



1958 Annual Catalog, The Reflecto Spoon in a new "fanned" arrangement



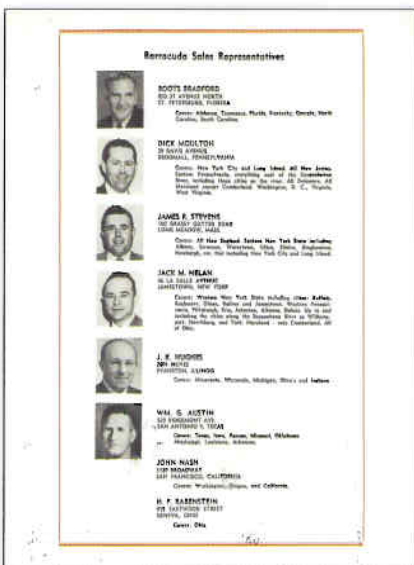
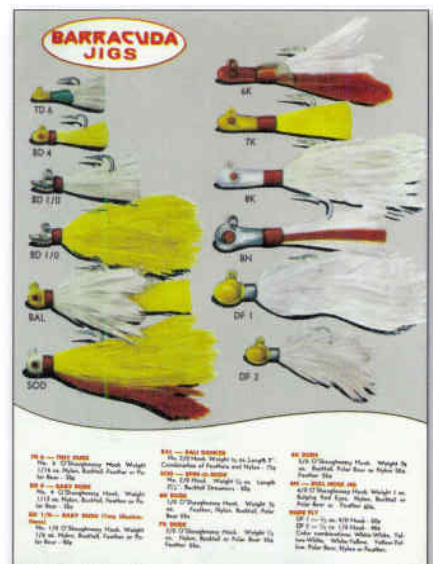
1958 Annual Catalog, A glimpse of the new logo lettering showing a collage of successful Barracuda fishermen (and women!)



1959-60 Annual Catalog, New combo ad for the Tiny Spoon-Fly and Jig-A-Bu



1959-60 Annual Catalog, New color ads freshen up the Barracuda line of popular jigs



1959-60 Annual Catalog, The Barracuda Sales Reps, circa 1959

Bradford's departure are unknown, it had to cause a tremendous ripple in the company's marketing efforts. "Boots" had been affiliated with Tycoon Custom Rods prior to joining FFTMC. The loss of his contacts and many years of experience proved to be a significant impact to the company.

The size of the catalog fluctuated in the late 60s and early 70s. The 1968-69 issue consisted of 27 pages and offered the last documentation known for a new product introduction, that of the Banjo Eyes Luminous Head jigs. The 1970-71 issue had dwindled to only 16 pages including the cover. The 1972-73 catalog was apparently the last Barracuda catalog, according to *Florida Lure Makers and Their Lures*, and offered only the standard product line with no additions.

The death of Jack Reynolds in October 1974 proved to be the final blow to FFTMC. The resulting IRS seizure in February 1975, a mere 103 days later, effectively killed the company. The subsequent liquidation of FFTMC assets and the sale of most of the company trademark and manufacturing rights underscored the tragic end of a great tackle firm. This "snuffing out" of a bright spark of entrepreneurship is a loss to us all.

Special acknowledgement and appreciation is extended to these FATC members for their generous loan of this wonderful assembly of FFTMC "Barracuda Brand" promotional material: Doug Brace, Frank Carter, Ron Gast, Al Helms, Roth Kemper, Steve Linkous, Robert Pitman III, Gary Robinson, Gil Sorensen, Bill Stuart, and Ed Weston.

St. Petersburg Times

BUSINESS • FINANCIAL NEWS

Sunday, July 3, 1960 5-B

PLAYING ECONOMIC POKER

Florida's Hand-Filling Card: Constant-Payroll Industry

By DON SIDER

Picture a poker game. Draw. The table is a continent wide. The players are the 50 states. There are billions in the pot.

Florida has been coming out strong, betting big, drawing to a four-flush: Tourism, citrus, cattle and fishing.

It's a chancy hand. Bad weather, a recession, red tide or one of a dozen other conditions can spoil the draw and make the whole thing worthless. One bad card, one bad season, can lose the pot, and all the state has bet into it.

In this game of economic poker, Florida has won big — and lost big, too. Private fortunes have been made and lost a dozen times. And with each loss, the entire state has suffered.

How to insure a winning hand every time? By being dealt a path hand. By filling that flush with a card that can't miss, despite the fortunes of Wall Street or the weather. The fifth card is industry. Year-round, rain-or-shine, constant-payroll industry.

After years of waiting, we're being dealt industry on the Suncoast. Pinellas County now claims branches of such industrial giants as General Electric, Minneapolis Honeywell and Sperry-Rand. Good fifth cards in our hand, dealt with fanfare and flourish.

But some industries here didn't come in our recent economic upsurge. Some, smaller in scale but no less valuable, have been in our hand for years — and we dealt them there ourselves.

Meet the Reynolds brothers, Carl and Jack, secretary-treasurer and president, respectively

of one of the busiest of these home-grown industries. Their outfit, Florida Fishing Tackle Manufacturing Co. Inc., makes Barracuda brand tackle. Located in St. Petersburg, it produces a million salt- and fresh-water lures and other "terminal" (end of the fishing line) gear a year.

PLANT TOUR

Tour the Barracuda plant with the brothers. Watch more than 10 people busily working at machines in hand-filling or dipping tackle. Listen to them as they tell how this thriving, local industry started.

"We were Depression-born," says 35-year-old Jack. "Back in 1930, I was clerking in a local hardware store. The job wasn't had, but the only thing I really liked to sell was fishing tackle. So, one day I quit and went in with Charles F. Clark, who was then making expensive, split bamboo fishing rods on a small scale.

"It seemed to me that people might not have the money for expensive gear, but they'd always be in the market for cheap items like floats and sinkers. Fishing for recreation and for food is important when times are bad.

"The business did fairly well with the inexpensive items. A couple of years later Carl left his bank job in California to join us. A year later, we bought Clark out."

