

19th February 2006

Desperately Seeking Reuben

Dear Sir or Madam:

You will no doubt be familiar with the name of Reuben Heaton, a name linked to the world of angling for many years now, in fact as of this year one hundred and fifty and counting.

Since my acquisition of the business many years ago, I have been researching the company history and over the years I have acquired much of the evidence that exists. This year I have taken the first step towards publication of the official company history beginning to correlate all the information I have so far.

The intention is to provide a comprehensive history, so far as is possible, of the company from its family origins and foundation in 1857 right through to the present day. The resulting publication will I hope answer many questions, and hopefully raise a few new ones, as well enhancing the pleasure of collecting for enthusiasts like myself.

It is inevitable that over such a long company history, there are periods of time where records have been lost, especially in the early years and to this end, I would like to ask if your assistance in the reconstruction of Heaton's past.

Whilst I have collected many Heaton's products, I cannot hope or afford to acquire examples of everything, and I therefore need to locate any important reels and other products made by the company to photograph for illustration. If you have a named Heaton's product or an item that you feel might have owe origins to Heaton's I would be most appreciative of the contact. In all cases I will try and shed some light on your item and hopefully contribute something in return. Even the most mundane of items may help to fill in a gap or even open a new one. I am particularly looking for information on the early years (pre 1900), and for any catalogues that will enable me to cross-reference those that I already have.

With your help I hope to publish a book worthy of the founder as well as provide a useful reference guide for us all.

Thanking you in anticipation

Yours sincerely

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