

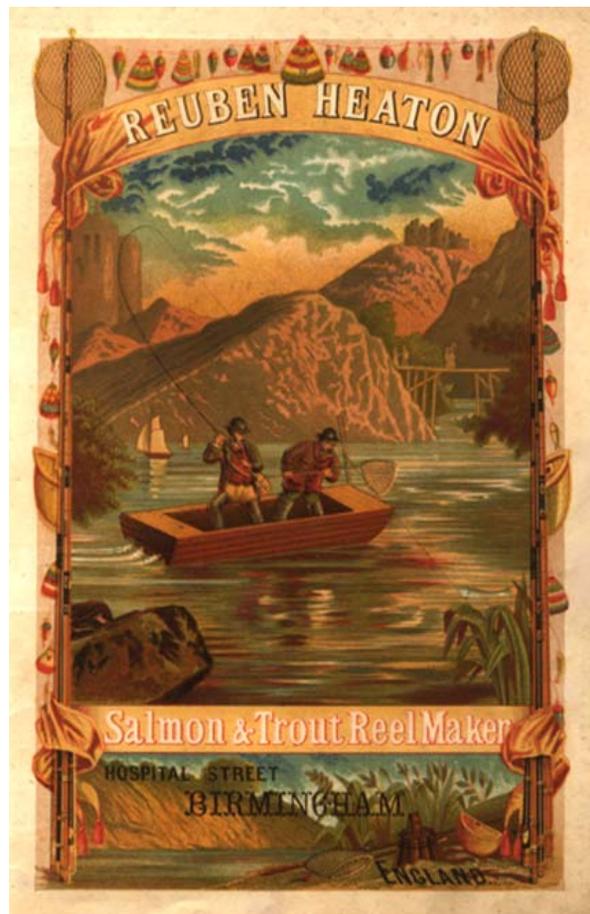
## Reuben Heaton Picture Reels

### Ref : Our correspondence re the picture reels

*“The reel you have is simply catalogued as a model number 6 silvered reel with fisherman plates, and appears in the company's from around 1880 to 1910. The reel was also available with a constant check as model no 7, and this model was available green bronzed at extra cost. The reel was made in sizes from 1 3/4 inches up to 2 1/2 inches and cost from between 16/- and 30/- per dozen dependant on size. The fisherman plates also appear in the catalogue attached to both plate wind and multiplier versions of reels, suggesting that the fisherman plate itself could be attached to many reels of the correct diameter. Nowhere does the reel appear as a Day & Night reel, this name will probably come from one of the many Heaton's customers who will have applied their own name, but it is not a Heaton's name. The Strike From The Winch patent 3250 refers to a mechanism designed to act on the centre spindle of a reel to give a simple drag effect. The patent was taken out in 1884, and consists of a simple grub screw arrangement. The first screw is tightened down onto the spindle to give the required pressure (drag), and this is locked in place with a second screw. The mechanism housing is shown in various forms, but all are located on the opposite side of the reel to the handle in the centre of the reel. The patent was never applied to your reel as far as we know. It was reserved for larger more expensive reels, and not applied to basic check winches”.*

