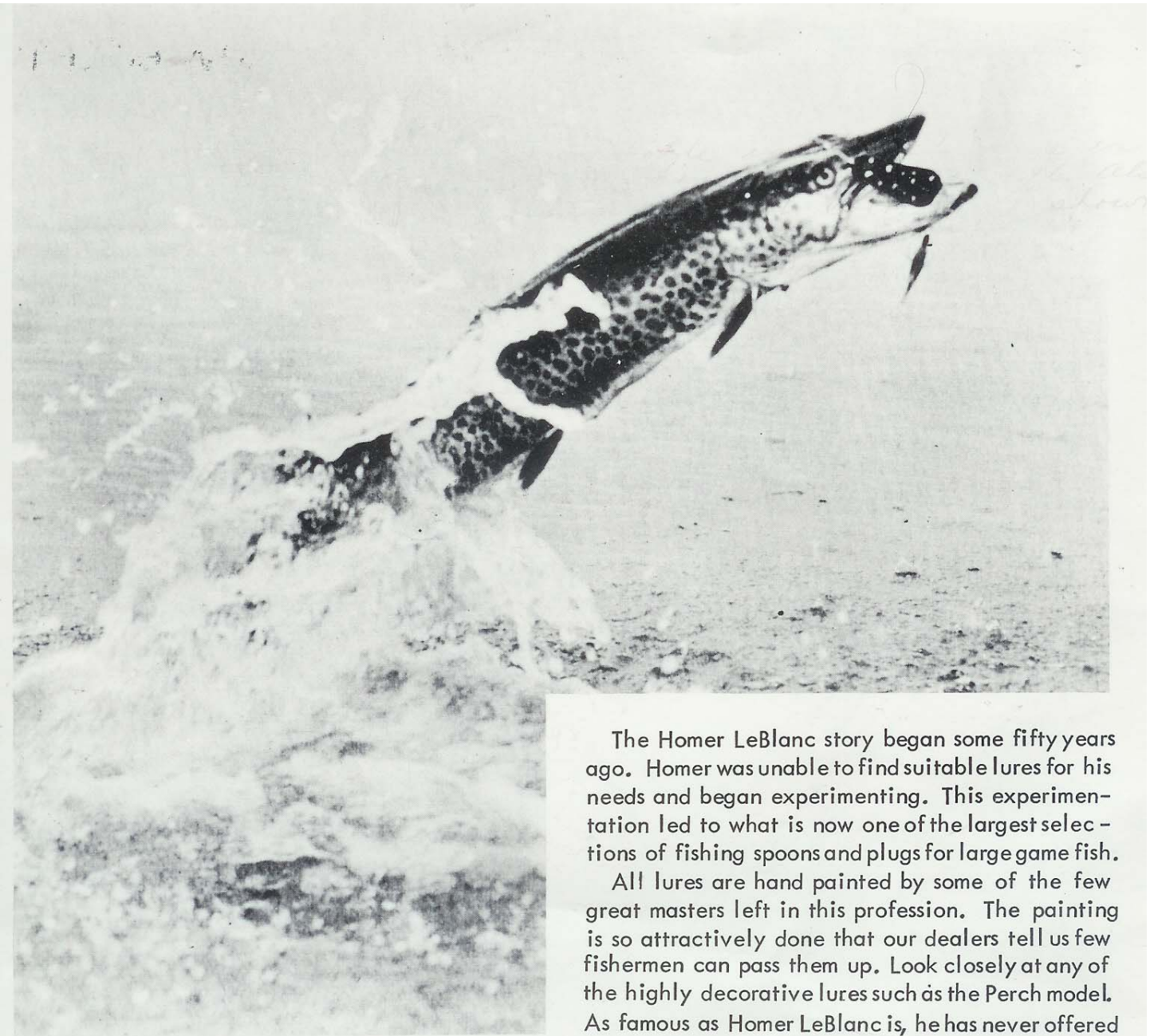
*Catalog*  
new edition

Homer LeBlanc, Inc.  
Northport, Mich. 49670



**Homer LeBlanc**  
tackle manufacturer





The Homer LeBlanc story began some fifty years ago. Homer was unable to find suitable lures for his needs and began experimenting. This experimentation led to what is now one of the largest selections of fishing spoons and plugs for large game fish.

