F.A.T.C. NEWS

Florida Antique Tackle Collectors Newsletter

Volume 28, Number 3



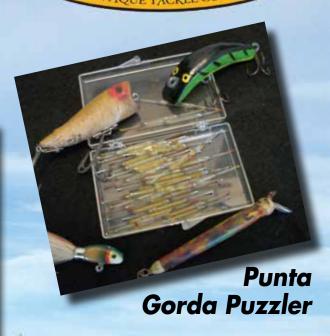
CASTING - Back in Time







Creek Chub Bait Company History





Dalton Mystery Lure



FATC Punta Gorda Summer Show

Many thanks to our Show Hosts Larry Lucas and Stephanie Duncan





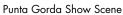


Some of Bill Premaza's Heddons

A Few of Charlie Price's Frogs

Stephanie Duncan's Mice







View from the show





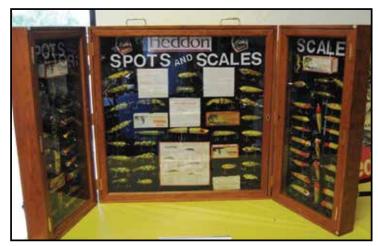


Ralph Hecht peruses



Bill and Doug swap notes





Spots and Scales!



Stephanie & Jim Duncan and Kathy Hecht



Creek Chubs await some attention



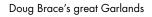
Another show scene



Ed Zorzi checks over a table full of reels









Quite a spread of lures



Sally Jett's winning display





Part of Bill Hoerter's winning display





More of Bill Premaza's award-winning Heddons







President Ed thanks show hosts Rick Vaughn and Dick Braun



Best Topical Display – Bill Premaza



Bill Hoerter - Best Educational Display



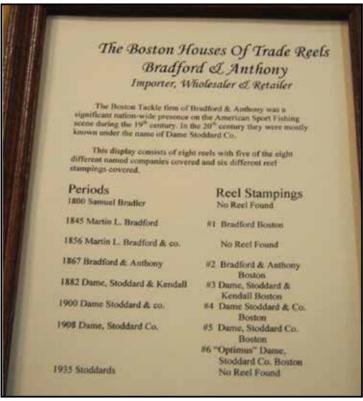
Sally Jett – Best Florida Display



Butch Carey's big Australian reels



More big Aussies



Fruits of Bill Hoerter's research

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 decisions:

- Educational Information Identification & Labeling

Rarity

- Completeness
- Condition
- Overall Presentation
- Uniqueness and/or Originality

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

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

Thank you, Awards Committee – Mike Hall & Tom Wilkerson

WANTED TO BUY OR TRADE

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

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





F.A.T.C. NEWS

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

October 2014 Volume 28, No. 3

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F.A.T.C. NEWS EDITOR

Gary Simpson 1631 NE 55th Blvd., Gainesville, FL 32641 352-378-1112 (H), 352-372-1791 (W) email: simpsongary@msn.com

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President's Message

Ed Weston



I hope everyone is planning to attend the FATC fall tackle show at Crystal Cove Marina and Resort on the beautiful St. John's River in Palatka on October 31 and November 1 & 2. We have had two room trading shows here and the venue is just fantastic. Bernie Schultz has been working hard to ensure that the show is a phenomenal success.

A big "thank you" goes out to Dick Braun and Rick Vaughn for the outstanding June FATC show they hosted in Punta Gorda. The show was very enjoyable,

and Dick is trying to procure the same facilities for another show in 2016.

In this issue of the FATC newsletter we have published the results of the FATC survey that was sent out to each member in June. I was informed that when you send out a survey of this type you're lucky to get a 10% response. We had over 50% of the FATC membership complete and return the survey, which was awesome. The board of directors will use this survey to help recognize what we are doing correctly, and the areas that need improvement. This will lead to the implementation of new and better ideas that will enhance the operation of the FATC organization. Randi Simms and Stephanie Duncan worked diligently to put this survey together. Please let them know how much you appreciate their efforts.

The club has received the sobering news from the Reverend Bob Dennis that he will no longer be able to attend the FATC shows. Bob relates that he is just not physically able to be part of the FATC functions that he enjoyed so much. If you remember, Bob always had great displays, whether it was his Creek Chubs, his 'critters', or his Spoonplugs. Bob has donated \$500.00 to the FATC to help us carry on our activities. The Board of Directors, wanting to honor Bob for his many years of dedicated service, has named our Best Topical Display Award after him. I have a feeling that Bob will show up at one of our future shows. It is hard to keep a good man down.

I am always telling people what fun I have collecting fishing tackle. I get to attend tackle shows, visit different cities, see great tackle displays, meet new people, eat amazing local food, and add to my collection. Here is another way you might try to enhance your tackle collecting experience. It's easy and fun. Go to your local craft store a purchase a block of balsa wood which you can easily shape into whatever design of a fishing lure you desire. Invest in a few bottles of cheap hobby paint and a couple of hooks and eyes and before you know it you have created your own lure masterpiece. If you really become interested in making lures the FATC has two noted lure makers, Roth Kemper and Scott Morgan. I am sure that either Roth or Scott would be willing to give you lure making advice.

As always, remember: The best part of tackle collecting is not the treasures you purchase but the friends you make along the way.



Editor Notes

Gary Simpson

With 2014 winding down, I wonder again where the time has gone. They say it passes faster every year, and that is true in my experience.

The club questionnaire sent out, received back, evaluated, and now published with results in an impressively short span of time reveals some interesting preferences. A few changes you may notice in this issue are a direct result of your input. You'll find the questionnaire results on pages 24 through 28.

