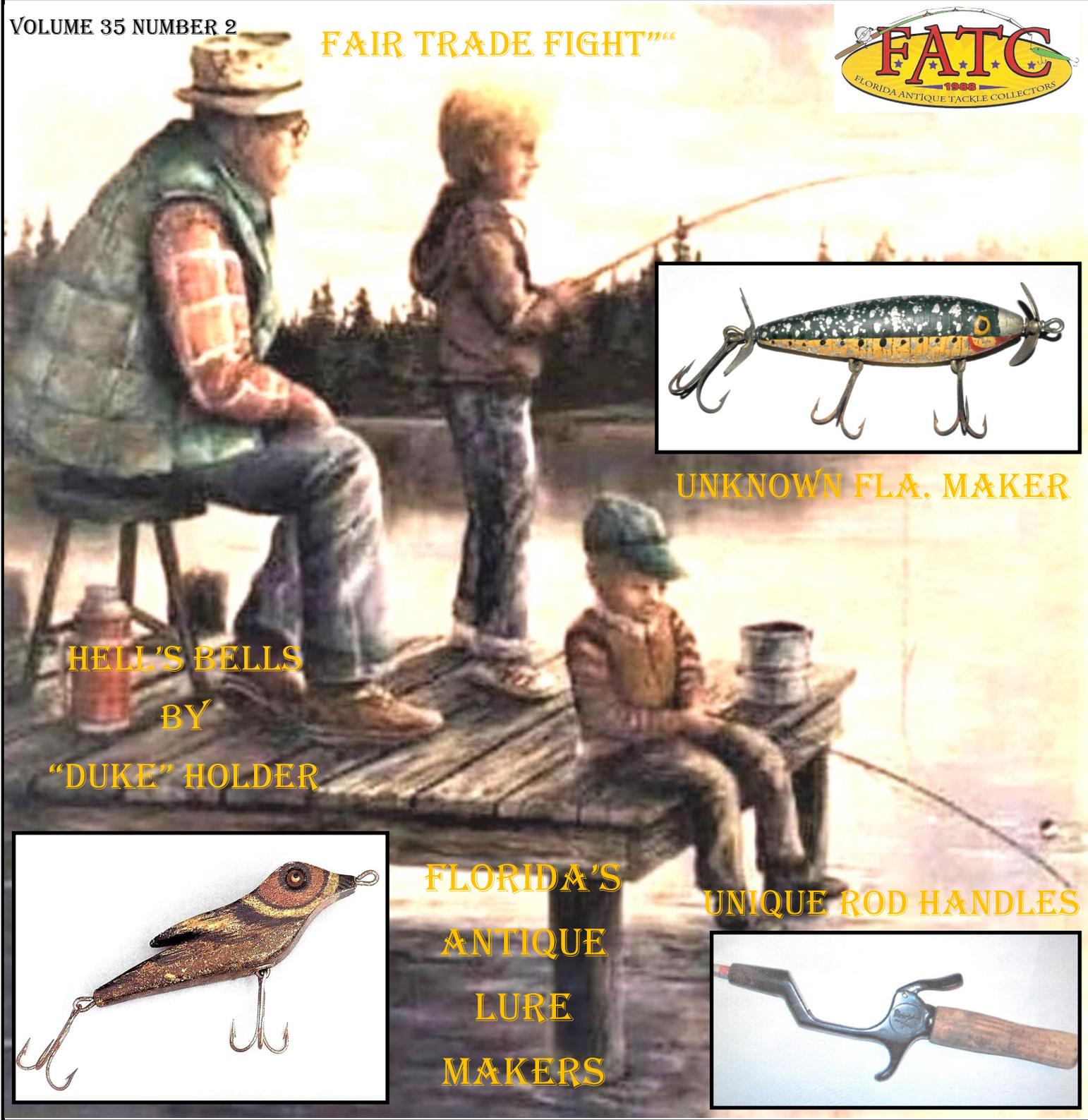


F.A.T.C. NEWS

FLORIDA ANTIQUE TACKLE COLLECTORS NEWSLETTER

VOLUME 35 NUMBER 2

FAIR TRADE FIGHT™™



UNKNOWN FLA. MAKER

HELL'S BELLS

BY

"DUKE" HOLDER



FLORIDA'S
ANTIQU
LURE
MAKERS

UNIQUE ROD HANDLES



FATC MEMBERSHIP DUES

[PLEASE READ]

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

To resolve this issue and to smooth out our process, we would like all new and existing membership dues sent to one location. Please send to address listed below, this is our treasurers address, and if your paying by "Check" **[make checks payable to the FATC]**. "PayPal" will also be excepted and is the preferable way to pay **[see the FATC website]**.

Also, in order to get everyone into the directory, who wants to be listed in the directory, we are requiring that all membership dues be paid by, **[March 1st of each year]** so we can include your information in the directory in our second newsletter which is sent out in April. THANK YOU, for your help in these matters, see you at the next show!

MAIL CHECKS TO:

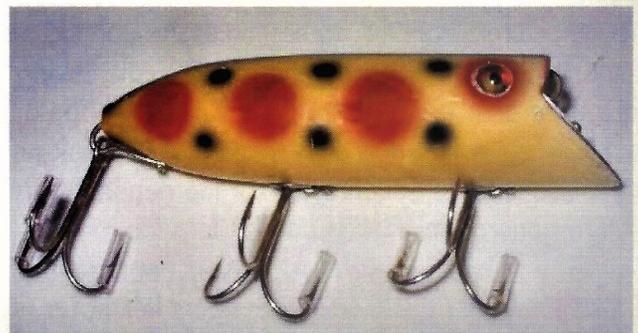
FATC
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Venice, Florida 34292-5314

PAY THROUGH PAYPAL AT THE FATC WEBSITE

www.fatc.net

Thanks to all who helped with my collection!

~Chuck



WANTED:



(407) 862-7562

Genuine

Heddon

LURES

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

FATC
NFLCC

Cell: 321-439-4011

cheddon@mpinet.net

PRESIDENTS MESSAGE

The time has come to get back to normal. Tom Wilkerson has a great show planned for October 29th and 30th at the Plantation at Crystal River in Crystal River, Florida. Contact Tom for Registration and get your tables! Tom has also received the 2021 club patch and also has a limited quantity of lures that match the patch.

If you have not renewed your membership, this is the time to do it, so you do not miss out on our newsletter and show information.

Larry Lucas has talked to the Plaza Resort and the International Daytona show, is a go for 2022. If you need to reserve tables contact Larry at: theporterguy@gmail.com



FATC BOARD OF DIRECTORS MEETING

Meeting held online via "Google Meet" on March 30 2021

~Mike Mais called meeting to order at 7:00pm

~Re-election of existing board members is agreed upon and seconded, with the exception of Butch Carey [south region] and Bob Coon [north region] who've stepped down. Bob's seat to be filled by Larry Lucas.

~Bill Premaza to step down as treasurer at the end of the year, with no replacement named as of now.

~Bill Premaza reviewed 2021 financials to date, with lack of membership dues and not being able to have shows, obviously affecting account balance. Treasurer report accepted by board.

