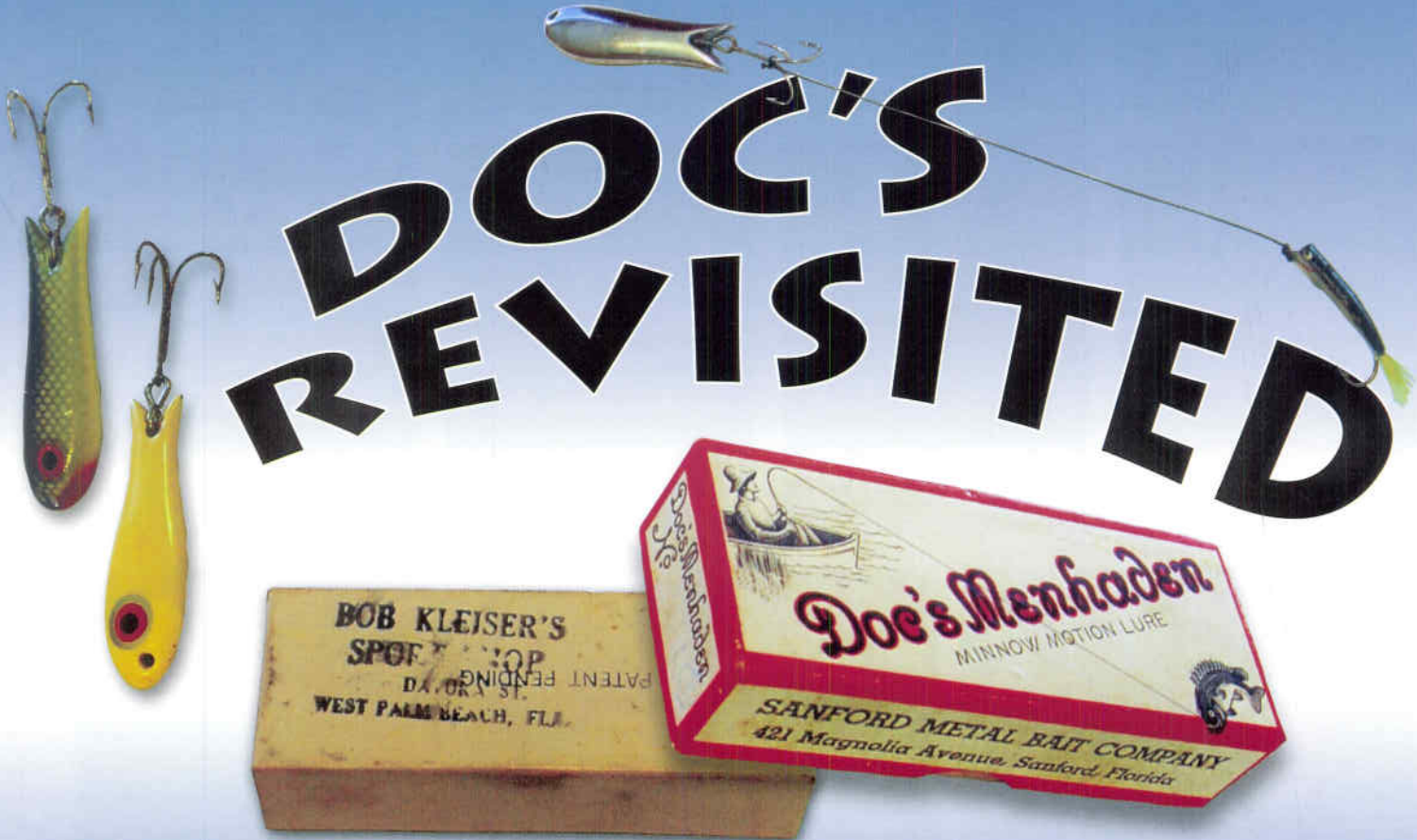


F.A.T.C. NEWS

Volume 21, Number 1



DOC'S REVISITED



BOB KLEISER'S
SPOT TOP
PATENT PENDING
DAVORA ST.
WEST PALM BEACH, FLA.

