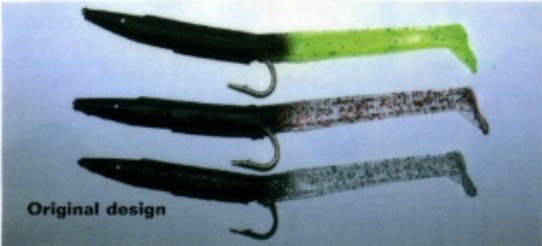




The Eastender



Original design

you simply have to try one for yourself to understand just how effective they can be. The wide range of colours and sizes means that no matter what conditions you are fishing, there is always an Eddystone Eel to suit. The smallest lure in the range has proved itself to be a winner for bass, but also in freshwater for species like brown trout, sea trout and even pike.

Other Products

Since that very first conception, Eddystone has produced a number of new lures that have also proved to be extremely effective. Their PlugEels have been tried and tested and are a particular favourite among shore bass anglers. The latest breed of soft plastic lures, the EddyJelly has been developed to mimic the exact action of a swimming sandeel, and these too have proven themselves for catching bass, pollack, cod and coalfish.

Take a look at their website to find out just how many wonderful lures there are available in the many ranges at: www.eddystoneeel.com



They're ideal for pollack



EDDYSTONE EEL

HAVE BEEN RECORD BREAKERS SINCE 1973
 There Are Many Other Lures On The Market
 That Look Good, But The Eddystone Eel
 Will Catch Specimen Fish When
 Many Other Lures Will Not.

That's Why They Have 35 Years
 Of Constant Fish Taking.

THE PROFESSIONAL ANGLERS CHOICE
 'WORLD WIDE'

EDDYSTONE EEL'S

ARE AVAILABLE IN ALL LEADING TACKLE SHOPS

£500 REWARD IF YOU CAN BEAT A BRITISH
 RECORD ON AN EDDYSTONE EEL

£10 FOR ANY MENTION IN THE PRESS OF ANY FISH
 TAKEN ON AN EDDYSTONE EEL
 JUST SEND US A COPY FOR PROOF



SOME OF THE FISH TAKEN
 ON EDDYSTONE EELS
 01752-269777

Rock Steady Eddy

This year marks the 35th anniversary of the legendary Eddystone Eel. Here we take a quick look at how it all began, and why the 'Eddy' is still one of the most effective lures to date.



Perfect for cod and coalfish

The famous Eddystone Eel was born in April 1973 and in the 35 years that sea anglers have been using it, the eel has claimed no less than ten World records, including UK bass, coalfish, pollack and ling records. Further afield the Eddystone Eel holds World records for yellowfin and blackfin tuna, American striped bass and the French sea bass.

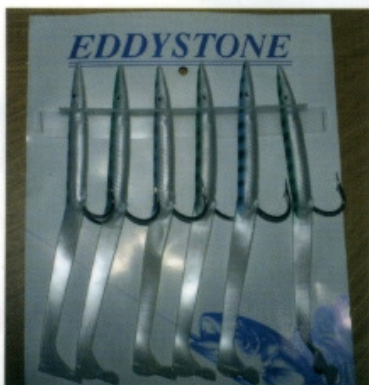
Hot In The States

In 1980, Eddystone Eels were responsible for catching the blackfin and yellowfin tuna records in the USA, and they quickly became regarded as the 'hot tuna lure'. They are still regarded by many top skippers as a real tuna 'banker' lure when all else fails to catch.

It was a black No5 Eddystone Eel (115mm) that shook the angling fraternity across the pond when it took the shore record striped bass weighing 62lb during a night session at Martha's Vineyard, Massachusetts. Ever since that night, serious striper fans have ensured that they have a selection of Eddystone Eels in the tackle box!

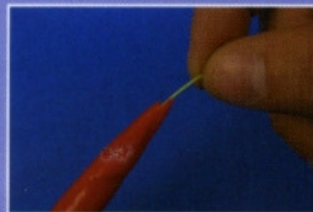
Big On Bass

The 'eddy' has become both the professional and commercial fisherman's choice when it comes to bass fishing, and

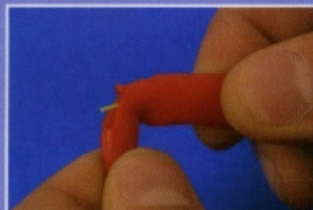


Blackfin tuna like them too!

How To Use Them



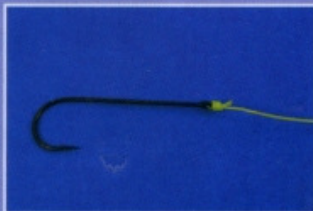
Step 1
Thread your trace line through the mouth of the eel (we're using yellow line for photographic purposes).



Step 2
Bend the eel's body to expose the end of the line like this.



Step 3
Pull enough of the trace line through the eel so you can tie on a hook.



Step 4
Tie on a suitable hook (sometimes the ones provided can be too heavy).



Step 5
Push the trace line and the hook back into the body of the eel.



Step 6
You're now ready to start fishing and hopefully break another World record!