~Ron Gast discussed the sudden cancellation of the August St-Pete show by the venues management. Still unsure of the exact reason for cancellation.

~Board members discuss alternative venues suggesting we attempt to move the date of the Punta Gorda show, previously scheduled for June, but subsequently cancelled to August. Mike Mais requested that Rick research the possibility, Bill Premaza offered assistance if needed. Jeff Windisman has been researching possible show location in the Auburndale area.

~Tom Wilkerson announced this years club patches will feature Straders "Diamond Rattler", and has supplied a limited amount of diamond Rattlers lures, to be offered with the patches. Tom has generously donated the lures to be included with patches for purchase.

~Board agrees to a May 1st deadline for membership dues to be paid by, so the membership directory can be completed and sent to the printer, to be included in the next newsletter.

~Next board meeting scheduled for June 15th, to be held via video conference call.

~Meeting adjourned 7:45pm.

Members in Attendance;

Mike Mais	Tom wilkerson	Chuck Heddon	Mike Hall	Bill Premaza	Jeff Windisman
	Ed Weston		Rick Vaughn	Ron Gast	

FATC TREASURER REPORT

Bill Premaza FATC Treasurer

Displayed below for your review are financial statements reflecting the Florida Antique Tackle Collectors Inc. balance sheet for December 31, 2020 and 2019 [below left]. Also included are income and expense statements for fiscal 2020 and 2019 [below right]. While the FATC's cash position has remained relatively stable during this period, as of May 31, 2021, cash has declined as a result of shows being cancelled because of Covid-19 and presently sits at approximately \$10,800. We also have CD's in excess of \$25,200.

We continued to have expenses such as this newsletter, club lures and patches, plus annual insurance payments. Membership dues have paid for these expenses, so please pay your dues and we will enter 2022 in sound financial condition! FATC's success depends on it's member's, we will survive this pandemic and move on.

See you at next show! Bill

	2020	2019		FISCAL 2020	FISCAL 2019
	DECEMBER 31, 2018	DECEMBER 31, 2017			
Cash	\$15,082	\$15,019	REVENUE:		
Accounts Receivable			Membership Dues	\$5,750.00	\$6,055.00
-Doubtful Accounts			Show Registrations	\$2,385.00	\$2,855.00
Inventory			Table Sales	\$7,455.00	\$9,410.00
Temporary Investments	\$25,047	\$25,017	Visitor Admission	\$615.00	\$1,025.00
Prepaid Expenses	\$5,035	\$4,000	Auction Proceeds	\$2,608.90	\$2,271.00
Other Current Assets			Club Lures and Patches	\$1,365.00	\$1,360.00
TOTAL CURRENT ASSETS	\$45,164	\$44,036	1/2 & 1/2	\$211.00	\$374.00
			St. Pete Show Reimbursement	\$500.00	\$0.00
FIXED ASSETS			Table Reimbursement	\$0.00	\$610.00
Long Term Investments			Advertising Revenue	\$879.00	\$810.00
Land			TOTAL REVENUE	\$21,758.90	\$24,770.00
Buildings			EXPENSES:		
-Accumulated Depreciation			Showroom and Table Rental	\$7,616.00	\$11,035.00
Property, Plant and Equipment			Advertising	\$400.00	\$1,593.00
-Accumulated Depreciation			Awards	\$393.23	\$793.95
TOTAL NET FIXED ASSETS			Security	\$1,496.00	\$1,696.00
TOTAL ASSETS	\$45,164.00	\$44,036.00	Auction Set Up	\$400.00	\$400.00
			Show Host	\$500.00	\$1,100.00
			Board Expense	\$0.00	\$369.56
LIABILITIES AND SHAREHOLDERS' EQUITY			Tax Accounting	\$0.00	\$302.26
CURRENT LIABILITIES			Support (Editor, Internet, Treasurer)	\$1500.00	\$2,250.00
Accounts Payable			Newsletter	\$6,907.93	\$6,065.60
Short Term Notes			Liability Insurance	\$1,431.00	\$1,542.00
Current Portion of Long Term Notes			Sunbiz (state filing)	\$61.25	\$131.25
Interest Payable			Paypal	\$235.00	\$312.05
Taxes Payable			Sales Tax Penalty	\$0.00	\$50.00
Accrued Payroll			Vigio (internet maintenance)	\$149.70	\$149.70
Other Current Liabilities			Killer Baits (club lures)	\$1,140.00	\$1,025.00
TOTAL CURRENT LIABILITIES	\$0	\$0	Patches	\$546.90	\$0.00
			Post Card Mailing	\$0.00	\$487.16
LONG TERM LIABILITIES			Old Document Shredding	\$0.00	\$66.85
Long Term Debt			Stamps	\$72.00	\$96.00
Deferred Income Taxes			Supplies	\$911.12	\$1,469.00
Other Long Term Liabilities			Total Expenses	\$23,730.16	\$30,934.38
TOTAL LONG TERM LIABILITIES	\$0	\$0	Net Revenue (Loss)	(\$1,971.26)	(\$6,164.38)
SHAREHOLDERS' EQUITY					
Capital Stock					
Additional Paid in Capital					
Retained Earnings	\$45,164	\$44,036			
TOTAL SHAREHOLDERS' EQUITY	\$45,164	\$44,036			
TOTAL LIABILITIES AND EQUITY	\$45,164	\$44,036			

EDITOR NOTES

Jeff Windisman

I hope everyone is doing well. Here we are in the middle of 2021 and the club finally has a show schedule for October 29-30, 2021 in Crystal River, FL. Tom Wilkerson is working hard to make this show a success with the help of other members. It has been tough to get a show schedule that would have been large enough to accommodate our members, but the Crystal River show will hold eighty tables, So guys & gals lets fill this show up.

Larry Lucas has the 2022 Daytona show ready to go! [check flyer in this newsletter].

Charles Tanner gave me a 1999 Florida Wildlife magazine with a story about the FATC and Florida lure makers, and also a story on some unique rod handles for this newsletter. I went back into the archives and found some interesting stories from 1992. Doug Brace wrote one on "Duke" Holder and his Hells Bells lure and the late Frank Carter wrote one on the "Fair Trade" which was stamped on some Florida lure boxes, interesting. And Joe Yates sent in another unknown Florida maker for us to figure out!



On the back cover of this newsletter, is our 2021 Club patch that is available now. Tom Wilkerson is offering the same lure in the package when you get a club patch and he will donate all proceeds from this to the club, so order yourself one while supplies last.

The Dalton Man

WANTED

PAW PAW PLENTY SPARKLES

5500-SENIOR, 5600 JUNIOR

JEFF WINDISMAN

jkwlure2@outlook.com

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 AWARDS CRITERIA

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 decision.

- 1-Educational Information
 - 2-Identification & Labeling
 - 3-Rarity
 - 4-Completeness
 - 5-Condition
 - 6-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.

The 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 exhibit and the owners name, should be displayed prominently on the exhibit. These cards can be obtained at the registration desk.