Carl, a trim, athletic 50, gestures toward the mass of machinery in the new plant. "We weren't very big those first few years. Our factory was an old, dirt-floored building. We only had five employees. Sometimes it was tough to make the payroll. We

weren't doing much, but neither was anyone else."

"Sales started picking up about 1936 or '7," Jack continues. "We started traveling as far as Texas in 1939. By '35, we were covering most of the South, promoting our lures. Our original plan to manufacture just for Florida had to be revised. There just weren't enough customers here to keep us going. But by expanding our market, we took off all limits on the amount of business we could do."

As their market grew, so did the scope of their business. From a simple start with floats and sinkers, the brothers expanded to all types of salt-water tackle. Then to fresh water. They tell how they got into the national market in a big way:

"We'd thought about expanding all across the country in the late '30s, but along came the war and we changed over to making torpedos parts. After the war, we were still considered just a salt-water outfit. Then a tourist who'd bought one of our Baby Dudes here took it up to the TVA area and started catching striped bass right and left.

HADACOL LURE

"Everyone asked him what he was using. Hadacol was popular then, so he told them it was a Hadacol Lure. Pretty soon we had a call asking about this Hadacol Lure. I guess dealers up in Tennessee had gotten a lot of calls for it too. When the caller described the lure, it turned out to be our Baby Dude. So we sent up a few dozen and they sold out immediately. We sold a thousand dozen Baby Dudes in that section the first week.

"From then on, our reputation as a fresh-water manufacturer was made too."



PUTTING A BARRACUDA PLUG TO THE ACID TEST

... are Jack (left) and Carl Reynolds. Their lures now are being merchandised all over North and South America. Born in St. Petersburg during the

depression, their Florida Fishing Tackle Manufacturing Co. Inc., now employs more than a hundred persons.

The national name of Barracuda lures has become international now. Carl pilots his own plane and the brothers are in the air constantly, opening new markets, meeting new dealers. On a 1950 trip to Cuba they learned that sports fishing equipment was almost non-existent in Latin America. So they invaded the hungry market with Midas-like results. It was this year they realized the business had grown too big for them to handle. So they set up a hemisphere-wide system of distributors.

The brothers design all their own products. Both are avid fishermen. Often Carl will bring a block of wood and a knife along in the boat. While fishing with one lure, he crafts another, testing its action on the spot.

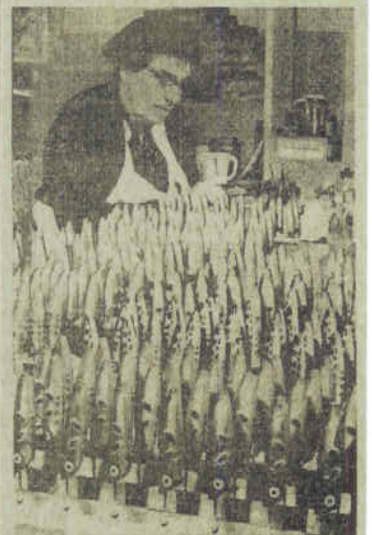
Sometimes ideas came at the darndest times. Jack walked into the office one morning and the night before, it was about a spoon with a series of ridges on it, to reflect the light under water. He described it in detail and Carl set about making one by hand. The Reflexion Spoon, a direct copy of Jack's dream, is today one of their biggest sellers.

Every lure isn't so successful. The Reynolds boys figure on one in five hitting as a good percentage. It takes about \$10 thousand to design and promote a new lure.

Florida Fishing Tackle is big business. Twelve months a year, it brings fresh money into the state and St. Petersburg. Twelve months a year, it pays out more than 100 salaries. Twelve months a year, it acts as that fifth card in our economic flush.

This didn't just happen. It was made to happen. Here, and it is being made to happen again. In a dozen small machine shops, in a score of home workshops, the Reynolds success story is starting anew.

Card players will tell you the odds are that some of these outfits will wind up winners, just as Carl and Jack have. And when they win, we all win.



LIKE A GLEAMING FOREST

... of rigid fish, freshly painted lures dry on dozens of spindles at the Barracuda plant.

This article ran in the St. Petersburg Times July 3rd, 1960, emphasizing FFTMC's importance to the local economy

NO. 136
BIG EYE DUDE
A soft rubber lip will keep protruding only when submerged so that it can be bounced on the bottom with a minimum of snagging—ideal always ready to strike.
Length 1 1/2" — 70¢ each
Fashions—Black, White, Yellow
Tail—White, Red, Yellow
Price Each 70¢

NO. 137
RUDY DUDE
A new member of the Duke family that is a heavier version of Rudy. Long, Thin, Strong and Well Spoken. When not hooked.
Weight 1/2 oz. — 50¢ each
Fashions—Red, Blue, Pearl Color—Black, White, Yellow
Tail—Black, White, Yellow
IS ON DISPLAY CARD
Price Each 50¢

NO. 138
SHARK FACE
A streamlined body backed up that is a real fishy—made to draw attention.
No. 137B—1 1/2" — 50¢ each—Black, White, Yellow
No. 137C—1 1/2" — 50¢ each—Black, White, Yellow
No. 137D—1 1/2" — 50¢ each—Black, White, Yellow
No. 137E—1 1/2" — 50¢ each—Black, White, Yellow
Head—Yellow or White
Tail—White, Red, Yellow

NO. 139
GOLDEN FALCON
Inspired by Nature's Air Line Golden Falcon.
GOLD HEAD
Tail—Red, Yellow, White
Weight 1 oz. — Hook 1/0
Price Each 50¢

ALL PACKED IN NEW BLISTER PACK

Barracuda BRAND
FLORIDA FISHING TACKLE MFG. CO. INC.

REYNOLDS Spinner Spoon
GUARANTEED TO CATCH MORE FISH

A brand new secret weapon that was proven to expert fishermen to be as effective as the genuine "Reynolds Spinner Spoon" is called BARRACUDA. The new spinner spoon attracts fish to the floating spinner action spoon with a color ABLE fastened in a patented low snagging attachment.