Doc's Menhaden
MINNOW MOTION LURE
SANFORD METAL BAIT COMPANY
421 Magnolia Avenue, Sanford, Florida

Florida Roach



Limited Edition
06/20
Series V

LLOYD
JETT

JETT MADE LURES

PART 1

Limited Edition



04/04

VILLAGES OF LADY LAKE AWARDS



Dennis McNulty, Counter Displays



Mike Mais, Best Educational exhibit winner, Florida Lures



Not pictured: Bob Cumbie, Best Topical exhibit winner, Bagley
Show host Don Carlstrom and FATC member/volunteer Johnny Garland



Jim Duncan, Creek Chub



Stephanie Duncan, Mouse Lures



Ron Gast, Jim Pfeffer



Mark Hostetler, Heddon Frog Scale



Bill Stuart, Fly Rod Lures



Gary Simpson, Florida Lures



Doug Brace, York/Eger



Lloyd Jett, Florida Lures



Gary Simpson and Roth Kemper discussing a hot trade.



Dennis McNulty caught checking out Carolyn Corwin's "lures"



Steve Cox, Barracuda Lures



Co-authors Mr. Stuart and Mr. Brace in a cameo appearance.



Ed Bauries, Best Exhibit, Florida Lures, setting up a Rinehart lnx display



Part of Larry Lucas's beautiful award winning Porter display



President... Ed Pritchard, Jupiter, FL
Vice President... Larry Lucas, Holly Hill, FL
Secretary... Ron Gast, Kissimmee, FL
Treasurer... Lloyd and Sally Jett, Quincy, FL
Directors...

Mike Sims, Ft. Lauderdale, FL
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 Don Carlstrom, Ocala, FL
 Frank Carter, Tallahassee, FL
 John Mack, Birmingham, AL
 John Stephenson, England
 Paul Snider (Interim), Pensacola, FL

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Cover photo: Doug Brace offers us some outstanding examples of Doc's Menhaden lures (one with a trailing "Marm"), along with a great Doc's box, originally purchased at Bob Kleiser's Sport Shop in West Palm Beach, FL. Lloyd Jett's design, carving, and paint work is also showcased with an attractive "Florida Roach" and a beautiful limited edition fish decoy (1 of 4 made).



F.A.T.C. NEWS

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

January 2007
 Volume 21, No. 1

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CALENDAR OF EVENTS

FATC Florida International Show

February 23 - 25, 2007
 Plaza Resort and Spa, Daytona Beach, FL... 800-874-7420
 Show Host: Larry Lucas, Larry@flowerscentral.com
 386-254-5179, 386-295-7281

Lang's Spring Auction

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

FATC Spring Show

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

NFLCC Regional Meet Calendar

January 5 - 6, 2007, Pigeon Forge, TN... 615-499-5431
 January 13, 2007, Carthage, MO... 417-358-5116 or 417-623-7112
 January 19 - 20, 2007, Milwaukee, WI... 262-632-4735 or 262-694-3727
 February 9 - 10, 2007, Las Vegas, NV... 602-505-3606 or 928-541-9697
 March 9 - 10, 2007, Novlesville, IN... 317-580-9622 or 317-877-4767
 April 28, 2007, Effingham, IL... 217-644-2294 or 217-868-2427
 April 2007, Temple, TX... 254-744-1967 or 254-778-8457
 May 2007, Independence, MO
 July 12 - 14, 2007, NFLCC Nationals, Louisville, KY... 502-327-2848

DELUDED (DILUTED?) DIGRESSIONS

By Steve Cox

As I sit on a return flight to the U. S. from a deer hunt in Saskatchewan, I write these nominal thoughts down on the back of the 10 day weather forecast my wife printed from the internet for my trip. An enjoyable time was had by all on our adventure, and nothing urges your mind toward contemplation like sitting in a cramped 4' X 4' box blind in below zero weather! The 18 inches of snow on the ground covers everything with a cleansing veneer of white, and the incredible silence allows your mind to drift and yet focus at the same time. My hunting is more than a hobby, it's a passion; no, an obsession – much like collecting antique tackle is for some of us...