Thank You

Awards Committee
Rick Vaughn/ Paul Snider

UNKNOWN FLORIDA MAKER

Joe Yates

This lure caught my attention every time that I opened the drawer where it lived in Frank Carter's "shop" at his home in Tallahassee, Florida. It was as if I had seen it someplace before and I strained to recall memories that would not return.

The green bass scale paint pattern of the shiner seen here suggests a Florida origin. Frank's face would light up as he raised his finger and declared "*that is what we would call a clue!*" Unfortunately, that clue reveals little else about the lure's maker.



This wooden bait measures approximately 3 7/8" in length. It is noticeably heavy and weighs exactly one ounce. A faint circle is visible around a fairly large belly weight positioned behind the front hook. The hooks are secured with screw eyes and small rimmed cups. Forward and aft props are Barracuda Brand made by Florida Fishing Tackle Mfg. Co. of St. Petersburg, Florida. Painted eyes protrude slightly from the hand painted lure body. The paint is not varnished or sealed and has numerous vertical age lines that speak of age. It is likely that this is a "homemade" lure, as I have not seen any others like it. All the clues point to a Florida maker, but I have no idea, whodunit!

Planked Gar Fish

By Don Richters

A must recipe for when you have failed to catch "other" fish and your wife has invited her family to your place for a fish dinner.

- 2 medium gar fish [3-4lb each]
- 1 clean cut fresh cut cypress plank [14x 24 inches]
- 8 [6-penny] nails [not rusted]
- 1 qt. red cooking wine [cheap]
- 1 large onion
- 1 clove of garlic
- Salt & pepper

Remove head, tail and intestines from 2 fresh caught gar [**recipe can also be used for mudfish**] Split fish in halves. Place in long, thin ceramic dish. Add cooking wine and marinate for 24 to 48 hours in refrigerator. Cut onion in 3/8" inch slices. Place on cypress planks. Nail fish, skin side down, to plank. Cover fish with salt, pepper and minced garlic. Let stand at room temperature for 24 hours, pouring drained red wine over fish at 6 hour intervals to prevent dryness.

Prior to serving, remove fish and scrape plank clean. Run cypress plank through wood chipper. Serve chips with Tabasco sauce and 1 gallon of cold draft beer per person. Dice gar and spread around kitchen to kill roaches or discard in compliance with laws governing hazardous waste.

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FLORIDA'S ANTIQUÉ LURE MAKERS

With permission, to reprint this 1999 article, which was written by James Phillips for the Florida Wildlife magazine. Some of the picture are original and some have been changed [added] but story is original.

The collecting of rare and antique tackle is an avocation for a growing number of people. Early handcrafted lures, particularly Florida bass baits, possess an undeniable charisma. Through they are no longer commonplace, it's a safe bet many still nap peacefully in forgotten tackle boxes throughout the sunshine state.

While the thrill of discovery is a big part of tackle collecting, the best lures tend to change hands at shows and auctions. Their price usually depends on who wants it, and how badly. Although historical importance can be a factor, a lure's desirability is determined largely by its condition and scarcity. The National Fishing Lure Collectors Club [NFLCC] has established a "standard lure grading guideline" that enable dealers and collectors to describe a lure's condition consistently. Lures are graded from 1 to 10, with 1 indicating poor condition and 10 indicating new in the original box. Repainted lures are graded 0.

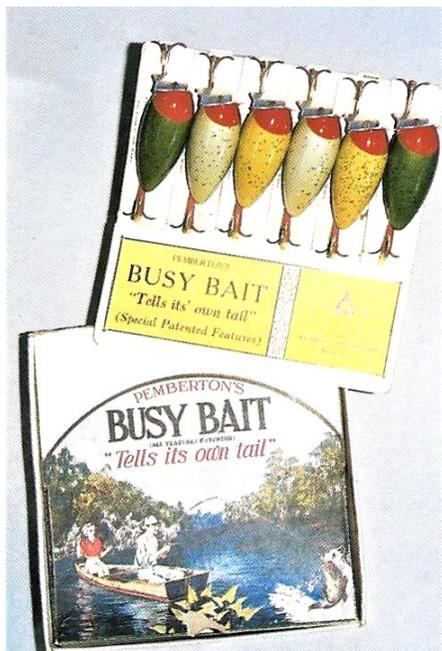
To determine a lure's scarcity it must first be identified, if possible. Successful lure designs were frequently mimicked by smack-scale manufacturers. Heavyweight pre-Depression Era companies like Heddon, Creek Chub, South Bend, Pflueger and Shakespeare aggressively marketed their wares throughout the south, and often pirated designs developed by Florida anglers. Some lure makers [like Jim Pfeffer] were flattered. Some weren't, and at least one, Phillip Porter Dalton, sued.

Not surprisingly, when it comes to interesting and innovative lure design, Florida boast a rich heritage. Bill Stuart, Director of the Museum of fishing [collection loaned to the Polk county historical Museum in Bartow, Florida], has spent the last four years recording the lives of over 400 Florida lure makers, ranging in scale from prominent entities like Eger and Garland to obscure, often anonymous journeymen who whittled plug bodies from broken broomsticks, dipped them in housepaint and hawked them from the trunks of their cars. In Stuart's monumental illustrated reference guide, *Florida Lure Makers and Their Lures* [vols. I-IV, co-written with Douglas J. Brace and Russel D. Riddle], he has profiled 220 of them and catalogued most of their designs. Volumes V and VI are currently in the works. For the serious collector of Florida Lures, the books are indispensable, and they're a pretty good read, as well. Here are the top 10 Florida pioneer lure makers. They are presented in no particular order, and with the understanding that any such list is bound to provoke debate. The dates indicate when collectible lures were produced.



1-Frederick "Fred" Luke Bredin Flood [Florida Shinner Bait Co.] Frostproof, 1922-35

Flood's "Florida Shinner" [the misspelling of shiner has been attributed to his printer] is considered by many collectors to be a minor masterpiece of American folk art, and the quintessential antique Florida fishing lure. They were produced by Flood in limited numbers [less than a thousand were made] and sold from a roadside stand in front of his home. The lures design was highly unusual, with metal fins, two rigidly fixed treble hooks and a side mounted line ties.



2-Uz Cox Pemberton [Florida Bait Casting Co. Inc.], Tampa, 1930s

All Pemberton lures are scarce. Notable are the Busy Bait and the Florida Flapper. Although the two are very similar, Busy Baits had metallic glitter incorporated into their paint patterns, while Florida Flapper were glitter free. Pemberton lures had a clip on the rear hook designed to hold a thin strip of pork rind.

[left] Pemberton Busy Bait point of purchase display

3-William F. Eger [Eger Bait Co.] Bartow 1930s

Two of Eger’s most important lures are the Florida Special and the Natural Grass Frog. In 1937 Eger obtained a patent to cover the body of his Grass Frog lure with real frog skin. In 1941 an angler using a Eger frog skin covered lure caught three largemouth bass simultaneously, earning a mention in *Ripley’s Believe It Or Not*. The Florida Special was considered so deadly

a bass killer it was nicknamed “The Dillinger”.