All lures are hand painted by some of the few great masters left in this profession. The painting is so attractively done that our dealers tell us few fishermen can pass them up. Look closely at any of the highly decorative lures such as the Perch model. As famous as Homer LeBlanc is, he has never offered his fishing tackle to the national market before now.

Homer LeBlanc, America's leading fishing guide, the grandfather of Muskie fishing and writer of one of the few books on this subject, without a doubt contributed more to this industry than any other person. The Homer LeBlanc lures hold many records, including three World records and will go down in history as some of the best lures ever.

The Ivanhoe has now been added to the LeBlanc collection. This is the lure that Detroit fishermen do not quit buying. The lure that is appealing to the fishermen and the fish.

We hope you will look over our complete line and judge for yourselves the tackle that made Homer LeBlanc famous.



Homer with one of the lures that made him famous





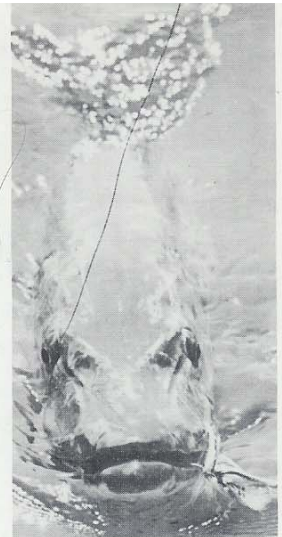
MUSKY - 65 LBS. 13 OZ.  
Record Musky by Art Lawton  
on the Swim Whizz



RECORD TARPON  
Caught on the Swim Whizz

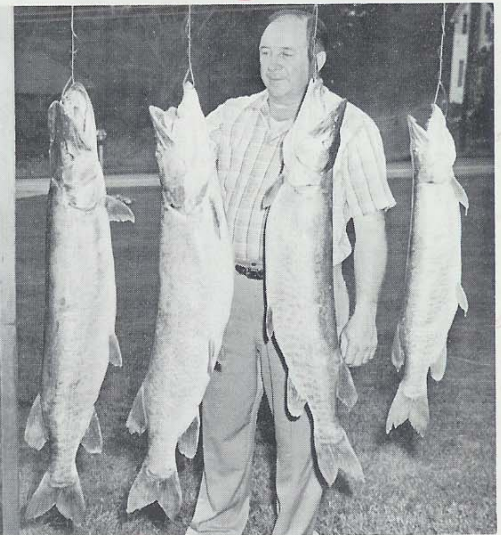


MUSKY - 67 LBS. 15 OZ.  
Second Place world record Musky caught  
by Lew Hartman on the Swim Whizz



MONSTER MUSKY

## some of the big ones



A VACATION CATCH OF MUSKIES BY ART AND RUTH LAWTON



MUSKY - 59 LBS. 12 OZ.  
World Record Musky using spinning tackle  
by Lew Hartman on the Swim Whizz



# Swim Whizz

#4  
~~5.95~~ **Unequaled · Attractive · Tested**  
*Now available in 4 inch size in  
 3/4 of all colors shown on pages 5 & 6. Also  
 in Salmon & Trout colors not shown.*

The Swim Whizz is made of hard reinforced plastic, is hollow and will float. Casts or trolls beautifully. Very effective on fast or slow retrieve. Runs deep, shallow or on the surface. For Muskie, Pike, Lake Trout and many other fresh and salt water game fish.

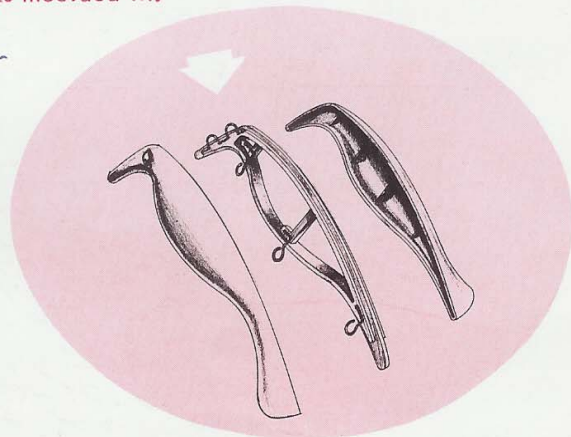
For deep diving use top ring or lower ring for shallow diving. Some prefer to remove front hook when casting.

The Swim Whizz weighs 2 ounces, is 7 1/2 inches long and comes with 4/0 treble hooks. Refer to page 5 for color selections.

