

FATC NEWS

FLORIDA ANTIQUE TACKLE COLLECTORS NEWSLETTER

VOLUME 34 NUMBER 1

**BARRACUDA DALTON SPECIAL
ST. PETE, COLOR PATTERNS**



WHY FACEBOOK?



FATC 2020 CLUB LURE

A screenshot of the Facebook page for Florida Antique Tackle Collectors. The page features a cover photo of the Florida state flag and the Florida state seal. The page name is "Florida Antique Tackle Collectors" and it has a 4.7 star rating. The page is categorized as a "Nonprofit Organization" located in "Daytona Beach, Florida". The page has a navigation bar with links for Home, About, Events, Photos, and Videos.

FATC WINTER HAVEN TACKLE SHOW 2019



THE WINTER HAVEN SHOW STARTED OUT WITH THE MEMBERS GETTING TOGETHER AT THE HARBOR-SIDE RESTAURANT .



CHARLIE TANNER WITH HIS FISH SCALER COLLECTION



STEVEN ROBERTS FOUR-TEE'S COLLECTION



FATC WINTER HAVEN TACKLE SHOW 2019



ROTH KEMPER & BUTCH CAREY



[TR] MARK COTTERILL LISTEN IN ON THE CONVERSATION .

[R] FISHING RELATED TABLE PLACE MATS MADE BY SHELIA QUINN



ELENA VILLEGAS AT HER TABLE

FATC WINTER HAVEN TACKLE SHOW 2019

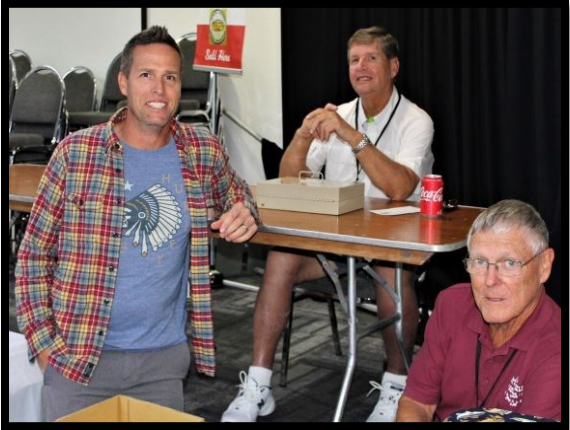


MIKE MAIS & MIKE SIMS CHECKING OUT SOME LURES



MIKE MAIS COLLECTION OF MICHAEL STALLARD LURES, TAMPA

FATC WINTER HAVEN TACKLE SHOW 2019



SHOWS OUR AUCTION CREW [L] ED BAURIES, BILL PREMAZA, CHUCK HEDDON [R] PATTI CAREY & STEVEN ROBERTS.

SPECIAL THANKS TO: ED BAURIES FOR CALLING THE AUCTION IT WAS HIS FIRST TIME AND HE DONE AN EXCELLENT JOB!



AUCTION'S WERE HELD ON FRIDAY AND SATURDAY



[R] BEST FLORIDA DISPLAY HONORS WENT TO STEVEN ROBERTS, FOR HIS DISPLAY OF BBB, 4TS, RHOANE & PFEFFER COLLECTIONS.



[T] FRANK CARTER WON THE WILLIAM H. STUART BEST EDUCATIONAL DISPLAY: "THE RISE AND FALL OF LURE INVENTIONS". [UNFORTUNATELY WE DIDN'T GET A PICTURE OF HIS DISPLAY]

[R] BEST TOPICAL DISPLAY HONORS WENT TO BOB COON FOR HIS SHAKESPEARE REVOLUTION COLLECTION.





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 location. Some have been sent to officers and directors of the club, some have gone to the president and an increasing number have been payed by PayPal. On occasion, some of these payments have been misplaced or not received at all, frustrating our new members and existing members alike. As a result members were not receiving any information or Newsletters from the FATC.

To resolve this issue and smooth out our process, we would like to have all new or existing membership dues sent to one location "shown below". This is our Treasurers address. Send it to this address if you are paying by CHECK [**make checks payable to FATC**] PAYPAL WILL ALSO BE ACCEPTED AND IS THE PREFERABLE WAY TO PAY. SEE THE FATC WEBSITE.

Also, in order to get everyone in the directory, who wants to be listed in the directory, we are requiring that all membership dues be paid by [March 31st of each year], so we can include the directory in our second Newsletter sent out in April. THANK YOU for your help in these matters and we're looking forward to seeing you all at the next show!