4-Jack and Carl Reynolds [Barracuda Brand Fishing Tackle], St. Petersburg, 1923-75

Also known as the Florida fishing Tackle Manufacturing Co. Many of Barracuda’s earliest and most desirable bass lures had small glass eyes, a feature eventually dropped in favor of ceramic, tack Some of or painted eyes. Some of the more familiar models are the Florida Shiner, the Torpecuda, the Twitchin Cuda and a Dillinger lookalike called the Skinny Cuda or Slim-Jim. In 1949 it began production of the Dalton Special, after P.P. Dalton unsuccessful lawsuit against Shakespeare. Barracuda ceased operations in 1975.



[Left] Glass Eyed Reyhu



[Above] Glass Eyed Tipsy Cuda

[Right] Ceramic Eyed Florida Shiner



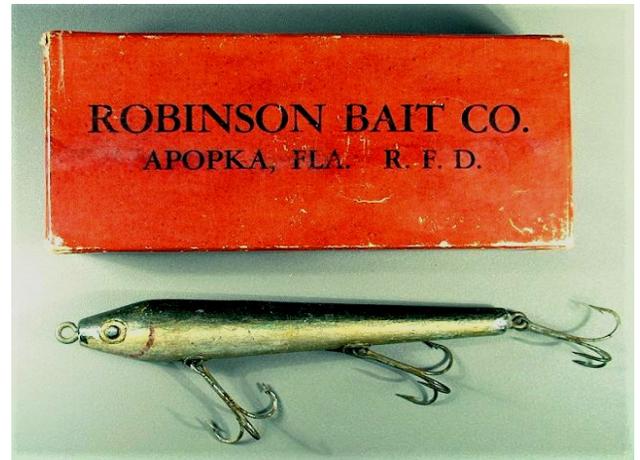
5-James Authur [Jim] Pfeffer, Orlando, 1927-70

Pfeffer was a highly regarded and influential lure maker. His Orlando shiners and Banana lures were copied by a number of tackle manufacturers, including South Bend. Most of Pfeffer's lures were painted by his wife, with matchsticks and a stencil made from a window screen. The resulting patterns had an exquisite folk art quality collectors sometimes described as "Peffereque"



6-Earl Robinson [Robinson Baits] Apopka 1926-50s

Robinson's first lures featured hand craved eye and gill slits. During the 1940s Robinson's most popular lures were his Orlando Shiner and the Best Yet Popper



7-Garland Bros., Plant City 1930s

[Left] The first Garland lures featured a highly unusual innovation: the front end was made of cork. In later years Garland introduced a number of more designs. The Cork-Head Frog and Cork-Head Minnow are highly prized by collectors.

8-Phillip Porter Dalton [the Dalton Special] Tampa, 1940s-60s

The Dalton Special is the most successful wooden bass plug designed by a Florida angler. When Phillip Dalton and a group of friends field-tested the prototypes they caught 55 bass in two hours. After obtaining a patent in 1939, Dalton contracted with Shakespeare to manufacture the lure, although he retained marketing and distribution rights. The relationship ended in the late 1940s in a dispute over production cost. When Shakespeare continued to sell the lure in slightly modified form. Dalton took the company to court and lost. Dalton's story makes for interesting reading, and can be found in Bill Stuart's Florida Lure Makers And Their Lures.



9-Richard Owen Porter [Porter Bait Co.] Daytona Beach, 1920s-60s

Porter's first baits were saltwater "pier baits" made from wooden clothes pins. He later marketed several bass lures, including the Pop-Stop, Duz-Biz, and the Dart-O. Most Porter lures had painted eyes with three color rings, and a small decorative bull's eye on the belly.



10-Earl Parker Gresh [Earl Gresh's Wood Parade]. St. Petersburg, mid 1950s to mid 1970s

Gresh was a man for all seasons: musician, radio, personality, powerboat racer, avid conservationist, nationally renowned fly tier and a remarkable woodworker.

Although Gresh passed away in 1977, folks in St. Pete still talk about him. Gresh earned fame as a saltwater angler, but his favorite prey was the Florida largemouth bass, which he referred to as "the gamest, fightin'est rascal in water or out." An rarely proponent of catch-and-release fishing, he scorned the practice of mounting trophy fish, preferring to mount the lures used to catch them.

His first lures were sold in finely crafted presentation cases, each case containing a set of six different lures, with instruction for their use. Subsequent lures were made in a wide variety of styles and shapes. Most had beveled, rather than rounded, edges, and were stamped "Earl Gresh" on the belly. All Gresh lures are highly prized by collectors.

[Right] One of the rarest Florida Lures: Kinney's Bird Lure, 1927, made by Heddon for the Old Hickory Tackle Co. of Tampa