*smallest*  
 #3 1.95 3 Finger

**Exclusive**  
**reinforced center section**  
**with hooks moulded in.**

*#4  
 6 Finger \$2.95*



Homer LeBlanc and Joe LePage caught these three muskies weighing (from left) 36, 29 and 32 pounds from Lake St. Clair. Read the "69 edition of the Sports Afield Fishing Annual for feature story on how these and other fish are caught by the old pro, Homer LeBlanc.

ACTUAL SIZE



# Ivanhoe

## Exciting · Superior · Proven

The Ivanhoe lures are designed for catching all game fish. The wobbling action is assured at any speed. These lures are designed to fish at all depths and work perfectly with hook at either end.

No other lure will match the beauty of these. Each lure is hand-painted by fishermen, for fishermen.

The famous Ivanhoe lures come in four sizes.

COHO - 7/8 oz., 3 3/4 in.

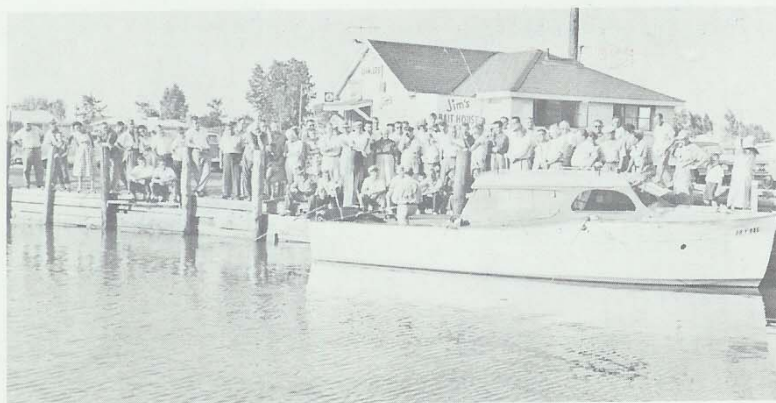
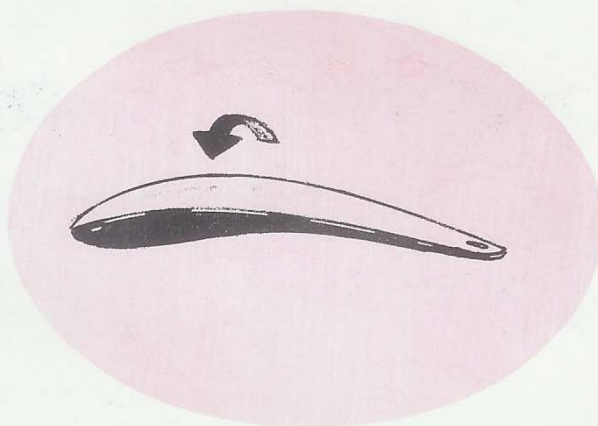
JUNIOR - 1 1/2 oz., 4 3/4 in.

GIANT - 2 3/8 oz., 5 3/8 in.

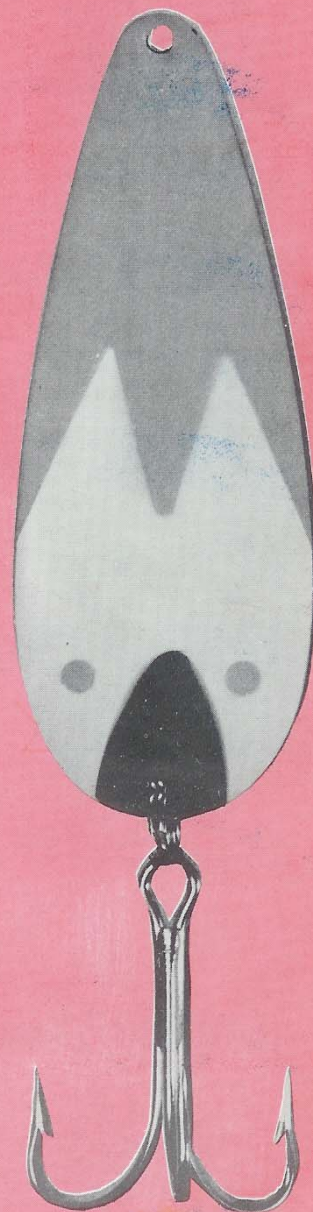
HUSKY - 2 1/2 oz., 5 1/2 in.

