

A MidWest Outdoors 50th Anniversary Legacy Feature



The Remarkable Legacy of the Eppinger ‘Dardevle’ Spoon has Endured for 111 Years



Ed Eppinger at an early trade show.

The Eppinger tradition began in 1906 when Lou Eppinger spent a month in the Ontario wilderness camping and fishing. He used a lure of his own design—a spoon weighing 2 ounces. The metal was hammered out so that it was thinner in the middle and thicker toward the edges.

When he cast it into the shallows it would swing from side to side, nearly turning over, but always righting itself—kind of like a Dardevle.

By 1912, Lou turned his prototype into a finished lure, the Osprey. It caught fish, lots and lots of them. Especially pike—the favorite sport fish in the Midwest.

In 1918, Lou’s nephew Ed came to work in his uncle’s shop. They changed the name of the Osprey to Dardevle after the Teufelhunden, or Devil Dogs, the name given by the Germans to the 4th Marine Brigade, which successfully penetrated and captured the German Belleau Woods in 1918. The allies called these U.S. Marines “Dardevles,” the name now used for Eppinger’s most successful line of lures.



This portrait of Ed Eppinger at play was painted by Harvey Thompson.



An assortment of retail store banners.

The company that sold around 500 lures a year is now an international success, and tens of millions of Eppinger lures have been sold to knowledgeable fishermen over the years. The original Dardevle has since spawned an entire family of lures, and now more than 17,000 different sizes, shapes, and colors of Eppinger lures are available to match every fishing need.

Since 1987, Ed’s daughter Karen has been at the helm and is now successfully leading this company into the 21st century. In 1994, her daughter Jennifer kept the remarkable family-owned tradition alive, joining Karen.

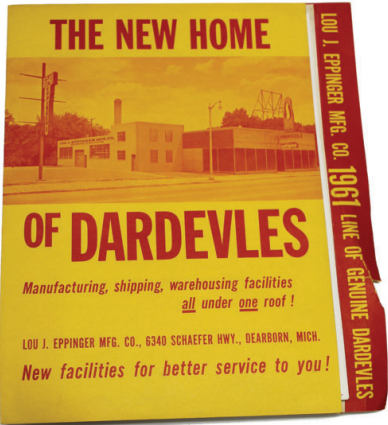
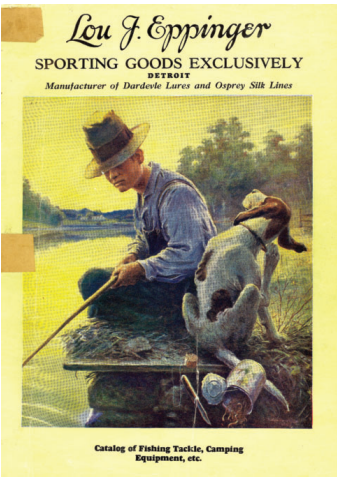
Other companies have attempted to copy Eppinger’s designs and colors. They have used inferior materials and have farmed the work out to factories overseas in order to sell their lures for less money. But their finished product cannot compete with the genuine Dardevle and Eppinger quality.

More world-record fish have been caught on Eppinger lures than any other lure on the market. None of those record fish are any more important, though, than the fish you or your children will reel in on Eppinger lures.

Eppinger takes pride in its history of American-made quality and in giving fellow anglers what has worked time after time. We build performance, value and tradition into each and every Eppinger lure. An Eppinger family member personally oversees the operation of their factory with integrity in Michigan every day to ensure that quality and reputation of the Dardevle lives on.



Originally called the ‘Osprey,’ the name was changed to ‘Dardevle’ during WWI.



Many books, magazines and catalogs were written about the famous lure and the man who created it.



A racy 1960s advertisement for the popular company.

Our founder, Lou Eppinger, had a simple philosophy...



Make a lure that fish could not resist, using the highest quality materials, and make it in America.

110 years later, we are still making the genuine Dardevle in the USA!

- The Versatility of the Eppinger family spoons is unsurpassed giving you the tools necessary to catch just about anything that swims!
- The proprietary design of the Dardevle spoon gives it an irresistible action that triggers aggressive strikes in all types of game fish. Universally effective in catching bass, pike, panfish, trout and salmon, as well as many prized saltwater species.
- They are easy to use right out of the package, giving you the confidence and reliability that they will trigger strikes like no other lure on the market.

Over 100 colors to choose from!



With our wide variety of spoon styles available, you will always be able to find the action and color the fish are targeting!

Dardevle's quality and reliability will give you the confidence you need to consistently catch fish.

Check out our website to see the full line of Eppinger lures!



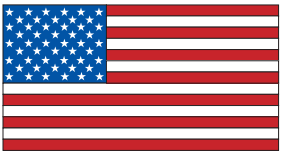
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Proudly made in America by the Eppinger family since 1906!