IN THE WOODS? Call a "REYNOLDS SPINNER SPOON" INTO THE WOODS OR LULLY PADS AND LOGS!!!! FOR ACTION

Black Nickel Chrome	SS 1	SS 2	SS 3	Weight 1/2 oz.	1/0 Woodless Hook Price 50¢	1.25
					2/0 Woodless Hook Price 50¢	1.85
					3/0 Woodless Hook Price 50¢	1.50

Extra Size Colors — Black, White, Yellow, Red, and Blue and White Available in Chrome or Black Nickel

Barracuda BRAND
FLORIDA FISHING TACKLE MFG. CO. INC.
19 WASHINGTON BOULEVARD, ST. PETERSBURG, FLORIDA

America's Best Bass Bait . . . Dalton Special

NO. 137
"THE BASS BROTHER"
The largest member of the Dalton family. When in the water, the body vibrates and the fins wiggle.

NO. 138
"THE BASS BROTHER"
A 3 1/2 inch long get a better reaction from the fish. Weight 1 1/2 oz. — Length 1 1/2" — Tail color — Price \$1.25

NO. 139
"THE BASS BROTHER"
The same top water action as the No. 138, but with a hook especially for the night fisherman. Length 1 1/2" — weight 1 1/2 oz. — Price \$1.25

NO. 140
"THE BASS BROTHER"
The same top water action as the No. 138, but with a hook especially for the night fisherman. Length 1 1/2" — weight 1 1/2 oz. — Price \$1.25

NO. 141
"THE BASS BROTHER"
The same top water action as the No. 138, but with a hook especially for the night fisherman. Length 1 1/2" — weight 1 1/2 oz. — Price \$1.25

NO. 142
"THE BASS BROTHER"
The same top water action as the No. 138, but with a hook especially for the night fisherman. Length 1 1/2" — weight 1 1/2 oz. — Price \$1.25

NO. 143
"THE BASS BROTHER"
The same top water action as the No. 138, but with a hook especially for the night fisherman. Length 1 1/2" — weight 1 1/2 oz. — Price \$1.25

NO. 144
"THE BASS BROTHER"
The same top water action as the No. 138, but with a hook especially for the night fisherman. Length 1 1/2" — weight 1 1/2 oz. — Price \$1.25

NO. 145
"THE BASS BROTHER"
The same top water action as the No. 138, but with a hook especially for the night fisherman. Length 1 1/2" — weight 1 1/2 oz. — Price \$1.25

NO. 146
"THE BASS BROTHER"
The same top water action as the No. 138, but with a hook especially for the night fisherman. Length 1 1/2" — weight 1 1/2 oz. — Price \$1.25

NO. 147
"THE BASS BROTHER"
The same top water action as the No. 138, but with a hook especially for the night fisherman. Length 1 1/2" — weight 1 1/2 oz. — Price \$1.25

NO. 148
"THE BASS BROTHER"
The same top water action as the No. 138, but with a hook especially for the night fisherman. Length 1 1/2" — weight 1 1/2 oz. — Price \$1.25

NO. 149
"THE BASS BROTHER"
The same top water action as the No. 138, but with a hook especially for the night fisherman. Length 1 1/2" — weight 1 1/2 oz. — Price \$1.25

NO. 150
"THE BASS BROTHER"
The same top water action as the No. 138, but with a hook especially for the night fisherman. Length 1 1/2" — weight 1 1/2 oz. — Price \$1.25

Barracuda BRAND
FLORIDA FISHING TACKLE MFG. CO. INC.

1960-61 Annual Catalog, New for the jig line, the Big Eye Dude, Rudy Dude, the Shark Face, and "New Blister Packaging". Notably, the last mention of the Golden Falcon

1961-62 Annual Catalog, First ad for the Reynolds Spinner Spoon, introduced the prior year. Now considered scarce and desirable

1961-62 Annual Catalog, The Dalton Special, now in five sizes, with the addition of the Wee Dalton



Editor's Note: Numerous pages of the 1964 Annual Catalog were overprints of the same pages from the 1962-63 catalog, an obvious cost saving measure. Without a complete 1962-63 catalog for comparison, one can only guess whether pages occurring in the 1964 catalog had previously appeared in the 1962-63 version, or if some were exclusive to the 1962-63 year alone.

1961-62 Annual Catalog, A rearrangement of the jig ads with the Big Eye Dude, Chessy Dude, and Shark Face Jigs included on the same page, and the J Jigs and Eel Jig together on a separate page

WELCOME TO ANOTHER FINE SALES YEAR WITH PROVEN BARRACUDA TESTED TACKLE. BARRACUDA SALES REPRESENTATIVES

- BOOTE BRADFORD**
800 27 AVENUE NORTH
ST. PETERSBURG, FLORIDA
- DICK MOULTON**
KATON, PENNSYLVANIA
- JAMES R. STEVENS**
1500 BRADY STREET BOAR
LOUISIANA, MISSISSIPPI
- JACK M. MELAN**
40 LA SALLE AVENUE
JAMESTOWN, NEW YORK
- W.M. G. AUSTIN**
222 BRIMMINGFORD AVE
SAN ANTONIO 5, TEXAS
- JOHN NASH**
200 WILLARD AVENUE
SAN MARINO, CALIFORNIA
- RAY CHESTNUT**
SPRING LAKE, MISSISSIPPI
- DICK NOYES**
425 TANGLEWOOD DRIVE
ANDERSON, SOUTH CAROLINA
- JACK NOYES**
ANDERSON, SOUTH CAROLINA

FLORIDA FISHING TACKLE MFG. CO., INC.
ST. PETERSBURG, FLORIDA, U.S.A.

1964 Annual Catalog, with the Sales Reps expanded to a total of nine

meet the NEW Selling Sensation **Barracuda**

Pot Belly DUDE

FEATURING THE EXCLUSIVE "BLEDGE HAMMER FINISH" THAT'S REALLY CHIP PROOF!