The Ivanhoe Coho and Junior may be ordered with single hooks. All Ivanhoe lures may be ordered in any of our color illustrations on page 6.

Exclusive  
cupped designed



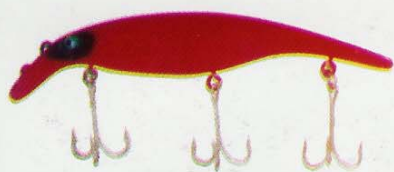
Homer giving a few instructions



IVANHOE JUNIOR  
ACTUAL SIZE

# Swim Whizz

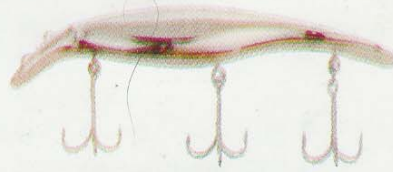
by Homer LeBlanc



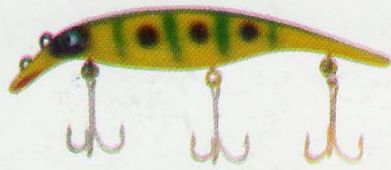
FLR



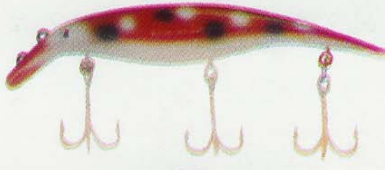
MBL



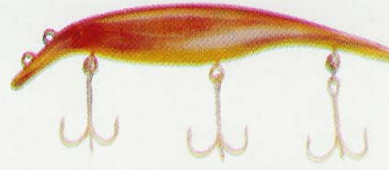
CH



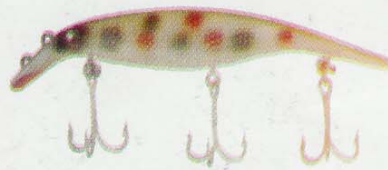
F



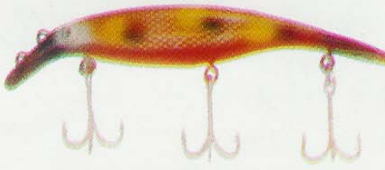
RSP



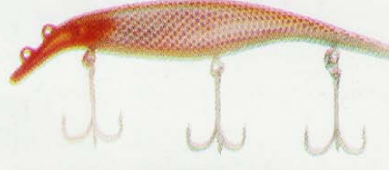
OP



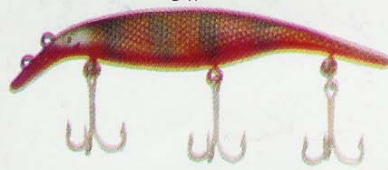
BW



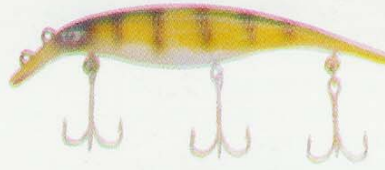
OSS



CA



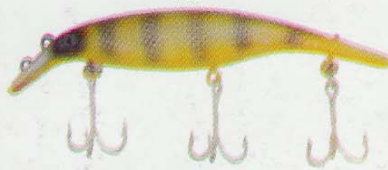
RSS



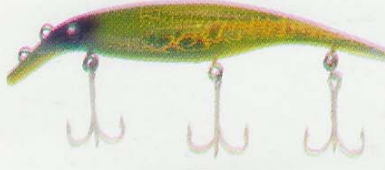
PWB



PYB



BA



CF



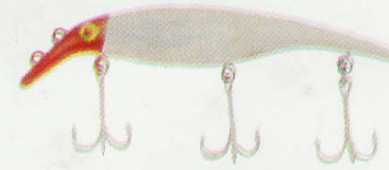
SU



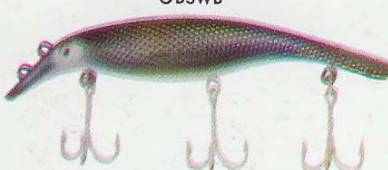
OBSWB



WA



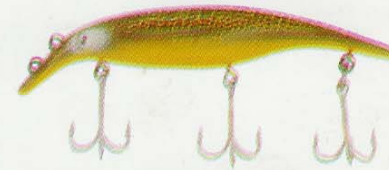
RW



BSS



RC



YC



OC



GC



BC

F - Frog  
BA - Bass  
OP - Opel  
CF - Crackle Frog

CH - Chrome  
SU - Sucker  
WA - Walleye  
CA - Carp

BC - Black Crackle  
YC - Yellow Crackle  
RC - Red Crackle  
BW - Black & White

RW - Red & White  
GC - Green Crackle  
OC - Orange Crackle  
RSP - Red/Spots

FLR - Florescent Red  
MBL - Metallic Blue  
PWB - Perch/White Belly  
OSS - Orange/Silver Scale

RSS - Red/Silver Scale  
BSS - Black/Silver Scale  
PYB - Perch/Yellow Belly  
OBSWB - OrangeBlack Scale/White Belly



# Ivanhoe

by Homer LeBlanc



P - Perch  
F - Frog  
E1 - Eye #1  
E2 - Eye #2  
E3 - Eye #3  
E4 - Eye #4

RW - Red/White  
RB - Red/Black  
CD - Coach Dog  
CF - Crackle Frog  
OB - Orange/Black  
CH - Chrome

CO - Copper  
BR - Brass  
