

FATC NEWS

FLORIDA ANTIQUE TACKLE COLLECTORS NEWSLETTER

VOLUME 35 NO. 3



IN MEMORY OF
RAY HEFFINGTON

THE FLORIDA COLLECTION

GOODRICH SPECIAL

UNKNOWN FLORIDA
MAKER

FATC MEMBERSHIP DUES [PLEASE READ]

Over the years , we have received membership dues from existing members and new members in a variety of ways and locations. Some have been sent to officers and directors of the club, some have gone to the presidents address and an increasing number have been paid through PayPal, [which is a great way to pay]. But on occasion, some of these payments have been misplaced or not received at all, frustrating our new members and existing alike. As a result members were not receiving any information or newsletters from the FATC.

To resolve this issue and to smooth out our process, we would like all new and existing membership dues sent to on location. Please send payment to the address listed below, this is our treasurers address, and if your paying by “check” **{Make Checks Payable To The FATC}**. “PayPal” will also be excepted and is preferable way to pay {See The FATC Website Below}.

Also, in order to get everyone into the directory, {Who Wants To Be Listed}, we are requiring that all membership dues be paid by, **{March 1st Of Each Year}** so we can include your information in the directory in our second newsletter which is sent out in April. THANK YOU, for your help in these matters.

Look forward to seeing you at out next FATC show!

MAIL CHECKS TO:
FATC
485 Marsh Creek Rd.
Venice, Florida 34292-5314


PAY THROUGH PALPAL
AT THE FATC WEBSITE

www.fatc.net

Thanks to all who helped with my collection!

~Chuck

WANTED:



Genuine

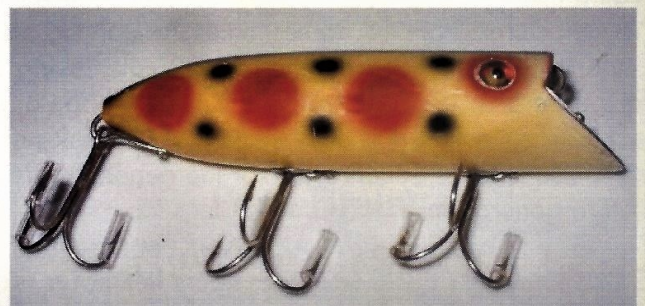
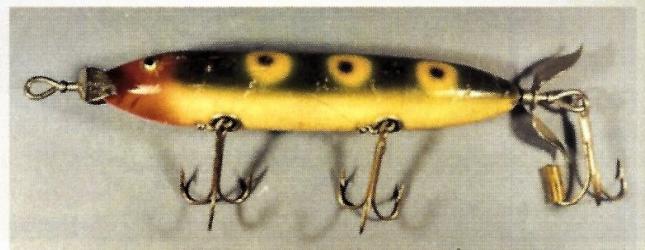
Heddon

LURES

C. HEDDON
519 Sugar Ridge Ct.
Longwood, FL 32779

FATC
NFLCC

(407) 862-7562



Cell: 321-439-4011

cheddon@mpinet.net



FATC NEWS
THE NEWSLETTER OF THE FLORIDA ANTIQUE TACKLE COLLECTORS INC.
 Fall 2021 Volume 35 No. 3

FATC Membership Dues..... 2
 Presidents Message..... 4
 Crystal River FATC Board Meeting..... 5
 Editor Notes/Tackle Shows Are Back..... 6
 Unknown Florida Maker..... 7
 Daytona Awards/ Crystal River Show Pictures..... 8-9
 Goodrich Special.....10-12
 FATC Featured Member 13
 In Memory of Ray Heffington..... 14
 The Florida Collection..... 15-18
 FATC Ad Rates..... 19

President-Mike Mais/Ocala, FL
Vice President-Chuck Heddon/Longwood, FL
Secretary-Rick Vaughn/Nokomis, FL
Treasurer-Bill Premaza/Venice, FL
Advertising-Bill Premaza/ Venice, FL

Directors:
 NW-Paul Snider/ Pensacola, FL C-Ron Gast/ Frostproof, FL
 W-Dale Van De Voort/ Lakeland, FL
 SW-Rick Vaughn/ Nokomis, FL E-Ed Weston/Stuart, FL
 NE-Tom Wilkerson/ Hawthorne, FL
 SE-Butch Carey/Key West, FL AL-Larry Lucas/Ormond Beach, FL

Editor-Jeff Windisman/ Lake Wales, FL
Membership Director-Jeff Windisman
Auction Chair-Dennis Coley/Clearwater, FL

Cover:
 Fall Sunset In Florida



Bill Premaza
Antique Fishing Tackle Collector

Member (941) 244-0880 (Home)
 NFLCC/FATC/ORCA (504) 913-4900 (Cell)
 wpremaza@aol.com

WANTED
PAW PAW PLENTY SPARKLES
5500-SENIOR, 5600 JUNIOR
JEFF WINDISMAN
 jkw lure2@outlook.com

PRESIDENTS MESSAGE

Mike Mais



It has been 18-19 months since we had a show and were able to gather, but what a show we had in Crystal river. Tom and Grace hosted a very large gathering of members and even recruited a few new ones. There was a great public attendance at the show thanks to the advertising. We are looking forward to returning in 2023.