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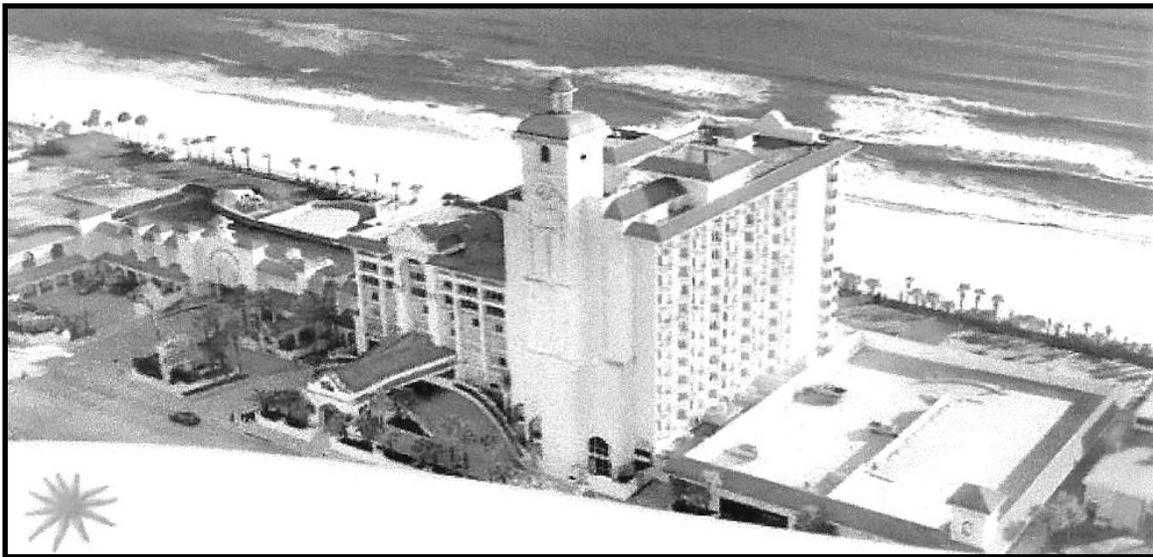
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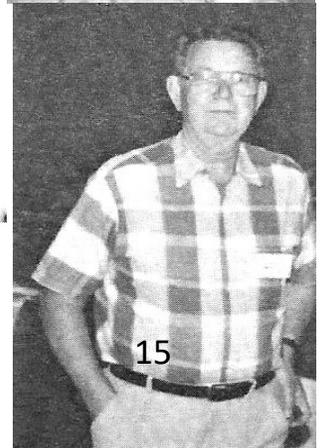
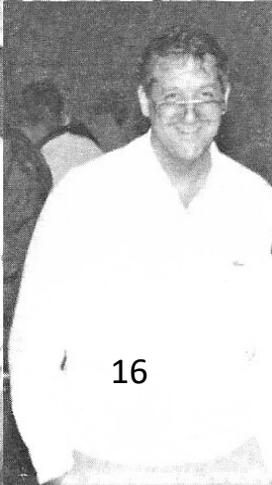
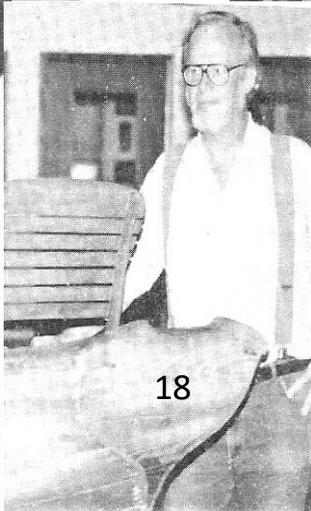
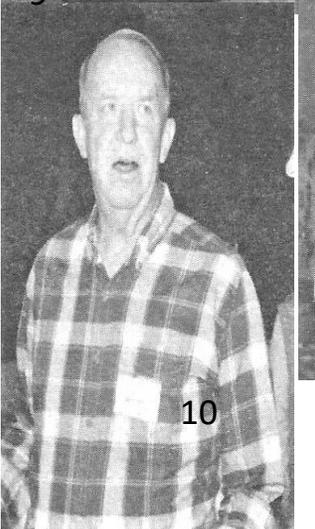
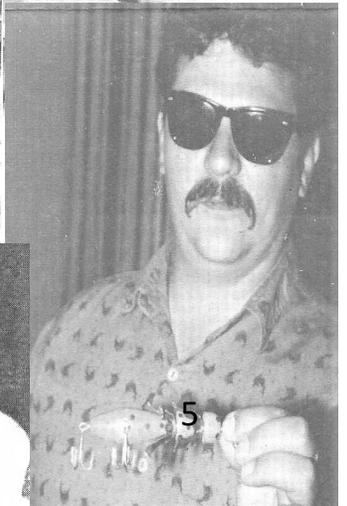
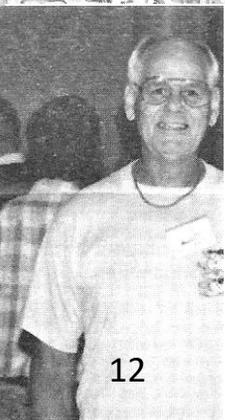
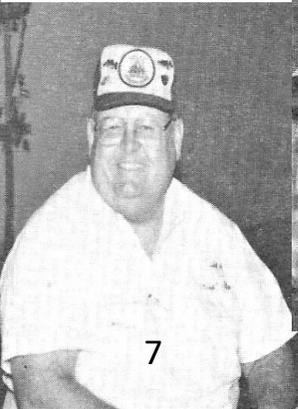
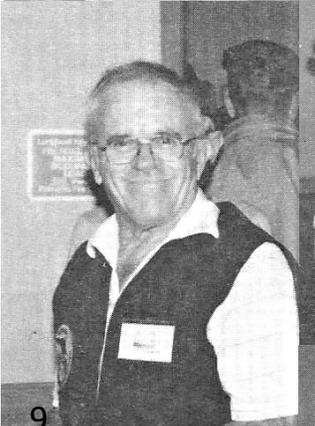
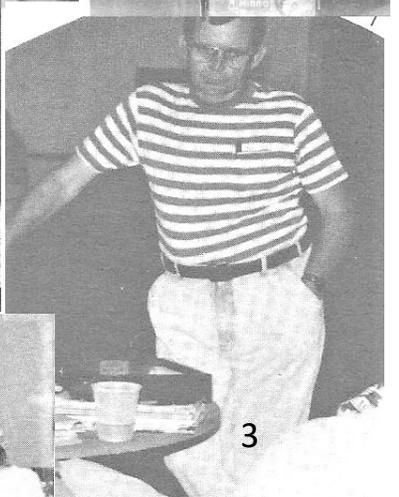
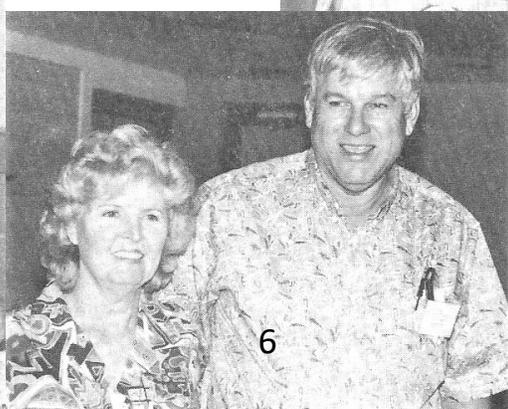
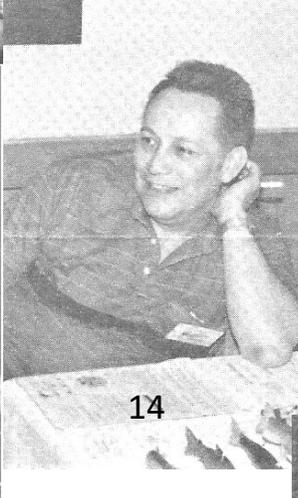
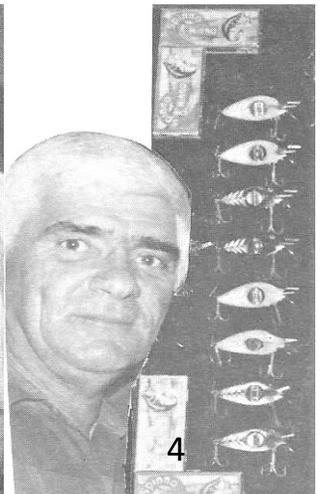
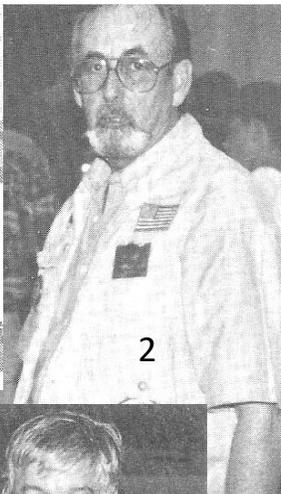
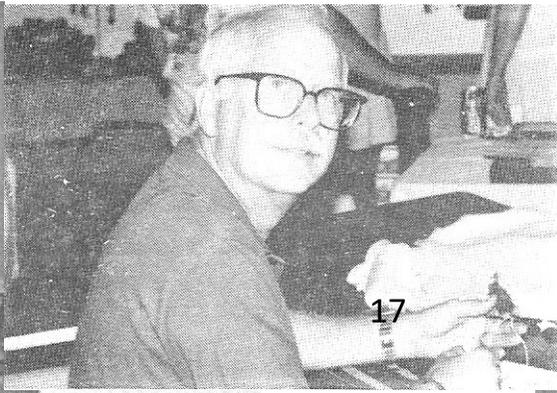
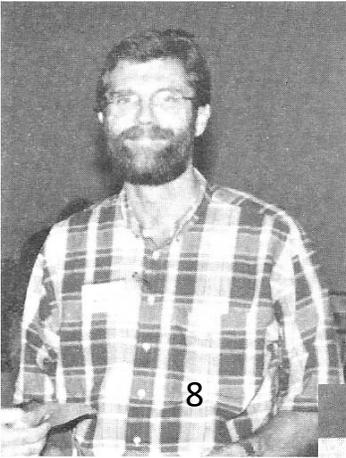
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[Tables Reserved Only After Payment Received]

