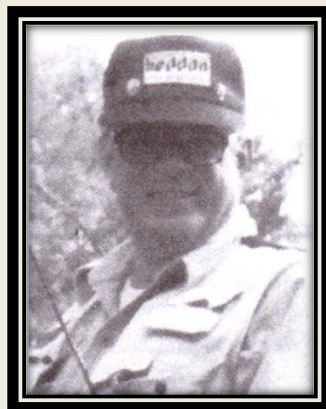




Stanley Koenig

(As published in the fall issue of the 2003 NFLCC Gazette)

Nominated by Dan Basore, Stan Koenig had headed up a group who bought Heddon during the 1970's, which was learned by an off-hand remark. This revealed a man who had headed up Heddon for several years that historians often overlook.



John Koenig

Stan worked for Olin and DuPont. In 1961, Stan left Olin and worked at an advertising firm, where DuPont was a client. After two years with that company, he left and joined Burnett Advertising and worked there until he retired in 1976.

John Marshman called Stan to determine if he and his group of investors might be interested in buying Heddon which was owned by the Recreation Division of Victor Comptometer. But after a year, they sold to Walter Kidde Company in New Jersey. Then Stan and a group of seven investors bought Heddon from Kidde.

Stan Koenig was now Chairman of the Board and CEO of Heddon. Louis Wolfrom was president. They looked into buying Pico, Eppinger and Johnson. They ended up purchasing only Pico. The company did a lot of business with Bill Lewis of Rattletrap fame.

The company had their Moss Boss made by a school for the handicapped in Missouri. Rods were wrapped by hand by Native American Indian women shortly before most rod-making was sent overseas to be done.



Heddon Moss Boss in Crawdad, series #515CDA

(Picture courtesy of Tom Jacomet)

From 1977 when they bought the company until they sold in the spring of 1984 to EBSCO whose PRADCO division now owns many old-line tackle makers. One year, they had seven lures that sold over one million lures each. They were River Runts, Tadpolly, Sonic, Lucky 13, Torpedo and the Hep Spinner. Mr. Koenig still lives in Illinois.

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