Daytona is just around the corner and Larry says it's going to be another good one ! Table sales are going very fast, so if you want a table or tables contact Larry at; theporterguy1@gmail.com [See flyer in this issue]. I am looking forward to seeing many of the old familiar friends we have not seen in so long.

For those that have not heard, we lost a friend of mine and a friend of many others. Ray Heffington past away in October following a brief illness, please keep his wife & Family in your prayers. Also the last I heard Norm Pinardi's wife Bobbie was in Hospice Care.

Susan & I would like to wish everyone a very Merry & Joyful Holiday season and we will see you in Daytona!

FATC CRYSTAL RIVER SHOW



FATC BOARD OF DIRECTORS MEETING

Crystal River Show

Saturday October 30, 2021

Chuck Heddon called meeting to order at 7:20 AM

Treasurer Report - Bill Premaza

- ~Bill reported that FATC had cash on hand of \$11,446.21 prior to show expenses for the Crystal River show including host expenses and club awards. The Club also has two CD's which total approximately \$25,200.00
- ~ Bill reported that he had engaged an attorney to handle FATC's Trademark Renewal. The initial cost is \$1,000 and the renewal will be handled after November 2021 when the Trademark expires. He is the only Trademark attorney in this part of the State and he is doing this at a discounted rate as a favor to me for the business I sent to their firm over the years.
- ~Bill also discussed the payments that will be due in the next two months for the Daytona show, the December newsletter and the club's "Slip & Fall" insurance for 2022.

New Business:

- ~Lure patches for the Daytona show were discussed and it was decided that the Heddon [Florida Special] would be used for the patch.
- ~Larry Lucas was to send postcards to members of ORCA who routinely buy tables at Daytona to remind them of the upcoming show.
- ~Ken Roark will takeover handling the awards plaques from Mike Hall for next years shows beginning with Daytona in February 2022.
- ~The Plaza Hotel has been sold again, but they are honoring our contract for 2022. Rooms have been price accordingly.
- ~Grace Chlastawa will be taking over Treasurer/Secretary duties during and after the Daytona Show with the assistance of Bill Premaza.

Ray Heffington Collection:

- ~It was discussed and approved that the collection would be sold at auction in Daytona and the sellers fee would not be waived. However four {4} tables would be donated in Ray Heffington's name.

Meeting was adjourned at 8:00AM

Board Members in attendance:

Chuck Heddon, Ron Gast, Ed Weston, Mike Hall, Larry Lucas, Tom Wilkerson

EDITOR NOTES

Jeff Windisman

It's November 2021 and the Crystal River show is in the books. With this being the only show this year, after a horrible start with venues not wanting to host our shows, I for one am glad to see that this show came together. With the response of our members, the Crystal River show had a waiting list for tables by September 1st. With the International show in Daytona Beach coming in February 2022, Larry Lucas has stated that tables for the show are going quick. Members lets start the 2022 year out with another sold out show!

Also be sure to look at the awards for this years show Besides our regular awards, Larry and the board came up with awards for Fishing Tackle starting in the 1920s all the way to the 1970s. These displays can be lures, reels, rods or anything fishing related. Information for awards are listed in this newsletter, so bring those early displays to Daytona.

We have some interesting stories in this edition of the FATC News. We now know a little more on an early bait maker thanks to Doug Brace. Not much was known on the "Goodrich Special" made in Lakeland, Florida in the late 1930s, but with Doug's research we now know a lot more! Joe Yates looked back at the beginning of the FATC and the collection of the late Steve Fussell which he named: "The Florida Collection". Joe also sent another installment for the Unknown Florida Maker, in the form of a banana bait. Charles Dangler tells us a little bit about himself in our Featured Member page.

And last, we have lost some members of our club this year. Sam Griffen of Griffen Lures, an honorary member passed in October and long time member Ray Heffington in September of 2021. Unfortunately Charles Davis a good friend of Sam Griffen's became ill and could not get the eulogy for this newsletter to me before printing. We will add it into the next newsletter in April.

The Dalton Man



F.A.T.C Tackle Shows Are Back!

Crystal River, Florida, October 29 & 30, 2021 was the place to be.

You could just feel the energy from everyone who was there and everyone was loving it! It was a sold out show as soon as it was announced. Sadly, some were placed on a waiting list, but a few got in due to a couple of cancellations. Everyone did well and we had some great items for the auction.

I have to give a lot of credit to my wife, Grace Chlastawa, for being my co-host. She was the one who kept me focused. Also, thanks to Mike Mais, for finding the location and to Mike Hall, as usual, for all his help and Bill Premaza for making sure the bills were correctly paid. Many thanks to our personal friends, Ken & Pam Roark. Thank you to Richard Hart for his auctioneering talents and to all members who helped evaluating items brought in by the public. Special thanks to Jeff Windisman for making the name tags even though he was unable to attend. Best wishes for a speedy recovery, Jeff.

This show was a success because everyone helped out whenever they were asked. Thank you all so much for your participation. We hope to see everyone again at Daytona Beach.