This FATC News features heretofore unseen photos and information regarding the Schulthesses, one of the founding families of the Creek Chub Bait Company. Creek Chub historian, Ron Matthews is well acquainted with all of the families that made this early company into a lure-producing giant, and he will cover the others in future issues.

As time passes, it becomes increasingly difficult to learn new things about the tackle makers of the past. Always digging for knowledge, Doug Brace sometimes stumbles upon significant discoveries such as the one revealed in his piece, "Casting.....Back in Time". Thank goodness our club has such a diligent researcher. His second contribution, "It Makes 'Scents'", proves that you never know what might turn up in an old tackle box.

Charlie Tanner's article, likewise carefully researched, confirms the notion that almost all "new ideas" in fishing equipment—including fishing rods—have been floated before.

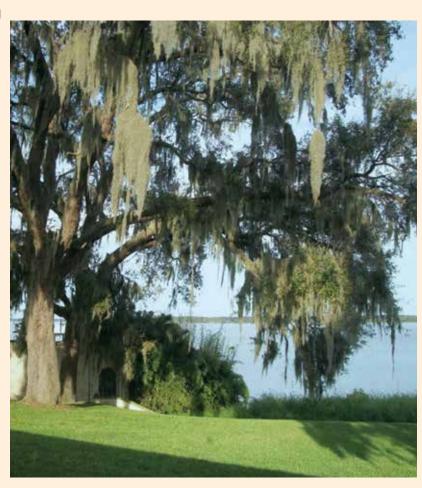
Dalton Special expert, Jeff Windisman fishes for information on one on the many Dalton look-alikes he has found.

With all the space taken up by the survey, we weren't able to include our regular articles by Dick Braun and Craig Comjean covering Zebco and Bagley, respectively, but expect these to return in the 29-1 issue.

And again, we bid farewell to friends and fellow members, all of whom meant much to us and our club. They live on in our memories. Not long ago, for instance, Steve Linkous sold me his collection of lures made by Grover Cleveland Inlow. Now, when I gaze at the ultra-folky creations, I'll still wonder at the time and circumstance around Inlow's life when he carved them. Too, I will think of Steve and how he also appreciated them.

I'm really looking forward to Bernie's Palatka show on the beautiful St. Johns River. Thinking about taking my boat to get in a little fishing...maybe even do some lure deals on the float.

Club Patch Chairman, Tom Wilkerson has chosen the Alcoe Magic Minnow for the 2015 patch. Depicting a silver Magic Minnow, these will be available at the 2015 Daytona show. Pre-orders will be accepted at the Oct. 31-Nov. 2 Palatka show. Hope to see you there!





CASTING - "back in time"...

DJ Brace

Recently, I was reminded of a long forgotten conversation about the early days of **Florida Fishing Tackle Mfg. Co.**, Inc. of St. Petersburg.
The time period being discussed was the late 1920's when this fledgling fishing tackle business was operated by Charles F. Clark.

At the time, Clark, a former local charter boat Capt., was leasing a large building located at 1930-32 First Ave South. A *St. Petersburg Times* article dated Nov. 24, 1929, announced a new fishing rod business, producing bamboo rods of the highest quality, has begun with Charles F. Clark as President. The article listed tarpon rods at \$125.00 each, with lesser rods beginning at \$35.00 each!

C.J. "Jack" Reynolds gave up his job as Store Manager/Buyer of the local Campbell's hardware store, to go to work for Clark. In the near future, Reynolds could see Clark's rod business being affected by looming economic problems that were facing the Nation. However, Reynolds reasoned, there would be a demand for a wider range of products but at affordable prices.

Reynolds felt that while the public might lack funds for expensive gear but because of fishing for food or recreation, there would always be a market for more economical fishing tackle. According to a 1960 Reynolds interview, by the St. Petersburg Times, "The business did fairly well with the inexpensive items. A couple of years later Carl (brother), left his bank job in California to join us. A year later we bought Clark out." Subsequently, the BARRACUDA Trademark was established.

The forgotten conversation, referred to at the beginning of this article, pertained to Clark producing wood lures. I was told Clark was producing thousands of wood bodied lures at the time the Reynolds brothers purchased his business. The lures were described as clothes-pin type baits, being red/white in color with no notch in the head. The "trigger" for the rekindling of the long ago conversation was a St. Petersburg Times article dated February 2, 1941. A portion of this article, which discusses Frank (Frenchy) Chevalier, reads:

"Charles Clark collaborated with Frenchy at the start, but as Frenchy stuck to wooden lures and Clark believed in spoons and metal lures, Frenchy moved to town and went at it alone".



I've collected pier/clothes-pin lures for over 20-years and relished the moment when I came upon related printed documentation; Paul Mashburn and No-Alibi come to mind; both are Florida lure makers. What were the clothes-pin lures by Clark? Certainly, examples have survived and found their way into collector's hands. What likely clothes-pin lures remain unidentified, that could have originated in the 1920's and were produced in sufficient number to indicate a commercial enterprise? We may never know. While it might be pure speculation that any of the 3 clothes-pin baits pictured here came from Clark's, the connection between Clark and "Frenchy" is not.

Note: For additional reading on Frank "Frenchy" Chevalier, see F.A.T.C. News Volume 26, Number 1.



Unknown Dalton Special Look-alike

Jeff Windisman





I've had a passion for collecting the Dalton Special and its look-alikes for over twenty years; and at one time or another I've owned just about every one made— or, so I thought. When I finally put a book together on the history of the Dalton, I thought I was done. Wrong!

Since putting the book together more lookalikes have come out of the woodwork, and I now have another 2-inch notebook full of new-found Dalton-looking lures. But that's the fun of collecting certain lures. There's always another one out there to add and then try to research.