Show Host: Larry Lucas
theporterguy1@gmail.com



HOW MANY OF THESE EARLY FATC CLUB MEMBERS CAN YOU IDENTIFY

Answers in next issue

FLORIDA LURES

AND THE

FAIR TRADE 'FIGHT'

By Frank Carter

While getting some lures ready for a show last year, I notice something on an Eger Dillinger plastic-top cardboard box that I had not noticed before. "Fair Trade \$1.15" was stamped on the end of the box. I checked other boxes and found one of them, an Eger special [Wiggle Tail] box stamped "Fair Trade \$.75". No other style Eger box in my possession has a similar stamp. I then randomly checked other lure boxes and found "Fair Trade" printed [not stamped] on one side of two L&S boxes. One is a 2-piece cardboard box for a 52M19 MIRR O LURE, while the other is a 2-piece cardboard window box for a 52M26 MIRR O LURE. I began doing research on these fair trade stamps, which included reading several legal papers and court rulings. I quickly learned how lucky I am to have never chosen a career as a lawyer!!

Resale - price maintenance laws or "fair trade" as the supporters styled it, gained popularity nationwide during the depression of the 1930s. Under these laws [passed in 45 states], a manufacturer required distributors to sign a contract in which they agreed not to advertise or sell the product for less than the minimum **wholesale price** established by the manufacturer. Furthermore, all retailers were required to sign a contract agreeing not to advertise or sell the product for less than the minimum **retail price** established by the manufacturer.

The first Florida Fair Trade act in 1937 was held to be unconstitutional by the florida Supreme Court. The Florida Legislature responded by passing another Fair Trade Act in 1939, which was also found to be unconstitutional. This was because, among other reasons, it served the orivate interest of one economic group to detriment of the general public.

A third Fair Trade Act was passed by the Florida Legislature in 1949 . The florida Supreme Court again found the law to be unconstitutional. The defendants in these suits were generally discount retailers who would not sign the contracts [non-signer], and attempted to sell the product of a large manufacturer at less than the "fair trade" price. When the Florida Supreme Court found the 1949 law to be unconstitutional, they wrote in part: "As we have stated before, *the real effect of the non-signer clause is anti-competitive price fixing; not the protecting of the good will of trade marked products as other courts have held. Good will, it has been said, should be determined by the price which the goods can command in a competitive market, and not by the ability of the manufacturer to sell at a pegged retail price which he himself selects.....the non-signer clause must fall as an invalid use of the police power for private, not for public purpose.*"

So what value, if any , does all this have for a lure collector? Lets remember that just because the law was in effect, there was no requirement that I have found for a manufacturer to participate. I have also not found a requirement that the product be stamped "Fair Trade". In Florida, the use of the stamp to date lure boxes is further complicated by the existence of the law in three time periods [1937, 1939 & 1949]. If there are boxes from other states, research into the history of that state's laws may narrow the gap. Despite the difficulties, I think this is one more "clue" that underscores the myriad twists and turns encountered when trying to solve the elusive mysteries of the lure collecting hobby! It is intrigue , sometimes non-sensical, and always interesting, that keeps us in the "ring" for one more round!

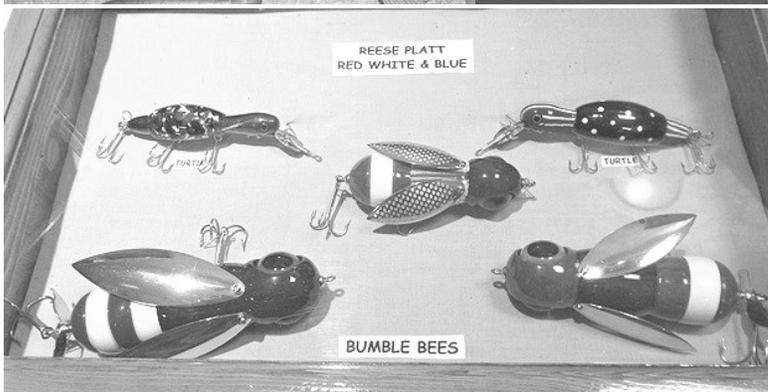
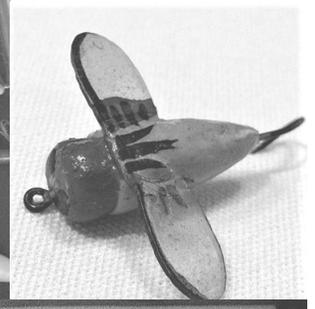
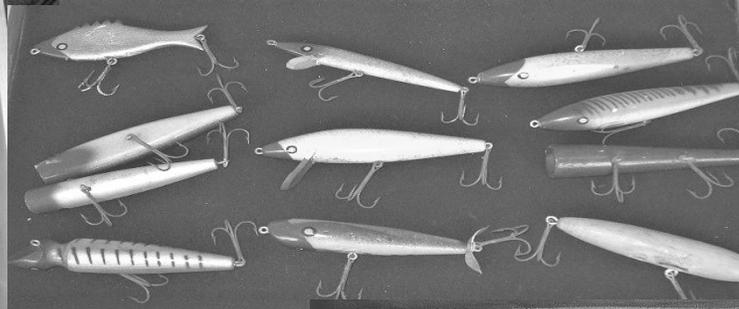
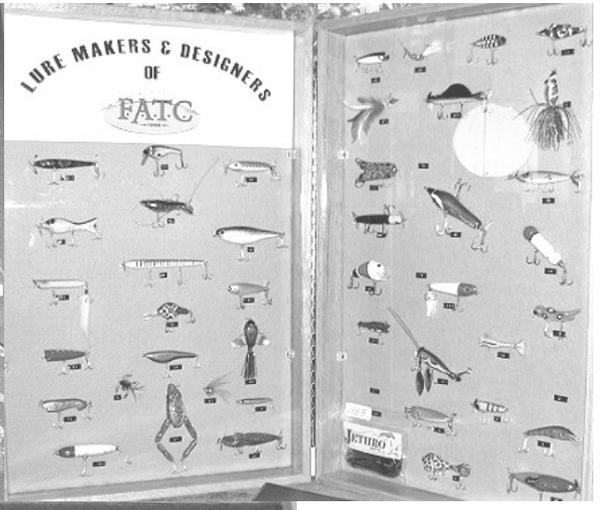
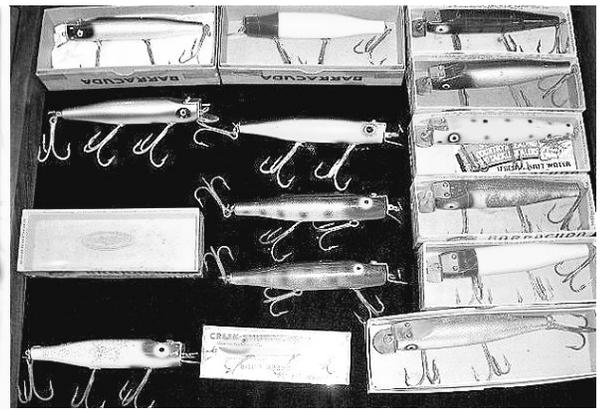
[Left] Shows the Fair Trade boxes.