This issue marks my first anniversary as editor, and its been a lot of work, and some serious fun, as well! Many thanks for allowing me the opportunity to contribute in some small way to our organization. I will strive to present a newsletter which is entertaining to read and relevant to our hobby and the membership.



Sally Jett and John Zuhlke are incredulous (a cross between incredible and ridiculous) in their opinion of my lure patch display vest, soon to be trench coat length.

There are some great features in Vol. 21 #1, including Doug Brace's original story on Doc's Menhaden, the "Punkinspook" interview with John Mack by Bill Stuart, and a humble attempt by me to showcase long time member and friend Lloyd Jett's lure making talent. Award winners from the exceptional Villages of Lady Lake show are also highlighted. Don Carlstrom and his wife Catherine did a superlative job co-hosting the event and many attendees have expressed interest in having another show at this great location in the future.

Hopefully, by the time you read this issue of FATC News, the Thanksgiving, Christmas and New Years holidays will have inspired us all to renew, rejoice and rededicate our lives to the people we love, and the things we enjoy, including lures, reels, rods and other fishing stuff! Daytona's just around the corner, with the Spring show in Tallahassee not far behind. I know you will find something (for your collection) at these events to be passionate about, and that passion makes us all better collectors!

Steve



Award Winners

AT THE VILLAGES OF LADY LAKE
November 2006

Exhibit Winners

- | | |
|---------------------------------|---------------------------|
| Topical | Bob Cumbie, Bagley |
| Educational | Mike Mais, Florida Lures |
| Florida Lure Maker | Ed Bauries, Florida Lures |

Outstanding Display

- | | |
|--|---------------------------------------|
| Larry Lucas Porter | Bill Stuart Fly Rod Lures |
| Doug Brace York/Eger | Dennis McNulty Counter Displays |
| Mark Hostetler Heddon Frog Scale | Steve Cox Barracuda |
| Ron Gast Jim Pfeffer | Jim Duncan Creek Chub |
| Gary Simpson Florida Lures | Stephanie Duncan Mouse Lures |
| Lloyd Jett Florida Lures | |

Editor's note: President Ed Pritchard has announced that reels will become a permanent display category and will receive an award at the Daytona show every year. He states, "I think it would be a good way to attract another group of tackle collectors, reel collectors, the other white meat". There will also be a special awards category at Daytona this year for the best display of Shakespeare tackle. This year's Shakespeare award will be dedicated in memory of FATC member Harvey Garrison.

President's Message



December 11, I just received the news that fellow club member Harvey Garrison has passed away after a long battle with cancer. I am saddened when I think about him being gone. If you browsed the posts on Joe's and ORCA's "Reeltalk" today, you read that Harvey was a great collector. But was he a great collector because of his ability to find lots of great stuff? Was he a great collector

because of the collection of lures and reels that he was able to amass over the years? Or, was it because of the amount of difficult pieces he was able to seek out and add to his collections to make them complete?

I figure it has be more than that. What makes a great collector? I spent most of the morning reading the many posts about Harvey and not one of them mentioned what a great collection of tackle he had put together over the years. The dozens of posts spoke about a man who had helped them in some way with their collections, who had come by their house and had told them stories, made them laugh, and had become their friend. Folks spoke about a man they had never personally met, but who had helped them with their questions; and because of that generous act, they had become friends. I read other statements that mentioned how Harvey had sent them a lure or a reel for their collection and had asked for nothing in return. I read how Harvey had sent a reel to a fellow anonymously and that fellow had just

figured out who had sent it. Many told of how Harvey was always willing to share his information and knowledge, even if you were a total stranger; and without withholding any of his hard won secrets. Almost all spoke of how Harvey was someone willing to give generously both of his time, and of his knowledge, without expecting anything in return. They describe the good soul I knew and remember now. He sure could spin a yarn and tell a good joke.

