

# F.A.T.C. NEWS

Volume 21, Number 2



## A HISTORY OF *Barracuda* A·D·V·E·R·T·I·S·I·N·G



JUANITA LATTA  
MASTER FLY TIER



**LLOYD  
JETT**  
JETT MADE LURES  
PART II





Roth Kemper, St. Augustine/Jacksonville lures



Doug Brace, Original Eger Patents



Gene Meisberger, Heddon Fly Rod Lures



Dave Rutherford, Creek Chub Rainbow Fire and Fire Plug fluorescent lures



Larry Lucas, Porter



Mike Mais, Marathon



Jay Tate, DAM

## DAYTONA "INTERNATIONAL" SHOW



Ralph Hecht, Fly Rod Insect Lures



Bill Roberts, Heddon



Roth Kemper, Ben Smith's personal tooling/fishing gear



Walt Blue, Exhibit Winner, Shakespeare



Dan Kleiser, Exhibit Winner, Reels, Ocean City



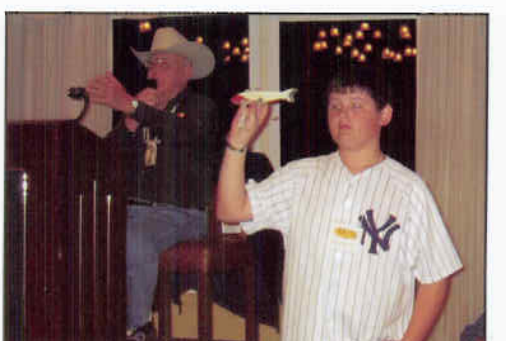
Megan Hardy & Jacob Spears, Juniors



Bill Roberts, Exhibit Winner, Educational, Heddon



Frank Carter & two jokers, Exhibit Winner, Florida, Bagley



Auctioneer Don Morrow and auction volunteer Aaron Lutz (Don and Betty's grandson!)

**President...** Ed Pritchard, Jupiter, FL  
**Vice President...** Larry Lucas, Holly Hill, FL  
**Secretary...** Ron Gast, Kissimmee, FL  
**Treasurer...** Lloyd and Sally Jett, Quincy, FL  
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Mike Sims, Ft. Lauderdale, FL  
 Norm Pinardi, Bradenton, FL  
 Ed Weston, Palm Beach Gardens, FL  
 Don Morrow, New Port Richey, FL  
 Check Heddon, Longwood, FL  
 Mike Mais, Ocala, FL  
 Frank Carter, Tallahassee, FL  
 John Mack, Birmingham, AL  
 John Stephenson, England  
 Paul Snider (Interim), Pensacola, FL

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**Cover photo:** A rare and beautiful spread of original Barracuda catalogs provides a glimpse of the golden years of FFTMC promotional literature. Also shown are two custom Lloyd Jett "Florida Roaches", and a photograph of Juanita Latta, master fly tier.



# F.A.T.C. NEWS

## The Newsletter of the Florida Antique Tackle Collectors, Inc.

April 2007  
 Volume 21, No. 2

### Contents

Deluded (Diluted?) Digressions..... 4  
 Daytona Award Winners ..... 2, 4  
 President's Message ..... 5 - 6  
 Address Changes..... 6  
 William Lloyd Jett, Sr., Part 2..... 7 - 8  
 Kathy Gast Remembered..... 9  
 A History Of Barracuda Advertising ..... 10 - 16  
 Juanita Latta, Master Fly Tier..... 17 - 18  
 FATC Contact Information..... 20  
 Past and Current Notes of Interest ..... 22  
 An Idea For New Members ..... Back Cover

## CALENDAR OF EVENTS

**Lang's Spring Auction**

April 20 - 21, 2007  
 The Holiday Inn, Boxborough, MA... 978-263-8701

**FATC Spring Show**

May 4 - 6, 2007  
 Tallahassee Automobile Museum, Tallahassee, FL... 850-942-0137  
 Show Hosts: Lloyd and Sally Jett, 850-442-9084, lsjett@aol.com