NEW VICTORY MERCHANDISING NATIONAL AVAILABILITY BEAUTIFUL DISPLAY PACKAGING

FLORIDA FISHING TACKLE MFG. CO., INC.
ST. PETERSBURG, FLORIDA, U.S.A.

1964 Annual Catalog, Introducing the new "Selling Sensation", the Pot Belly Dude

NEW

IT'S RIGGED BACKWARDS BUT NOT BACKWARD ABOUT CATCHING FISH!

the built-in pulsating action is the most lifelike jig ever designed.

the PULSATOR TROLLING JIG

\$ 1.50

FLORIDA FISHING TACKLE MFG. CO., INC.
ST. PETERSBURG, FLORIDA, U.S.A.

1964 Annual Catalog, Another new item, the Pulsator Trolling Jig

THE NEW BIG BASS SELLER!

SCOOPS THEM ALL! 135

Barracuda DALTON twist

STOCK NOW ON THIS NEWEST OF THE FAMOUS DALTON LURE LINE. PROVEN TO CATCH MORE FISH!

TOP SELLING COLORS:
T.F. YELLOW FROG S.W. GREEN/WHITE
W.F. WHITE FROG S.E. YELLOW/SCALE
N.F. NATURAL FISH S.M. RAINBOW
S.F. SHAD S.N. NATURAL WOOD
S.L. SILVER FLECK S.C. GRASSHOPPER

FLORIDA FISHING TACKLE MFG. CO., INC.
ST. PETERSBURG, FLORIDA, U.S.A.

1964 Annual Catalog, A full page ad for the Dalton Twist

AMERICA'S BEST BASS BAITS.

Barracuda Dalton twist

NEW CONCAVE SCOOP MAKES FISH ATTRACTING NOISE!

RETAIL \$1.35

Barracuda Dalton Flash

BUILT IN 3D FLASHING SCALES

RETAIL \$1.35

FLORIDA FISHING TACKLE MFG. CO., INC.
ST. PETERSBURG, FLORIDA, U.S.A.

1964 Annual Catalog, A new Dalton Twist/Flash combo ad

READY TO SERVE YOU!

C. J. Reynolds, President

FLORIDA FISHING TACKLE MFG. CO., INC.
200 FIRST AVE. SO. ST. PETERSBURG, FLORIDA, U.S.A.

1964 Annual Catalog, Carl and Jack Reynolds on the back cover, with Carl posing by the company Stinson airplane

Barracuda ALWAYS THE NEWEST FISH GETTERS

SQUID JIG
"IT PULSATES LIKE A SQUID"
ACTION IN EVERY MOVEMENT!

BULLET HEAD DUDE
NATIONALLY ADVERTISED

HEX-DUDE
PUTS THE HEX ON FISH

PT-109 DUDE
A REAL FISH GETTER!

WORLD'S LARGEST MANUFACTURER OF JIGS

1964 Annual Catalog, Another jig ad, this time with the new PT-109 Dude (our only copy, a black and white scan)

Welcome
TO ANOTHER FINE SALES YEAR
WITH PROVEN BARRACUDA TESTED TACKLE.
Your Barracuda Sales Representatives

W.M. G. AUSTIN
333 Edgewood Ave.
San Antonio, Texas 78207

BOB GLEASON & ASSOC.
RITAISON PARK TOWER, Suite 308
4900 VANDER GRINE
MINNEAPOLIS, MINNESOTA 55426

MAURICE CHARBONNEAU
Hillsdale Road
Beach, Pa. 17018

WILLIAM HANCO
22 Washington Ave.
Haddonfield, New Jersey 07358

LOU KRAMER
5623 Wildcat Ave.
San Gabriel, California 91776

JAY HOYES
426 Tangewood Dr.
Anderson, So. Carolina 29621

DICK HOYES
426 Tangewood Dr.
Anderson, So. Carolina 29621

JACK HOYES
426 Tangewood Dr.
Anderson, So. Carolina 29621

FLORIDA FISHING TACKLE MFG. CO., INC.
ST. PETERSBURG, FLORIDA, U.S.A.

1968-69 Annual Catalog, "Boots" Bradford is noticeably absent from the sales staff; Jack's son Charles B. Reynolds, is now VP

Barracuda JIGS

EASY TO ORDER - STANDARD PATTERN COLOR CHART FOR ALL BARRACUDA JIGS

WORLD'S LARGEST MANUFACTURER OF JIGS

1968-69 Annual Catalog, A slight revision in the jig chart ad, with "standard pattern color" wording on a thin red flowing ribbon across the page

NEW... BARRACUDA BRAND

BANJO EYES
LUMINOUS HEAD
ACTUALLY SLOWS IN THE DARK

BANJO BIG EYE DUDE

ZEP BANJO EYE DUDE

Above Banjo Eye Dudes . . . Available in Bucktail As Follows:

BLACK COLLAR - WHITE BUCKTAIL GREEN BUCKTAIL - WHITE BUCKTAIL
BLACK COLLAR - YELLOW BUCKTAIL GREEN BUCKTAIL - YELLOW BUCKTAIL
RED COLLAR - YELLOW BUCKTAIL BLACK BUCKTAIL - WHITE BUCKTAIL

WORLD FAMOUS FISHGETTERS...

1968-69 Annual Catalog, The new Banjo Eye Dudes, with Luminous Head finish. The last known new product introduced by FFTMC.

Florida FISHING TACKLE MFG. CO.

August 19, 1968

Dear Mr. Jobbers:

Enclosed is our new 1968-69 catalogue and net price sheet. Due to increasing costs, we were forced to increase a few prices on certain items. Please note these and mark your records accordingly.

Our new year round terms are as follows (these discounts apply to orders of \$25.00 net or more):

10% discount 10 days e.o.m.
15% " 30 " " "
20% " 60 " " "
25% " 90 " " "
30% " 120 " " "

If invoices are discounted within above terms, an additional discount is given for the following lines:

15 extra on orders amounting to \$1000.00 to \$2000.00
20 extra on orders amounting to \$2000.00 to \$5000.00
25 extra on orders amounting to \$5000.00 or above

As you can see, you can get up to an additional 35% on orders amounting to \$5000.00 or more and if paid by the 10th of the month e.o.m.