The unknown Dalton lookalike we will now examine has a four-inch long body. I also have seen some that were only 3 and 1/2 inches long. They all have a wire through hardware with two treble hooks attached, and all have a tail spinner. The most unique thing about these lures is the large aluminum cup used on the belly which measures 5/8 inch across. The front hook is installed with a large loop of wire which is connected to the wire through the body. The through-body wire is made into a line tie in the front and twisted closed at the tail of the lure. The wood used for these lures is a very light wood that might be Spruce. The only color patterns that I had seen until a couple

of months ago were: Gold Foil/Black Back and Black around Eyes, Silver Foil/Black Back and Black around Eyes. Since then, I have found other color patterns with the help of Dave Gaustad in California. These are: Yellow Belly/Frog Spot, Yellow Perch, and Natural Perch. All eye details are painted yellow with a black pupil and the ones I have seen until recently have a pin hole in the middle of the eye. However, those that came from California do not have this pin hole in the eye. Also, I think these lures were on a sample board because of screw holes on one side of the lure. This leads me to believe that they were mounted to



a display board of some kind, possibly as a point of sale. Notice in the pictures how the red dot detail was done on the belly of the lure, using 3 dots in a row and going down towards the tail.

Since finding the first of these unknowns, my thinking was that it was a Florida lure, made by

James "Dean" Roane of Winter Park, Florida. After all, he used the pin hole in his eye detail and he used the same type of foil on a few of his lures. Since then I have talked with other collectors that have found this unknown (all in the gold or silver foil finish) in Florida, Georgia and Carolinas. Now I'm not so sure they came from Florida, but it's still a strong possibility.

Could their origin be California? Three different colors that might have been on a sample board were found there.

These are questions I would like to see answered. So if you have one of these Dalton Special look-alikes...or better yet, have information about them, please contact me.





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New Ideas In Fishing?

Charlie Tanner

Innovation in today's fishing rods follows the lead of ideas put forth well over 130-years ago.

As an example, take Everett Horton's invention of the "Interline Guideless Telescopic" fishing rod. Mr. Horton's ideas started the brand line of Bristol Steel Rods, based on his many patents.

Horton was well known in his town and credited with putting Bristol, CT on the map. I have a copy of the "Bristol Press" that shouts out the headline, "Gramp

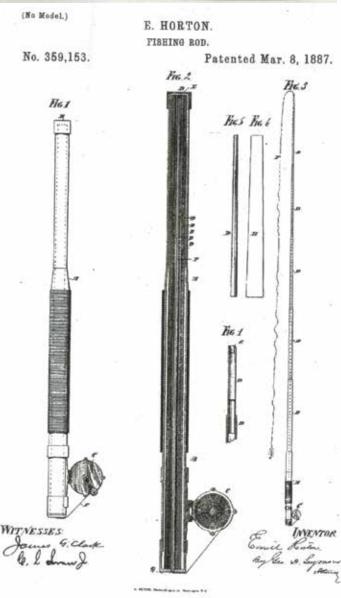
Horton's Inventive Genius Started the Fishing Rod Business Here."

Gramps' talent may have come to him via his job as a mechanic for the New Haven Clock Co. There, he picked up knowledge regarding the various metals available; and he applied that knowledge to the fishing rods produced under the 'Bristol' name for the Horton Mfg. Co. There is a story that "Gramps" may have come up with an idea for a telescopic rod so he could slide it down his pant leg, out of sight. This enabled him to sneak off and fish on Sundays at his favorite spot (a no-no at the time).

Horton was granted the patent for an inter-line fishing rod March 8, 1887. His idea was







£ 13

described in the patent, "the line is protected against entanglement throughout the length of the rod." The company produced a fly rod and a baitcasting rod based on this patent. The rod shafts were tubular and seamed, made of spring tempered and heat treated steel. The handles were fitted with nickel silver reel seats and end caps. Most of these rods were covered by numerous patents, whose dates that can be found etched into the handles. This idea of running your line through a tubular

fishing rod didn't die back in the late 1800's. There is slew of patents on file for interline fishing rods of all types...and some of them are offered today by the Daiwa Company, made of fiberglass and carbon fiber. In testing the old steel rods I find the additional friction on the line passing through the rod slows the line's progress and results in shorter casts.

I am currently researching a metal baitcasting rod

that is called "Guide Free", with a company name only marked "W.E. Co.". The rod is also marked with a label "Genuine Beryllium."

The reel is held onto the rod's reel seat by a device called the "Cam-Lock." Both innovations are stamped into the reel seat with the notation, "Pat Pend." If anyone has information about this rod's history, please let me know.



Daiwa's present-day interline rods.

Thanks to all who helped with my collection!

~Chuck

Longwood, FL 32779

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FALL ANTIQUE TACKLE SHOW

October 31—November 2, 2014

Hosted by Crystal Cove Marina & Resort on the beautiful St. Johns River in Palatka, FL.

Waterfront rooms are \$69 plus tax, non-waterfront rooms are \$59 plus tax. There are 24 rooms in the main building, 55 in an adjacent building, so reserve early by calling Crystal Cove Reservations (386-325-1055) or visit their website (www.cc-resort.com).

For additional information the show go to www.fatc.net or email show host Bernie Schultz at Bernie@bernieschultzfishing.com

Number of tables will be limited, so register early!

Make checks payable to FATC and mail to:

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Sebring, FL 33872

or go to www.fatc.net to register and pay online

Please Print Clearly (Extra Name Tag?)

