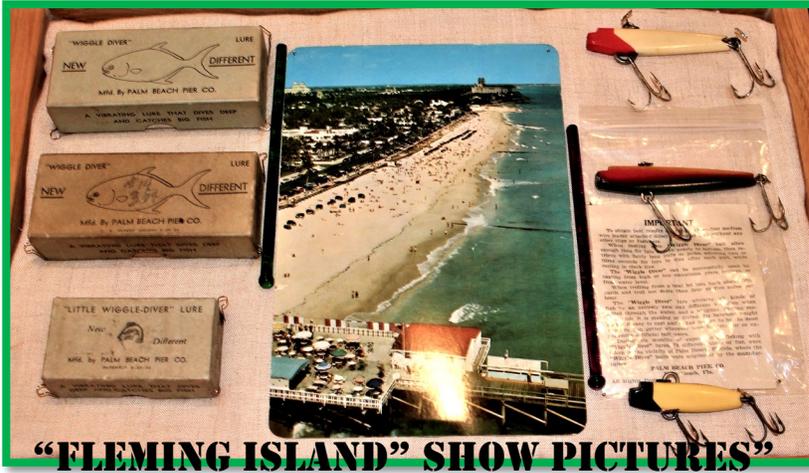


F.A.T.C. NEWS

FLORIDA ANTIQUE TACKLE COLLECTORS NEWSLETTER

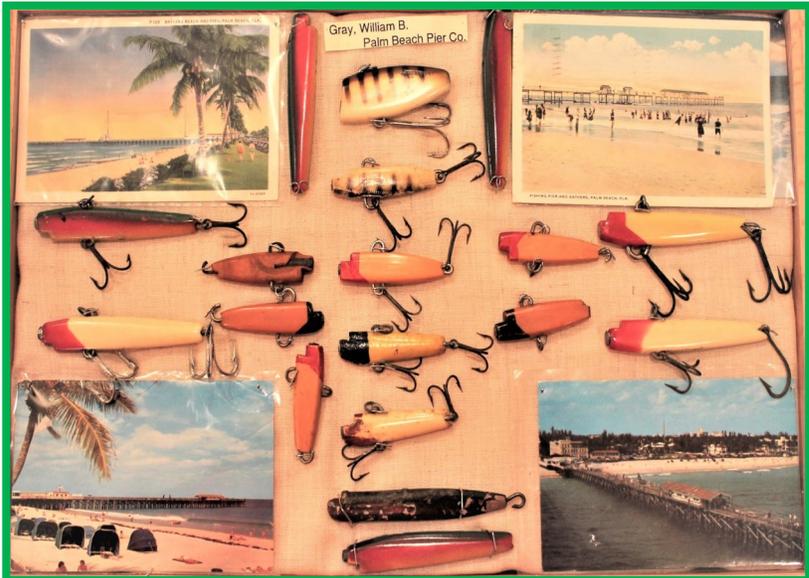
VOLUME 33 NUMBER 3



"FLEMING ISLAND" SHOW PICTURES



THANK YOU—BYRON TERWILLIGER



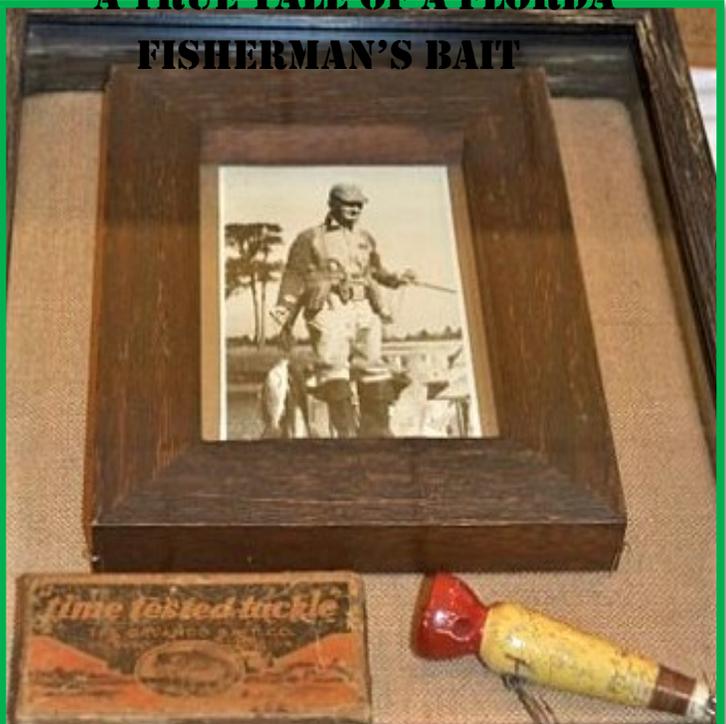
DO YOU REMEMBER WHEN



GREAT WAY TO SPEND A DAY



A TRUE TALE OF A FLORIDA FISHERMAN'S BAIT



FATC FLEMING ISLAND TACKLE SHOW 2019



DISPLAY ONLY



Jim Kennedy with a find!!