**FATC Summer Show**

August 3 - 5, 2007  
 Knights of Columbus Hall, Port Richey, FL  
 Quality Inn, 5316 US 19, New Port Richey... 727-847-9005  
 Show Hosts: Don and Betty Morrow, 727-856-1534

**FATC Fall Show**

October 26 - 28, 2007  
 Bartow Civic Center, Bartow, FL  
 Show Host: Bill Stuart, 863-533-7358

**NFLCC Regional Meet Calendar**

April 28, 2007, Effingham, IL... 217-644-2294 or 217-868-2427  
 April 26 - 28, 2007, Temple, TX... 254-744-1967 or 254-778-8457  
 May 12, 2007, Kansas City, MO... 816-350-0255  
 July 12 - 14, 2007, NFLCC Nationals, Louisville, KY... 502-327-2848  
 September 28 - 29, 2007, Decatur, AL... 256-355-6726 or 256-565-8191  
 October 6, 2007, Wisconsin Dells, WI... 715-877-3328  
 November 3, 2007, Osage Beach, MO... 636-272-5152 or 573-793-3303  
 January 4 - 5, 2008, Smokey Mountain Convention Center... 615-449-5431  
 January 12, 2008, Carthage, MO... 317-358-5116 or 417-623-7112

# DELUDED (DILUTED?) DIGRESSIONS

By Steve Cox

When I arrived in Daytona for this year's international show, I was still feeling the effects of three days of fever, chills, etc. that I had been trying to shake in time to attend. I drove the six hours to the Plaza by myself on Thursday, and was really dragging when I checked in. However, the smiling and familiar faces of a few of my tackle buddies perked me up enough to actually do a little room trading! I sold a few lures, bought a few lures, and then crashed...

The next morning, feeling much better, I saw more tackle buddies, and the guy you can always count on for a big smile, Russ Griffin! It's obvious Russ enjoys life, and he is always happy to share his enthusiasm and jovial nature with you. Guys like Russ make our club special, and I consider myself lucky to be able to associate with fellow tackle collectors, and dare I say it, FRIENDS... Guys like Ed and Ed, Robert and Roth, Bill and Ralph, Frank and Gary, Lloyd and Russ, Doug and Gill, etc! Now that's what it's really all about!

Our Spring show will be the first ever held in Tallahassee, and is scheduled for May 4-6 2007. Show hosts, Lloyd and

Sally Jett, are optimistic the public will turn out in impressive numbers, with lots of tackle Frank Carter and Jack Fenwick didn't even know was out there! Please refer to the show flier insert in this issue for details, or give Lloyd and Sally a call at 850-442-9084. I'll be in Tampa attending my daughter Nicki's college graduation from University of South Florida that weekend, so if you find any nice glass eyed "Torpedudas" or Bender "Rainbow Tigers" reasonably priced, be sure to get them for me!

This issue features the first in a series of articles on Barracuda catalogs and advertising, part two of the article on Lloyd Jett and his "Jett Made Lures", and Juanita Latta's "Latta Lures". We have also expanded the publication for this issue, adding four additional pages of color to display the Barracuda catalogs. Take time to peruse the beautiful Lang ads, and attend their auction, in person or by phone! There are also some photos from the spectacular Daytona show, so relax, kick back, and read on...