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Membership Dues (if	unpaid, please pay with separate check): \$35.00	
Registration Fee \$15.0	00	
Do you have any speci	al needs or requests?	
TOTAL ENCLOSED		

Payment must accompany registration. Refunds for cancellations must be requested 30 days in advance. Any cancellations after 30 days will not be refunded. You must be an FATC member to exhibit, trade or buy at the auction.













MEMBERSHIP UPDATES

AS OF SEPT 22, 2014

Please remove this page from the FATC News and place in your 2014 Membership Directory

WELCOME NEW MEMBERS

William A. & Julia R. Campbell 200 Harbor Walk Dr. #355 Punta Gorda, FL 33950 941-639-9590 Bandj42@comcast.net Robert Fleming 908 Twin Creek Dr. Wylie, TX 75098-6258 214- 554-6245 Windsurfer.bob@gmail.com Christopher Ward 260 SE 16th Terrace Crystal River, FL 34429 352-564-8687 877-581-8401 chris@riverventures.com Mark Ward 11903 State Route 177 Camden, OH 45311 513-796-2015 mfrogscale@gmail.com

Albert Lalonde 993 Notre Dame Street Embrun Ontario koa 1w0 Canada 613-522-4076 boyab65@hotmail.com

Arch Hager 165 First St. Box 1589 Boca Grande, FL33921 314-406-5429 ahager@hagerco.com

WELCOME BACK

Martin & Kris Concannon 1114 N Peninsula Ave New Smyrna Beach, FL 32169 386-689-2920(Cell) posmartin@aol.com Ron & Sandra Ogline 804 46th ST. CT E Palmetto, FL 34221 941-722-8894 941-812-2814 (Cell) SanJo517@aol.com Steve Barrow & Julie Rhoads PO Box 487 Kittrell, NC 27544 919 612-9750 (Cell) stb647@embarqmail.com







CORRECTIONS TO THE 2014 MEMBERSHIP DIRECTORY

Instead of printing just the correction we have reprinted their complete information – please use this information instead.

Vera Bagley 6751 Winterset Gardens Rd Winter Haven, FL 33884 veranjim@aol.com

Steve Barber ★ 5161 Arrapahoe
St. Cloud, FL 34771
407-892-7407

Ken Bay HM No current contact information available

Patrick Bianchi 3074 Latta Rd Rochester, NY 14612-3206 585-225-3967 (home)

Pete (Paul) Bradshaw 1110 Montezuma Dr Bradenton, FL 34209-3338 941-587-1752 slinganeel126@yahoo.com

Sam Bryant 1583 Thomas St. Englewood, FL 34223 941-475-5779 sbryant1583@gmail.com

Joe & Marsha Castillo ★ 2200 S Bay St Unit D Eustis, FL 32726 352-455-1142 habanalure@hotmail.com

John Chapman
17 Twin Rivers Loop
Kimberling City, MO 65686
417-739-9782

Winston & Gail Chester 6726 Toepfer Blvd Southport, FL 32409 850-265-6412 (home) 850-819-5548 (cell) winstonchester5@gmail.com

Gary Deppe 1675 Upper Gage Ave Unit #30 Hamilton, ON L8W3R8 Canada 905-516-3058 garyd@quickelic.net

Connie Dickinson 6915 Stonesthrow Cir. N Apt 310 St. Petersburg, FL 33710 727-466-7031

Michael Fier (not Fior) 13201 73rd Ave. N Seminole, FL 33776 727-710-3735 mfier07@gmail.com We have several members where we no longer have current contact information, if anyone can help us locate these members please contact Stephanie Duncan at 561 575-7956 or surlure@gmail.com

Ron Gast 9748 Hatton Cir. Orlando, FL. 32832 ron@luresnreels.com 407-496-7940

Michael Hellyer 5798 SE Pine Cove Stuart, FL 34997

Funio Iwasaki ★ No current contact information available

Sally Jett ★
3906 Cortez Blvd.
Sebring, FL 33872
863-385-0370 (home)
850-591-1125 (cell)
Sallyjett2@aol.com

Lee Johnson 2412 Spruce St Point Pleasant, NJ 08742 732-233-9751 leealan@comcast.net

Edward & Sylvia Keisling They are listed twice (page 5 & 6). Page 6 – Tavares, FL has the correct information Tim Schoneck 3725 W Service Rd Evans, CO 80620 970-302-9191 (home) 970-330-9038 (office) 970-330-2842 (fax) 10walleye@comcast.net

Elvis & Nancy Titsworth 186 Flat School Ln. Litchfield, IL 62056 217-324-5604 217-259-6484 elvisnant@consolidated.net

Ralph G. Weise 1213 Linda Rd BHR Okeechobee, FL 34974 561-400-0645

Jim & Wanda Wiley 530 Pin Hook Rd Sparta, TN 38583 931-761-3462 jim@wileytrout.com www.wileytrout.com

James (Ray) Williams ★
No current contact
information available

★ Denotes Life Member HM - Honorary Member



MEMBERS IT IS TIME TO RENEW YOUR MEMBERSHIP

Your membership renewal is due January 1, 2015. Please don't wait till the last minute.

Complete the form and mail in with your payment or go to www.FATC.net to pay online.

Membership Directory

All memberships must be received by the 2015 Florida International Show at Daytona in order to have your name listed in the 2015 Directory.

Life Members

Even though you do not need to pay dues we still need you to complete the form and mail it in or you can send an email to Beth Lucas at Ilucas3@cfl.rr.com with the same information as is on the top of the form. The membership directory is a valuable tool for our members and we need to publish the correct information.