From what little information I have gathered about the afterlife, I know you can't take your collection with you when you go. As it turns out, we are only minding the old tackle store. Long after we are gone and this stuff is still lingering about, people will forget who it was that originally found some great reel at the flea market for a song, and who had the whole "300 Series" in every color. Sure, it's nice to have the stuff, but if you couldn't share the stuff (as well as yourself) with others, I honestly believe it would all lose its meaning. By reading the posts this morning, one realizes Harvey knew the importance of the stuff wasn't so much in the stuff itself; the payoff was the people he befriended and whose company he enjoyed along the way. Harvey had surely gathered together a great collection over the past 20 or so years, and I'm sure that collection of friends will keep his good memory alive long after his lures and reels have been scattered to the wind. God speed Harvey, thanks for being a friend and thanks for reminding me to become a better collector.

Zeever,

Ed

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828-743-5375 (N. Carolina)

Note: Anyone who has purchased Vol. IV of Florida Lure Makers and Their Lures since last June please check to be sure that you have pp 866 & 867. If you do not just email me or drop me a note and I will send them to you. Thanks, Bill

Florida Lure Makers and Their Lures Vols. I – VI

price for US delivery \$42 includes ph&i

Florida Lure Want List

Eger Pork Rind Bottle
 Eger Reel
 Eger Rod
 Eger Spool of Line
 Jim Pfeffer Sunfish
 Jim Pfeffer Pigfish
 Porter Gator Bait
 Porter Orange Box
 Early Period Robinson Lures
 Early Robinson Fly Rod lures
 Dazzy Vance Wooden Box
 Dazzy Vance 2pccb Box
 Dazzy Vance Lures
 Ted Williams Spin-Pop & Fly-Pop Flies

Fly Rod Lure Want List

E. H. Peckinpaugh Flies/Lures:
 Alma bug NOC
 Fish Getter Hopper Fly NOC
 Jake Scott Twin Hook Pattern
 Hickman Fly Pattern NOC
 Floating Night Bug w/ single hook
 Dick Splain Bone Fish Fly NOC
 Dick Splain Salt Water Fly NOC
 Skitter Frog NOC
 Skitter Roach NOC
 Mousie w/ cork body & Rub. Legs
 Froggie w/ cork body & Rub. Legs
 Japanese Beetle NOC
 Skunk Tail Minnow NOC

Peckinpaugh Doodle Bug (a.k.a. Lucky Bug)



Can you identify this lure?

Bill Stuart procured it at the St. Pete Beach Show
 2 1/2" long, glass eyes, 3 treble hooks, and
 10 solder joints in metal work

Bill Stuart

The Museum of Fishing
 PO Box 1378
 Bartow, FL 33831

tele: 863-533-7358

Bstuartmof@aol.com



Part 1

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

By Steve Cox



Lloyd and Sally Jett displaying a "Jettland Musky Cork Head Demon" at a recent FATC Show.

Claribel Brandon Jett, Lloyd's mother, was an artist of great renown in the Tallahassee area. Claribel was a master painter of portraits, as evidenced by paintings of twenty-two different governors of Florida and several Florida Supreme Court Justices still hanging in the State Capitol Building today. With the support of Senators Johnson, Thomas, and Hollingsworth, she was designated permanent Artist Laureate of the State of Florida in 1988. Obviously, Lloyd came by his artistic flair the old fashioned way, as a born talent!

Lloyd's father, Robert Septimus Jett and his uncle, George Brandon, owned the Oldsmobile dealership located on South Monroe Street in Tallahassee, and the business thrived, providing the Jett family with the discretionary income necessary to pursue their antique collecting hobby. The two men sold the business to Mr. B. K. Roberts in 1948. Bob Jett continued his involvement in the automotive field, working as an accountant with the local Ford dealership until his early retirement.