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HELL'S BELLS. . . THE DUKE

By Doug Brace
Photos by Ed Weston

Doug Brace wrote this story in June of 1992 for the FATC newsletter [Vol. VI. No. 2].

It was about 1950, on the east coast of Florida near the small town of Mimms, that "Duke" Holder first began his hobby of making wood fishing lures. Holder's workshop was a boat-house on acreage he called "Black Hammock" just off Hwy. 46, west of Mimms. His lures, made over a ten year period, were not sold commercially. During this time, he created a variety of paint patterns and body styles, three of which were:

1-A weighted darter-style bait he called "Hell's bells". At 3 1/4 inches long, it had cup-hook hardware with a single belly and tail treble hook. "Hell's Bells" was holder's favorite lure and a frequent saying of his!

2-A four inch fork-tailed minnow bait, also with cup-hook hardware. This had two belly treble hooks and a single tail treble hook; and,

3-the third style was a pot-belly lure he called the "Pregnant Minnow".

To date, all of holder's lures have been found with painted eyes.

Irving Abbott Holder was born April 15, 1898 in Brooklyn , New York. He was only a youth of ten when his father died. His Uncle, an engineer, saw to his education. Holder graduated from Vermont's Norwich University as a Civil Engineer. It was during his college days, he borrowed the name of a character in a show production he saw. For the rest of his life, he would be known as "Duke" Holder.

It was Florida's land "boom" of the 1920s that brought Holder and two of his friends south. Having no trouble finding work, over the next few years they would survey most of Miami and West Palm Beach, gradually working their way up Florida's east coast. They were near Titusville when the Depression hit. Having no desire to return to cold weather, Holder elected to call the nearby community of Mimms, home, while his two friends went north.



[Above] Holder during his college years at Norwich Univ.

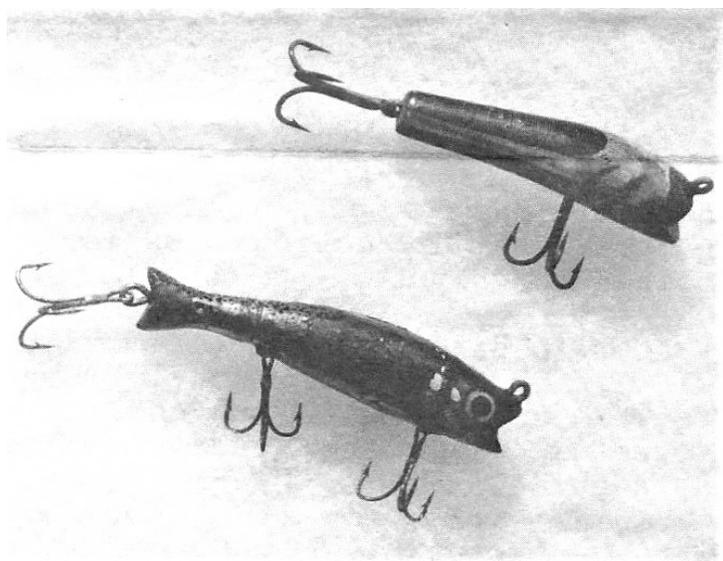
Through the years, holder became a competitive and ardent angler fishing the Indian River, Banana River, and the mosquito Lagoon [frequented by another Florida lure maker - Jim Pfeffer]. Holder's favorite fishing spot was off the Titusville Causeway, a place called Sand Point.

Frequently his daughter, Ann, would accompany her father on fishing trips, each using the lures he made. She recalled, "his topwater baits worked best and he was familiar with all the fishing holes in the river". His wife stated, "he carried his rod and tackle box with him every day".

The artistic ability used in the free-hand drawings of his land maps, carried over into

unique paint patterns and lettering on his lures. Often, he would hand-letter the name of the bait on his Lure, in addition to his name; "Duke". Although he made a red/white clothspin bait, because he did not originate it, these were not signed. Known to have used balsa wood, he also used wood dowels acquired from a local lumber yard. The lure hardware came from mail-order companies.

Holder was a sportsman who only used light tackle, "there was no sport in clubbing the fish with heavy tackle - give the fish an equal chance", he would say. For three different years, in the early 1950s, his record catches appeared in; "Field & Stream magazine.



[Above] Shows Holder's "top" Hell's Bells darter-style and "bottom" is his fork-tailed minnow bait. Mimms/Titusville, Florida c. 1950



Shows Holder's hand painted lettering on his lures.

During the depression, Holder worked at a number of jobs. He bartered his survey work for acreage, did land clearing for awhile and even photography, processing his own film. As time went by, Holder continued to acquire and develop property. Lanten Park and Sherwood Forest are two of his communities. Holder road and Holder Park are named in his honor. Duke Holder died September 17, 1967.

There is another published story about Holder. Although fictitious in content, it won Holder \$50.00 for his creativity. He had acquired nearly 900 acres of grove land and swamp. At times, after heavy rains, it was possible to take a rowboat from Mimms and travel West, all the way to the St. Johns River. Holder used some of his land to raise cattle. In the evening, the cattle would come out of the swamp to feed on high ground.

The cattle, failing to return one evening, caused Holder to begin a search. Finally locating them, he observed a strange occurrence. As every heifer came out of the water, there was a catfish attached to each teat of the udder! Holder explained the event as his first successful attempt at farm raised MILK-FED catfish!