Tom Wilkerson

UNKNOWN FLORIDA MAKER

By Joe Yates

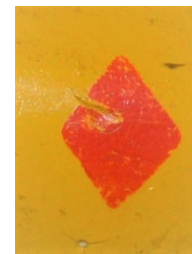
It is fair to say that rather many Florida lures were inspired by Jim Pfeffer's Banana bait. Such is the case with the lure seen here.



The person from whom I acquired this bait did not know who made it. He thought it could have been made by Uncle Charlie Edwards or Pelican. I think it is safe to say that this is not an Uncle Charlie lure. There is so little known about Pelican that it is hard to say for sure one way or the other. I can say that the red and yellow paint colors on this lure are very different from the red and yellow paint on several Pelican lures that I own.



The lure measures 4 1/8" and weighs 8/10 oz. Hooks are secured to the wooden body with Screw eyes only-no-cups.



A very distinctive feature of the paint pattern is a series of diamond shaped decorations painted on the back and sides of the lure. They appear to have been painted using a stencil. Most are pretty well worn away, but are still recognizable.

I don't think that this is a "homemade" lure. I don't even know that it was made in Florida. All the clues point to a Florida maker, but I have no idea whodunit!

Vintage Rods &
Reels
Crystal River, FL.

Randy McConnell
352-651-3205
reeltime@yahoo.com

**ANTIQUE
BIG GAME
FISHING TACKLE**

← BUTCH CAREY →

Buying/Selling Vintage
Reels, Rods, Tackle
and Memorabilia

305-745-1873
butchcareykw@aol.com
Key West, Florida

THE 31ST ANNUAL FLORIDA INTERNATIONAL ANTIQUÉ FISHING TACKLE SHOW

**DAYTONA BEACH, FLORIDA - FEBRUARY 25-26-27, 2022
FUN in the SUN and 350 Tables of ANTIQUÉ FISHING**

~ FLORIDA ANTIQUÉ TACKLE COLLECTORS ~

“THE FLORIDA INTERNATIONAL” will again be held at the luxurious Plaza Resort & Spa on the beach in Daytona. Room nights are as low as \$127.00 and parking is FREE! Join the antique tackle collectors from around the world for tackle collecting’s second largest show!

Join us for topical beaches & breezes ~ tackle trading in paradise!

Don’t forget our famous SATURDAY NIGHT AUCTION!

For more information and to register on-line visit: [<http://www.fatc.net>]



FATC BLOCK RATES - \$127.00 PER NIGHT

PLAZA RESORT & SPA/TOLL FREE 1-866-500-5630 OR 1855-327-5292

600 NORTH ATLANTIC AVE. DAYTONA BEACH, FLORIDA

“Register on-line at www.fatc.net”

[Tables Reserved Only After Payment Received]

Show Host: Larry Lucas
theporterguy1@gmail.com

AWARDS LIST FOR 2022 INTERNATIONAL DAYTONA SHOW

February 25th - 26th, and until noon 27th

We will have our standard awards for; Best Florida Display
Best Topical Display
Best Educational Display
Best Reel Display

In addition, we will have awards for the best displays in the following categories;

Best Pre-1920 Display
Best 1920 to 1930 Display
Best 1930 to 1950 Display
Best 1950 To 1970 Display

These displays can be lures, reels, rods, or anything fishing related. Lets have fun with it.
I'm looking forward to seeing what you come up with! All the best, Larry Lucas

FATC CRYSTAL RIVER SHOW



GOODRICH SPECIAL 1937-1939

Lakeland, Florida

By; D.J. Brace - 2021



Henry Albert Goodrich: Feb. 1876 - Dec. 18, 1939

Norman Edwin Mooney: Nov. 10, 1898 –Feb. 13, 1952

Henry Albert Goodrich came to Florida from Charlotte, Michigan; a small rural town located near the center of the state. During his years in Charlotte Goodrich had been married and divorced twice. Research from his time here indicated he was self employed working as a poultry and egg merchant. Nothing in his history up to this point revealed that he may have been an angler or was associated in any way with fishing tackle.

In July of 1929, word-of-mouth that banks were insolvent spread rapidly among citizens in Tampa Florida. A few days later five local banks here failed to open. It would be speculation to believe Henry A. Goodrich was there at this time. However, the following year, Goodrich, then age 54, was counted in Florida's 1930 Hillsborough County Census and living in Tampa's Sulphur Springs community. The Springs had long been noted for their healing powers and this may have been the draw for Goodrich.

Considering Tampa's economic times, Goodrich was fortunate to have found work as an office clerk, and apparently he also found love again. On June 3, 1931, Goodrich married for the third time. His new bride, 22-years younger, worked as a cigar maker in Tampa's cigar industry. It would seem she was able to keep her old "fogey" supplied with "stogies". The ratio of Goodrich lures to brides nearly approaches lures of his namesake found in today's collection!

While the local economy was experiencing slow improvements, in 1933 the entire community of Sulphur Springs flooded. A Hurricane caused the Hillsborough River, which passed through the community, to overflow putting local streets under water. During this time period, less than 5-miles south was Herbert A. Kinney's OLD HICKORY ROD and TACKLE; maker of "Kinney's Bird Lures".