Fishing and hunting has been a part of Lloyd's life as long as he can remember. He caught his first largemouth bass on a lure at the age of eleven; the fish weighed a whopping 7½ lbs! He caught this bass with a Shakespeare "direct drive" reel and True Temper rod on a Fred Arbogast "Hawaiian Wiggler". He actually caught three nice bass that day, totaling 19 lbs. He and his friend and fishing partner, Charles Reese, made wood lures in the late 1940s and early 1950s

Editor's note: This is the first in a multi-part story on Lloyd and focuses on Lloyd's personal history and his workshop. Part II will highlight his "Jett Made Lures" and will be in a subsequent issue of FATC News.

~ Part I ~

William Lloyd Jett, Sr., "always liked old stuff." Lloyd was born August 29, 1936, in Albuquerque, New Mexico. Lloyd's parents had originally met while attending Stetson University. Lloyd's father left Stetson when his mother became ill, and the family moved out west for the medicinal properties of its dry climate. Robert Jett and Claribel Brandon started out as friends, but eventually married and had three children. Bob Jett took a job with an oil company in El Paso, Texas, and it was here that Lloyd's brother, Robert, was born. The family then moved to Albuquerque, and three months after Lloyd's birth, they returned to Florida. Lloyd's sister, Elizabeth, was born in Jacksonville, Florida.

Lloyd's parents cultivated his devoted collector persona, beginning at a young age by allowing him to attend antique furniture auctions with them. Lloyd remembers numerous trips to Cranston's Auction House on Hwy. 90 East (Old Jacksonville Hwy); to observe his mother and father bidding on that special item needed to add to their collection. Lloyd's house was full of antiques! Lloyd says he "developed into a serious pack rat, drawn to old knives, guns, decoys, etc." He had a special affection for old furniture, the look and feel of fine wood, and the art of carving a piece of wood into sculpture.



Lloyd donated this "J&L Yates Pier Bait," which included a hand crafted wooden box, and it sold at auction on Joe's for Katrina victims (Liz Yates bought the lure for \$125).

to fish with, and Lloyd always found time to hunt and fish with his friends.

An avid fisherman, Lloyd does not have any idea how many 10 lb. + largemouth bass he has caught. He says "as a young man, no one practiced catch and release; all edible fish went to the table as part of your diet". He did know a lady that owned a country store near one of his favorite lakes (Lake Lafayette), and she would weigh big bass caught by Lloyd and other fishermen on her meat scale. It became a contest to catch one that would weigh 13 lbs. Other favorite lakes were Miccosukee, Lamonia, and Jackson, which produced many large bass that were never weighed.

Many hours were spent by Lloyd exploring the lakes, streams, and forests around Tallahassee. Located in a migratory flyway, Tallahassee was the perfect place for Lloyd to pursue his first love, duck hunting, along with local favorites, dove and quail hunting. Deer hunting came later. During the 1950s and 1960s, he and some friends hunted alligators for the hide, and after skinning them, sold the hides for \$2.00/foot (unless you cut a hole in the hide). In those years, he could make \$80-\$100 in a full night, a lot of money at the time. No one wanted the meat, but Lloyd and his friends would eat it, anyway.

Prior to graduating from Leon County High School in 1954, Lloyd played football and was a member of the newly formed Rod & Gun Club affiliated with the Florida Game and Fresh Water Fish Commission. This gave him the opportunity to gig gar fish, etc. at night with the game wardens. He also spent many a night camping and frog giggering North Florida lakes and rivers with his friends.

He attended Florida State University for two years and married. In 1959, Lloyd left FSU and went to work for a CPA in Irvine, Texas. There were acres of gravel pits in the area, and there he out-fished the local bass hero! The primary lure he used was a "Dalton Special". Lloyd finally used up his supply of "Daltons" and visited a large sporting goods store in Dallas to purchase more lures. When he asked about



Lloyd's 2nd of 3 gift six packs currently in existence.

a "Dalton Special", the clerk had never heard of one. Unknown to Lloyd, they were made in St. Petersburg, Florida. The clerk looked in his catalog and ordered a dozen. Of course, frog spot was Lloyd's favorite color.