Virgil Stumbo Heddons in Red Collection



Bill Premaza, Mike Hall & Jim Berglund



FATC FLEMING ISLAND TACKLE SHOW 2019



Gary Robinson & Dale Van De Voort having a Conversation



Brandon Hawk on the Prowl



Glad To See Robert Pitman At The Show, here talking with Larry Lucas



Some Nice Robinson Baits



Tom Wilkerson and Others

FATC FLEMING ISLAND TACKLE SHOW 2019



Bob Coon & Liz Yates Talking Water Turkey's



Tuff Cox's Tampa Baits



Bus Driver Baits



Dixie Baits



Brandon Hawk & Jim Kennedy



Bill Premaza Shakespeare Baits Display



Bob Coon Water Turkey Bait Collection

FATC FLEMING ISLAND TACKLE SHOW 2019

Virgil Stumbo Won Best Topical Display For His Heddon's In Solid Red Pattern



Richard Hart, Rick Vaughn and Mike Hall Getting Ready to Start the Saturday Auction



Dennis Coley & Stacy Reilly Won The Inaugural "William H. Stuart Best Educational Display For their Barracuda Display



Ed Bauries won Best Florida Display For his Outstanding Early Florida Baits

At the recent Fleming Island Show, hosted by Jim Berglund we were treated to a rare sight. On Friday lifetime member #7 Byron Terwilliger walk in. Most of you don't know Byron, but he owns the famous "Blue Water Bay" restaurant in Melrose, Florida and even runs a large catering business to-boot. While having dinner with Byron Friday night, he mentioned that he would cater lunch for the club members on Saturday.

We tossed some ideas around and Byron contacted his restaurant Saturday morning. About 12.30pm Saturday our lunch arrived and what a meal it was! There were two types of salad, barbecue pork, ribs, gator sausage and more. He even brought plates, forks, napkins and ice tea as well. The food was incredible and there was so much, we couldn't eat it all! One of our members put a jar out for donations, but Byron refused to take a dime. This put an already great show over the top! I would like to thank Byron for his gracious offering for our club. We cant do what Byron does, but we can all do little things to make someone's day special.—Larry Lucas



Byron Terwilliger & Helper Setting Up Saturday's Lunch



Notice Who's Already Inline



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

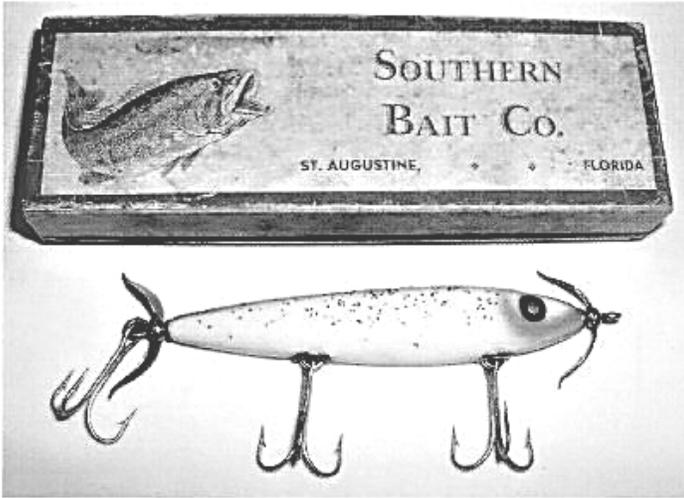
Awards Committee

Rick Vaughn and Paul snider

WANTED TO BUY OR TRADE

**SOUTHERN BAIT COMPANY,
FLORIDA LURE BOXES, LURES OR
LITERATURE**

**Frank Carter, Tallahassee, FL
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FATC NEWS

**THE NEWSLETTER OF THE FLORIDA ANTIQUE
TACKLE COLECTORS, INC.
Summer 2019 Volume 33 No. 3**

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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: Tough Florida lures, from the collections of; Robert Pitman, Joe Yates and Ed Bauries

FATC News is published tri-annually by the FATC, a voluntary Not-For-Profit corporation. Past issues can be viewed online at our Website; www.fatc.net

PRESIDENTS MESSAGE

Mike Hall



The summer show last June in Fleming Island, hosted by Jim Berglund was hot, and buzzing with activity. So many great Florida display's, all of the exhibits were outstanding. Congratulations to Ed Bauries for the best Florida display. I even had a little Jacksonville display, that didn't hold a candle to Joe Yates display of Jacksonville lures. A big Thanks for all the display's and attendance. Host Jim Berglund landed us a very nice facility for the show, thanks Jim for all your efforts undertaking a successful show enjoyed by everyone attending.

Another big Thank You to member Bryon Terwilleger owner of "Blue Water Bay" seafood restaurant in Melrose, FL for his surprised catering of lunch for our entire membership in attendance on Saturday afternoon, Delicious! If your in the area of Melrose or Gainesville, you got'a check out Blue Water Bay. Bryon also introduced us to his friend, George T. Stagg, a nice Friday evening nightcap.

The fall show in Winter Haven, FL hosted by Jeff Windisman [The Dalton Man] is sure to be a good one. With Jeff's advertisements and connections in the bass fishing community, I expect a big turn out from the public.

Daytona 2020 is fast approaching, most tables are spoken for, please let me know if you want to request your same tables next year. Other shows for the 2020 show year are Punta Gorda in June and St. Pete in August.

Speaking of 2020, this is an election year! Not politics, club elections. Nominees for FATC President are requested and will be voted on at the Daytona show. Please feel free to suggest, or nominate a member, or yourself . Ballets will be available in the next newsletter and at the Daytona show. Thanks to all the show hosts and volunteers, we have 2020 covered for shows. Interested in doing a show in your area, we can help with arrangements and all details for hosting a show, I've done a few, not that difficult and I'd be happy to help. Hope to see you at the Winter haven show.