By 1937, once again no longer married, Goodrich had moved further Inland to Lakeland. Here he found work as a veterinary assistant for the respected Dr. Floyd G. Martin, a Veterinary Surgeon for over 35 Years. The Doctor's practice was located at 714 West Lemon St.; Goodrich lived Close by at 114 West Lemon.

Norman Edwin Mooney was 22-years younger than Goodrich. He also was born in Michigan and when the 1920 Census was taken, Mooney was 21-years old living in Plant City, Florida, working as a pressman in a printing office. Ten years later, he was married and still working as a printer. A brief stay In Winter Haven in 1935 saw Mooney continuing to work but as a sign painter. Then by 1937 he had made yet another move, this time to nearby Lakeland. He began work at Southern Printing and lived on East Pine Street. Apparently Mooney relocated according to employment opportunities, while Goodrich moved following marriages.

It was here in Lakeland the individual paths of these two men likely first came together. The result was Goodrich and Mooney bringing to the angling market an artificial fishing bait made of wood and packaged in a two-piece cardboard box.



The relationship between the two men is best seen on the cardboard box top; the lure named the "Henry A. Goodrich Special". It was designed as a 4-inch top-water darter with painted tack eyes and cup hardware securing two belly treble hooks. The line tie is expertly mounted at the leading edge of the head and not in the mouth slot, as frequently found with other darters.

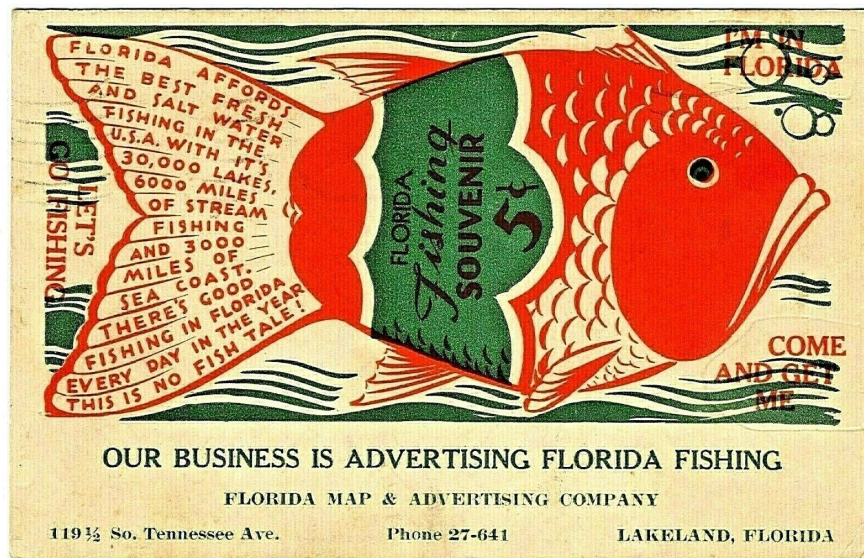
Additionally on the box top in smaller print N.E. MOONEY is indicated to be the manufacturer. When considering Mooney's background, it would not be a far reach to conclude Mooney printed the boxes and painted the lures. Goodrich would likely have handled the business end of their venture.



The extreme scarcity of Goodrich Specials, humorously alluded to earlier in this article is because of two reasons. The first is neither Goodrich nor Mooney made their endeavor a full time business. The second and most significant was the sudden, unexpected death of Goodrich. He succumbed to a heart attack at his Lakeland residence December 18, 1939. six months later, Mooney and his wife had left Florida and were living in Laguna Beach, California, where he continued to work as a painter. Mooney died in Orange County, California, February 13, 1952.

Naturally, questions remain. Absent from this article are insights into both of these individuals, known only to those no longer among the living. How did Mooney and Goodrich meet, which man had the idea for the lure, were the lures made during off-hours at Mooney's job? Were there other paint patterns or different body styles? The "Goodrich Special" came and went at a time when angling in Florida was riding a wave of popularity.

[continued from page11]



1937 Lakeland Post Card

NOTE: This article would not have been possible without the efforts of NFLCC member Colby Sorrells And Alan Baracco; a dept of gratitude is extended to both by this author.

**HOW MANY OF THESE EARLY FATC MEMBERS, CAN YOU IDENTIFY ANSWERS;
FROM - VOLUME 35 NUMBER 2**

- 1 - Norm Pinardi
- 2 - Bob Waye
- 3 - Dale Van De Voort
- 4 - John Kruzan
- 5 - Joe Littell
- 6 - Dick & Peggy Hall
- 7 - Ken Webb
- 8 - Steve Fussell
- 9 - Charlie Kirk
- 10 - Bill Dean
- 11 - John Mack
- 12 - Clyde Gabbard
- 13 - Russell Griffin
- 14 - John Shoffner
- 15 - Walter Blue
- 16 - Bill Ballan
- 17 - Jim Strickland
- 18 - Arlan Carter



FATC FEATURED MEMBER

Charles Dangler



Give us a little history on yourself:

I was born and raised in Jacksonville, Florida and I'm still here. I am currently divorced with no kids, so it gives me plenty of time for a good hobby. I have been employed in the automotive industry for the last 15 years doing various trades and positions. As a kid, my dad and I always used to go fishing at Hanna Park. At a young age I had an interest in fishing but as I came into the hobby of collecting, I realized that there was so much more to just a hook and a worm/lure. The practice of fishing was a staple that helps a father and son remain connected but as I have moved into collecting, my dad, even at his older age, has been excited to know that I'm not just interested in the history, but collecting it as well. The

first time he ever came over and saw my collection and even a couple of lures I had painted he was like, "Wow, this is impressive". As I've shown my friends as well, they too have become interested in a world that most didn't really think existed.