Note - some additional information is being requested on this year's form

NEW & RENEWAL MEMBERSHIP APPLICATION

Please mail completed form & payment to:

Beth Lucas, 614 Riv	erside Drive, Holl	y Hills, FL 3211	7 • Questions: 386 852-	2946 or llucas3@cfl.rr.com
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Email:		We	ebsite:	
Collecting Interests _				
Lifetime Member:	Yes	☐ No		
By signing this form,	l agree to abide b	y the FATC By-L	aws.	
Member's Signature				Date
Payment Information: N	Make check/money	order payable to I	FATC and mail to address b	pelow with completed form(s)
☐ New ☐ Renew	val: \$	☐ USA \$35	Canada \$40	☐ International \$45
		Lifetime	US/Canada \$800	International \$900
Good Buddy Gift:	\$	☐ USA \$35	Canada \$40	International \$45 (Sign up a friend)
Minnows	\$	All kids (16 ye	ars & under) are welcom	e in the 'Minnow Club"
		First Minnow	free - each additional Mi	nnow \$10
Total Paid	\$	Cash	Check#	Money Order #



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Ed Weston, 561-301-9062, enotsew@hotmail.com Advertising: **Paul Snider**, 850-458-2111, paulsnider@cox.net Directors: **Dennis McNulty**, 757-576-6221, macslure@att.net, At Large

Norm Pinardi, 841-792-1671, njpinardi@aol.com, W, Rick Vaughn, 941-223-8996, fishboy6500@yahoo.com, SW Jim Duncan, 561-575-7956, duncan694@aol.com, E, Paul Snider, 850-458-2111, paulsnider@cox.net, NW Mike Hall, 904-424-7071, flalake@aol.com, NE, Butch Carey, 305-745-1873, butchcareykw@aol.com, SE

Ron Gast, 407-496-7940, ron@luresnreels.com, Central

FATC Newsletter Editor: **Gary Simpson** 1631 NE 55th Blvd., Gainesville, FL 32641 352-378-1112 (H), 352-372-1791 (W), simpsongary@msn.com

FATC AD RATE	Classified "Tackle box" ads Business Card ads (black & white) 1/4 page black & white ads 1/2 page black & white ads Full page black & white ads 1/2 page color horizontal Outside back cover - color (horizontal only) 1/2 page color (Contents page only - vertical) Full page color (except covers or center) Inside front or back cover Single center page	375.00 1x 525.00 1x 450.00 1x	\$10.00 3x 29.00 3x 120.00 3x 215.00 3x 380.00 3x 450.00 3x 619.00 3x 679.00 3x 900.00 3x 1,179.00 3x 1,019.00 3x	EFFECT->E 201
Ė	Single center page Centerfold (No vertical center gutter)	450.00 1x 850.00 1x	1,019.00 3x 1,919.00 3x	O 1 1

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 state-wide 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 tri-annually, 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 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 below. For membership applications visit our web site at: www.fatc.net

One time ads will be given a 3% discount for prepayment.

Crossroads Angling Auction

Discovery Auction – Antique Tackle Show - Cataloged Auction

at the Holiday Inn in Budd Lake, NJ

October 31 - November 2, 2014

The only LIVE antique fishing tackle auction house in the United States with the lowest consignor's rate of only 15%







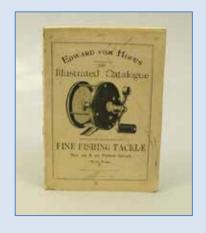
Angler's Club of NY Loving Cup

Original Jack Atherton Watercolor

Marbleized "H.L. Leonard" Trout Reel



Frank Griswold's EVH 6/0 Griswold



Edward vom Hofe 1896 Tackle Catalog



Donaly Redfin Minnow in Box



1870's Edward vom Hofe Peerless



Wilcox Wiggler

Edwards vom Hofe 14/0 Cradle with Rod

Printed full color catalog – Domestic \$25.00 International \$35.00 postpaid

For further information on show and auction contact: Steve Starrantino Phone: (845) 598-0888Email: steve@crossroadsanglingauction.com Website: crossroadsanglingauction.com Address: P.O. Box 755 Hillburn, NY 10931

GONE FISHING...

Stephen M. Linkous

Steve, of Orlando died on Saturday, June 7, 2014, at the age of 68. He was preceded in death by his wife, Hazel and parents, Harold & Lois Linkous. He leaves behind a son, Stephen Jr. of Sandston, Virginia, a daughter, Sheri L. Linkous of Valrico, Florida, sister, Nancy Linkous of Hampton, Virginia, and many family and friends who will greatly miss him.

Steve was born in Hampton, Virginia, was graduated in 1964 from Hampton High School. During high school, he volunteered at the Wythe Volunteer Fire Department, which he continued for many years. Shortly after high school, he served our country as an Army Maintenance Officer and was awarded 3 Bronze Stars, an Air Medal, an Army Commendation Medal & many other Service Medals for his duty while in Vietnam. When he returned obtained his Registered Nursing license and was the Head ER Nurse at Riverside hospital for many years.



That work led Steve into the environmental health field. He worked and consulted with many agencies and companies to including Disney properties prompting his move to Orlando 1990. There Steve was able to devote more time to collecting old fishing equipment and he was a member of the Florida Antique Tackle Collectors as well as other clubs. He also enjoyed fishing the Florida coasts

and traveling.

A celebration of life was held, July 18, in Hampton. He asked everyone to please consider making a donation to the American Diabetes Association.

James Supej

James Supej died in September, probably of heart failure while he was awaiting eye surgery at the VA Hospital in Birmingham, Alabama. As a retired mail carrier, and lived at Nalcrest, Florida, which is a mail carrier retirement village. Jim was a veteran, having served in the Navy for a full tour of duty.