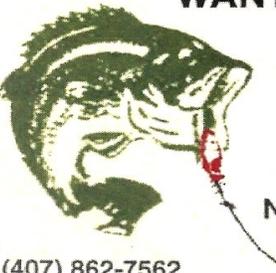
Good Tackle Hunting

Mike

Thanks to all who helped with my collection!

~Chuck

WANTED:



(407) 862-7562

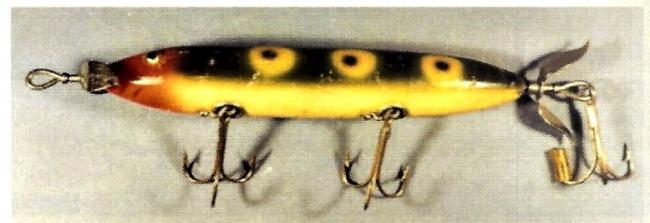
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LURES

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EDITOR NOTES

Jeff Windisman

We had a great show at Fleming Island back in June, Jim Berglund with the help of Mike Hall had everything running smoothly. The tackle collection displayed by the members were outstanding. The floor stayed busy the whole weekend, with buying, selling and trading, with myself doing more buying than anything else!

I'm please to say that in this issue we were able to add a lot of old and new members back to the directory. Thanks to Mike Mais, Bill Premaza, Johnny Garland and Mike Hall for their effort in getting these members back into the Club. Enclosed in this newsletter is a sheet to add to your directory. That being said, to all our members, when you renew your membership, no matter if it's through PayPal, Personal Check or you pay at a show [Daytona], please fill the form out completely with; Name, Address, and Contact information [if wanted in directory]. We need this everytime you renew, for address changes or new contact info.

In this issue we have a story on Porter Dalton back in 1951 about his Dalton Special that was first published in the "Florida Wildlife Magazine". Then in 1992 Ron Gast secured permission to reprint in our FATC newsletter. Charlie Tanner has a story on Ocean City reels and Premax steel rods combination that were made for kids fishing kits. And a story on "What a Great Way to Spend a Day" by Bill Berthet on his day spent at the Fleming Island show in June 2019.

And last I'm making a plea for stories for our newsletter. We are a tackle club, anything pertaining to tackle, such as rods, reels, floats, tackle boxes, catalogs & paper and others that are interesting subjects for our publication. So please take a little time and write something that you have interest in, because your interest, is our interest !

The Dalton Man

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.



Bill Premaza

Antique Fishing Tackle Collector

Member
NFLCC/FATC/ORCA

(941) 244-0880 (Home)
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FATC BOARD OF DIRECTORS MEETING FLEMING ISLAND, FLORIDA

Rick Vaughn, Secretary

Saturday - June 22, 2019

Meeting called to order at 7:15am

Secretary meeting minutes from Daytona 2019 issued and excepted.
Treasurer year to date report issued and excepted.

Daytona show financials reviewed with open discussion on further ways to reduce cost associated with the show and it's current location. Further discussion about possible relocation of the "Daytona" show with suggestions of moving the show to Tampa or possibly the St. Pete area. Board agrees we should look into venues and run the numbers to assess viability. Fleming Island Show host Jim Berglund agrees to research Possible locations and cost in the upcoming weeks.

Further discussion of upcoming show in Winter Haven show, in October "fall" of 2019, hosted by
Jeff Windisman & Dale Van De Voort

Mike Mais proposed renaming the best reel display award at the International show in honor of Fred Kerr Honoring his service and contributions to the club. Board agrees.

Jeff Windisman clarified the number of members that have not currently renewed their memberships and his effort to reach out to them by directly mailing "postcards" to them.

*Note to Record; At the annual business meeting at the 2019 Daytona show, the board nominated and elected Chuck Heddon to be Vice-President and Bill Premaza to club Treasurer position.

Meeting adjourned at 8:15am

Meeting Attendees:

Chuck Heddon, Mike Mais, Ed Weston, Bill Premaza, Butch Carey, Dale Van De Voort,
Mike Hall, Jeff Windisman, Rick Vaughn, Jim Berglund

A FROG STORY FROM 1992

*THE OTHER DAY, TWO OLD FISHERMEN WERE MAKING THEIR WAY DOWN THE PATH TO THEIR BOAT AND A FROG
JUMPED INTO THEIR PATH. ONE MAN SCOOPED THE FROG UP THE FROG WITH HIS HAND AND THE FROG SAID;*

"KISS ME AND I WILL TURN INTO A PRINCESS".

THE OLD FISHERMAN QUIETLY SLIPPED THE FROG INTO HIS COAT POCKET.

THE OTHER FISHERMAN SAID IN TOTAL DISMAY, DIDN'T YOU HERE WHAT THE FROG SAID?

THE OTHER MAN SAID, YES I HEARD, BUT AT MY AGE, I'D RATHER HAVE A TALKING FROG!