What got you into collecting fishing tackle and when did you join the FATC:

I became a member through my neighbor John Zimpleman. As the conversation went, we were out talking one day and he let me know that he and Mike Hall got together regularly to trade old lures. I had never heard of such a thing, but I figured people collected old stamps, baseball cards, etc, so why not. He invited me over one evening to hang out and as I started listening to them talk and learn about lures, I became intrigued. I learned more at that moment than most do in a few days lol. One day, I decided to clean out my dad's old tackle box, which I still use, and see what I had. I then went to the flea market and bought my first find. It wasn't anything valuable, but at that point the hook was set. I was interested and have spent the last two years being active collecting and literally having my whole garage be a show and tell.

I joined the FATC at the Daytona show of 2020. It wasn't enough that I was already collecting at this point but I wanted to learn more and meet some hopefully nice people who could help a new guy along, which I did. I learned about the FATC from John and Mike, who was president at the time, and from there my curiosity grew.

What kind of fishing tackle do you like to collect:

My passion is primarily in lures. I have a collection of some old tackle like packages lures, hooks and old cans of oil and what-nots for reel maintenance, but my main stock is lures and accessories.

Tell us about your best memory as a collector:

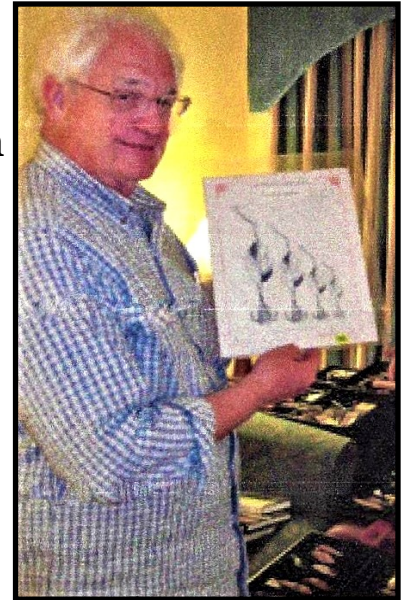
My best memory as a collector has been any show, primarily the Daytona show since that was the only one at the time due to my joining the club and then the onset of the COVID-19 pandemic.

[continued on page 14]

~IN MEMORY~

Raymond H. Heffington

Ray Heffington passed away on September 30th, 2021 at the age of 78. Family and friends will always remember Ray as the ideal southern gentleman. Born in Sturgis, Kentucky, Ray graduated from Trigg County High School where he was the senior class president and a 4-year varsity football athlete. Ray accepted a football scholarship to the University of Kentucky and during his sophomore year was a member of the renowned "Thin Thirty". While at the University of Kentucky, he met his future wife, Lonna Keller. For the next 55 years, they never left each other's side.



Following their graduation from UK, Ray and Lonna eventually settled in Deland where Ray earned his MAI designation and established his county wide real estate appraisal firm, Heffington & Associates. In the early 2000s, Ray was committee member of the Rotary Clubs Honor Air and he accompanied veterans on each trip Honor Air made to the WWII Memorial in Washington DC, including serving as the lead coordinator for the second of his 10 trips.

A long time member of the FATC, Ray loved collecting the odd ball fishing tackle items and had a variety of them in his collection. He also like wood tackle boxes. Ray like the rest of us, enjoyed the history of old tackle and was very knowledgeable on all antique fishing tackle, He will be missed.

[continued from page 13]

I participated in in the Crystal River show, which was "fun as all" and a great experience . But, I say that my best memory was the Daytona show, because the first time I saw how big this was and how much there is to pursue and collect, I knew it was a great hobby. I love learning about the history and seeing that everybody has something different and unique to collect versus everybody having the same thing.

What's the one item your still looking for:

I don't really have one thing I'm still looking for, it's more of a I'm still coming into a form that fits me as far as what I like. I have very good/decent collections of Devils horse, Heddon, Pflueger and Creek Chub. But I'm always looking for the obscure ones that you can't find just anywhere.