Steve 



## EXHIBIT WINNERS:

<b>Florida Lures</b> .....	Frank Carter (Bagley)
<b>Topical</b> .....	Joe Stagnitti (Chapman)
<b>Shakespeare</b> .....	Walt Blue
<b>Educational</b> .....	Bill Roberts (Heddon)
<b>Reels</b> .....	Dan Kleiser (Ocean City)
<b>Juniors</b> .....	Megan Hardy

## OUTSTANDING DISPLAY:

### FLORIDA LURES:

Bernie Schultz (SuperStrike), Gary Simpson (Florida), Marvin Lilly (Boone), Gary Robinson (Florida), Jim Pitt (Pfeffer), Ed Bauries (Florida), Steve Cox (Barracuda), Bob Blalock (Marsh Baits), Doug Brace (Eger), Dave Apple (Bagley), Lloyd Jett (Florida & Jett Made Lures), Roth Kemper (Ben Smith & St. Augustine/Jacksonville), Lewis Townsend (Pfeffer)

### TOPICAL:

Dave Rutherford (Creek Chub), Charlie Tanner (Pack Rods), David Keyeck (Mother of Pearl), Bill Stuart (Flyrod Lures), Kenny Bryan (Darters), Ralph Hecht (Flyrod Lures), Mike Mais (Marathon), Graham Hardy (Heddon), Larry Barnard (South Bend), Joe Castillo (Offshore Display), Mark Hostetler (Heddon), Doc Gamble (Fly Rods), Todd Mangan (Charmers & Real lures), Jim Duncan (Creek Chub), Bill Crowley ('Ol Skipper), O. W. Pruitt (Black & White), Milo Watson (Red & White), Ray Heffington (Metal), Paul Snider (Heddon Saltwaters)

### SHAKESPEARE:

Stephanie Duncan, David Lindsay

### EDUCATIONAL:

Bob Lang (Fish hooks), Gene Meisberger (Heddon Flyrod baits), Jay Tate (DAM), Bill Belliveau (Creek Chub), Bob Dennis (Carolina)

### REELS:

Norm Pinardi (Otto Zwarg)

### JUNIORS:

Jacob Spears

## President's Message



Another fantastic Daytona show is in the books and we all owe a very large thank you to Larry Lucas for the tremendous effort he put into making the show a joy for everyone who had the pleasure of attending. As is always the case with a big show, there is a strong supporting cast and this year was no exception. The auction was huge, with two large collections coming in off the street. All of this

had to be organized by Team Zuhlke, and, as usual, they were up to the task.

The club extends a big thanks to our chief auctioneer Don Morrow, who called a flawless auction with the help of his lovely wife Betty. When Don needed a break, Dennis McNulty jumped in to fill the void and everything continued on quite smoothly. We also need to thank Lloyd and Sally Jett for taking care of the money from the show, as well as all of the funds generated by the auction. It's a big job and they always do it very conscientiously. Mike and Susan Mais helped out with the front desk, getting registrations squared away and telling people where to go (Mike doing most of the latter).

Chuck Heddon and Eddie Weston did a great job chairing the awards committee, selecting judges and handing out the prizes. I think "silver tongued" Ed should audition for hosting a game show; he sure has all the lines. Thanks goes out to all the judges who helped to select the winners. Having been passed over again for an award, I know why you guys want to remain anonymous! Also, the club would like to thank everyone who brought a display to the Daytona show this year. I know many of you planned well in advance to bring a display; however, there were the others (such as myself) who ran into the "Schultz Express". Thanks, Bernie, for your display crusade; it helped make the show a big success. I cannot remember ever having more displays at one of our shows than we did this year. Thanks also to Steve Cox for bringing the oysters; let's do it again next year.

There are many others who deserve accolades, for generously contributing their time helping with projects such as setting up tables, giving estimates to the folks who brought their tackle in for appraisal, assisting with the auction and all other aspects of making the show seemingly go off without a hitch. With show attendance down all over the country, it is very comforting to see our big Daytona show still growing every year. We have lots of new folks attending; not only from Florida, but from all over the country and the world. Can't wait till next year!

On a somber note, one of our members, Kathy Gast, passed away on March 3rd. Ever since FATC was founded, Kathy was always at Ron's side and helped the club in many ways. FATC would like to extend its warmest wishes and sincere regrets to our friend and fellow FATC member Ron Gast and his children, Andrea and Chris. Kathy will be greatly missed.