For many years he attended the FATC Shows with Fred Kerr, with whom he had a great relationship. Over time Jim became good friends with several collectors: John Mack, Dennis McNulty, Bill Stuart, Charlie Tanner, and others. We know almost nothing about his family, who continued to live in Illinois. We do know that every other year Jim went home to go fishing in Canada with family and always enjoyed the fishing and hospitality of the lodge where they stayed.



Although we have few specifics, collectively we have many great memories of taking Jim fishing, to the Daytona Show, to the ORCA Show, or the Flywheeler's flea market. His lack of sight did not diminish his zest for life. Jim will always be remembered for his good nature, his generous spirit, and his consideration for others.



Frank Marion Stewart,III

Francis (Frank) Marion Stewart, III was born in Gray, Georgia, on August 19, 1920, and died at 94 years of age in September. He was a graduate of Georgia Tech with a Mechanical Engineering degree. A veteran, he served as an Army officer 1942-1946, in the Pacific.

Discharged in 1946, for the next 50 years Frank took a fishing trip to Florida with his dad. He designed and made a simple yet effective weedless hook lure for himself and his friends, that was very effective in Florida and was way ahead of its time.

From 1946 to 1962 he was employed as an engineer and in 1950 he married Jane Hogan of Macon, Georgia. Frank is survived by Jane and their two grown children.

In 1962 Frank joined the NASA Engine Program Office at Marshall Space Flight Center in Huntsville. In 1966 to 1969 he was Project Manager for the F-1 rocket engine which was the booster engine used on the Saturn Apollo Lunar Exploration Vehicle. In 1969 Frank became the Task Team Manager for the shuttles main engine. From 1973 until his retirement in 1980, he managed the shuttle major ground test projects.

He joined the NFLCC in 1978 and ORCA a few years later. Frank put together a beautiful Creek Chub collection, but his first love and passion was the fishing reel. In 1992 Frank co-authored with Steve Vernon Fishing Reel Makers of Kentucky. He also wrote many articles that appeared in the NFLCC Gazette and Magazine, ORCA's The Reel News, etc., over the years. He was elected as an Honorary Member of FATC in 2002.

Always interested in sharing his knowledge and experience with other collectors and fly fishing for bream near Huntsville, all he met knew Frank as a true Southern Gentleman.



CREEK CHUB BAIT COMPANY HISTORY

Photos and captions submitted by Ron Matthews

Residing in Garrett, IN, Ron Matthews of Garrett Historical has long been acquainted with members of the Schulthess family and the fishing tackle company they once operated. His unique perspective offers those of us who appreciate and avidly collect their fish-catching offerings a more in-depth look at the people behind the Creek Chub Bait Company.



Founder of Creek Chub Bait Co., George Schulthess, on a 1932 hunting trip to Maine.



Howard Schulthess

"I grew up just two blocks down the street from the old Creek Chub factory," Ron explains, "and I got to know all three families of owners; and some of our families' friends and fellow church members worked at the plant. At one time, three plants

produced Creek Chub products—two in Garrett and one in Ashley. As time went by, I became active in the local history. Garrett Historical is dedicated to the railroad, for the most part...John W. Garrett was president of the B & O Railroad, and they built the town."

"I've spent more effort working on the Creek Chub history. Back in 1998 and 1999, Garrett Historical was the sponsor of the Creek Chub

Bait Company reunions held in Garrett. I played a role in that. I spend the winter in the Ft. Myers area and do try to get to the FATC's Daytona show. Was never sure, though, if I collected old lures or just chased old memories."

This article concentrates on the Schulthess family. In later issues, we will cover the other principle families involved with the Creek Chub Bait Company.

Leroy Schulthess was the younger of George's two children. After graduating from law school, Leroy spelled in his last name differently, dropping the second 'h'. I asked Judy, the only living family member, about this and she was not sure why. Leroy was part of a law firm and was also



Creek Chub bait casting team member, Howard Schulthess, seen in black with fellow competitors behind target. To his right was another company owner, Carl Heinzerling. Howard was the eldest son of George, and was President of The Creek Chub Company through the Great Depression and World War II.



Leroy Schulthess was the younger of George's two children.

£ 23°

part owner of a bank in LaGrange, Indiana. He served as attorney for the bank, the Creek Chub Company, and a number of private clients. In addition to all this, he did some farming.

This is Julia, wife of Howard Schulthess, the only female to ever be a board member of Creek Chub Bait Company. She and Howard had one child, Judy Schulthess-Ruoff. Judy is the only grandchild to George Schulthess.



Julia, wife of Howard Schulthess

Judy is the sole survivor in the blood line. Today, she still maintains the family's lake property and the farms. She cherishes the tackle box that her father and grandfather fished with.



Judy Schulthess-Ruoff, Howard and Julia's only child.

Minutes from FATC Board of Directors

PUNTA GORDA WATERFRONT HOTEL, PUNTA GORDA, FLORIDA • JUNE 6, 2014

Members present: Ed Weston, James Duncan, Mike Hall, Chuck Heddon, Sally Jett, Ron Gast, Rick Vaughn, Butch Carey, Norm Pinardi, Paul Snider, Stephanie Duncan and Sheila Quinn

President Ed Weston called the meeting to order at 7:19AM.

Secretary's Report: Minutes of March 1, 2014 Board of Directors meeting were presented by Sheila Quinn. A motion was made by Paul Snider to accept the minutes and seconded by Mike Hall. The minutes were approved as presented. The minutes of the annual business meeting March 2, 2014 were presented. A motion was made by Norm Pinardi to accept the minutes and seconded by Mike Hall. The minutes were approved as presented.