MAIL CHECKS TO;

FATC
485 Marsh Creek Road
Venice, Florida 34292-5314

PAY THROUGH PAYPAL;

Use the FATC Website
www.fatc.net

FATC AWARDS CRITRIA

It has come to our attention that many of our FATC members are not aware of the various benchmarks used to judge the exhibits at our FATC shows. The following is a synopsis of the criteria used to reach our decisions;

Educational Information Identification & Labeling Rarity Completeness
Condition Overall Presentation
Uniqueness and / or Originality

An exhibitor who wins a major award at one show is not eligible to win another major award for a period of one year. This exhibitor however, may win a major award within this time period if they display an exhibit that is entirely different.

Exhibit cards with the name of the exhibit and the owners name should be displayed prominently on their exhibit. These cards can be obtained at the registration desk.

Thank you

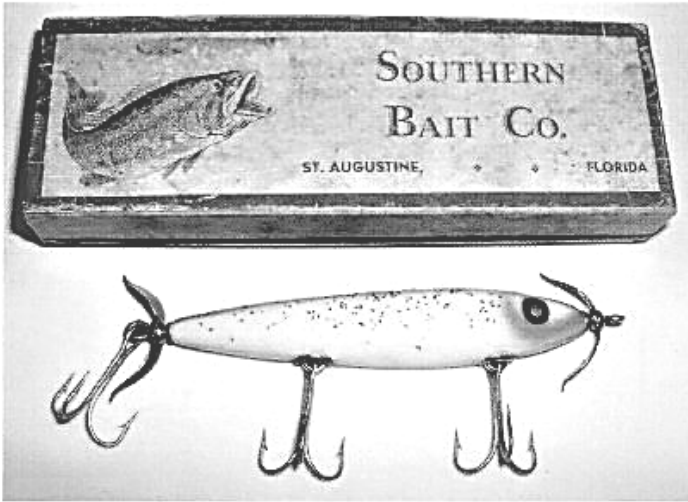
Awards Committee

Rick Vaughn and Paul Snider

WANTED TO BUY OR TRADE

SOUTHERN BAIT COMPANY, FLORIDA LURE BOXES, LURES OR LITERATURE

Frank Carter, Tallahassee, FL
850-574-9718 email: fandl@comcast.net



FATC NEWS

THE NEWSLETTER OF THE FLORIDA ANTIQUE
TACKLE COLECTORS, INC.
Winter 2020 Volume 34 No. 1

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| | |
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| Jim Duncan Palm Beach Gardens | Butch Carey Key West, FL |
| Mike Mais Ocala, FL | Chuck Heddon Longwood, FL |

FATC News Editor: Jeff Windisman Auburndale, FL

ON THE COVER: Water Lilies Ain, France
Minden Pictures

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PRESIDENTS MESSAGE

Mike Hall



As I write my final Presidents Message, I again realize how fast time flies. The opportunity to serve as President has been an honor, the support from all the members and volunteers are appreciated for your efforts in keeping the FATC strong and moving forward. I would like to thank you all for your support.

Daytona 2020 is just around the corner, if you haven't reserved your tables yet there are a few left and are going fast. Election's for President and board members will be held at the annual business meeting in Daytona, Sunday morning starting at 8am in the Vista Del Mar [auction room], all members are welcome and encouraged to attend. This years display awards special category at Daytona will be Best Frog Display, which includes frog lures, color patterns and decoys, anything frog related. Other awards include, Best Reel Display, Best Florida Display, Best Topical Display, Best Educational Display, Best non-Florida Display and Best Of Show, to be voted by the members. The members displays at Daytona are always outstanding and are very appreciated. We will have a few tables available throughout the showroom for displays, free to you if already have a table, just let me know if you need one while still available.

The FATC fall show in Winter Haven hosted by Jeff Windisman, "The Dalton Man" and the FATC News Editor put on a fun show during that FL. GA. weekend. Plenty of consignments came off the street, with some cool Bagley stuff and a very nice Chippewa lure! There was so much stuff, we had a Friday and Saturday auction. I want to thank Ed Bauries for his auctioning skills, well done!

As 2019 slips by, we can all look forward to a new year of friendship and meeting new friends with our unique interest in our hobby of old fishing tackle. I want to wish everyone a very Happy and positive New year!

Happy Tackle Hunting

Mike

Thanks to all who helped with my collection!