Doc Gamble has stepped down from his position on the board of directors. We would like to thank Doc for all his years of service and his wise counsel. Norm Pinardi has graciously consented to take his place until the position comes up again for election. Don Carlstrom has also stepped down from the board and Mike Mais has filled that void. Thank you Don and Mike for your service.

My tackle insurance bill arrived last week, and as I sat there taking stock of my collection, I also started to reflect on some other tidbits I have acquired from tackle collecting over the past 20 years. Here is a short list:

### THINGS I LEARNED FROM COLLECTING TACKLE

- Chuck Heddon is a real Heddon but he does not have a number, only comes in one color, and there is no box.
- Always be sure to actually look at an old reel before you buy it.
- There is only a ten-minute window from the moment John Mack finishes setting up his booth to the time that he has to start tearing down his booth. John Mack sells more than anyone else.
- When asked how much I'll pay for something, I have learned always to reply "It's hard enough being the buyer, now you want me to be the seller, too?" It works.
- Steve Cox knows his oysters and he delivers.
- Always bring a spare pair of shoes and leave them by the side of your bed if you are rooming with someone who snores. If you have to throw more than two, then you won't have to get up to retrieve the first pair.
- Don't mess with Carolyn Corwin! She's very nice and very funny, but if you really p— her off she will shoot you.
- There **is** a White Castle in Louisville, and you may see it; however, you will never quite get there.
- Mike Mais is organized in a good way.
- If you happen to be inept enough to drop a 15/0 Fin-Nor, never try and break its fall with your foot.
- Ed Weston and Captain Morgan go to bed early. Do not knock on their door or disturb them after 8:00pm, as you are only wasting your time.
- The value of an item can vary greatly depending on whether you are buying that item or selling it. I initially found this out when I asked a club member how much a particular reel was worth. He did not know that I had picked the reel up off his table and he offered me \$50.00 for it. I explained that it was his reel, and without batting an eye, he replied that he wanted \$200.00 for it.
- Bernie Schultz is not just a professional fisherman who collects lures, writes about fishing and illustrates fish. I strongly suspect he is a fish, or is in the process of becoming one. I believe Dan Kleiser has gills too, but I have yet to see them.
- I should have started collecting something smaller. I need a U-Haul to bring as many reels to a show as Ron Gast can fit in his briefcase.



- Dennis McNulty is everywhere all at the same time.
- Seriously consider taking your own sheets if you decide to go to the Allentown show.
- Paul Snider has a computer, an e-mail address and his appendix. He uses them all equally.
- If you had onions on your hamburger, go to Mark Hostetler's table. He always has mints.
- Lloyd Jett, having exhausted every method of finding lures, is now making them. I am the proud owner of the one and only Manatee bait.
- Never leave lures within reach of your cat. Getting them back will turn out to be as much fun for you as it is for him.
- No one, and I mean no one, knows more jokes than Jack Wood.
- Never try to drink Charlie Price under the table so you can outbid him on a Kovalovsky reel the following morning. You'll pay the price and still not get the reel.
- When attending a National in Little Rock, Knoxville or Peoria, don't go out at night unless your life insurance is paid in full.
- Larry Lucas is "The Mailman". He always delivers.
- Beware when eating dinner with Milo Watson. He is not a magician, but he does have the ability to make mashed potatoes pass from your mouth to your hand directly through your nose. He successfully performed this trick on me in Peoria.
- Just like Clark Kent and Superman, why is it that you never see Brian Carley and George of the Jungle together? WATCH OUT FOR THAT BAY!
- Search misspellings on eBay. The color may be Gray, but Zane wasn't.
- Don Morrow could auction off sand spurs to shoeless people.
- If you have any questions, ask Bill Stuart. There is a 99% chance he will have a good answer. One night in Panama City accounts for the other 1%.
- Pete Bradshaw can find anything and everything over and over again.
- Always read the entire auction description. That way, when the reel shows up missing a side plate, you won't be surprised.
- Norm "The Gator" Pinardi enjoys eating on my dime as much as I do eating on his.
- When helping a woman with her lures over the phone, never use the term "toilet seat rig" unless you have no interest in actually acquiring the lures.
- A reel collector will never be able to tell who made a Florida lure just by looking at it. Hence, my reply to someone who sent me a copy of an article on Florida lures: "Thank you for sending me a copy of your article; I'll waste no time reading it." Come on, I collect reels!
- John and Jay Zuhlke have way too much patience, and they need to give me some.
- NEVER, ever stop (to use the restroom) at the gas station on the southeast corner where 27 and 70 intersect when going home from a show on the west coast. Holding it until you explode would be a preferable option.
- Never get so drunk that you actually think it's a great idea to get up on stage with Mike Sims and Russ Riddle and sing Allman Brothers songs to a packed house on karaoke night in Ft. Myers.