WC - White Crackle  
YC - Yellow Crackle  
RC - Red Crackle  
BA - Bass

RA - Rainbow  
OCD - Orange Coach Dog  
FLA - Belgian Flag  
FBE - Frog Bumble Bee  
YBE - Yellow Bumble Bee  
YGW - Yellow, Green, White/Gold Scale

OBE - Orange Bumble Bee  
GYB - Green/Yellow/Black  
RYB - Red/Yellow/Black  
BAGS - Bass/Gold Scale  
CHBL - Chrome/Blue  
CHCO - Chrome/Copper

CHBR - Chrome/Brass  
RBGS - Red/Black/Gold Scale  
RWST - Red/White Stripe  
BCHY - Black/Chrome/Yellow  
RCHW - Red/Chrome/White  
FLRB - Fluorescent Red/Black

# Swim Zag

Unique · Appealing · Successful

The only spoon-type lure designed to carry a full bucktailed treble hook, without killing action of lure. Its compound concave and convex design enables the lure to carry a full bucktail. Gives it lifelike swimming, diving or spinning action. The bucktail assures more strikes than plain uncovered hooks.

The Swim Zag lures come in five sizes.

No. 1 - 2 oz., 5 in. - #6/0 hook

No. 2 - 1 1/8 oz., 3 1/2 in. - #4/0 hook

No. 3 - 5/8 oz., 2 7/8 in. - #1 hook

No. 4 - 1/4 oz., 1 5/8 in. - #6 hook

No. 5 - 3/16 oz., 1 3/8 in. - #8 hook

The Swim Zag comes in the following colors.

Dark Frog

Orange

Red & White

Light Frog

Maroon

Black & White

Exclusive  
compound concave  
convex design



SWIM ZAG # 2  
ACTUAL SIZE



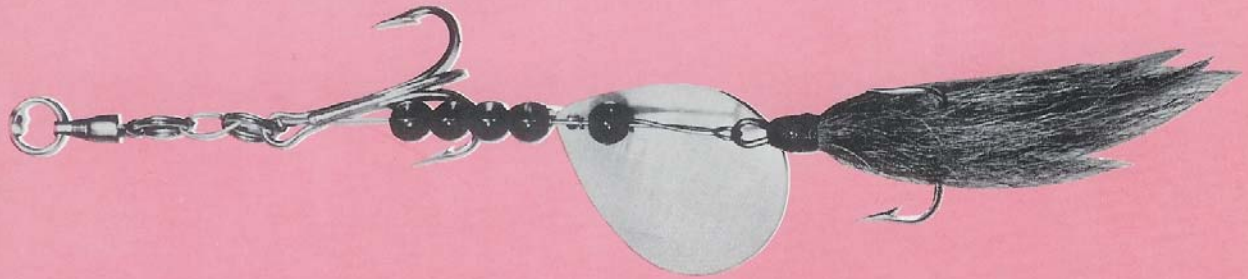
All fouled up in leader with Swim Zag lure



## *4B Spinner*

### **Ball Bearing · Beaded · Bucktail Lure**

A natural hair bucktail lure with red beads, ball bearing swivel and a revolving white pearl or chrome spinner blade on a stainless steel wire shank. The treble hook ahead of the spinner blade hooks fish that strike the front of the lure. Made with 6/0 or 3/0 treble hooks. Comes in 7 1/2 inch size.