~Chuck

WANTED:

Genuine

Heddon

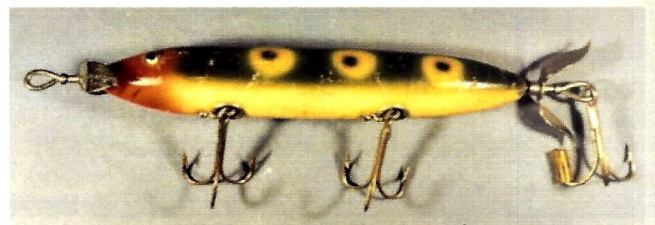
LURES

FATC
NFLCC

C. HEDDON
519 Sugar Ridge Ct.
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(407) 862-7562





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cheddon@mpinet.net

EDITOR NOTES

Jeff Windisman


2020 is just around the corner and I'm looking for another year of great tackle shows. 2019 is behind us, and I believe we had a great year. We were able to sign up some new members and with sending post cards to members, we reminded some old members to come back to our club.

I had the honor of putting on our fall show in Winter Haven and I learned a few things about putting one on. First if you rent tables, make sure you get a signed contract, that states when tables will be picked up! When dealing with the owners of the hall make sure you do your business with one person, not with two or three because things get changed or not confirmed! Other than that, the show went great and now that I have one under my belt, I'll look at hosting another one in the future. I want to thank all our great members that attended the show everyone pitch in and took care of what needed to be done. We had a lot of tackle come in Saturday morning and we got it all auctioned and the members had time to get home and watch the FL-GA game! I'm very appreciative to be a member of this great club.

Ed Weston has secured our 2020 FATC Club Lure which is a tarpon darter made by Rusty Jessee and will be available at the Daytona Show. Bernie Schultz put together a story on, "Why Facebook"?, check it out, thanks for his work on keeping that page going. I put together a story on my favorite lure the "Barracuda Dalton Special St. Pete Color Patterns". We also have minutes from our Winter Haven board meeting by Rick Vaughn. Last Mike Mais informs us in this newsletter that he has excepted the nomination to be our next club President, in this issue he tells us about himself.

Last I'm making my plea for some stories for our great club from you members, it only takes a little time to put something together that you are passionate about, because if you enjoy it we'll enjoy reading about it! I would love to get so many stories that we would have to expand the newsletter. See you at Daytona!!


The Dalton Man



Bill Premaza
Antique Fishing Tackle Collector

Member
NFLCC/FATC/ORCA

(941) 244-0880 (Home)
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MISSING

**An Article by YOU
PLEASE CONTRIBUTE**

NOTE: Of all of the nice displays that we see at the shows and of all of the information that is in the your heads - we all have a lot we can share.



FATC BOARD OF DIRECTORS MEETING WINTER HAVEN, FLORIDA

Rick Vaughn, Secretary

Saturday October 5th, 2019

Meeting called to order 7:15am

Fleming Island BOD meeting minutes distributed and reviewed, accepted by board. Current financial reports issued by Treasurer with discussion regarding issues with Visit Clay County and their reimbursement of advertising as promised for the Fleming Island show. Report accepted by board.

Mike Hall voiced his reluctance to relocating the Daytona show. Notified board he has signed contracts with the Plaza Resort for the 2020-21-22 shows. Also discussed the need to find and train a co-host for the upcoming Daytona shows to take over as host as Mike will step down as host after the 2021 show.

Ron Gast to run Daytona show ads in the NFLCC and ORCA newsletters.

Mike Mais informs board that currently, there is no external back-up of the clubs financial information and suggests purchasing a back-up drive. Club member Steve Roberts in attendance generously offered to donate a hard drive to the club treasurer.

Mike Mais and Ed Weston proposed sending personalized post cards to NFLCC members from surrounding states: Alabama, Georgia, South Carolina urging them to attend the club shows, in particular the Daytona show. Five board members agree to address and send cards to their designated state.

Grace Chlastawa has volunteered to send out emails reminders for the Daytona show reminding members to book tables and register in advance.

Mike Mais also also agrees to generate email invoices for members who have previously requested/ committed to show tables, prompting them to pay in advance. Mike Mais also suggested that new club members info be sent to their regional board member and the director reach out to welcome them to the club on a Personal level. Board agrees.

Bill Premaza agrees to take over the advertising director responsibilities from board member Paul Snider.

Mike Mais informs board of his intent to run an ad in the upcoming newsletter promoting/informing club members that he is running for club president.

Ed Weston proposed new club lures be produced by Rusty Jessee. Board agrees Tom Wilkerson discussed design for new club patches.

Bill Premaza expressed desire to be able to purge obsolete financial records due to space constraints. Board states he should scan and save records from the preceding seven years and can dispose of all else.