Your thoughts on where the club needs to go into the future:

As far as where the club needs to go, based on what all I have seen/heard/experienced so far, it would be great to do things more social to not only keep relations within the club good, but also enhance future potential members who may want to join. I know I have shared the FATC page on Facebook a few times about neat things I have seen and it creates interest. A club that grows is a club that stays :)

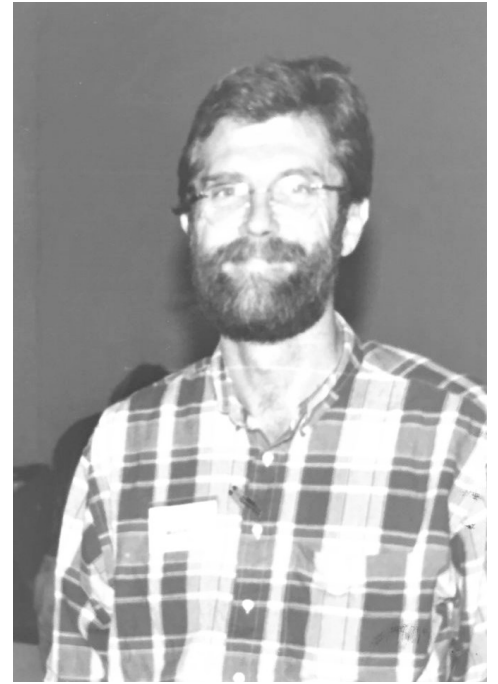
THE FLORIDA COLLECTION

By Joe Yates

Among the known early collectors of Florida made fishing lures was Steve Fussell, one of the founding fathers of the Florida Antique Tackle Collectors. Unlike most collectors, Fussell gave his collection a name. It was called; *The Florida Collection* and it was both an assemblage of Florida made fishing lures and documentation of the history of the lures and there makers.

Though he was born in Auburn, Alabama in 1951, Steven W. Fussell always thought of himself as a native Floridian. He was a third generation Fussell raised in Florida. Steve worked at an orange grove when he attended Bishop Moore High School in Orlando. It was there that he developed a love for writing and telling stories. He would be a writer for the rest of his life.

Fussell was working as a marking and advertising executive in Orlando when he developed an interest in collecting antique fishing tackle. He explained how it all started in a July 1987 interview in *The Orlando Sentinel*; “My girlfriend collects fine antiques. I got tired of going with her [to shows] and standing around with my hands in my pockets. On one of those trips I picked up an old fly rod I saw in a corner, I couldn't believe how beautiful it was”.



Within a couple of months of finding that old flyrod in 1985 Fussell's interest turned from rods to lures and reels. He spent many weekends over those two years searching for old fishing tackle at flea markets, estate sales, and antique shows. By the time of the 1987 interview Fussell had built a collection of around five hundred old lures.

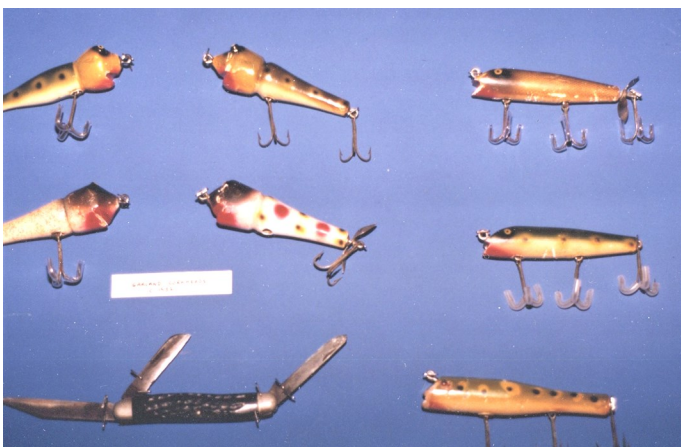
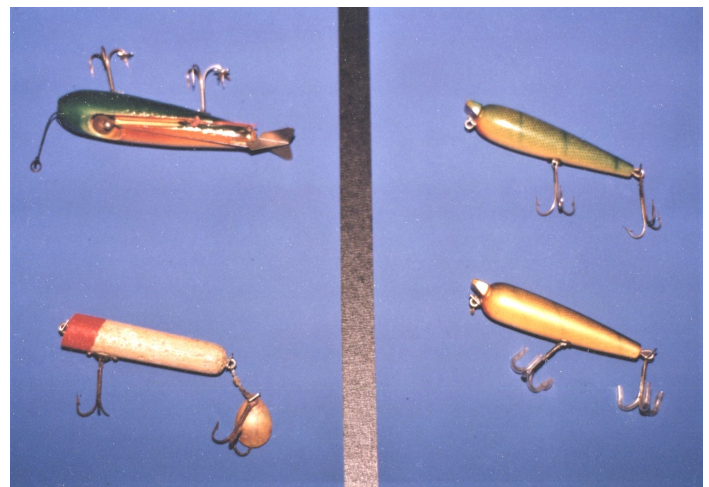
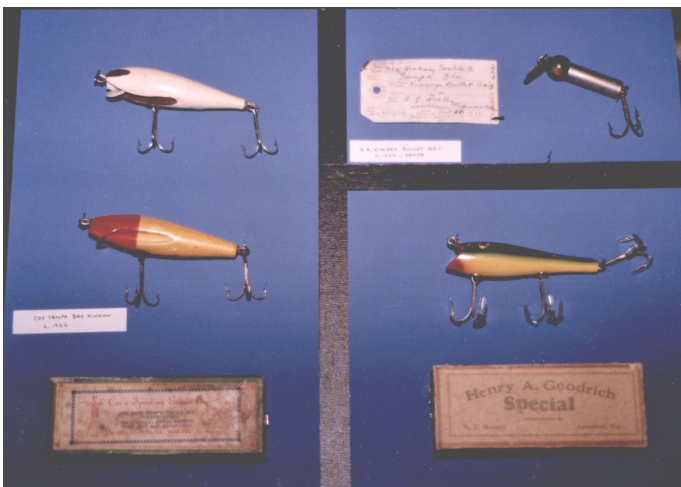
Some of those baits also came from two antique lure shows held in Florida in 1987 under the umbrella of the National Lure Collectors Club. There was talk among some of the Florida collectors in attendance about the possibility of creating a Florida region within the NFLCC.