FATC 1992 LIMITED EDITION PATCH

UNIQUE FISHING ROD HANDLES

Charlie Tanner

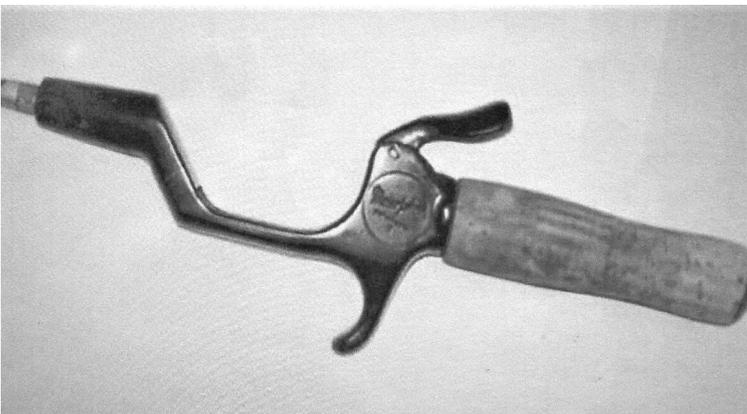
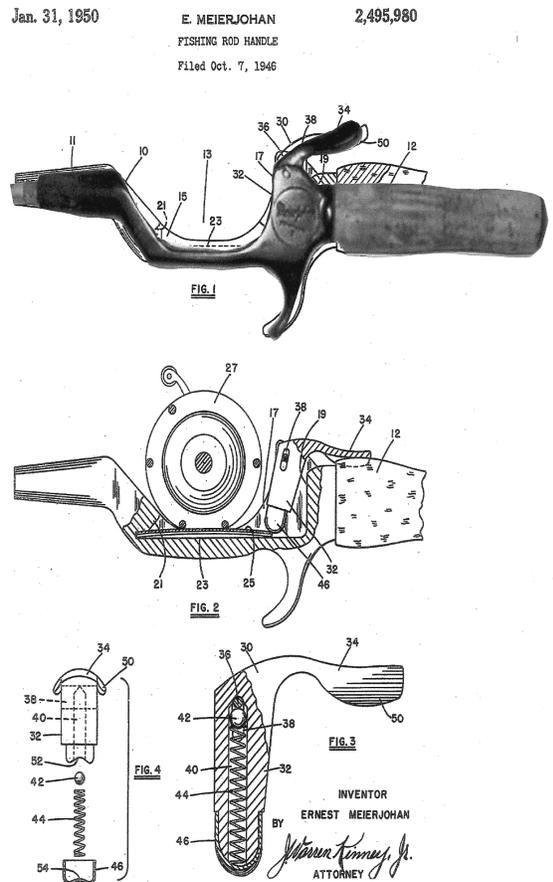
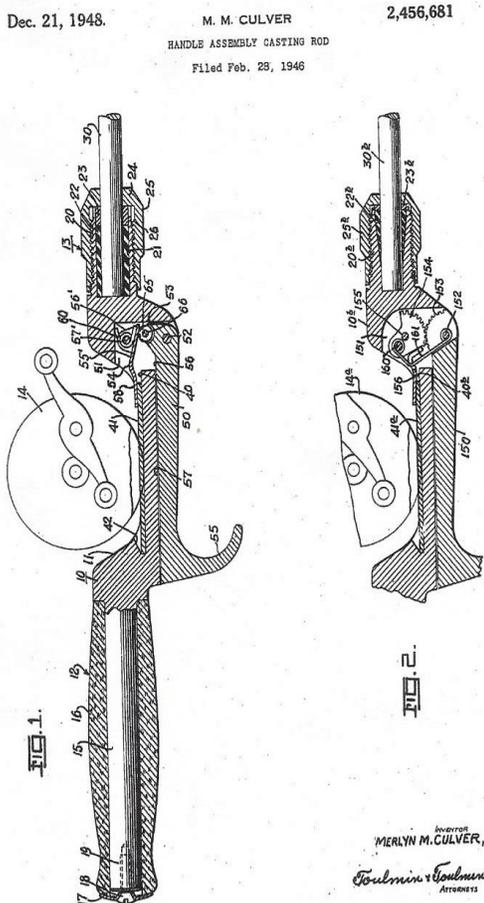
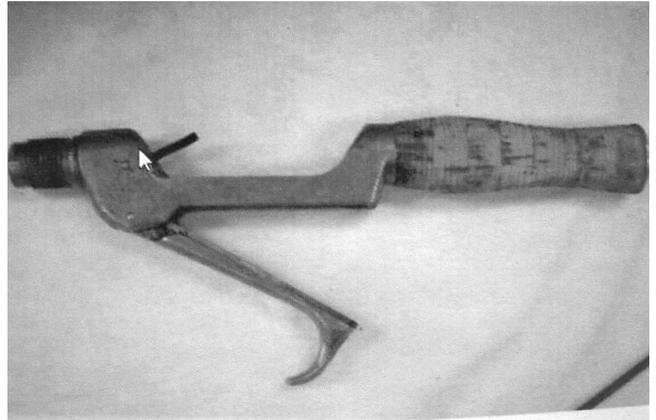
Pistol grip handles were the norm for the fishing rods offered in the 40's and 50's. To be different and to interest fishermen, companies added a little twist here and there. Some felt their ideas would make the grip more comfortable, others wanted to ease the connecting of the reel to the handle and to secure the grip on the rod.

Great Lakes Products in Detroit, MI took Merlyn Culver's patent, No: 2,456,681 [below] that locked the reel in-

place to the handle with a lever action. That reminds one of a cocking device on Winchester rifles. The company produced the handle in their plant in Maryville, MI. you can find a similar handle designed by Herman Zeigler on patent No. 3,068,603. Great Lakes Products are well known for their rod/reel combos, "Whirlaway" and "Imperial".

Ernest Meierjohan of the Art Metal Company, a business that was started in the late 40's and ended in the 1950's and was located in Cincinnati, OH. This companies history mentions Ernest's wife and brother Carl as employees of the company. Ernest received patent 2,495,980 [right] for a unique handle that featured a lever, when pushed down locked the reel in place. The 4 1/2' foot steel rod that that the handle attached too was last seen on ebay with bids in the \$70 range. It's most likely their steel shafts were produced by True Temper or another rod maker. Most Rod companies had their

own patented handles, in the 1940's and 50's . There must be more rod handle patent's than any other piece of fishing equipment.



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“FATC AD RATES” EFFECTIVE 2020

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Business Card Ads [Black & White]	\$10.00	1x	\$29.00	3x
Business Card Ads [Color]	\$15.00	1x	\$40.00	3x
1/4 Page Ads [Black & White]	\$50.00	1x	\$120.00	3x
1/4 Page Ads [Color]	\$75.00	1x	\$200.00	3x
1/2 Page Ads [Black & White] “Horizontal”	\$200.00	1x	\$450.00	3x
1/2 Page Ads [Color] “Horizontal”	\$300.00	1x	\$679.00	3x
1/2 Page ads [Black & White] “Vertical”	\$160.00	1x	\$380.00	3x

FLORIDA ANTIQUE TACKLE COLLECTORS, INC.

A NOT-FOR –PROFIT EDUCATIONAL ORGANIZATION

DEDICATED TO THE PRESERVATION OF OUR ANGLING HERITAGE.

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

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



2021 FATC CLUB PATCH

PATCH AND LURE COMBO WILL BE AVAILABLE AT THE CRYSTAL RIVER SHOW. ALL PROCEEDS GO TO THE FATC CLUB. TOM WILKERSON IS DONATING ALL PROCEEDS FROM THE LURES SOLD WITH THE PATCH, TO THE CLUB. PATCH; \$10.00, LURE; \$5.00 PLUS SHIPPING; IF YOU WANT THE PATCH/LURE SHIPPED TO YOUR DOOR;

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