WELCOME NEW MEMBERS

Mark Osselaer
908 Maplewood Ave.
Anderson, IN 46012

Donald Crichlow
302 St. George St.
St. Augustine, FL 32084
904-377-0913
crihlow@comcast.net

David Bone
8485 Lynn Ave.
Douglasville, GA
30134
770-942-7209

Tony Smith
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Holland, MI 49424
616-886-0321

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4310 Pablo Oaks Ct.
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904-223-7511
hfrancis@davisfamilyoffice.com

Randy McConnell
19 N.E. 2nd St.
Crystal River, FL 34420
352-651-3205
reeltye@yahoo.com

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C, 386-672-0301

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Michael & Susan Mais
siammike9@gmail.com

Craig Rowe
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Frank Hansen*
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Athens, TX 75752-6163
903-243-2556

Don Phelps*
LL 220 Park Ln.
Bartow, FL 33830-7137

Jeffrey J. Amborn
1242 Thomasina Dr.
Port Orange, FL 32129
772-475-3860

UNKNOWN FLORIDA LURE MAKERS “RUNK” EAGLE LAKE, 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. This issues group of minnow type unknowns, made by an unknown maker in Eagle Lake, FL, sometime after the introduction of zip codes [1963]. Each lure was sold in a plastic sleeve with a hang tag that states:

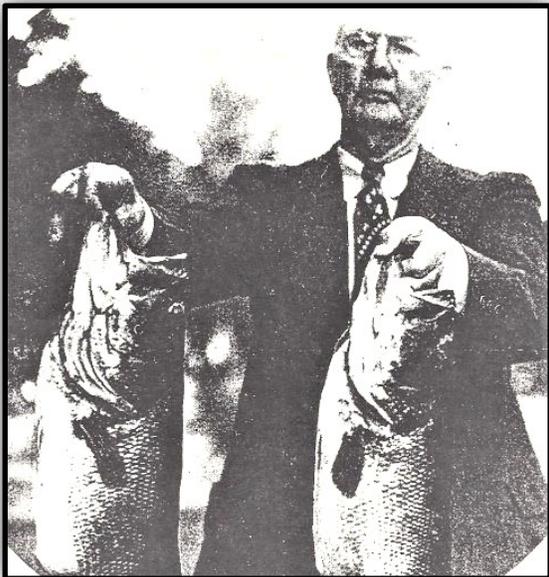
Runk No. 105

Patent applied for. This lure is made of hardwood. Lip can be adjusted for desired depth by applying heat carefully holding lip to a match, 2 1/2 inches from lip. Mfg. by "Ole Fisherman Lures" P.O. Box 341

Eagle lake, Fla. 33839

The two minnow types on the left are 4" inches long and weigh 1/4oz. The larger two minnow types on the right are each 5" inches long and weigh 1/2oz. The eyes are usually painted pressed eyes, although a few have been found with small teddy bear type plastic eyes [as seen on the red scale 4" minnow]. Most have a rubber tail and dorsal fin, but a few seen do-not, as with the 4" green minnow at the far left. The green lure also has a carved scale pattern and gills, where the others have painted scale patterns. Some the lures have either "Patent Applied for" or "Runk" stamped on the belly.

If you have an example of these minnow types in your unknown pile, now you have a little information. If you have anymore information about these unknown minnows 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.



Above, P.P. Dalton, daddy of the "Dalton Special" is shown with an 11lbs and 12lbs pound bass that made the mistake of striking his bait two years ago in Lake Okeechobee.

A True Tale of a Florida Fisherman's Bait Which Lures **BASS & BUCKS**

Bill Snyder

This story was published in our FATC News Letter on Oct. 1992, by Ron Gast with the permission from Florida Wildlife Magazine editor, Andrea Blount. At the 2019 Daytona show Ron G. gave me some of his early newsletters from the nineties, for their information. Not joining the club till 1993, I had never seen this story on Porter Dalton, but as everybody else knows, I am infatuated with the "Dalton Special" and it's history, this is a great history that needed to be reprinted. This story was published by Florida Wildlife Magazine in Oct. 1951

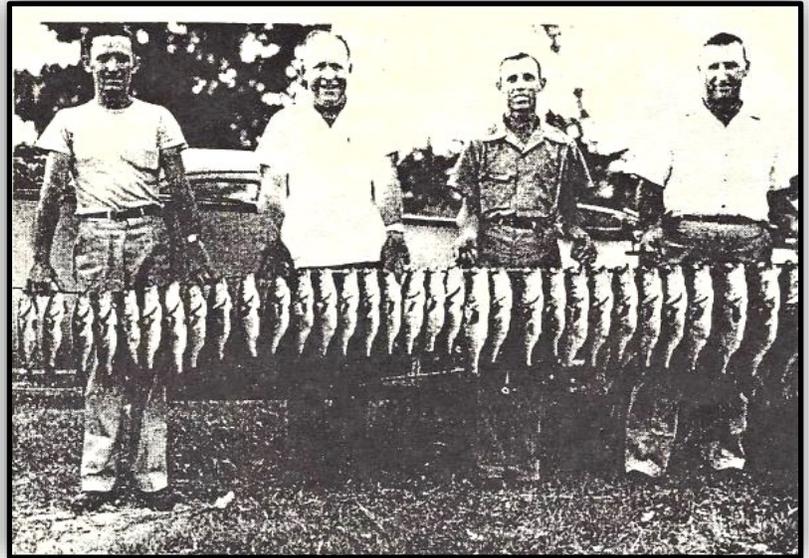
Seventy-Three years ago a stork delivered a bawling baby to a clay -floored, humble log cabin near Albany, Kentucky. Little did the stork realize that this red face infant 60 years later , would be responsible for planning and manufacturing an artificial fish bait that was destined to attract the fancy of more than a million fishermen throughout the United States, Canada and numerous foreign countries. But that is exactly what happened. The Infant was christened Phillip Porter Dalton. Today, his bait, the Dalton Special, is by word with nearly every fresh water rod and reeler regardless of where he lives. And don't get the mistaken idea that Dalton, now 73 years old, has slowed up a bit in his interest in producing gadgets that are dynamite so far as Florida's famed black bass are concerned. Not by a jug full! As a matter of fact, on the very day I talked with him last month, the first "Baby Dalton", a one-quarter ounce bait designed for spinning reels, started coming off the production line. What's more, this writer, had the distinct honor of being presented with the No. 1 new wooden fish.