If there are any questions concerning the new program, please feel free to contact us at any time.

With kindest regards,
C.B.R. Reynolds
Vice President
C.B.R.

— Largest Manufacturers of Fishing Tackle in the South —

FFTMC Famous Barracuda Brand stationery, altered from the old phone number 7 7709 to display the new number with area code

FROM **Barracuda**
FLORIDA FISHING TACKLE MFG. CO.
INCORPORATED
2100 FIRST AVENUE SOUTH
ST. PETERSBURG, FLORIDA

FOR **HENK KOPKEY SPORTS**
WINAMAC,
INDIANA 46996

ORDER NO. _____ WEIGHT _____

A company mailing label and postmark from 1968.

Welcome
TO ANOTHER FINE SALES YEAR
WITH PROVEN BARRACUDA TESTED TACKLE.
Your Barracuda Sales Representatives

W.M. G. AUSTIN
333 Edgewood Ave.
San Antonio, Texas 78207

BOB GLEASON & ASSOC.
RITAISON PARK TOWER, Suite 308
4900 VANDER GRINE
MINNEAPOLIS, MINNESOTA 55426

MAURICE CHARBONNEAU
Hillsdale Road
Beach, Pa. 17018

WILLIAM HANCO
22 Washington Ave.
Haddonfield, New Jersey 07358

JAY HOYES
426 Tangewood Dr.
Anderson, So. Carolina 29621

DICK HOYES
426 Tangewood Dr.
Anderson, So. Carolina 29621

JACK HOYES
426 Tangewood Dr.
Anderson, So. Carolina 29621

FLORIDA FISHING TACKLE MFG. CO., INC.
ST. PETERSBURG, FLORIDA, U.S.A.

1970-71 Annual Catalog, Last known listing of the sales team in print at FFTMC

Deaths

Charles Reynolds, 71, Started Tackle Company

Charles Jackson Reynolds, 71, founder and chairman of the board of Florida Fishing Tackle Manufacturing Co., 2100 First Ave. S, died Wednesday (Oct. 23, 1974).

A native of Abbeville, Ala., Mr. Reynolds came here 50 years ago from there. He was manager of Campbell Hardware Co. before he opened his tackle company in 1934. He also was co-founder and director of R. W. Reynolds Enterprises Inc.

During World War II, Mr. Reynolds received a citation from the Navy Department for torpedo parts produced by his company that were partly responsible for the sinking of five enemy tankers and warships.

A 32nd Degree Mason, Mr. Reynolds was a member of Nimitz Lodge 188 F&AM, Egypt Temple Shrine, Tampa, and the St. Petersburg Yacht Club, former state director of the Junior Chamber of Commerce, former vice president of the Anglers Club, former director of the Sportsman Club of America and past president of the Dragon Club. He was a member of St. Peter's Episcopal Cathedral.

He is survived by his wife Elizabeth Bonfoey; two sons, Charles B. and Robert W.; a daughter, Miss Carole D. Reynolds; a brother, Carl E.; two sisters, Mrs. Arthur (Vera) Fogarty, all of St. Petersburg, and Mrs. George Gardner, of Lake Alfred; and four grandchildren. Donations to a favorite charity are suggested by the family.

John S. Rhodes, East Chapel is in charge of arrangements.

CHARLES REYNOLDS
32nd Degree Mason

Florida Lure Makers and Their Lures Vols. I – VI

price for US delivery Vol. I – V, \$42 includes ph&i (Vol. VI, \$49 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
- Jim Pfeffer Mullet
- 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

Fly Rod Lure Want List

- Francis Fly Co. Catalog & other information
- 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
- Mousie w/ cork body & Rub. Legs
- Froggie w/ cork body & Rub. Legs
- Ted Williams Spin-Pop & Fly-Pop Flies
- Peckinpaugh Doodle Bug (a.k.a. Lucky Bug)

Pony (any breed)

Bill Stuart

The Museum of Fishing
PO Box 1378
Bartow, FL 33831

tele: 863-533-7358

Bstuartmof@aol.com

The FATC News is the quarterly publication of the Florida Antique Tackle Collectors, Inc.

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 - Secretary - **Ron Gast**, 2306 Leeward Cove, Kissimmee, FL 34746-3639, 407-933-7435, rkgast@cfl.rr.com
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 - Directors - **Chuck Heddon**, 407-862-7562; **Ed Weston**, 561-622-9282; **Don Morrow** 727-856-1534; **Mike Sims**, 954-565-3740; **Norm Pinardi**, 941-792-1671; **John Mack**, 205-591-7205; **John Stephenson** (England) 044-1782-644095, john@tackleexchange.co.uk; **Mike Mais**, 352-622-2868; **Paul Snijder** 850-458-2111, paulsnider@cox.net
 - Auction Chair - **Jay Zuhlke**, 321-749-0615 (Cell), candyz@bellsouth.net
 - Awards Chair - **Chuck Heddon**, 407-862-7562 and **Ed Weston**, 561-622-9282
 - FATC Newsletter Editor - **Steven W. Cox**, P.O. Box 288, Panama City, FL 32402
- 850-769-5594 (H), 850-769-5585 (W), 850-784-4829 (F), econfinatackle@knology.net, or swcoxclu@knology.net

F A T C A D R A T E S	Classified "Tackle Box" ads	\$3.50 1x	\$12.00 4x	E F F E C T I V E 2 0 0 8
	Business Card ads (black & white)	10.00 1x	36.00 4x	
	¼ page black & white ads	50.00 1x	160.00 4x	
	½ page black & white ads	90.00 1x	285.00 4x	
	Full page black & white ads	160.00 1x	512.00 4x	
	½ page color horizontal	200.00 1x	600.00 4x	
	Outside back cover - color (horizontal only)	275.00 1x	825.00 4x	
	½ page color (Contents page only - vertical)	300.00 1x	900.00 4x	
	Full page color (except covers or center)	375.00 1x	1,200.00 4x	
	Inside front or back cover	525.00 1x	1,575.00 4x	
	Single center page	450.00 1x	1,350.00 4x	
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Florida Antique Tackle Collectors, Inc.