Treasurers Report: Sally Jett presented a 2014 Treasure's Report. A motion to accept the report was made by Chuck Heddon and seconded by Jimmy Duncan to accept the reports. The reports were approved as presented.

Old Business: Shows

Daytona Show: Stephanie Duncan presented a thorough recap of the show.

Upcoming Shows:

Palatka: Crystal Cove Marina, October 31, November 1 and 2, 2014. Bernie Schultz is Show Host. Daytona: February 27, 28 and March 1, 2015 St. Augustine: June 12, 2015, Show Host, Mike Hall. Tampa: October 2015, Show Host, Rick Vaughn.

New Business:

There was a lengthy discussion on the presentation of awards at our shows. Mike Hall and Tom Wilkerson were commended for their hard work in judging the displays.

Reverend Bob Dennis, because of health restraints, can no longer attend the FATC functions. He has generously donated \$500 to carry on the operations of the FATC. The board unanimously voted to name the best Topical Display Award after Bob for his years of dedicated service.

Butch Carey suggested that an award be given for the best Reel Collection at the Daytona show.

Stephanie Duncan talked about a club survey to get input and suggestions from our members on the operation of the club.

With no further business, a motion was made to adjourn the meeting by Jimmy Duncan and seconded by Mike Hall. The meeting adjourned at 7:58AM.

FATC SURVEY RESULTS

WE COMMUNICATED!!!!!! A BIG THANK YOU GOES OUT TO THE MEMBERS.

Over 51% of our members completed the survey. Not only did you check the boxes put you also provided valuable input.

A great big THANKS goes to Professor Randi Sims, Ph.D. at NOVA Southeastern University for putting together our survey.

The following is a summary of the results. The Board will be meeting to review the report in more detail and put together recommendations based on the input received.

We will be providing updates on actions that will be taken as a result of the survey in the 2015 FATC News publications.

Who are the Members that responded?

Total Number of responses 152 - 146 males, 6 females

Age Groups	30's	40's	50's	60's	70's	80's	90's	No Age
Number	2	7	25	69	39	2	1	7

Average age of members 65

Number of Years a Member

Less than	2-5	6-10	11-15	16-20	21-up
to 1 year	years	years	years	years	years
9	32	32	24	21	27

Other Club Affiliations

NFLCC	SWLCC	ORCA	CATC
100	3	35	42

Primary Collections (number of responses)

Lures	Reels	Both	Other
64%	16.67%	20%	17.33% split tin shots, rods, outboard motors, art, (26) books, big game tackle, ice spear decoys
(96)	(25)	(30)	

Category	Question	Satisfied/Very Satisfied	Unsure	Dissatisfied/Ver Dissatisfied
Overall				
	On the whole, how satisfied are you with your FATC Membership?	95.98% (143)	2.68% (4)	1.34% (2)
	How satisfied are you with the FATC newsletter?	91.33% (137)	6.00% (9)	2.67% (4)
	How satisfied are you with the show awards?	65.98% (97)	23.13% (34)	10.88% (16)
	How satisfied are you with the show locations?	91.89% (136)	6.08% (9)	2.03%
Membership				
	Membership fees are reasonable	93.34% (140)	6.00% (9)	.67% (1)
	Membership benefits are valuable	81.75% (121)	15.54% (23)	2.71% (4)
	Our efforts to increase membership levels are adequate	45.27% (67)	37.84% (56)	16.89% (25)

Category	Question	Satisfied/Very Satisfied	Unsure	Dissatisfied/Ve Dissatisfied
Shows				
	We should continue to meet in Daytona each year?	89.87% (133)	6.76% (10)	3.38% (5)
	We should continue to open the shows to the public on Friday?	82.55% (123)	8.05% (12)	9.39% (14)
	I would agree to pay an extra charge for security in order to set my table up on Thursday evening at Daytona.	43.98% (62)	37.59% (53)	18.44% (26)
Awards				
	Show awards are fairly distributed.	54.48% (79)	41.38% (60)	4.14% (6)
	There are too many awards distributed.	22.3% (31)	54.68% (76)	23.02% (32)
	There are too many awards categories.	14.49% (20)	57.25% (79)	28.26% (39)
	We should eliminate the appreciation ribbon awards.	23.24% (33)	49.30% (70)	27.47% (39)
	Members at the show should be able to vote on the awards.	58.04% (83)	29.37% (42)	12.59% (18)

Newsletter	Strongest Interest	Medium Interest	Least Interest
	Tackle & Fishing related articles	Updates to Membership Directory	Board Meeting Minutes
	Pictures from Previous Shows	President's message	
	Registration Forms	Editor's notes	
		Member Ads	
		Profiles of deceased Members	
		Listing & Pictures of Awards	

Website	Strongest Interest	Medium Interest	Least Interest
	Club Shows	FATC NEWS	Publications
			About the Club
			Special Items
Visits to Website	Responses	Number of Visits	
	Rarely	40	
	4x6 times a year	28	
	Monthly or More	27	
	Never - No Computer	17	

Members Experiences with FATC

- Enjoyment
- Enjoy friendships
- · Quality leadership
- Excellent organization
- Welcoming to new members
- Best run club of the big three
- Outstanding fellowship
- · Educational & Informative
- Enjoy sharing stories
- Classy group of members
- · Developed great friendships
- Fun
- · Close group of members

- Privilege & pleasure to be a member
- Pleased
- Helpful
- Proud to be a member
- Friendly
- Rewarding
- Well organized
- Members go above and beyond to assist fellow members
- Still able to obtain "finds" even at the smaller shows

Suggestions for Improvement

- · Avoid clicks and alienating new guest
- · Need to take all the talk and put it into action.
- Welcome new ideas lose "that's the way we have always done it"
- Remind participants to be more tolerant of newcomers questions – everyone is not an expert
- Be respectful of people they don't know or recognize
- Treat all members fairly and equally