At the end of 1959, he left the CPA firm and headed back to Tallahassee, since Lloyd didn't like that type of work. At the time, he had a two-year old daughter and needed a job. A friend, Andrew M.

Beverly, told Lloyd about an insurance company that had an opening for an agent. This led him into the insurance field, and until the end of 1969, he was a licensed agent in life, accident & health, and property & casualty lines.

Lloyd was involved in a head on collision in 1967 in which he was fortunate to survive. Lloyd remembers having a large tackle box in the back of his station wagon, full of lures handmade by Lloyd and his friend Charles Reese. Unfortunately, the box and lures were stolen from the wreckage, and Lloyd still laments the loss of these great folk art baits.

The Insurance Department of the State of Florida formed a new state bureau in 1969, and Lloyd was excited about the prospects for him in the field of insurance regulation. The requirements of the job would lead him to travel continuously all over the United States, examining insurance companies doing business in Florida. He sold his part of an independent insurance agency, took the new job and moved to Orlando in early 1970, to be in the central part of the state. Lloyd has continued in the field for the past 36 years with the Florida Department of Insurance, through the start up of two bureaus and under seven different insurance commissioners. During this time, he worked as a State of Florida employee without an office, then later as an independent contractor with the Insurance Department and the Attorney General's Office. This field turned into a very lucrative business, and allowed Lloyd to further pursue his hobbies.

While living in Orlando, the lure collecting bug bit hard. Lloyd started collecting all manner of lures and fishing tackle in the mid to late 1970's, utilizing frequent business trips





and travel to obtain his trash/treasures. Lloyd bought a 1st edition Carl Luckey "Old Fishing Lures" guide (which fell apart over time due to high usage) and visited flea markets in Mount Dora, Webster, and other locations, including the Mustang Flea Market in Redington Beach. Renninger's was a favorite of his, and he met many of the "old guard" Florida tackle collectors such as Wade Holt, Steve Fussell, Don Morrow, Ron Zelnick and Norm Pinardi. Lloyd always looked forward to the antique extravaganzas at Renningers; and although it opened to the public on Saturdays, you could pay \$10.00 and go in on Friday while all the dealers were setting up. First come; first served. One such day a few of the local lure nuts were searching for treasures, and Lloyd came upon Norm Pinardi and asked him what he'd found. Norm reached into his pocket and pulled out a small size Flying Helgramite! Beautiful! At that time, Lloyd had never seen a real one, and he asked Norm where he'd found it. Norm pointed, and said, "Down that aisle in a jewelry case". Lloyd had already been down that aisle ahead of him but was not looking in jewelry cases. That taught him a very valuable lesson.

Lloyd also knew Walter Hudson III and Pete Denmark, sons of the co-owners of Denmark's Sporting Goods in Orlando. Living in Orlando allowed him to frequent the College Park area and he would get city maps and directories and mark those residences that had been listed for at least ten years. He would then call or go to each address in that neighborhood and mention that "the Hudson family said you had some old fishing tackle...no? Then it must be your neighbor..." Lloyd found lots of old tackle this way, prospecting for lures, mining for reels, dialing for dollars!

At first, Lloyd didn't bother with the Florida tackle; he just went after "the good stuff" like Heddon, Creek Chub, Pflueger, and Shakespeare. Nobody wanted "the Florida junk" anyway. At the advice of Wade Holt, Lloyd focused on his first major manufacturer, South Bend. He sold this huge collection in 1987. He continued collecting and amassed (and later sold) a Woods collection, a Clark Expert collection, a split shot tin collection with 48 different round tins, a fish knife collection, a hook disgorger collection and what is believed to be the best Jim Pfeffer collection in existence at the time.