A NON-PROFIT EDUCATIONAL ORGANIZATION DEDICATED
TO THE PRESERVATION OF OUR ANGLING HERITAGE.

Florida Antique Tackle Collectors, Inc. (FATC) is a non-profit, educational corporation, incorporated in the State of Florida. The purpose of FATC is educational through the collection and distribution of historical and technical data regarding fishing equipment, its development, its inventors and manufacturers 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 four

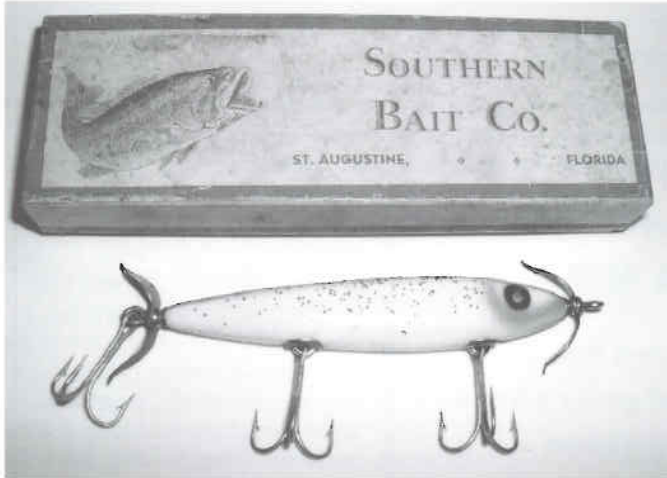
exhibitions, open to the public, annually at different Florida locations. At the exhibitions members display their collections, interact with the public, and engage in other activities in keeping with the purpose of FATC. FATC publishes a newsletter quarterly, and an annual membership directory. FATC is not affiliated in any way with the National Fishing Lure Collector's Club (NFLCC) or the Old Reel Collectors Association, Inc., (ORCA) but encourages FATC members to support those organizations.

FATC annual membership dues are: \$35.00 domestic, \$40 Canada, \$45 Foreign or \$700 (Domestic) Life Membership, \$800 (Canada) Life Membership, and \$900 (Foreign) Life Membership (20x annual dues). Please direct membership inquiries or applications (with your dues) to the FATC Secretary listed in the box above.

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



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STEVE COX swcoxclu@knology.net
or econfinataackle@knology.net
850-769-5585 (O) 850-769-5594 (H)

**HELP
WANTED:**

Need information, ads, catalogs,
fly lures, etc. on Basil Gilmore; the
Naturalure Bait Company of Kansas,
Missouri; Gilmore Tackle Company
of Windsor, Missouri and the
Natural Fly Company of Windsor,
Missouri. Your help and assistance
will be gratefully appreciated.

Ralph Hecht
1-561-848-2922
email: krhet@aol.com

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In addition to The Old Angler's selections, RON'S TACKLE BOX, LLC offers a huge inventory of older collectible "new in the package" lures, along with a fantastic assortment of clothing, novelty gifts, and decorative items sporting a fishing/hunting/outdoors theme. FATC Members receive a 20% discount on RETAIL PURCHASES ONLY when mentioning this ad. Hope to see you soon!!!

FLORIDA LURE POKER

JACKS OR BETTER TO OPEN, TRIPS TO WIN, 3 BUMP MINIMUM, EVERYONE IN?

by Steve Cox

Approximately five years ago, I was basking in the glory of my self inflicted quest for the rarest of the rare in Florida Lures, including the Ammie Lee, the Costa Hammerhead, the Kinney Bird Prototype, the Dazzy Vance, etc. It occurred to me that this was starting to get into some money; no, some serious money. I was reminded of the elder statesman from Illinois, Senator Everett Dirksen (back then, we actually had some politicians who were statesmen, but no more). Senator Dirksen was arguing about the cost of a particular bill on the Senate floor. In his unmistakable deep voice that was gravelly and yet smooth at the same time, Senator Dirksen argued, "a billion dollars here, and a billion dollars there, and pretty soon, we're talking serious money!" I seem to recall that Johnny Carson got some mileage out of a parody of the Senator's comments on one of his Tonight Show monologues.

I started to hyperventilate, and in the ensuing anxiety and panic attack, I wondered, "What if the bottom falls out of the Florida Lure Market? What if I paid too much to get these choice baits? What if I need to liquidate my collection? What if no one ever wants them? What if I'm a total idiot!?! A couple of Glen Morangies later, and with my nerves calmed somewhat, the truth became obvious.

We are all gambling with this collectible tackle! But then, life itself is a series of gambles, on education, career choices, relationships, marriage, children, investments, retirement, mortality tables, and so on. With the new TV craze of international poker tournaments and the related "Texas Hold'em" catch phrases of "the flop", "the river card", and "busted", my idea for a Florida Lure Poker tackle show display was born.

Theorizing which lures would be aces and face cards, and the right combination of lures to represent a full house, a flush, a straight, three of a kind, and other poker hands, my mind wandered. It was obvious that my collection held some aces, and perhaps the "Jokers" as well.

I toyed with the plan for some time. Unfortunately, due to a series of unforeseen economic events, I sold a number of my "trump card" lures, and realized the display would never be the same without them. Shortly thereafter, Bill Stuart asked me to fill in as editor, and the idea to write a story about Florida Lure Poker in the magazine seemed to offer a suitable alternative to a cool show display.

I discussed my idea with Lloyd Jett and he then emailed a survey to a number of the members in the club polling them for their opinions on the ten best Florida lures of all time. After a consensus was reached, Lloyd passed on the results of the survey to those who had participated in it. Little did we know that he was also cooking up his own surprise, a "one off" double five pack of the winners. Of course, when I saw the twin boxes of "Royal Flush" poker hands meticulously crafted by Lloyd, I had to have them. Lloyd was kind enough to offer them to me at a very reasonable price, and I bought them both without batting an eye. This was as close as I'd ever get to having all ten at one time, even if they were reproductions!