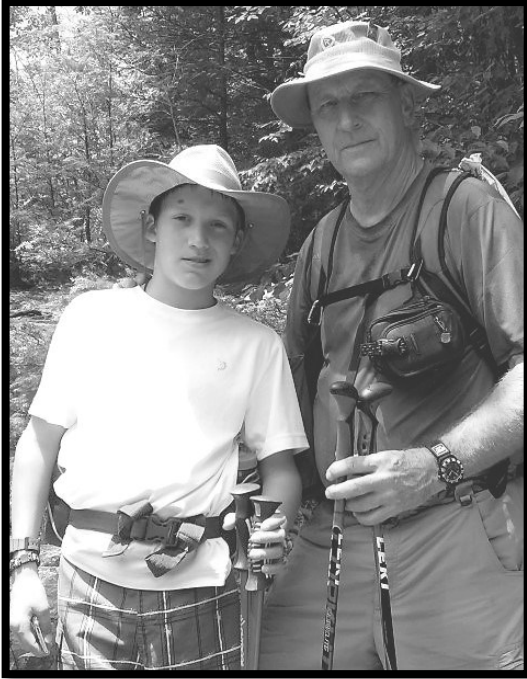
Mike hall asked for input on the display theme for the upcoming Daytona show, group suggested it will be mice and frogs.

Meeting adjourned 8:10am

Members in attendance: Butch Carey, Mike Mais, Jeff Windisman, Bill Premaza, Mike Hall, Ed Weston, Rick Vaughn, Tom Wilkerson, Chuck Heddon, Ron Gast, Steve Roberts

MEET THE NOMINEE, WHO IS HE?

Mike Mais



I have been nominated for president of the FATC for the next two years. I have accepted the nomination, so now I want you to know "Who I Am".

I have been a member of the FATC since 1994, served on the board in the late 1990s and also served as Vice-President under Ed Pritchard. I [we, my wife & I] have done numerous FATC shows including one Daytona International show. I graduated from Winter Park High School and attended Florida Technological University [now known as UCF] for three years. After college I went to work for F.W. Woolworth as a store manager for 14 years. Then I worked for Merita Bread as a route salesman for 22 years and retired in 2008.

I first started collecting Dalton Specials, then moved on to Florida lures in general. If any of you remember, I am the collector that had the large Florida map cutout filled with Florida lures. I have since sold that display to another collector. After selling most of my general Florida lures, I focused on Ocala, Marion county made lures. I have collections of Boone, Griner, Mike Stallard and Jimbo lures.

I want to make the club more transparent with members knowing what the board of Directors and myself are discussing for the club. I would also like to get a few members to work along with the board members on different programs to see what to do. I will be open to comments and suggestions, if elected will post my email and phone number for all to contact me. Remember this is your club, so lets enjoy it.

AWARD CATAGORIES DAYTONA 2020

SPECIAL AWARD CATEGORY

BEST FROG DISPLAY: Includes Frog Lures, Color Patterns and Decoys
Anything Frog Related

OTHER AWARDS

Best Of Show

Best Florida Display

Best Reel Display

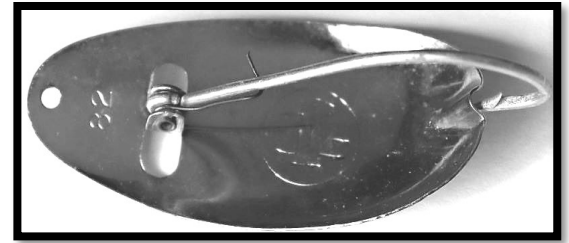
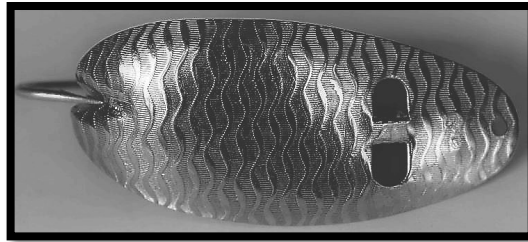
Best Topical Display

Best Non-Florida Display

Best Educational Display

UNKNOWN FLORIDA LURE MAKERS “CAPT. SAVAGE” TAMPA, FL

Frank Carter



Most of you know that I'm trying to build a time line of lures made in Florida. I display a version of the time line at the Daytona Show every year and try to find out as much information about the lure or lures and the person or persons that made these lures. Often, I'm able to find some information, but a lot are still unknown.

Above is a very well made weedless spoon. At 2 1/2" inches in length and weighing 1/4oz, this spoon shows a good bit of hand crafted care including the spring loaded weedless hook that nestles in to a recessed area at the wide end. As the package say's the spoon was "made by the handicapped at MacDonald training Center".