Dalton evidently was born with fishing in his soul. At the age of six he started his fishing career with a crooked tree branch, a piece of store string and a bent pin. A few years later he graduated to the cane pole class and was using manufactured fishing line and hooks. By 1918 he was a proficient rod & reeler, but wasn't exactly satisfied with the artificial bait he was buying over the counters of many a store. So he did what might have been expected, he started whittling fish lures from blocks of wood for his own use. Today, He admits that "some of 'em" worked and a "lot of 'em didn't". Nevertheless it didn't take him long to convince himself that it wasn't the color of the bait that attracted fish- it was the action that led them to ultimate suicide. To this day, he hasn't changed his mind on the color contention. However , with a sly wink he admits that his famous Dalton Special is being manufactured in three sizes and 27 different colors. "You see", he explained, you have to satisfy the whims of the fisherman. But, still and all, it's the action of the plug that does the business.

The catch, shown at the right, is a portion of the 55 bass caught March 13, 1938 when Dalton and his fishing companions started using three of Dalton's, handmade and hand painted lures, during a camping trip to Lake Okeechobee.



Florida has always taken and extremely important role in the development of Dalton's artificial lures. During six consecutive winters he fished Florida's fresh water before he finally decided to move permanently from Bowling Green, KY and call this state his "home base". March 13, 1938 was the day destined to introduce Dalton's plugs to their first popularity. It was on this day that Dalton accompanied a group of Tampa sportsmen on a fishing and camping trip at Lake Okeechobee. During the first half of the day, the group, fishing from three guided boats, took a proverbial skunking. "They just ain't bitin' today", Dalton's guide explained. Somewhat apologetically, Dalton produced three of his own lures from his tackle box. They were hand made and hand painted. Looking the lures over suspiciously, the guide turned thumbs down on their use. First of all they wouldn't catch nothing and in the second place they'd hang up in the grass because they ain't weedless, he predicted. Dalton agreed to cut his line if he snagged in the grass. Even as he talked to the guide, he was preparing to cast one out one of his handmade lures. The guide scowled with displeasure. An instant later, the plug landed squarely in the middle of a grassy patch in Lake Okeechobee. Dalton counted 10, then he jerked the plug slightly. "Wham" a big black bass, lurking in the grass, struck the bait and then started fighting viciously. When Dalton boated the fish it weighted in at 8 pounds. Well, I'm a son-of-a-gun, was the bewildered guide's sol remark. Dalton made two more casts and ended up with a five and six pounder, from there on out, each of his fishing companions in the three boats tried a hand with the new baits. In slightly less than two hours, 55 bass had been placed in the live wells. When the boats headed back to camp, "Doc" Smoak, who had landed a 12-pounder, unwittingly christened the plugs with the name that was destined to become famous. "Lets name 'em the Dalton Special, suggested Doc and Dalton Special it has remained henceforth.



These four fishermen prove, without a doubt, that Dalton's artificial bait is dynamite. They landed their legal limit in short order.

Looking the lures over suspiciously, the guide turned thumbs down on their use. First of all they wouldn't catch nothing and in the second place they'd hang up in the grass because they ain't weedless, he predicted. Dalton agreed to cut his line if he snagged in the grass. Even as he talked to the guide, he was preparing to cast one out one of his handmade lures. The guide scowled with displeasure. An instant later, the plug landed squarely in the middle of a grassy patch in Lake Okeechobee. Dalton counted 10, then he jerked the plug slightly. "Wham" a big black bass, lurking in the grass, struck the bait and then started fighting viciously. When Dalton boated the fish it weighted in at 8 pounds. Well, I'm a son-of-a-gun, was the bewildered guide's sol remark. Dalton made two more casts and ended up with a five and six pounder, from there on out, each of his fishing companions in the three boats tried a hand with the new baits. In slightly less than two hours, 55 bass had been placed in the live wells. When the boats headed back to camp, "Doc" Smoak, who had landed a 12-pounder, unwittingly christened the plugs with the name that was destined to become famous. "Lets name 'em the Dalton Special, suggested Doc and Dalton Special it has remained henceforth.

One year later the Shakespeare Bait Company started manufacturing the bait for Dalton and continued doing so for 10 years. In 1940 the Dalton Special was fully covered by patents. The bait is now being turned out for Dalton on a production line basis by the Florida fishing Tackle Co., at St. Petersburg. The retail price of the lures remained at \$1 each until the last World War. Then, not unlike beefsteak, soda crackers, or bread, it became necessary to raise the retail price. The price was hiked to \$1.25, remember this, Dalton is proud of the retail price on his product and demands that it be respected to the penny. Just a few years ago he learned that one of the country's largest chain stores had downed the price of the Dalton Specials from \$1.25 to \$1.19. Within a few short minutes Dalton was burning the telephone lines to the chain stores main headquarters. Either put them back to \$1.25 or remove 'em from the shelves in all your stores and return 'em to me for reimbursement, Dalton ordered. Note: The chain store changed the price marking back to \$1.25—and quick.