Six Florida collectors formed an ad hoc committee to explore options for creating “an entity to address tackle collectors needs and goals on a local basis”. As Vice-President of that committee Steve Fussell spearheaded an effort to establish a Florida state chapter within the National Fishing Lure Collectors Club. When it became clear that was not going to happen, the committee, now down to five members, officially organized the Florida Antique Tackle Collectors Club. Steve Fussell was club secretary and official life member 001. He also started writing a newsletter for the new club.

FATC President Ron Gast hosted the first FATC show in Kissimmee, Florida in February 1988. Steve Fussell hosted the second FATC show three months later in Orlando. Some of the lures sold at auction at that show included an Eger Grass frog and a Cox Tampa Bay Minnow. Needless to say, the FATC was a tremendous boom for Fussell's Florida collection.

Steve was every bit as interested in researching the history of his lures as he was in building the collection. He spent countless hours conducting interviews and researching materials in libraries and government archives for information about the companies who made the lures that he owned. His goal was to write a book about the history of fishing tackle made in the State of Florida.

Fussell offered a preview of a book in 1989 when he published *Notes on The Florida Collection*. By that time his collection of lures numbered over 1,500. Known among most collectors as "The Fussell Notes", the sixty one page document was a preliminary draft of notes that he had been compiling over the preceding three years. It was offered to collectors and history buffs for the price of \$5 dollars, which would be credited toward the price of the final book, which Fussell expected to publish in early 1990. Fussell wrote in the introduction of his notes that "this book is best read while you're standing in front of The Florida Collection". The book refers to most, but not all of the Florida plug carvers shown in the exhibit. A few of the lures from The Florida Collection are shown here.



There were many collectors other than Steve Fussell who were also interested in the history of Florida lure making. One such gentleman was William H. “Bill” Stuart of Bartow, Florida. Bill purchased the Bagley Bait Company from Jim Bagley in 1988. He learned quickly that it was not practical to disrupt production in the manufacturing area of the plant to satisfy the many customers who showed up to take a tour. He decided to open a museum at the plant that would answer their questions without bringing his business to a standstill.

The Museum of Fishing opened at the Bagley plant in Winter Haven, Florida in 1990. A story in the *Orlando Sentinel* in October 1990 said “the museum started as a way of satisfying the request of customers who showed up at the plant for a tour...displays include a complete line of all of Bagley Bait’s products since Jim Bagley founded the firm in the early 1950s”. There were also displays that illustrated the many production steps involved in building “The World’s Most Treasured Lures”.

The story also pointed out that “the museum’s centerpiece is Orlando ad exec. Steve Fussell’s collection of Florida-made fishing lures”. The display is shown here as it appeared in a 1990 episode of *Outdoors in Dixie* television show;



Bill Stuart took show host Joey Mines on a tour of the museum and explained “The Florida Collection is on loan to the Museum of Fishing for the first six months through March or April of next year. It was put together starting four or five years ago by a man named Steve Fussell in Orlando. And what it represents is all of known Florida lure makers. We have identified over 70 plus there are about 40 or 50 that are unidentified...we have lures or samples of lures from, but we’re not exactly sure who made them or when. That really is a history of The Florida Collection and it’s sort of a keystone or focal point of the opening of the Museum of Fishing”.

[Continued on page 18]

Bill Stuart ended up purchasing The Florida Collection from Steve Fussell. He acquired both the lures as well as all of Fussell’s research materials. Those research materials became the foundation for a seven-volume series of books titled; *Florida Lure Makers and Their Lures*. The first volume was published in 1994. Stuart explained in a December 1994 interview in the *Tampa Bay Times*; “I bought the collection for the museum, but my idea was to write a book. There’s lots of evidence in that collection and we’ve added a lot more since then”.

Those of us who collect Florida made lures owe Steve Fussell a huge dept of gratitude. Many people who saw his collection at shows or at the museum were inspired to start collections of their own. Though he never published a book, Fussell’s research paved the way for others to tell the stories of Florida’s lure making history. I never met Steve Fussell, but the work he did over thirty years ago has benefitted me and nearly everyone who collects Florida lures.

Steve largely retired from the fishing lure world after selling his collection. In time he co-owned the Fruitland Park Café with his wife Niki. He was a regular contributor to the *Daily Commercial News* in Fruitland Park, Florida, as well as several other media outlets. Niki spoke of Steve as “avery ambitious man, always finding something to write about. I could never keep up with him. He worked seven days a week and juggled at least four jobs”. Steve Fussell passed away in 2016.