The MacDonald Training Center is a private 501[c] [3] nonprofit founded in 1953 by J. Clifford MacDonald. Still in operation at 5420 W. Cypress Street , Tampa, Florida, the center serves adults with disabilities. As a result of my request for information regarding this lure, the MacDonald Training Center searched their records without success. A search of Florida Corporations show Ralph Monroe of Tampa, FL is listed as president of Savage Lures Inc. The corporation was filed in 1972 and was cancelled for non-payment of fees in 1976. Attempts to locate Ralph Monroe have been unsuccessful so far.

If you have an example of these spoon's in your unknown pile, now you have a little information. If you have anymore information about these unknown spoon's or the maker, please drop me a line. I appreciate getting any information that you might know. We all owe a dept of gratitude to ; Doug Brace and the late Bill Stewart and Russ Riddle for their work on the six volumes of "Florida Lures and Their Lures" and we all know the work it takes to find true and accurate information. I also want to thank Joe & Liz Yates for their creation of the website; "Joes Old Lures Bulletin Board", the place to go when we are not at a tackle show.

LANGUAGE OF A FISHERMAN

ANGLING—The art of fishing, as practice by those who seek to catch fish, not for profit, but rather the sport!

HOOKED—Irritating but highly reliable device used to quickly locate the position of the thumb!

LURE—To attract fish, with two basic kinds, those that fishermen swear by, and those they swear at!

WAHOO!!—Remark made by an angler who inadvertently sits on a treble hooked fishing lure!

CHAR—Common method of cooking fish over a campfire!

UNSPORTING—Any fishing technique that has as it's chief object, the capture of fish rather than the accumulation of fishing equipment!

FATC 2020 CLUB LURE

Ed Weston



The Florida Antique Tackle Collector Club Lure, will be released at the FATC Daytona Beach International show February 28 through March 1, 2020, the second largest antique tackle show in the nation. The 2020 FATC lure is a fantastic, Tarpon Concave Belly Darter produced by master custom lure maker Rusty Jessee. It is made of wood with glass eyes in a Florida orange

frog color pattern. The color was used on some early wood darters by the Southern Bait Company. Each lure has been hand crafted and painted by Rusty Jessee. He has limited the number of lures produced 1 to 40. Cost will be \$40.00 per lure.

The lures will be numbered from 1 to 40 and the number one will be placed in Saturday's FATC auction. If you would like a Tarpon Concave Belly Darter, the number you will receive will be determined by a blind draw. What does this mean? The numbers are put into a container and you draw a number out of the container unseen. There is an exception to this rule. If you have a special number that you would like to have [if it has not been drawn], you may donate an extra \$10.00 to receive that numbered Tarpon Concave Belly Darter. Lures will go on sale at registration desk. Ed Weston or Shelia Quinn will be there to assist you. Remember it's a first come first serve! Don't miss out on this unique club lure. See you at Daytona Beach.

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WHY FACEBOOK ?

Bernie Schultz

When I entered this hobby, there was no Internet. In fact, there were no computers—at least not in the hands of the general public. NASA and certain governmental agencies employed them, but it was years before the rest of us saw our first desktops. Virtually all of our trading was done at shows, over the phone or through trade list-like those published by Dave Hoover, John Shoffner and others. It was a simpler time.

Today, however, computers and the internet are an integral part of life. We email, browse and access countless online sites without a second thought. It's a new age where things happen much more quickly and efficiently...at least for those who are willing to embrace the technology. Left behind are “Old School” collectors who shy away from the internet or use it sparingly...as if it were a necessary evil. It's because of these technological advancements that we have Joe's Old Lures and online auction platforms like eBay and Lang's -all of which have help to transform the hobby.

Enter Social Media

The internet has also brought us social media, where people have the option to connect in real time, at their convenience. Facebook is the digital platform most utilized by collectors, and the number of users is rapidly increasing. In fact, I believe more recruitment takes place online than through tackle shows, collector publications or by any other means. Over the past few years, a burgeoning number of Facebook pages have been introduced for the tackle collectors. Some are specific to certain makes [such as Heddon, Creek Chub and South Bend], others for various lure types [like metal and folk art]. There are also pages dedicated to rods, reels and other fishing accessories, such as “Men, Fish & Tackle” and Old Reel Collectors Association [ORCA] page. Other popular pages include the “NFLCC message Board”, “National Antique & Fishing Tackle Collectors” and “Heavy Metal Fishing Tackle Collectors” Even our club has it's own page, titled “Florida Antique Tackle Collectors” [at right].