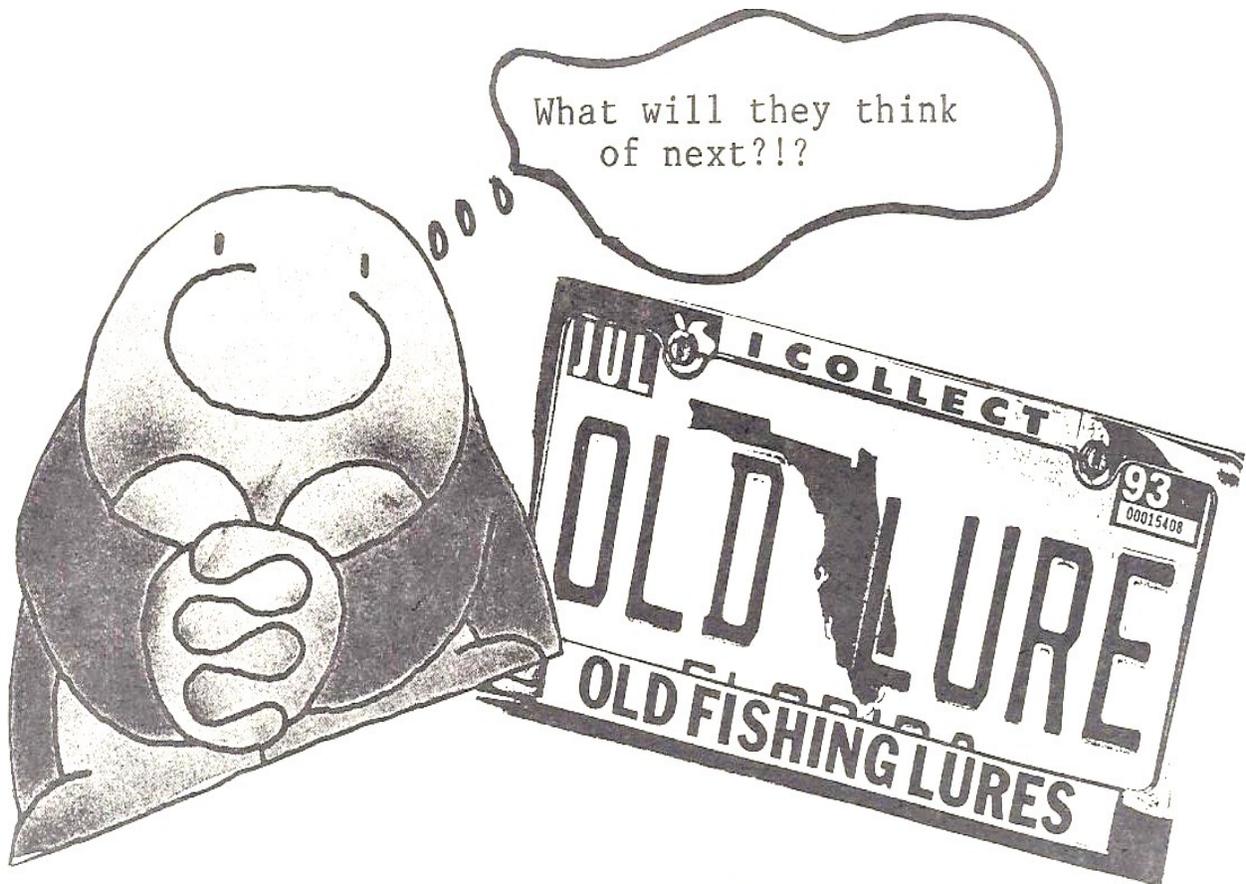
Dalton's enthusiasm for fishing has always remained at the high peak as has his ambition to manufacture and sell his product. When I was a bit younger, it never got too early or too late to go fishing, he told me. Now he has to cut his fishing jaunts down to about one day each week. On his 71st birthday he celebrated at Lake Okeechobee by making his Dalton Special deliver him his legal day's limit of bass. Back in 1940 he caught his biggest fish from Sawgrass Lake in Melbourne, FL, a whopping 16-pounder.



The author listens intently while Dalton demonstrates the perfect balance of his latest item, the "Baby Dalton" designed for use with spinning reels.

succeeded in catching 24 bass in record time. The smallest was a 7 1/2 pounder and of course, Dalton's smiles resulted from the fact that the catch had been made on three of his plugs. His parting shot as I prepared to drive away from the curb, certainly could be used to advantage by the State Chamber of Commerce "Remember one thing", he called to me, "Florida is the best fishing State in the Union and I've just about fished all of 'em during my 73 years'.