If you have learned anything as important as the above and would like to share it, please e-mail me your memories and I will put some in my next message. Send them to [reeltackle@aol.com](mailto:reeltackle@aol.com)

Zeveer,

Ed

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\*New Members will be listed in the upcoming 2007 FATC Directory.



# William Lloyd Jett, Sr. and "Jett Made Lures"

By Steve Cox



Editor's note: This is the second in a multi-part story on Lloyd and focuses on the step-by-step process required to make his lures and packaging. Part three will showcase his many unique and innovative designs.

## ~ Part II ~

Lloyd works on several different lures in various stages simultaneously. All lures require the following nine operations:

1. The wooden blank is cut on a lathe or band saw.
2. The blank is shaped with a one inch belt sander, and a Dremel tool is used for small details such as gills, mouth, eye sockets, scales, etc. (mask required!)
3. Finish sanding is done by hand with successively finer grit sandpaper.
4. Desired hardware is chosen, (glass or tack eyes, cups, screw eyes, line ties, hooks, etc.), and all holes for this hardware are drilled with a drill press.
5. The prepared blank is then primed with a white aerosol primer.
6. The various designs are masked as necessary using cardboard, stencil paper, etc.
7. The blank is painted using spray, hand painting, or a combination of both.
8. The painted blank is then sprayed or dipped in a spar polyurethane clear coat (lures that will be fished must be dipped for better coverage and sealing/water proofing)
9. All hardware is assembled, and the lure is finished!

A separate operation is necessary for lure designs requiring fins, as he cuts and shapes the fins from old sanding belts. He then fits these fins into grooves cut into the blank, and glues them in place. Lloyd cautions that at least one day of drying is required between each paint and glue process, and temperature and humidity can play cruel jokes on the artist. Lloyd has also developed some "tricks of the trade" by trial and error, such as his observation that aged spar polyurethane will give a richer patina than fresh spar.

Lloyd makes his own boxes in either a two piece cardboard design or a wooden slide-top box. Lloyd first reasoned that the cardboard box would be easier to produce, but he has since realized that the opposite is true. The cardboard box requires the following meticulous series of steps:

1. The proper weight, grade, and size cardboard material is hand cut and measured with a ruler and razor knife, after the correct pattern has been determined.
2. The corners are glued and must be allowed to dry overnight.
3. The exterior sides of the cardboard are covered with colored paper of a heavy gauge and quality finish, glued, and rubbed smooth with no wrinkles. (Note: the bottom and top are glued first and allowed to dry, and the sides are glued next and allowed to dry).
4. The wording for the end labels is determined and these are printed by Sally on the computer to Lloyd's specifications. They are then sized, glued and allowed to dry.