FATC CRYSTAL RIVER SHOW



FATC OFFICERS

President: Mike Mais, 352-622-2868, siammike9@gmail.com
 Vice President: Chuck Heddon, 407-862-7562, cheddon@mpinet.net
 Secretary: Rick Vaughn, 941-223-8996, fishboy6500@yahoo.com
 Treasurer: Bill Premaza, 504-913-4900, wpremaza@aol.com
 Auction Chair: Dennis Coley, 727-647-4807, myhotride@yahoo.com
 Awards Committee: Rick Vaughn, 941-223-8996, fishboy6500@yahoo.com
 And: Paul Snider, 850-485-2111, paulsnider@cox.net
 Advertising: Bill Premaza, 504-913-4900, wpremaza@aol.com
 Newsletter Editor: Jeff Windisman, 863-326-0757, jkwlure2@outlook.com
 Membership Director: Jeff Windisman

FATC REGIONAL DIRECTORS

Dale Van De Voort: 863-205-1408, luredale@verizon.net [W] Rick Vaughn: 941-223-8996, fishboy6500@yahoo.com [SW]
 Ed Weston: 561-301-9062, enotsew@hotmail.com [E] Paul Snider: 850-458-2111, paulsnider@cox.net [NW]
 Tom Wilkerson: 352-209-9654, oldstufflures@gmail.com [NE] Ron Gast: 407-496-7940, ron@luresreels.com
 Larry Lucas: 386-527-4338, theporterguy1@gmail.com [AL] [SE] Butch Carey,

“FATC AD RATES” EFFECTIVE 2020

Classified “Tackle Box” Ads {Black & White}	\$3.50	1x	\$10.00	3x
Classified “Tackle Box” Ads {Color}	\$5.00	1x	\$12.50	3x
Business Card Ads {Black & White}	\$10.00	1x	\$29.00	3x
Business Card Ads {Color}	\$15.00	1x	\$40.00	3x
1/4 Page Ads {Black & White}	\$50.00	1x	\$120.00	3x
1/4 Page Ads {Color}	\$75.00	1x	\$200.00	3x
1/2 Page Ads {Black & White} “Horizontal”	\$200.00	1x	\$450.00	3x
1/2 Page Ads {Color} “Horizontal”	\$300.00	1x	\$679.00	3x
1/2 Page Ads {Black & White} “Vertical”	\$160.00	1x	\$380.00	3x

FLORIDA ANTIQUE TACKLE COLLECTORS INC.

A NOT-FOR PROFIT EDUCATIONAL ORGANIZATION DEDICATED
 TO THE PRESERVATION OF OUR ANGLING HERITAGE

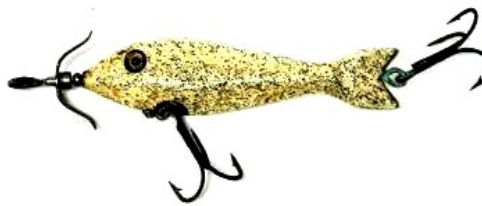
Florida Antique Tackle Collectors Inc. [FATC] is a not-for-profit educational corporation in the state of Florida. The Purpose of the FATC is educational through the collection and distribution of historical and technical data regarding fishing equipment, its development, its inventors and manufacturers from the earliest times through present day and to assist other groups and individuals having a similar purpose. In order enhance the knowledge of these subjects, the collection and preservation of examples of fishing tackle is to be encouraged for the benefit of present and future generations.

FATC was founded in 1987, the founders felt that a statewide organization would provide additional opportunities for residents of Florida and others to learn about history of angling in Florida and elsewhere. FATC sponsors three exhibitions, open to the public, annually at different locations. At the exhibition members display their collections, interact with the public and engage in other activities in keeping with the purpose of the FATC. The FATC publishes a newsletter tri-annually and annual membership directory. FATC is not affiliated in any way with the National Fishing Lure Collectors Club [NFLCC] or the Old reel Collectors Association Inc. [ORCA], but encourage FATC members to support those organizations.

FATC annual membership dues are \$35 Domestic, \$40 Canada, \$45 Foreign or \$700 Life Membership [Domestic], \$800 Life Membership [Canada], \$900 Life Membership [Foreign] 20x Annual dues. Please direct membership inquires or applications [with your dues] to the FATC Treasurer listed above. For membership applications, visit our Website at: www.fatc.net



FATC 2021 CLUB PATCH



FATC 2022 CLUB PATCH LURE WILL BE THE FLORIDA SPECIAL MANUFACTURED BY HEDDON BAIT COMPANY FOR SALTWATER FISHING IN FLORIDA AND OTHER GULF AND SOUTH ATLANTIC AREAS.

UPCOMING FATC SHOWS

THE FATC INTERNATIONAL WINTER SHOW

FEBRUARY 25-26-27, 2022

PLAZA RESORT AND SPA

600 NORTH ATLANTIC AVE. DAYTONA BEACH, FLORIDA

SHOW HOST; Larry Lucas
theporterguy1@gmail.com