During the last three years he has been quietly developing the newest addition to the family, the quarter once Baby Dalton designed for spinning reels. It is made in nine different colors and huge orders are already being received from his jobbers throughout the United States. Small orders are being filled by Dalton himself from a building behind his Tampa home. During his years in the business he has sold, 1,250,000 dalton Specials by actual count. And if you don't believe that fishing becomes more popular each year, then listen to this. The demand for his product has increased 10 per cent each year since he started selling back in 1939 and that's something. While I talked with the artificial maestro, he beamed over a telephone conversation. It brought word that three guest at the John Echols private fishing camp, near Cross City, had



DOES THIS BRING BACK MEMORIES

WHAT A GREAT WAY TO SPEND A DAY

Bill Berthet

Enjoying my daily routine of reading the paper while having breakfast, one ad caught my eye. FATC Summer Antique Tackle Show, June 21st & 22nd at the Holiday Inn Express & Suites, Fleming Island, FL. Being a collector I wanted to add an additional display on one of my walls at home, that would augment my other displays and interests. Antique Tackle struck a chord. After a forty-five minute drive then following the signs, I arrived on Saturday the 22nd.

When entering the show there was a row of eight foot tables, with six professional displays with quality collections that greeted me. A flashback of memories flooded my mine. In 1964, at age 13. I saved enough money from being a golf caddie at Pine Lake Country Club in Orchard Lake, Michigan. I purchased a lightweight Browning rod from Cabela's and in early spring on Walnut Lake, using a mepps #1 aglia spinner with squirrel tail and a silver blade, I cast out in my favorite fishin hole. At the end of the retrieve just as I was taking the spinner out of the water a 30" northern pike came out of nowhere pulverizing the bait with so much momentum he ended up coming partially out of the water next to me. Just one of the many memories going fishing has created.

For the next hour I slowly went up and down the aisles for ideas. Initially I was looking to purchase a display already complete with fishing lures, but there were few choices. Finishing my initial over all observation of the show, I saw a quality used display case that was for sale. With a handshake I introduced myself to Gene Meisberger, we chatted for awhile and he mention he had sold his high end collection of lures from the display case in question and had another four available. After careful consideration I purchased this case. Gene and I moved the display case to a table that was out of the way from the rest of the show, giving myself a blank canvas to fill with different types of lures, spinners, deer hair bugs and poppers that I remember using during my youth. Over the next couple of hours, I started filling the case with various lures with their boxes from Gene, then started my multiple back and forth quest to fill the remaining spaces and having a nice chat with a fellow Michigander, Rick Vaughn. One lure that caught my eye, was called "Mr. Peepers". This lure was made by Lloyd Jett and it reminded me of big Daddy Roth with the elongated "Rat Fink" blood-shot eyes. Finally rounding up the owner, he of course told me it was not for sale. After several minutes I went back to his booth and asked permission to take "Mr. Peepers" from the stand and for him to follow me. Putting the lure in the most prominate spot in the display case and telling him it would be displayed here with much appreciation, he reluctantly gave me a price and I told him I would pay an additional \$25.00 over his price, so he decided to let it go.

Along the wall and back in the corner, I met Rich, a Brit that I immediately hit it off with. We are both international travelers, his obsession is fishing, mine photographing butterflies in the field all over the world. Except for a purchase of a large "Frog Legs" surface model lure with box, and with his assistance and large inventory I was able to choose all the remaining items I wanted. In the meantime a heavy set, bearded gentleman who owns a restaurant from Melrose donated lunch consisting of yummy coleslaw, several types of BBQ pork and various cuts of gator that were quickly gobbled up.

A number of people would come over to observe the emerging collection and towards the end a gentleman came over stating that I should join the FATC or a least write an article for our news letter. Taking several pictures of the display before breaking it down, so I would remember where everything went, I loaded it into my car took it home and enjoyed pinning the collection together. Looking forward to the October show in Winter Haven.



DO YOU REMEMBER WHEN?

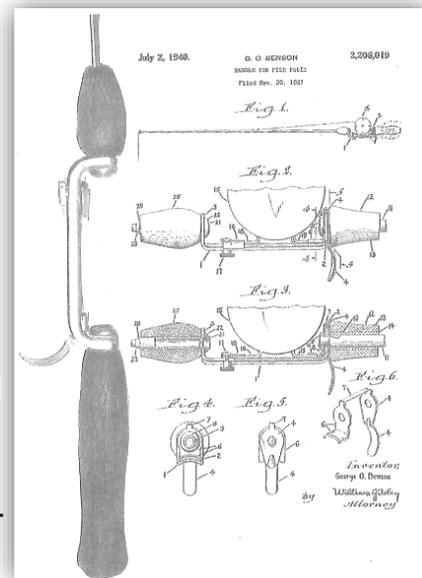
Charlie Tanner



How many remember the 40's, when you graduated from a willow branch and a pin to your first real fishing rod and reel. It might have been a Premax steel rod and a Ocean City reel. Premax made steel rods that sold for a dollar and if you got a pistol grip handle, it would cost you, two dollars. The companies headquarters was base in Niagara Falls, NY and was sold to the firm of Chislom-Ryder Co., a agricultural equipment manufacturer. In addition to making steel fishing rods they would also stamp, pressed metal tags and labels. Chislom-Ryder were assigned a patent from George Benson's invention of a fishing rod handle [patent shown below] which was attached to most of the steel rods they produced. In addition to their bait casting rods they made a trolling rod/reel combo and were sold through jobbers to retail stores. Chislom-Ryder produced the

steel rods for Ocean City's kids fishing kits, which contained anything one would need to catch fish. If you are able to search the internet you can find an extensive history of the company, but no history of their fishing rods. Back in 2009 I tried to come up with some information and found very little. A Premax employee Alan Davis has been very helpful, by digging into company records and has uncover ads for their rods and their connection to Ocean City reels.