5. The lure is photographed and the resulting picture label is sized, signed and numbered by Lloyd, and then glued and allowed to dry. Lloyd uses a digital camera, a Styrofoam cooler and a fluorescent light mounted on top of the cooler, with different colored paper for the background, as appropriate.
6. The final border for the box and label is applied by hand with Lloyd using a ruler and felt tip marker pen. Lloyd believes the border is important because it frames the lure picture to stand out.
7. Lloyd applies his logo with the same felt tip marker, and his earlier logo has been modified at the suggestion of his son, William Lloyd Jett, Jr. Bill's idea was to incorporate a fish hook with barbed point and line tie eyelet into the "J" in the name Jett. Lloyd now uses this version of the logo exclusively.
8. Depending on the lure, a generic or "story paper" insert is included with a packing paper wrap, and the lure is placed in the box. (Note: while Lloyd did not initially provide hook protectors, he now includes them with all lures).

The wooden slide-top box is easier to fabricate and assemble, but no less elegant, and the poplar box provides a beautiful alternative to Lloyd's intricate cardboard variety.

1. A table saw is used, and the poplar is cut depending on the size of the lure, with height, width, and depth factored in for each component.
2. A router is used for the grooved track of the slide-top.
3. A Dremel tool is used to notch the finger tab for the slide-top.
4. Since finish grade "clear" poplar is Lloyd's preferred wood, very little sanding is required, and he uses extra fine grit sandpaper to knock off minor burrs or splinters from the table saw and routing operations.
5. All boxes are painted in the various colors selected by Lloyd.
6. The end labels and lure photo label are completed and applied as per the same steps as the cardboard box above.

When Lloyd isn't making lures, he is contemplating new lure designs, drawing out his lure ideas on sketch paper, a yellow pad, a dinner napkin, or whatever medium is available when the urge strikes him. He often visualizes his plans, and then can't wait to get started. He has been known to take an idea, sketch it, and go immediately to his workshop and fashion a new lure with virtually no breaks until the lure has been finished.

Lloyd uses only word-of-mouth and tackle shows to market his lures. Indeed, while he always intended to make lures,



Lloyd's "C.A.L.M. Bait" aka "XXX Radiation Lure" and two colors of his "Bag-O-Bones Bait".

his original motivation was to do so for his fishing, and the woodwork was his relaxation. When Lloyd was living in a condo in Orlando, he set up a portable workshop on his deck, just so he could do his wood work there. He still maintains that there is no way he can charge a reasonable price for his lures and be fairly compensated for the time and effort they require. It is safe to say they are a true labor of love.

Lloyd finds inspiration for his lures from some of the more unorthodox and eclectic thoughts this writer has ever encountered. Prime examples of this are his "Bag-O-Bones Bait" (a tribute to BBB lures) and "The C.A.L.M. Bait" or "XXX Radiation Lure" (C.A.L.M. is the acronym for Central, Axis, and Leveling Mark, targeting the area treated with radiation by drawing three separate X marks). Lloyd is very straightforward about his multiple experiences with throat and lung cancer, and these particular lures are intended to illustrate the changes his body has gone through due to the chemotherapy and radiation treatments he has endured. His ability to turn what most people would consider a truly negative situation around 180 degrees, and make it a positive by creating a work of art that scoffs at the very cancer we all fear, is an amazing act of courage, defiance, and fortitude. May we all have the strength to confront life's trials and tribulations as Lloyd does...

Stay tuned for part 3!





Kathy and Ron at the summer 2006 show in St. Pete Beach.



## We'll Miss You Kathy.

Kathy was a lady in every sense of the word. Although a bit reserved, she had an engaging personality and a wonderful disposition. We knew her best helping Ron host shows and raising Andrea and Chris. Her coworkers and friends attest to her as a positive role model in all of her activities. Most important, Jesus Christ was her personal Savior and the Lord and Master of her life.

*Bill Stuart*



GAST, KATHRYN T., Kathryn Theresa Gast, 53 of Kissimmee passed away Saturday, March 3, 2007. She was born in Bellows Falls, Vermont and moved to Kissimmee in 1985 from Orlando. She was the Executive Assistant for the Education Foundation of Osceola County and a member of Holy Redeemer Catholic Church, Kissimmee. Kathryn is survived by her loving husband, Ronald of Kissimmee; son, Chris Gast of Kissimmee; daughter, Andrea Seery of Augusta, Ga.; brothers, Ted Lucier of Eliot, Maine, Paul Lucier and Brian Lucier, both of Tampa, Fl.