Former club president and longtime Daytona show host, Larry Lucas set up our page more than five years ago. Shortly after, he asked me to become an administrator-to help develop content and manage the page. I agreed. When I came onboard, the number of FATC page followers was approximately 600. Today we have more than 2,000. What this means to our club is added exposure with increased awareness of our mission. And we're working on strategies to convert our growing number of followers into active members.

FATC Page Features

To keep people engaged is the challenge. Realizing this, we came up with ways to stay in Facebook's daily news feed. One of which is creating posts for our, then adding coverage as they occur with follow ups soon after. These are done by building photo galleries with brief re-caps.

[continued on pg 15]





Enter Social Media [cond.]

Another feature [left] is our “Lure of the Week” installment. Although the frequency is a bit slower than the title suggests, the idea is to provide regular post of desirable and/or historically significant lures with a photo and brief description. It’s been well received, too. We also use the page as a networking tool with other collectors groups, hoping reciprocal value builds. Periodically, we post flyers for shows or events sanctioned by the NFLCC, ORCA, Carolina Antique Tackle Collectors and others. Quality shows like the Great Milwaukee Classic [flyer below] and Myrtle Beach are promoted through our page. This not only creates good will, it puts us in touch with the members and followers of those specific groups.

Social Media Summary

Facebook is there for anyone who has the interest, and it’s free. Joining is simple. Just follow their step-by-step procedure and you, too, can establish your own personal page in minutes. Once in, you’re instantly connected with thousands of collectors across the nation and beyond. You can post pictures, too- as many as you want, free of charge, without the need of a third-party hosting sites. You will be amazed at the number of people you know, who are already on Facebook—buying , selling, trading will stun you. Social Media offers many benefits to those who learn to use it. Don’t be intimidated. Just think of Facebook as the largest virtual vintage tackle show with a free ticket to enter.

FLORIDA ANTIQUE TACKLE COLLECTORS
 Posted by Bernie Schultz
 Sunday at 8:59 PM

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JANUARY 17th & 18th, 2020

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TABLES ARE \$30.00 EACH. THIS INCLUDES YOUR REGISTRATION. REGISTRATION WITHOUT A TABLE IS \$5.00.

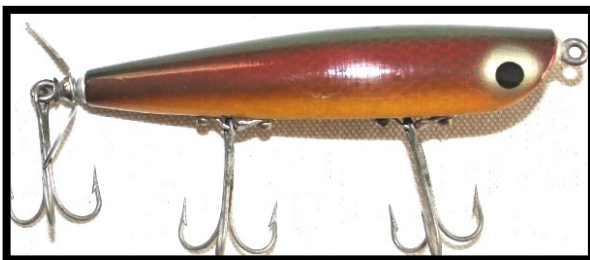
SHOW HOSTS: Chris Susar- Ph. 262-960-2230 or cjsusar@gmail.com
 Larry Fonk- Ph. 262- 945-7139 or kfonk1@wlr.com

BARRACUDA DALTON SPECIAL ST-PETE. COLOR PATTERN'S

Jeff Windisman

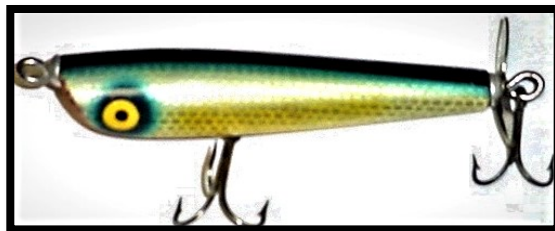
In late 1951 Phillip Porter Dalton sold all rights to the Dalton Special to the Florida Fishing Tackle Manufacturing Co. Inc.—Barracuda Brand. Before this P.P. Dalton had Barracuda produce the Dalton Special for him and these were stamped “Tampa” and after the sale they were stamped “St. Pete”, till they close their doors in 1973. Barracuda as with other tackle companies would paint their lures in any color pattern that you wanted. This was very obvious with the Dalton Special.

There have been paint schemes that were later color's produced by Barracuda and others that were special order. Barracuda made a lot of different color patterns for the Dalton Special, but never catalog them except for their standard twelve colors patterns. **B-Black**, [right] this color was used on only a couple lures, one being the “Spark-a-Lure”, but never seen on earlier wood lures. This color was produced starting in the late 1960s and was made in all sizes. Another pattern is what I named, “Redside”, this color scheme is basically a Green & White Scale but without the green fade on the sides, with darker red sides and darker