I came back getting into Premax's history as a steel rod producer because of a mystery, steel rod/reel combo that I own. The reel affixed to the combo is an Ocean City, incorrectly marked on the level wind cover as No. 88 "Smoothkaster". This was verified by Ocean City historian Jeff Johnson. Jeff also put me on the Premax trail because of the similar way the reel seat was connected in putting together the rod's handle. The reel is connected exactly the same as Benson's patent illustrates. The only difference is the belly in the seat to accommodate the reel being permanently attached. The solid steel rod is much heavier than any rod Premax had made in the past. The guides are imitation agate. If I had to id the steel shaft of the rod, I would say it's a True Temper. This item would have been offered in the late 1940's. Do you remember ever seeing one? I would like to guess that the combo that I have is a salesman sample. The company would have designed and stamped out several reel seats to make a few combo's. [continued next page]



George Benson's patent for his rod handle, #2,206,019



Ocean City reel that incorrectly marked #88



[R] Top shows the mystery rod/reel combo and bottom shows a Premax reel seat handle

Putting them together with a mix of other companies products as prototypes for a future product. They may have run into problems of competing with combo manufactures as Hurd, Streamliner and others. They list on a 1948 [at right] offering #101-71 a 4 1/2 ft. rod reel combination at \$39 a dozen. They state "the reel is part of the handle" and the reel is similar to #81 from Ocean City. This could be the mystery combo, Did it sell? It Could be that the company sold and produced many of these combos however, I haven't had any information that would suggest it did.

I have to thank several people for their help starting back in 2009, Ms. Lingberry of the Niagara Falls Public Library and recently Alan Davis and Jeff Johnson.

Detachable Handle Rods

Five Splendid Numbers . . . All Big Sellers at \$2 to \$5

Premax Tempered Steel Blades are made of a special high-carbon steel developed for its ability to take sudden shocks and snap back into shape without injury. Added resilience is secured by carefully graduating the diameter of the blade so that a light, snappy tip is assured. All blades are heavily cadmium plated and equipped with hardened steel guides and offset tip-tops—which adds up to a practical sales appeal seldom found in any but the high-priced rods. Five numbers are available with detachable offset handles—four with cork composition grips and one priced to sell at \$2 with attractive walnut-finished wood grips.



No. 9541—3 1/2 FT. ROD LIST PRICE **\$2.50** U. S. TAX INCLUDED

3 1/2-foot Rod with new design Detachable Offset Handle and Cork Composition Grips. Blade has one hardened steel guide and offset tip-top. Standard package two dozen. Weight, per dozen, 8 pounds.



No. 9561—4 FT. ROD LIST PRICE **\$3.00** U. S. TAX INCLUDED

4-foot Rod with new design Detachable Offset Handle and Cork Composition Grips. Blade has two hardened steel guides and offset tip-top. Standard package two dozen. Weight, per dozen, 9 1/2 pounds.



No. 9571—4 1/2 FT. ROD LIST PRICE **\$3.00** U. S. TAX INCLUDED

4 1/2-foot Rod with new design Detachable Offset Handle and Cork Composition Grips—the most popular length with most fishermen. Blade has two hardened steel guides and offset tip-top. Standard package two dozen. Weight, per dozen, 10 1/2 pounds.



No. 95W55—4 FT. ROD LIST PRICE **\$2.00** U. S. TAX INCLUDED

Biggest seller in the Premax line! A good rod and a top value. Graduated diameter blade with one hardened steel guide and offset tip-top. New design Detachable Offset Handle with walnut finished, turned hardwood grips. Standard package two dozen. Weight, per dozen, 9 1/2 pounds.



No. 9555—4 FT. ROD LIST PRICE **\$2.50** U. S. TAX INCLUDED

Identical with No. 95W55 except it has two Cork Composition Grips instead of wood. We consider this the best casting rod value in the market today. Standard package two dozen. Weight, per dozen, 9 pounds.

PREMAX QUALITY AT POPULAR PRICES



No. 1215—LIST PRICE **\$1.00** U. S. TAX INCLUDED

A practical beginner's rod with real sales appeal! Has an Oil-Tempered Blade with stamped steel guide and hardened steel offset tip-top; 8 1/2-inch turned wood handle, walnut finished, with bright-plated metal reel seat and ferrules. 45 inches overall. Standard package six dozen. Weight, per dozen, 5 pounds.



No. 2225—LIST PRICE **\$1.50** U. S. TAX INCLUDED

Another big value! Graduated-diameter, high-carbon, oil-tempered steel blade, hardened steel guide and offset tip-top. 18-inch straight handle with double wood grip, plated metal reel seat and locking hands. 48 inches overall. Packed two dozen to a package. Weight, per dozen, 10 pounds.



[L] Ocean City "Ranger" Complete Fishing Kit For Boys & Girls With a Premax Rod.

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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



2019 FATC CLUB PATCH

CALENDAR OF EVENTS

WINTER HAVEN FATC FALL SHOW

October 3rd, 4th & 5th 2019

Winter Haven, Florida

Show Host: Jeff Windisman

jkw lure@tampabay.rr.com

DAYTONA BEACH INTERNATIONAL TACKLE SHOW

February 28th, 29th & March 1st 2020

Daytona Beach, Florida

Show Host: Mike Hall

Flalake@aol.com