## *Trolling Assembly*

### **Lure · Leader · Ball Bearing · Keel Combination**

The No. 1 and No. 2 Swim Zag lure is also sold as a complete packaged trolling assembly. This consists of a Swim Zag lure, trolling leader, ball bearing swivel, and a trolling keel sinker.





# Alcor Rod & Reel

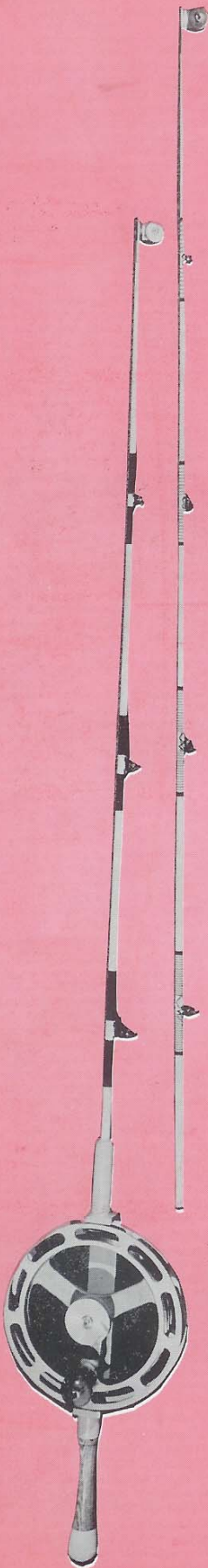
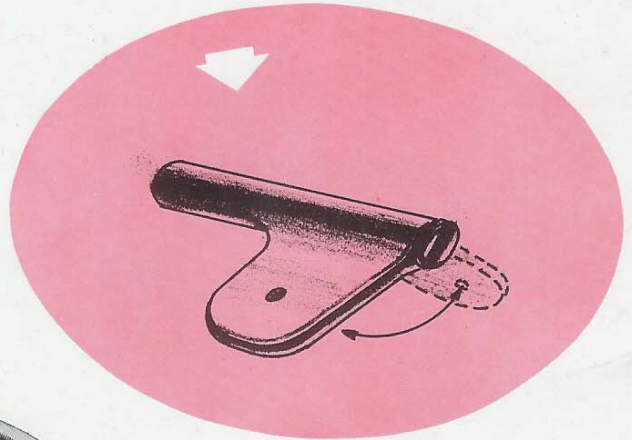
## for deep water & wire line

The Alcor Rod and Reel is the only quality deep sea rod and reel made for wire line. This is what we outfit professional guides with --- and "NOW" is being produced in quantity so that we may offer everyone the opportunity to fish adequately in deep water for all large game fish.

The large 10 inch diameter single action reel permits a large capacity wire line and less reeling effort to properly fish the bottom in deep water. the reel is made of a strong light weight aluminum alloy, is completely hand machined and hand fitted, unconditionally guaranteed and made to last three generations.

The rods come in medium and medium light action, with our own specially designed swivel action end pulley. The remaining rod guides are also pulleys made especially for wire lines.