Lloyd and his first wife divorced in 1988, but the marriage led to two children and five grandchildren. He basically started over with a new lifestyle (and life) in 1991. Two years later, in April 1993, Lloyd married Sarah Jane "Sally"



Lloyd's Pfefferesque "Top Cast Special".

Peeples, and he divides his life into two sections, B.S. (before Sally) and A.M.S. (after marrying Sally). Sally has three children, four grandchildren, and one great-grandchild, so she and Lloyd have quite an extended family.

He credits Sally with his salvation, and every success since then has her influence upon it. Sally and Lloyd moved to Tallahassee, where they purchased his parents' home. In the 23 years he had been away, Tallahassee had grown and changed so much that in 1999, he talked Sally into selling the house in town and buying some acreage in the country, with a farmhouse built in 1885. He says he's never been happier; there are deer everywhere!

Lloyd started downsizing his collection in 1998, but still managed to put together a great Heddon "Punkinseed" and "Crazy Crawler" collection for Sally. When the value of these lures peaked, Sally gave Lloyd the green light and the "Punkinseeds" have since changed hands! Lloyd says he can't just sit by without collecting something!

As the "culmination of his lifelong desire to make something with his hands", Lloyd embarked on designing, carving, and painting his own brand of Florida lures, "Jett Made Lures". Lloyd had been picking up antique glass eyes, cups, props and lure making ingredients as a collector, while traveling and searching for antique fishing tackle over the years. Most of the lures he makes use this hardware, and they are styled with a very heavy influence from the classic Florida lure makers.

He began making the "Jett Made Lures" about eight years ago on a limited basis. Florida cedar is his choice of wood for lure making. He runs a mini-lathe to create some of his lures and uses a band saw to create other body styles. Spray and hand painting is utilized for many different paint patterns.

Stay tuned for part 2...

Various photos of Lloyd's workshop and paint areas. (below and previous pages)



John Mack...Why Did You and Peter Do It?

An Interview with John Mack
By Bill Stuart

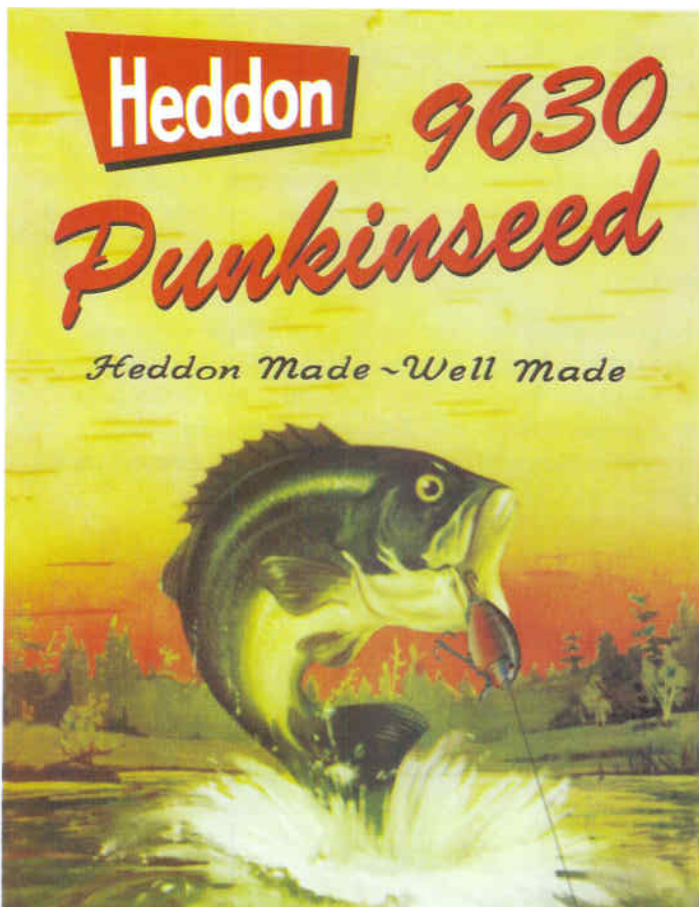
John, explain to me what you and Peter (Peter Simmons of Simmons Sporting Goods, Bessemer, Alabama) were attempting to accomplish when you came up with the idea of the Heddon 9630 Punkinseed Spook Project?