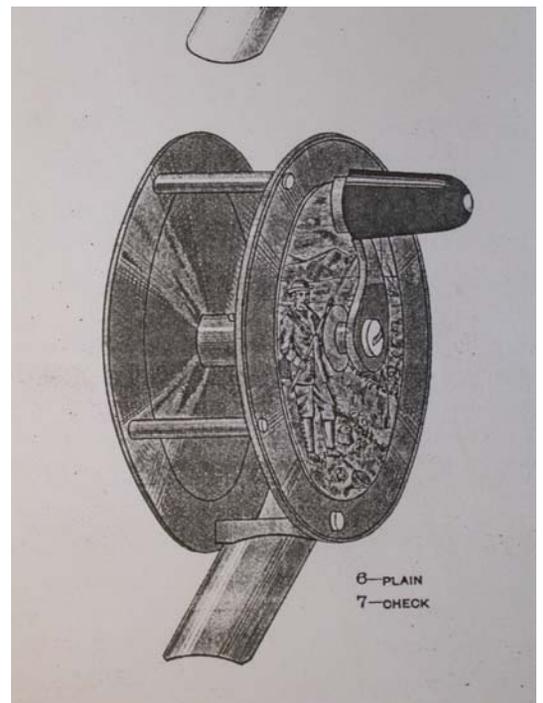
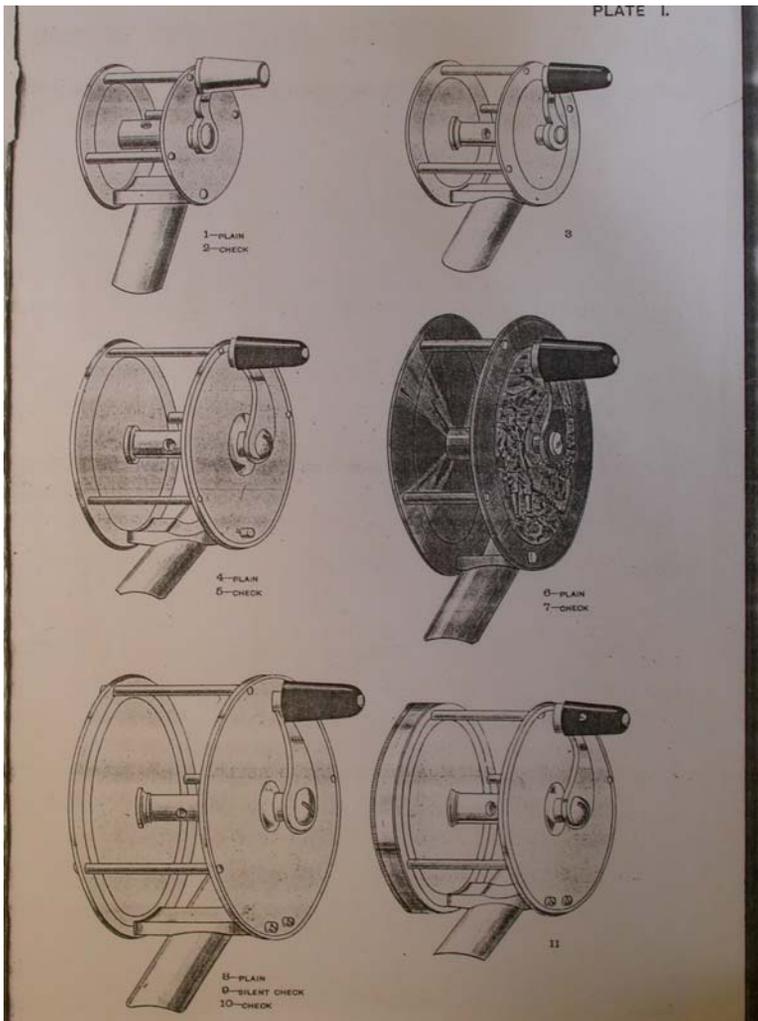
The following items have been taken from the hand painted catalogue (circa 1890 – 1900) held by the company (fig 1). This catalogue was one of only a hand full of copies that were made for product illustration, to demonstrate the manufacturing capabilities of the company when prospective customers would arrive at the factory. By 1914, many products old fashioned items and accessories including rods, lures, some landing nets and gaffs and the picture reels have been dropped from the catalogue. This is not to say that they were no longer made, but evidence of their manufacture along with the other items dropped during this period is very scarce.

Fig 1



Reuben Heaton (the 1<sup>st</sup>), started the business in 1857 using monies given to him by his father, who was part of the Heaton's dynasty running the Birmingham Mint (Heaton's Pennies are very scarce and collectable). It is not impossible therefore that the embossed fisherman plates were made by the mint and or Heaton's using machinery or services provided by the Mint and you will see from the pictures included that other reels had engraved or embossed decoration. The Victoria reel is probably the most ornate reel in the catalogue.

The following pictures give details of the "Fisherman Plate" reels.



No. 1.—PLAIN BRASS REEL.

Can be had silvered, gilt, or bronzed. Will be sent silvered if not ordered otherwise.

1 1/4	1 1/2	1 5/8	1 3/4	2	2 1/4	2 1/2 inches.
10	15	20	30	40	50	60 yards.
9/-	10/6	12/6	14/-	16/-	19/-	22/- per doz.

No. 2.—SAME QUALITY, WITH CHECK.

1 1/4	1 1/2	1 5/8	1 3/4	2	2 1/4	2 1/2 inches.
10	15	20	30	40	50	60 yards.
16/-	18/-	20/-	22/-	24/-	27/-	30/- per doz.

No. 3.—REELS.

Made to fasten on Rod with Plate only.

1 1/4	1 1/2	1 5/8	1 3/4	2	2 1/4	2 1/2 inch.
10	15	20	30	40	50	60 yards.
10/-	13/-	16/-	18/-	20/-	22/-	24/- per doz.

Any of the above with Spikes or Rings, 1/6 per dozen extra.

No. 4.—REELS.