## The Kathy Gast Memorial Scholarship

Those of you who were able to attend the luncheon following my wife Kathy Gast's funeral service heard Osceola County Commissioner Ken Smith describe a memorial Scholarship being set up in her name. Kathy worked as the Executive Secretary at the Education Foundation of Osceola County. Ken Smith is on the Foundation Board of Directors. The Foundation is a non-profit organization set up to provide graduating high school students a one time college scholarship grant from \$1,000 to \$2,000 to help defray college freshman year costs. The Foundation and I want to do something fitting and appropriate to reflect Kathy's interest in helping high school kids go to college. It is hoped that enough money can be raised to create a perpetual yearly scholarship of \$1,000

in her name. The goal is to collect \$10,000 from people like yourselves. Also, Ken Smith has gotten a commitment from Valencia Community College to match whatever contributions the Foundation can raise. The scholarship will be a perpetual one when a total fund of \$20,000 (including Valencia's contribution) is reached. Anyone that wants to and is able to contribute to a Kathy Gast Memorial Scholarship fund is invited to do so. Please send a check to me made out to the Education Foundation of Osceola County. I'll make sure they get it.

Thank you for considering this Memorial to Kathy.

*Ron*



# Florida Fishing Tackle Mfg. Co. "BARRACUDA BRAND" Catalogs and Advertising Through the Years

By Steve Cox





*Editor's note: This is the first in a multi-part series on Barracuda catalogs and advertising, and will focus on catalog covers. Future articles in the series will highlight price lists, individual point of purchase advertising displays for specific lures and tackle items, and information on the publications utilized by FFTMC in marketing their products.*

As the largest manufacturer and distributor of fishing tackle in the South, Florida Fishing Tackle Manufacturing Company (FFTMC) has produced an impressive array of marketing materials over its business lifespan. Those of us who are lucky enough to be Florida collectors have access to a number of catalogs and related marketing material which has survived for the past 70 years, and with which we can use as reference sources to document our collections. Volume 1 of *Florida Lure Makers and Their Lures* by authors Doug Brace, Russ Riddle, and Bill Stuart does an excellent job of presenting the Barracuda lures and the history of the company. This reference source is invaluable, but by itself, cannot fully display all of the many colorful ads and print material used by FFTMC.

Unfortunately, only a very small quantity of these original materials still exists. They are scattered amongst a dozen or so Barracuda collectors, and up to now, have never been assembled in a comprehensive group. While there are gaps in the timeline of surviving catalogs and price lists, with virtually nothing available for the earliest period of the company from the late 1920s and 1930s, the period from post WWII through the early 1970s is well represented. It is also apparent the "heyday" for FFTMC began in the late 1940s, blossomed in the mid 1950s; with its wave of popularity cresting in the late 1950s through the early 1960s. Coincidentally, this matched the period of growth throughout the United States, the South, and Florida, as our GIs returned from WWII and Korea, the "baby boomer" generation began, and new ranks of leisure time enthusiasts materialized.

The earliest color catalogs utilized artwork by Mr. Stanley R. Nutting. The first shows a large, right facing, downward barracuda with a Reflecto Spoon hooked in its mouth and a lucky fisherman's line attached to the spoon, which is being trolled behind a cabin cruiser just offshore from a grove of palm trees. Mr. Nutting's name is positioned below the fish's jaw and is obviously part of the lead printing plate used to print the cover. The catalog is "No. 6P" and is undated. However, we have price lists for September, 1948 and March, 1949 which are labeled "Applying to Catalog 6-P", which implies a 1948 (or prior) date.