"We were attempting several things: one was to stimulate the hobby by creating a new collectible that was historically significant. We also wanted a collectible 'old lure' in a new form. And finally, a lure that was highly desirable to collectors was our primary goal. We believe the Heddon 9630 Punkinseed Spook met all of our requirements, and more."

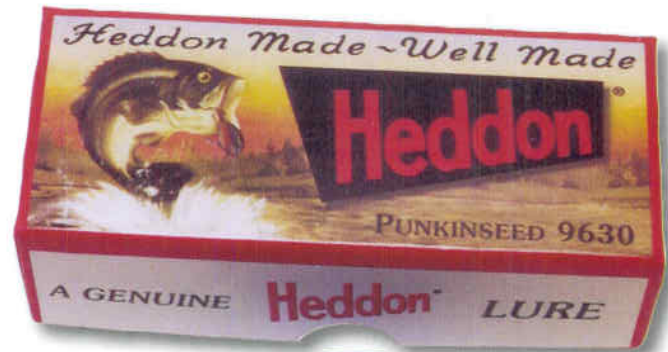
"Let me tell you why we know we have a winner! First of all, Heddon, without question, has the highest name recognition of all lure makers. They, and their successor Pradco, have been in continuous operation for over one hundred years. The Wooden Punkinseed was introduced in 1940, and the 9630 'spook' or plastic version came on the tackle scene fifty-six years ago. It is also historically significant in that it is the first time a major lure manufacturer has ever undertaken a project of this magnitude to re-issue one of its lures."

John, I can see where this is a historic project on the part of Pradco/Heddon, but does that really make this lure unique?

"It is our opinion this entire project is unique. It offers several points of interest to the collector. The charm is in the fact that it is offered as a 'Limited Edition' of only 600 baits per color. Then, only fifty of Heddon's toughest colors (which had never been painted on the 9630 Punkinseed Spook)



Special countertop poster for the Punkinseed



Punkinseed in Cobalt Blue Shore with special box.

were chosen. Please note that none of the original twenty-one colors were used. This further protects the collector's investment. Finally, I believe it is important that there are no unknown colors floating around. There are fifty colors, period. Some collectors may like the idea that with other baits, there are probably unknown special colors out there, but I don't. I like knowing what I am looking for regardless of how scarce it may be. It is also unique that Pradco/Heddon has created a 2 piece cardboard Leaping Bass Box just for this lure, and a 12-box master carton and the counter display poster. Did you know that the counter display poster graphic is the cover of Heddon's 1951 catalog which introduced the 9630 Spook?"

"We are convinced there are several reasons why the 9630 Punkinseed Spook has been so widely accepted. It is not just a new collectible; it is more like the beginning of a brand new collection. It is also apparent to us that the lure is considered as a 'better' collectible, because it was produced by Pradco/Heddon. Our hobby has needed a new, high quality, company produced, and affordable collectible for some time, and the Punkinseed Spook satisfies all of those requirements."

John, you've touched on the question of affordability several times. Can you flesh out your thinking a little more?

"Certainly; there are a lot of collectors who want a single example of a new collectible in the box. There are also over a dozen add-on singles or multiples for the collector who already has a specialty color collection. A rainbow or crackle back collection are two examples of this. The rainbow collector would only want one of the 9630s, and the crackle back person might want either four or five, depending on his opinion of the red crayfish. A third group might include a mini collection of just frogs or the shore minnows. The frog collector would probably want eight lures, and the shore pattern collector would want thirteen of them. And, you can't forget the 'Spook Glow' colors with the Cobalt Blue."

"It is our opinion that the limited edition 9630 Punkinseed Spook is a good investment that will appreciate over time."