Made to fasten on Rod, with Ring, Plates, and Spike; all Reels will be sent with Plates if not ordered to the contrary.

1 1/4	1 1/2	1 5/8	1 3/4	2	2 1/4	2 1/2	2 3/8	2 1/2	3	3 1/4 inch.
10	15	20	30	40	50	60	70	80	90	100 yards.
12/-	15/-	18/-	19/6	21/-	24/-	27/-	33/-	39/-	45/-	50/- per doz.

No. 5.—CHECK REELS. Unburnished, Lacquered.

1 1/2	1 5/8	1 3/4	2	2 1/4	2 1/2	2 3/8	2 1/2	3	3 1/4	3 1/2 inch.
15	20	30	40	50	60	70	80	90	100	105 yards.
21/-	24/-	25/6	27/-	30/-	33/-	42/-	48/-	57/-	63/-	72/- per doz.

No. 6.—SILVERED REELS, with Fisherman Plates.

1 1/4	1 1/2	1 5/8	1 3/4	2	2 1/4	2 1/2 inches.
10	15	20	30	40	50	60 yards.
12/-	15/-	18/-	19/6	21/-	24/-	27/- per doz.

No. 7.—SAME QUALITY, with Check.

1 1/4	1 1/2	1 5/8	1 3/4	2	2 1/4	2 1/2 inch.
10	15	20	30	40	50	60 yards.
16/-	21/-	24/-	25/6	27/-	30/-	33/- per doz.

This quality may be had green bronzed at 6/- per dozen extra.

No. 8.—REELS, Burnished.

These Reels screw together, and can be taken to pieces; Solid Backs.

1 1/4	1 1/2	1 5/8	1 3/4	2	2 1/4	2 1/2	2 3/8	2 1/2	3	3 1/4	3 1/2	3 3/4	4 inch
10	15	20	30	40	50	60	70	80	90	100	110	115	120 yds.
15/-	18/-	20/-	24/-	28/-	32/-	36/-	40/-	48/-	54/-	60/-	66/-	78/-	90/- per doz.

No. 9.—REELS.

These Reels are made with a Silent Spring, so as to keep the Line tight, and well polished.

1 1/4	1 1/2	1 5/8	1 3/4	2	2 1/4	2 1/2	2 3/8	2 1/2	3	3 1/4	3 1/2	3 3/4	4 inch.
10	15	20	30	40	50	60	70	80	90	100	110	115	120 yds.
21/-	24/-	27/-	30/-	33/-	36/-	42/-	48/-	54/-	60/-	66/-	72/-	84/-	96/- per doz.

No. 10.—REELS.

Same as above, with Check, Burnished.

1 1/2	1 5/8	1 3/4	2	2 1/4	2 1/2	2 3/8	2 1/2	3	3 1/4	3 1/2	3 3/4	4 inch.
15	20	30	40	50	60	70	80	90	100	110	115	120 yds.
30/-	33/-	39/-	42/-	48/-	54/-	60/-	66/-	72/-	78/-	90/-	96/-	108/- per doz.

If with Spike for Irish Rods, same price.

No. 11.—CHECK REELS, Cheaper.

1 1/2	1 5/8	1 3/4	2	2 1/4	2 1/2	2 3/8	2 1/2	3	3 1/4	3 1/2	3 3/4	4 inch.
15	20	30	40	50	60	70	80	90	100	110	115	120 yds.
27/-	30/-	34/-	39/-	44/-	50/-	56/-	60/-	66/-	72/-	78/-	90/-	102/- per doz.

EVERY DESCRIPTION OF REELS MADE TO ORDER.

1/-	24/-	25/6	27/-	30/-	33/-	42/-	48/-	57/-	63/-	72/- per doz.
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No. 6.—SILVERED REELS, with Fisherman Plates.