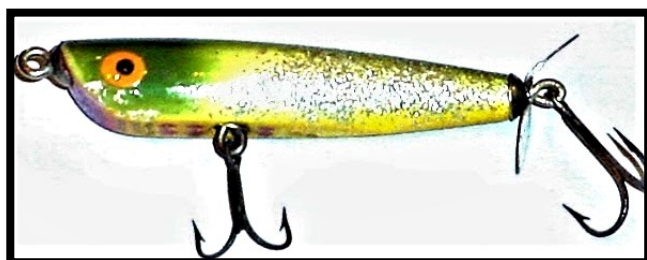
green applied on the back. This pattern has been seen on sizes 547 to 545, but none have been found in a box or catalog [left]. The color **W-White** [below] is a special order color that was made as early as 1952 or earlier. Sizes 547 & 546 have been found with the soldered line tie, which was used on the Tampa stamped Daltons, none have been found with the Tampa stamping. 545 & 544 sizes have also been found, but not in the 543 wee size. It

seems Barracuda made this color for general distribution, but not many have been found. **BB-Blue Boy** was a color that was used on a lot of other , plastic & wood Barracuda baits, but was uncataloged for the Dalton [below left]. This pattern



has been seen in the 547 to 545 sizes. Another special order color, **GF-Gold Frog** has only been seen in the 545 “tiny” 3” size and was a color for the Dalton Flash a plastic model of the Dalton, that came in sizes 3” & 2 3/4”, [below] that was introduced in 1958.

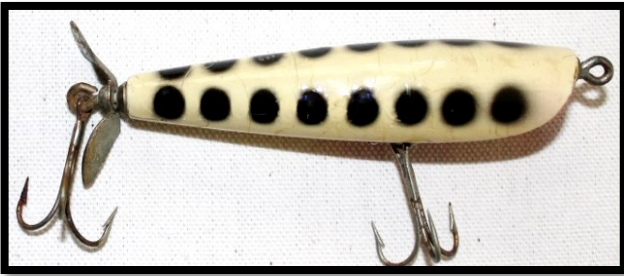
You can find this in the plastic box, but is a tough one to find and only know of 8 examples. This next one I'm listing as a prototype, only seen this one in 545 and another in the 546 3 1/2” size. I named this Dalton “Green Fleck”, made in same pattern as the “Silver Fleck” but with green shading around the eyes and back, where standard silver fleck's had lighter green or brown on the back only. Could have been made for a fisherman or tackle shop, but not enough seen to say this. **CD-Coachdog/dots** is another special order lure, with this one being made



before the standard coachdog became a cataloged color in 1961. Most of these will have the soldered line tie, but a few in the 545 & 544 sizes have the standard line tie. Has not been seen in the 543 wee size.

[continued on next page]

[continued from page 16]



[left] Coachdog/Dots. The next **CD**-Coachdog pattern [below] had the standard squiggly dots & lines but came with a black back. You will find this in all sizes except 543. As stated the standard coachdog color was catalog in 1961, but the color pattern wasn't cataloged just the new size of the 543 wee, even in 1965 it showed the pattern but does not mention the coachdog

pattern. Its believed that the black back coachdog was made earlier, possible around 1956-57 and used the pattern for the Dalton Flash in 1958. You will find all sizes with soldered line ties and others with standard line ties. One of the last color patterns that Barracuda produced was the **P**-Purple paint scheme. This is a late pattern, I'm guessing, that they were produced around 1970 for a couple of years, and can be



found in an array of different purple tones. From dark purple [above], to a light purple [above right], and even a lavender color [right]. You will find all these purple colors with either yellow, white or a solid bellies, also with or without fleck. For a late color pattern they are difficult to find, as I've been looking for over 10 years. **PI**-Pearl is another color added to the Dalton Special, some of the later lures came in this scheme, but as far as the pearl in



the Dalton, only the size 545 has been found [so far], I'm pretty sure there are other sizes they just haven't come out of the woodwork yet!



Other color pattern that went through color pattern changes over the years, was the **YP**-Yellow Perch Starting off with a dark green & yellow belly with dark green rib detail, then to a lighter green with gold tinting & gold ribs. Next the same as above but now has

curved gold rib detail. The other is the **NP**-Natural Perch which went through 6 different paint schemes over the years of production. From a dark brown color to a light brown with green back and straight or curved skinny rib detail. With the last going to greenish, gray color with green back and black curved ribs. More on these in later newsletters .