My interest in Florida lures is ever changing, and Barracuda and Bender are my favorites at this time. Whatever preference you have, it's fun to design poker hands out of different lures and manufacturers. Who can say a full house of three glass eyed

Torpedudas over a pair of Bender Rainbow Tigers is a better or worse hand than three glass eyed Florida Specials over two Jack Haley Spot Kings? One thing is for sure; there's a very limited supply of classic Florida baits, and their values continue to increase and surprise us all. Beauty is in the eye of the beholder, and the point is to collect what you like, and like what you collect. As long as we can do that, we've all hit the jackpot!

THE WINNING HAND

BY: STEVE COX

An ace in the hole starts the fun;
but a pair of anything won't get the job done.

One more pair just ain't there...
with three of a kind, a pot you may find;
A straight draws great, but a flush tempts fate.

A full house is pat, most of the time;
yes, four of a kind is so mighty fine!
On a straight flush the bet's a must;
and a royal straight flush leaves 'em all in the dust!

That is unless some cards are wild,
On five of a kind the chips are then piled!





LLOYD'S TWIN FIVE PACKS, FLORIDA HOLD-'UM HIGH STAKES LURE POKER



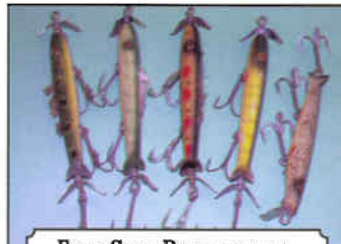
THE JOKER!



THREE OF A KIND, CORK HEAD STYLE



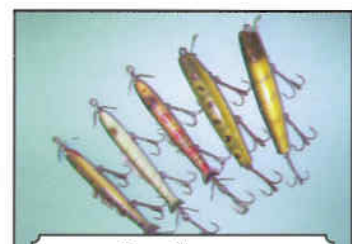
A "PAT" HAND!



FOUR CUDA BULLETS AND A WILD CARD KICKER!



SUNSET FLUSH WITH ONE TO SPARE



FULL HOUSE, BULLETS OVER COWBOYS!



7 CARD STUD, WHAT'S YOUR DISCARD?



A FROGSKIN FLUSH



HUMPY DUMPY STRAIGHT FLUSH



DEUCES WILD!



A SHRIMPY WHEEL



PRETTY SMITTYS ALL IN A ROW



FOUR STRIPED ACES



WOW, FOUR HAMMERS, WITH BOXES!



FIVE OUSLEY'S, NO NEED TO DRAW!



A BOX STRAIGHT



GOT ANY FAT BODIES? GO FISH!

Special thanks to Robert Pitman III, Jack Fenwick, Lloyd Jett and Roth Kemper for the great poker hand photos of their lures.





Gone Fishing...

FATC wishes to express its sincere sympathy to the family and friends of these members and fellow collectors...

Bill Stuart notified us that Johnny Garland's dad, Richard, of Johnson City, Tennessee, died January 24. Richard, 81, was born and raised in Johnson City, where he was a mechanic and affectionately known as the "Carburetor Man." Richard was a long time member of Berea Free Will Baptist Church. He is survived by his wife Helen of 62 years and their 3 sons: Roger, Terry and Johnny and their families. The members of the FATC extend our deepest sympathy to Johnny and his family.

Grady L. Cox, father of editor Steve Cox, passed away unexpectedly at his home in Panama City, Florida January 7th, 2008. Grady was born in Youngstown, Florida, and was a stand-out football player at Bay County High School, which earned him an athletic scholarship at the University of Alabama. Grady joined the US Navy in February 1951 and served as a gunner's mate on the USS George E. Davis, DE357 in the Korean War. After the war, Grady was employed with Arizona Chemical Company, retiring in January 1993 after 38 years with the company. He enjoyed every minute of his 15 years of retirement and he will be missed by his entire family.



A photo collection of Grady L. Cox, from his birth in Youngstown, FL, through his high school and college football days, to his service in the US Navy during the Korean war.

Grady Leon Cox

Grady Leon Cox, 76, of Panama City, Fla., died Monday, Jan. 7, 2008, at his home.

He was born Oct. 25, 1931, in Youngstown, Fla., and had been a lifelong resident of the area. He was a 1950 graduate of Bay High School and a member of First United Methodist Church of Panama City. He served in the U.S. Navy during the Korean War. He was an operator at Arizona Chemical for 38 years, retiring in 1993.

He was preceded in death by his parents, Delbert and Eloise Mashburn Cox; brother, Kenneth Cox; and daughter-in-law, Lbette S. Menck. He is survived by his wife, Bessie "Bo" Bynum Cox; three sons, Steven W. Cox and wife, Claudia, of Panama City, Kenneth Menck and wife, Paula, of Northport, Ala., and Ronnie



Cox

Menck of Melbourne, Fla.; three grandchildren, Natalie Mathews and husband, Rusty, Nicki Cox and Haley Cox; and sister-in-law, Elvie Cox of Arcadia, Fla.

Funeral services will be held at 11 a.m. Friday, Jan. 11, 2008, in the Wilson Funeral Home chapel with the Rev. David Warren officiating. Internment will follow in Greenwood Cemetery. The family will receive friends from 6 to 8 p.m. today, Jan. 10, 2008, at the funeral home.

Those desiring may make memorial donations to the First United Methodist Church Family Life Center in memory of Grady Cox.

Wilson Funeral Home
Family Owned Since 1911
Panama City, Fla.
785-5272 214 Airport Road

850-01-07
5232 U.S. Hwy. 80 W.
Opelika, AL 36804

Mr. Steven W. Cox
FATC News Editor
P.O. Box 288
Panama City, FL 32402

Dear Mr. Cox:

It is deep regret that I inform you of the death of one of your members. Mr. Tim Shirley, of the above address, died very suddenly, very unexpectedly, on the 22nd of June. He had not been a member of your organization for very long, and was relatively new to the lure collecting, in general. However, I can safely assure you that your group, and others like it brought him great joy, and gave him something to look forward to, and something to get excited about!