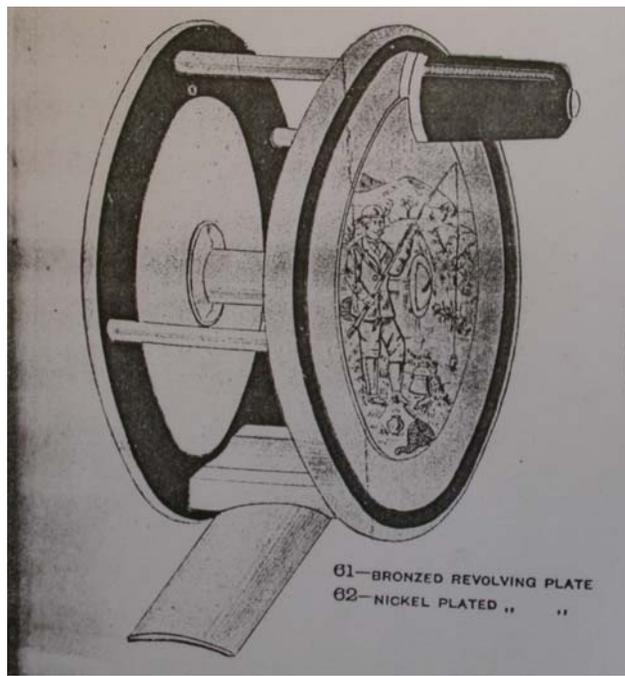
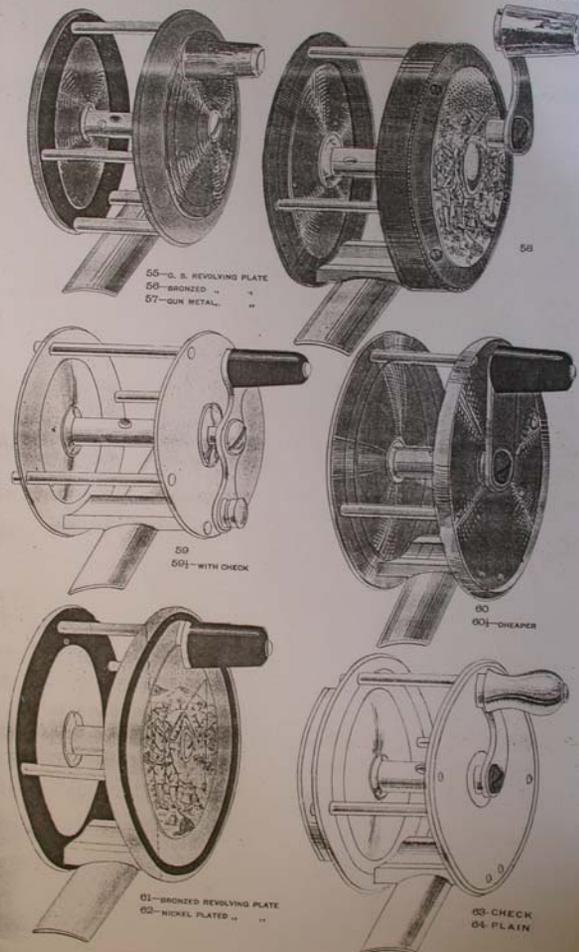
1 1/4	1 1/2	1 5/8	1 3/4	2	2 1/4	2 1/2 inches.
10	15	20	30	40	50	60 yards.
12/-	15/-	18/-	19/6	21/-	24/-	27/- per doz.

No. 7.—SAME QUALITY, with Check.

1 1/4	1 1/2	1 5/8	1 3/4	2	2 1/4	2 1/2 inch.
10	15	20	30	40	50	60 yards.
16/-	21/-	24/-	25/6	27/-	30/-	33/- per doz.

This quality may be had green bronzed at 6/- per dozen extra.

No. 8.—REELS, Burnished.



No. 55.  
PREMIER REEL.

Fine made Reel, Screws covered with gun metal, tapered edge which keeps the line free.

2	2½	2½	2¾	3 inch.
10/6	12/-	14/-	15/-	16/6 each.

If with bronzed plates instead of German silver 1/- each less than above.  
Cases for above, velvet lined, 2/- each.

No. 58.  
BEST PLAIN MULTIPLYER.

1¾	2	2¼	2½	2½ inch.
8/-	8/6	9/3	10/-	

No. 59.  
PLAIN BALANCE HANDLE REEL.

1½	1¾	2	2¼	2½	2½ inch.
2/-	2/6	2/9	3/-	3/6	3/6 each.
Checks	3/-	3/6	4/-	4/6	5/- each.
59½					

No. 60.  
BRONZED, with Check.

2	2¼	2½	2¾	3	3¼	3½	3¾	4	4¼	4½	4¾	5 inch.
10/-	10/6	11/6	13/-	14/6	16/-	17/6	19/-	21/-	22/6	24/-	25/6	27/-

No. 60½.

CHEAPER QUALITY.

2	2¼	2½	2¾	3	3¼	3½	3¾	4	4¼	4½	4¾	5 inch.
6/3	6/6	7/-	7/6	8/3	9/-	10/-	11/-	12/-	13/-	14/-	15/-	16/-

No. 62.

NICKEL PLATED, with Check.