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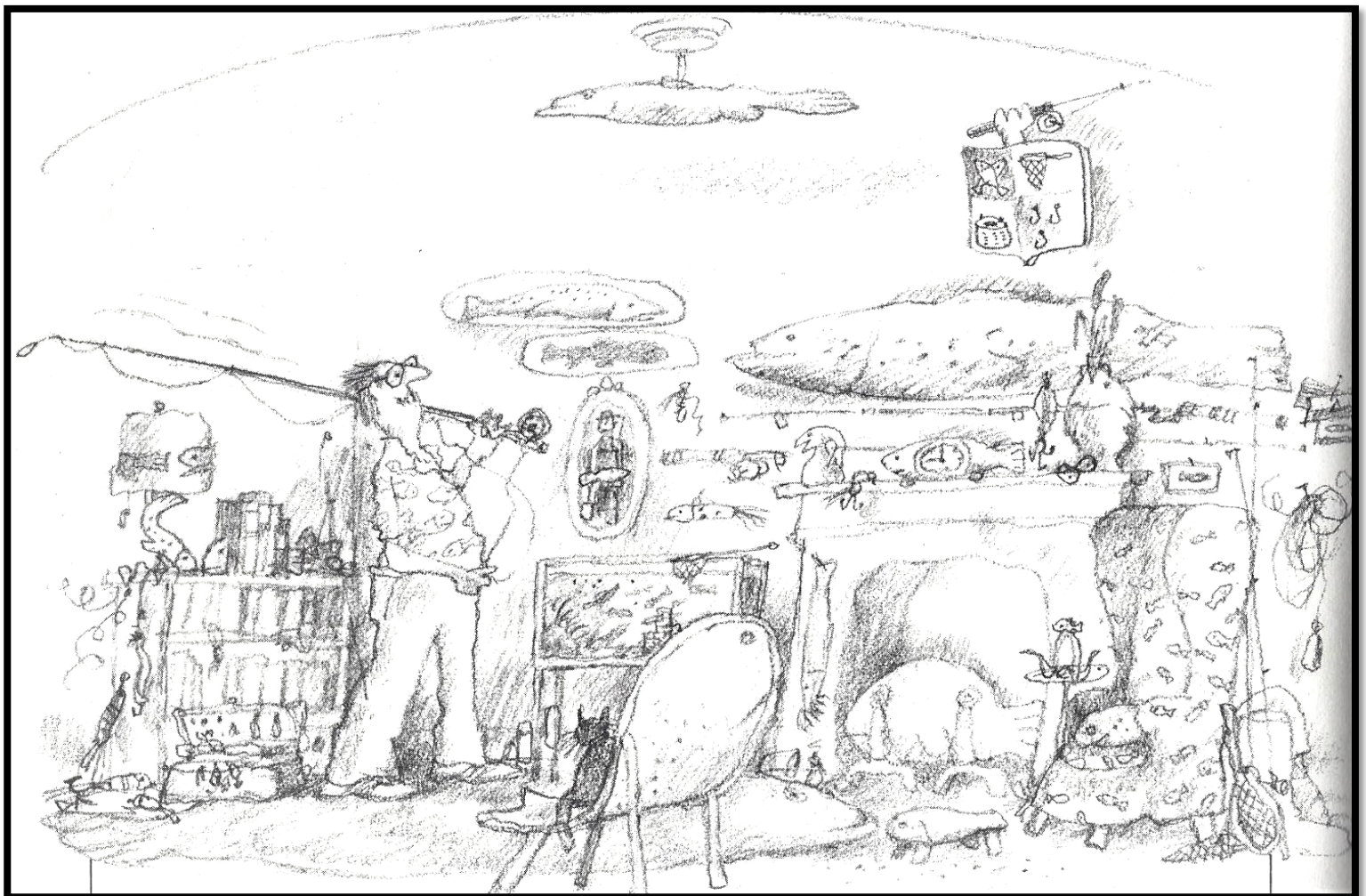
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{FATC AD RATES} EFFECTIVE 2018

| | | | | |
|--|----------|----|----------|----|
| 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" | \$90.00 | 1x | \$215.00 | 3x |
| 1/2-Page ads [Color] "horizontal" | \$200.00 | 1x | \$450.00 | 3x |
| 1/2-Page ads [Color] "vertical" | \$300.00 | 1x | \$679.00 | 3x |
| Full Page ads [Black & White] "only content" | \$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 manufactures from the earliest times through the present day and to assist other groups and individuals having a similar purpose. In order to 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 more about the history of angling in Florida and elsewhere. FATC sponsors three exhibitions, open to the public, annually at different Florida locations. At the exhibitions 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 an 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 encourages 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 membership director listed above. For membership applications, visit our website at: www.fatc.net

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PLAZA RESORT & SPA
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FEBRUARY 28TH, 29TH & MARCH 1ST 2020
SHOW HOST: MIKE HALL
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WATERFRONT HOTEL & SUITES
PONTA GORDA, FLORIDA
JUNE 19TH & 20TH 2020
SHOW HOST: DICK BRAUN
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