

## Homer Circle

Mr. Homer Circle is a giant in the lore of sport fishing and his accomplishments and achievements are numerous. It is truly an honor to have him in our Honorary Membership fraternity. For many of us of a certain age, he will always be remembered as “Uncle Homer”.

Homer Circle is most well known as an outdoor writer and as a tackle company executive. As an outdoor writer, he was for many years the angling editor of *Sports Afield*, following in the fabled footsteps of his predecessor, Jason Lucas. He served in this capacity from 1968 to 2002. He dedicated well over a half century of his life to outdoor writing, lecturing, radio and many TV fishing series. He was the President of the Outdoor Writers Association of America and continued to write a column for *Bassmaster* magazine, well into his nineties.

Some of his popular books included, *The Art of Plugging*, *Worming and Plugging for Bass*, *Circle on Bass* and *Bass Wisdom*. He also was featured in the classic film, “*Bigmouth*” in 1973, where he forged a close friendship with fisherman and filmmaker, Glen Lau that lasted the rest of his life.

Homer Circle was also a fishing tackle executive for the Heddon Bait Company. His affiliation began as the Assistant Sales and Advertising Manager from 1949-1951, Advertising Director from 1952-1956, and Vice President from 1957-1961. He was very instrumental in the growth and success of the company during this golden era of their manufacturing. Homer was the one who came up with the name, ‘Sonic’ for one of Heddon’s all-time best sellers and now, a classic collectible.

In a letter written to NFLCC member, Clyde Harbin, in response to Clyde's question as to 'how are names chosen for lures', Homer wrote that Heddon salesmen were asking for the company to produce a lure to compete with Bayou Boogie and Swimmin' Minnow. Conrad Wood, Heddon's lure designer came up with one and it had a dorsal fin on the back so they called it the "Topfin". Homer wrote:

"...I was the sales manager and the name didn't grab me. So I told our staff on Friday: 'Think on it over the weekend, and bring in your best names Monday. We need to choose then to make catalog deadline.'"

"On Saturday my wife and I were watching the Michigan, Ohio State football game and a big BOOM was heard. The announcer said: 'Ladies and gentleman, that sound you heard was a sonic boom made by a fighter plane breaking the sound barrier.'"

"I turned to my wife and said: 'There's the name for our new lure, Sonic. Sound means sound, and I have heard this lure make(s) a rattling sound. It's the hooks shaking on metal screweye and the cavity in the body amplifies it enough to hear. And if we can hear it, think how much louder it is to bass with their sensitive receptors!'"

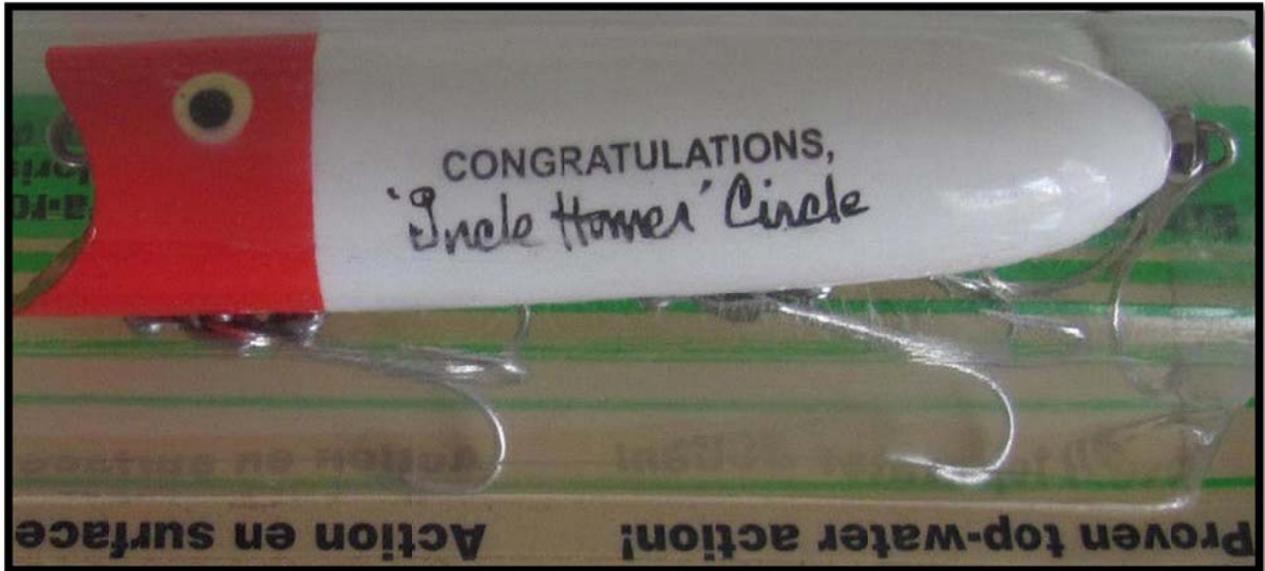
Homer added that the Sonic was the first Heddon lure that sold over one million in a year!

<p><b>SERIES 385 "SONIC" SPOOK</b>            Weight 3/8 oz. — Lgt. 1 5/8 in. — Two No. 6 Treble Hooks — Price \$1.25            Sound is the secret! This attraction makes it murderous for largemouth, smallmouth, spotted and white bass, walleyes, pike, pickerel, muskies, trout, crappies, large panfish, and saltwater fish. For spinning, light casting.</p>				<p>Color B</p> <p><b>SINKING</b></p>
<p><b>COLORS:</b>            SD Shad                      L Perch                      DD Dark Dace            B Black                        Y Yellow                      SF Silver Fish</p>				
<p><b>SERIES 9385 "SUPER SONIC" SPOOK</b>            Weight 1/2 oz. — Lgt. 2 1/8 in. — Two No. 4 Treble Hooks — Price \$1.35            This is a larger size of the famous "Sonic" designed especially for bait casting. Also good for spinning and trolling. Even when fish can't see it, this deadly principle of sound attraction gets them. Takes largemouth, smallmouth, spotted and white bass, walleyes, pike, pickerel, muskellunge, trout, and many saltwater fish.</p>				<p>Color L</p> <p><b>SINKING</b></p>
<p><b>COLORS:</b>            Y Yellow                      CR Crystal Shad            BC Black Crappie            L Yellow Perch            RH Red and White        CR Crystal Rainbow</p>				

"NEW" FOR 1957 HEDDON CATALOG SONIC LISTING

He was inducted into the Fresh Water Fishing Hall of Fame in 1981, the Bass Fishing Hall of Fame in 2001 and the IGFA Hall of Fame in 2007. He was also the recipient of the American Sportfishing Association Lifetime Achievement Award in 1996.

Homer Circle lived out the remaining years of his life fishing weekly in Florida with his old friend Glen Lau. He died on June 23, 2012 at the age of ninety-seven. His contributions to the tackle industry will never be equaled and never forgotten.



Commerative Lucky 13 Spook lure honoring Uncle Homer Circle's Retirement

Honorary Member - 1997