2	2¼	2½	2¾	3 inch.
8/6	9/3	10/-	11/3	12/6 each.

If bronzed instead of nickel plated 1/6 each less.

No. 63.

VERY SUPERIOR BURNISHED CHECK, with Steel Wheels and Ivory Handles, fine finish.

2	2¼	2½	2¾	3	3¼	3½	3¾	4	4¼	4½	4¾	5 inch.
5/3	7/-	8/8	10/4	12/-	13/8	15/4	17/-	18/8	20/4	22/-	22/-	each

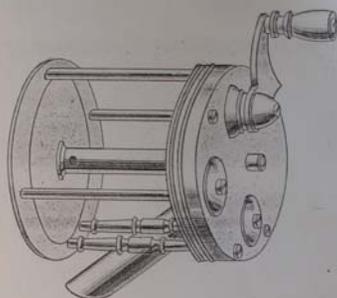
No. 64.

Same pattern as above, but no Check, Bone Handles.

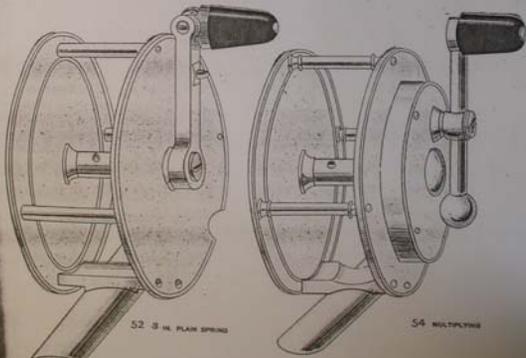
2	2¼	2½	2¾	3	3¼	3½	3¾	4	4 inch.
3/4	4/2	5/-	5/10	6/8	8/4	10/-	11/8	13/4	each

For further interest I have included pictures of the Victoria Reel and because I have never seen one, a picture of the Kentucky reel. If any of your collecting colleagues have a picture of this reel or indeed any Heaton's reels then I would be happy to receive them.

Please note that I have included all photos as black and white copies. In the past colour pictures and scans have been sent out in good faith only to be reproduced for financial gain. The original catalogues are due for print and release at some point in the future and this will be announced on the web site.



51 2 1/2 HIGH KENTUCKY REEL.



52 3 IN. PLAIN SPRING

54 MULTIPLYING

53 WITH CHECK

No. 51

KENTUCKY REEL.

This Reel runs on Steel Points, with Silver Check and Silent Check, and works either with or without Drag or Check.

	2 1/2	2 1/2	2 1/2	3 inch.
Best make, Nickel-plated	45/-	47/-	49/-	51/- each.
Cheaper ...	33/-	35/-	37/-	39/- "

No. 52.

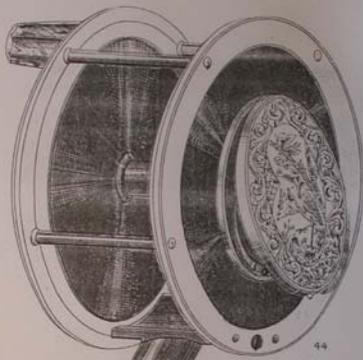
BEST REEL. with Spring Folding Handle.

	3	3 1/2	3 1/2	3 1/2	4	4 1/2	4 1/2	4 1/2	5 inch.
	10/6	12/-	13/6	16/3	19/6	22/-	24/-	26/-	28/- each.
With Check } No. 53.	15/6	17/-	18/6	19/6	20/6	22/-	24/-	25/6	27/- "

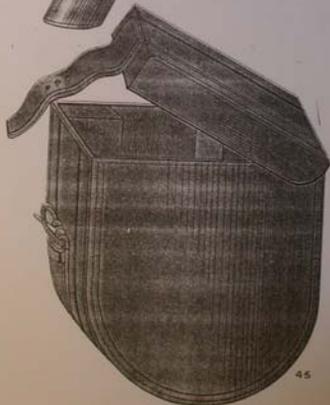
No. 54.

BALANCE HANDLE MULTIPLYING REEL.

	2 1/2	2 1/2	2 1/2	3	3 1/2	3 1/2 inch.
	10/-	11/-	12/-	13/-	14/-	15/- each.
In German Silver	15/-	16/-	17/-	18/-	19/-	20/- "



44



45

No. 44.

VICTORIA REEL.

Made in Gun Metal, Engraved Cap, Superior Workmanship.  
In leather case, complete,

3	3 1/2	4	4 1/2	5 inch.
55/-	60/-	66/6	70/-	75/- each.

If wanted in Ebonite, same prices.