Exclusive  
swivel action  
end pulley



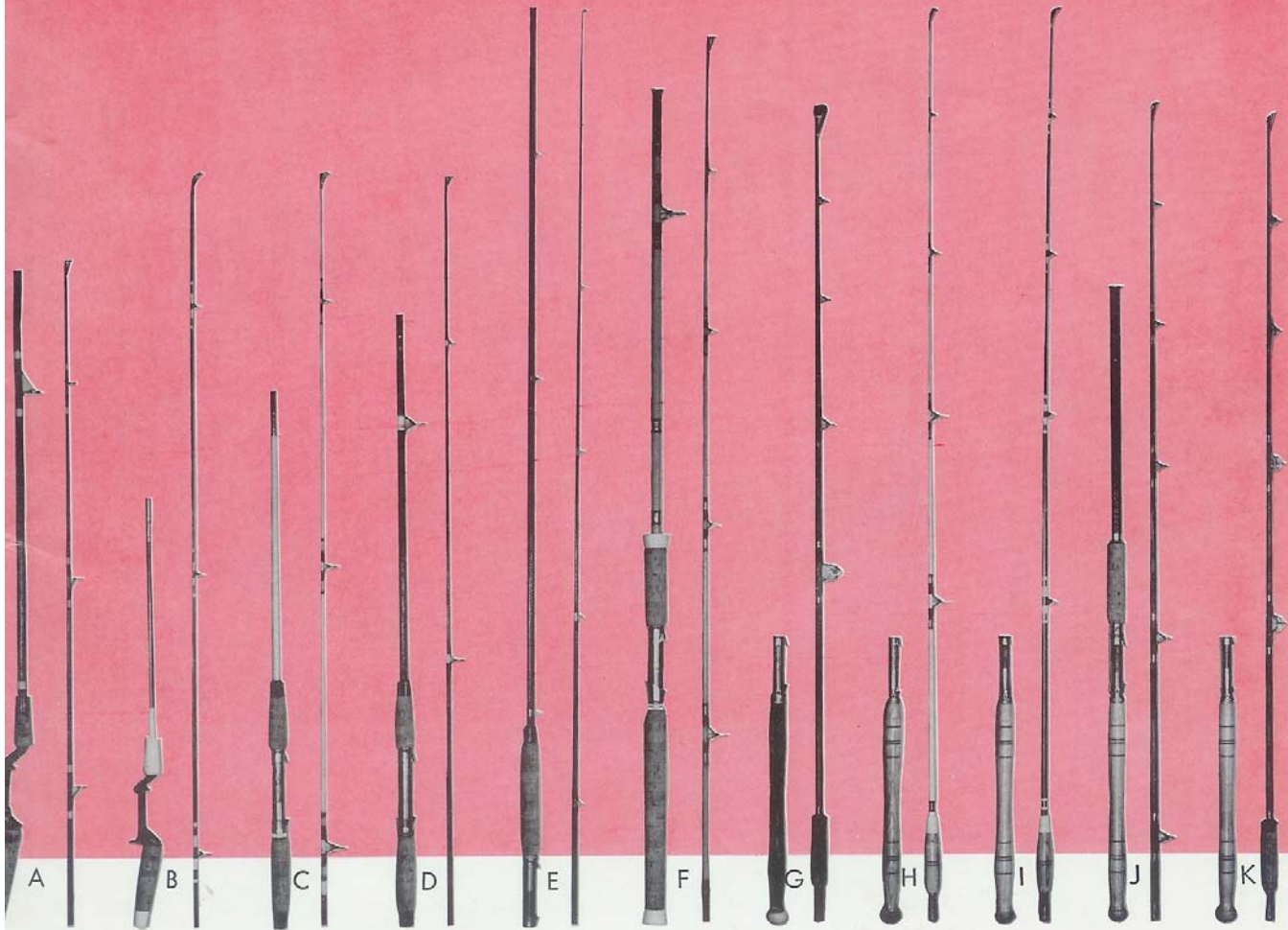


# Fishing Rods

Designed by Homer LeBlanc

for Trolling, Casting, Spinning, Spin-Casting & Fly Fishing

All rods have a beautiful rich finish and are made of the finest selected quality glass. Made for fishermen who consider quality, action, and price.



- A - No. 55 Casting Rod, light action, solid glass 5'6"
- B - No. T60 Casting Rod, light action, hollow glass 6'
- C - No. 60 Spinning Rod, light action, solid glass 6'
- D - No. T65 Spinning Rod, medium action, hollow glass 6'6"
- E - No. T80 Fly Rod, light action, hollow glass 8'
- No. T85 Fly Rod, light action, hollow glass 8'6"
- F - No. 900 Coho Spinning Rod, hollow glass, carboloy tip 8'

- G - No. TT710RT Lake Trout Boat Rod, hollow glass 6'8"  
end pulley & intermediate pulley (for monofilament line)
- H - No. 310 Coho Spinning Boat Rod, medium action, solid glass 7'3"
- I - No. 210 Coho Boat Rod, medium action, solid glass 7'3"
- J - No. TT12 Outrigger Boat Rod, hollow glass 9'
- K - No. TT710 Muskie Boat Rod, hollow glass 6'8"



Homer LeBlanc, Inc.  
Northport, Mich. 49670

Homer LeBlanc tackle mfg. co. ~~48377 van dyke ave, utica, michigan 48067~~