Tim was my brother-in-law, and lived with my husband and myself, so we got to see firsthand just exactly what the lure collecting had done for Tim. The lure collecting hobby brought him from the brink of "just existing", to having a purpose in life, and for that we are extremely grateful to everybody involved in the hobby. Tim enjoyed the show in Tallahassee, and was anxiously awaiting the show in Louisville. He, unfortunately, passed away before that happened, but up until the time he left us, was excited about it, and was looking forward to it! What more could any of us ask?

I am, personally, going to miss the magazines, and newsletters that he was getting, because I too had become somewhat enamored of the hobby! Dare I say that I was getting "hooked" on it? (I know, bad pun!)

At any rate, I felt that I needed to let you know of his passing, but even more important, that I let you (and others like you) know how important you all had become in his life. Thank you, one and all, for that gift you gave to him!

Sincerely,

Kay Shirley
Kay Shirley

Steven W. Cox, CLU, LUTCF

2318 Saint Andrew Blvd
P. O. Box 288
Panama City, FL 32402
850 769 5585 office
850 784 4829 fax
850 769 5584 residence

October 15, 2007

Mrs. Kay Shirley
5232 U.S Highway 80W
Opelika, AL 36804

Dear Kay,

Thank you for your recent letter notifying us of your brother-in-law Tim's passing. We are saddened to hear of the loss of a fellow FATC member and collector, and extend our deepest sympathy to you, Ray and Tim's family. Please know that you are in our thoughts and prayers.

Your comments regarding Tim's love of the hobby and the enjoyment it brought him is something we can all relate to. I am glad to hear it restored a purpose in his life, as it has for many of us in FATC, NELCC, ORCA, and other similar organizations. Your letter was very touching, and with your permission, I would like to reprint it in the next issue of FATC News, along with a memorial for Tim.

Due to space constraints, we were unable to fit it in the October issue. If you allow us, we will print the letter and memorial in the January copy. Please accept the enclosed October issue and I will await your permission to proceed with the January layout. You can contact me at my office (850-769-5585). The print deadline for this next issue is December 1, 2007. Again, we are sorry to hear of your loss.

Sincerely,

Steven W. Cox

Steven W. Cox
FATC Newsletter Editor



FATC member Tim Shirley passed away June 22nd, 2007. His sister-in-law, Kay Shirley, notified FATC News in her letter of August 1st. Mrs. Shirley told us of the importance of lure collecting in Tim's life. A copy of her letter appears with her permission, along with a letter of response from the editor.

Longtime friend and fellow collector, Shelly Spindel, passed away November 29th, 2007. Shelly was a member of the FATC, and for many years senior editor of Sporting Classics Magazine. He fished and hunted around the world. Most of all he loved collecting. He is survived by his wife Rose and their children. He will be missed by many! - Ken VanDerlaske

A poem offered to attendees at the Celebration of Life dinner held in Shelly's honor, courtesy of Doug and Barbara Brace

Shelly Spindel

June 12, 1929 - November 29, 2007



A wonderful husband, father and grandfather a kind and thoughtful man Senior Editor of a magazine his interests they did span.

From foreign and classic car importer to photographer, yachtsman and racin', nobody could come close to Shelly when it came to hard work and determination.

Antiques and many splendid things, his interests became his passion. Although he loved Abercrombie & Fitch, a Purdey and a Rolls were the height of fashion.

He had a life long captivation of the classic British sports - hunting, shooting, fishing and collecting of all sorts.

The undisputed expert on Derrydale Press publications, he was an authority on the subject, regarded as the most knowledgeable in the nation.

With a great sense of humor, a love of jokes and big cigars, Shelly enjoyed life to the fullest and now shines among the stars.



Published by the Florida
Antique Tackle Collectors, Inc.
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FATC, P.O. Box 420703,
Kissimmee, FL 34742-0703



*See Doug Brace in Daytona to purchase these
two new collectible Florida Lure patches!*

CALENDAR OF EVENTS

FATC Florida International Show

February 22 - 24, 2008

Plaza Resort and Spa, Daytona Beach, FL... 800-874-7420

Show Host: Larry Lucas, Larry@flowerscentral.com

386-254-5179 or 386-295-7281

Lang's Spring Auction

April 25, 26, 2008

The Holiday Inn, Boxborough, Massachusetts

Phone: (978) 263-8701 - Route 495 Exit 28

FATC Spring Show

May 2 - 4, 2008

Mark W. Lance National Guard Armory, St. Augustine, FL

Show Host: Mike Hall, flalake@aol.com

904-725-0785 or 904-727-5011

FATC Summer Show

August 22 - 24, 2008

Dolphin Beach Resort, St. Petersburg Beach, FL

Show Host: Ron Gast, rkgast@cfl.rr.com

407-933-7435

NFLCC Regional Meet Calendar

February 15 - 16, 2008, Dewey, OK... 918-333-7536

March 7 - 8, 2008, Indianapolis, IN... 765-653-3670

March 15 - 16, 2008, Palmyra, NY... 315-597-4793

April 4 - 5, 2008, Kelso, WA... 360-274-8045 or 206-526-5814

April 5, 2008, Wadsworth, OH... 330-699-3263 or 330-415-2627

April 19, 2008, Effingham, IL... 217-644-2294 or 217-868-2427

May 3, 2008, Kansas City, MO... 816-350-0255

July 10, 11, 12, 2008, The National, Peoria, IL... 309-853-8439

August 23, 2008, Rochester, MN... 763-557-9313 or 262-632-4735

September 26 - 27, 2008, Decatur, AL... 256-355-6726 or 256-565-8191

October 4, 2008, Wisconsin Dells, WI... 715-877-3328

Oct. 31 - Nov. 1, 2008, Kelso, WA... 360-274-8045 or 206-526-5814



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