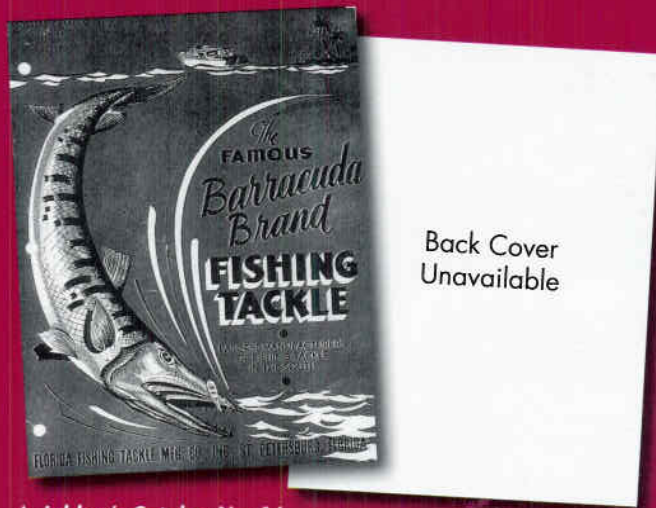
We have thus far been unable to learn any additional information about Mr. Nutting and his ties to the company or the printer, but are hopeful he can be better identified in the near future. It is interesting to note that Mr. Nutting's name is **not** on the cover of the 1949 Jobbers Catalog no. 1J, the 1950 Jobbers Catalog 2J, and the Catalog ID 1950, even though the rest of the cover is identical. In order for this to happen, the printer must have made a conscious decision to remove the name from the print block or plate. Whether or not this was specified by FFTMC will probably remain a mystery. These early catalogs all have the following text on the right hand side: "The Famous Barracuda Brand (Barracuda Brand in script) Fishing Tackle - Largest Manufacturers of Fishing Tackle in the South". At the bottom of each catalog, the company name and "St. Petersburg, Florida" is listed.

A gap in our materials is present for 1951, 1952, and 1953. However, 1954 is represented by a beautiful new Stanley



▲ **Undated Catalog No. 6P**

From September 1948 or sooner; No King Cuda, Florida Shiner described as "new", beautiful Stanley R. Nutting signed cover, printed by Widere & Smith.



▲ **Jobber's Catalog No. 1J**

From 1949, earliest known "Jobber" catalog, note Stanley R. Nutting signature no longer appears, photocopy indicates that cover background may have been printed as a single color.



▲ **Catalog ID 1950**

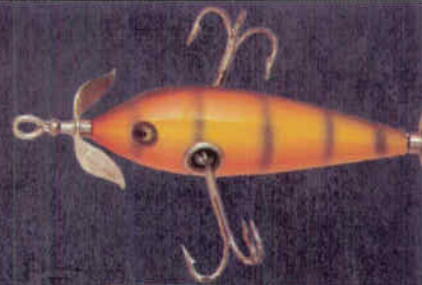
Largest and most comprehensive catalog known, includes King Cuda, Scobo, Super Midget described as "The New Sensation" on back cover, two pages of full color Barracuda jigs, Nutting signature not present, tackle from numerous manufacturers is listed.

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Catches More Fish



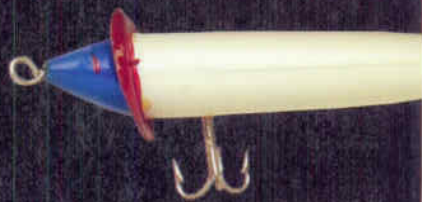
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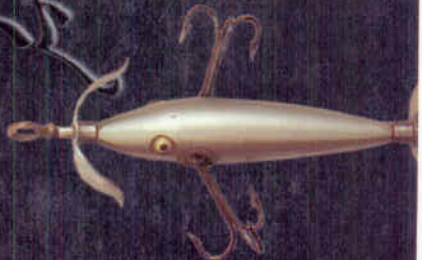


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