SHOWS

Suggestions for show Locations

Regional Divisions	New Locations (year of last show)	Regional Divisions	New Locations (year of last show)
Northeast	Jacksonville Middleburg Palatka (2014)	West	Tampa (2011) St. Petersburg Beach (2013)
East	Vero Sebastian Stuart Okeechobee Palm Beach County (2009)	Central	Winter Haven Bartow (2012) Lakeland (2000) Orlando (2005) Crystal River (2008)
Southeast	Key West Miami Ft. Lauderdale (Fishing Hall of Fame (2005)	Northwest	Pensacola Tallahassee (2010)
Southwest	Punta Gorda (2014)	Other	Near the Ga border Locations outside the State

Hosts

- 16 members indicated their willingness to host/co-host a show
- Concern expressed that members have volunteered to host a show but the club has not pursued their involvement.

General comments

- Shows are great
- Well run
- Daytona is a favorite of many
- Joint shows with other collector organizations and clubs i.e. local fly fishing clubs
- Allow duck decoys to be included at show

Locations

- Shows on the waterfront
- Nearby bars are a big plus
- Change date of Daytona to after spring break & Bike week or before race week
- · Metropolitan Orlando in place of Daytona
- · Better hotel security in Daytona for parking lots
- Make every effort to have showroom & hotel at same facility
- Organize local/regional monthly informal get-togethers
- 4 shows a year making one a room trade show

Atmosphere

- · Provide Free Coffee, Donuts, Water
- . Bring the fun & laughter back to the shows.
- Recognize at the show all member's birthdays for that month or quarter with a cake.
- · Cater a dinner or BBQ one night.
- Raffles, Door Prizes i.e. for free entry to next show
- Set up screen to show pictures from previous shows, announcements, fun stuff
- Signage in show room to identify location of tables
- Identify a "room host" other than show host to answer questions or seek out the person who can answer questions.
- Officers & Directors be available to meet and greet the membership at large shows
- Concerns shows are becoming flea markets/swap meets with pods of collectors having formed "cliques" making it difficult and uncomfortable for others to approach them.
- Better control to prevent non-tackle items being sold at show.
 This isn't a flea market
- Assign mentor to first time attendees

Events at Shows

- · Educational seminars at the shows emphasize expanding knowledge of our hobby.
- . Time set aside for Show & Tell
- · Have one company, manufacturer spotlighted at each show with members displays
- Provide listing of events taking place in the area for family members not interested in the show
- Have members submit brief description of one item they collect and include in show packages
- · Have a casting contest

Costs

- Guests pay 5 members 15 relook
- Sell ½ of a table for smaller displays
- Lower price of tables at shows

Auctions

- Instant Auctions for off street tackle
- Daytona Auction return to 1990's version bring in professional Auction house to provide items and conduct auction

Advertising

- Search out potential internet sites available for free advertising of our shows
- Invite local TV stations to come on Friday,
- Advertise our shows to other collectors that have similar interests.
- Post on our Face Book page
- · Advertise at marinas and tackle stores

AWARDS

General Comments

- · Perception is the same people win every year
- . Displays both financially & personally are special to our members. Make sure show rooms are secure, manned by show hosts and closed and secure at days end
- Need to promote reasons, incentives (not necessarily financial) to encourage members to bring displays
- . Designate a segregated place at the shows for displays that are to be judged.
- Send article to youth award winners local newspaper
- . More Pictures of all displays need to be in NEWS & Web

Categories

- Group awards by age
- Award for Display of contemporary lures made by members
- · Diversify categories in order not to be heavy on lures
- · Reel display award at each show
- · Awards for all Youths who display
- Best display by new member
- Need to have a broader range of categories
- Focus on all antique tackle & change categories to meet the greater collecting area
- Create a "Citizenship Award" category. Members nominate other members who actively participate in community or

special programs for benefit of others. Must be related to fishing in Florida

Ribbons

- Limit to only first time a member displayed or new members displaying
- Present ribbons to members at their tables not at the awards ceremony
- Appreciation ribbons go a long way to recognize members who have taken the time & effort to prepare a display
- One honorable mention per category versus the appreciation ribbons

Judging

- · Get more members involved
- Judge displays properly
- Randomly select judges at each show provide them detailed judging form; limit judging to one time a year.
- · Board members should not be judges
- · Currently same person can win in same year as long as display is not the same or similar, change rules to member cannot win for X years once they have won an award.
- Change way winners are picked for best of show
- Member voting maybe be a logistical nightmare at Daytona, manageable at smaller shows
- Limit awards voted on by members ex Most Unique Display or Collection, Best of Show
- Allow a written statement of "why I feel my collection should be chosen as best

Awards

- Make awards usable maybe cash or tackle
- Rather than plagues give major award winners financial reward. Free table, registration next show
- · Give less awards but make the ones given better and mean more

NEWSLETTER

32 members have expressed an interest in submitting an article - WOW

General Comments

- Good
- Well done
- High quality

- Excellent
- One of the best
 Professional

- Informative
- Invite members to opt out of paper version (currently available on FATC.net) in effort to cut expenses
- · Concerned the quality of the newsletter has been compromised due to concerns about publishing expense
- Ads too expensive compared to NFLCC

Publishing

- 4 X a year
- · Publish dollars sold at auction
- · Distribute overrun copies in area of next show

- Move items of least interest to web and use space for articles of interest
- Identify members who are willing to assist in the publication tasks. i.e. obtaining articles, coordinating ads, corralling show pictures
- Publish Quarterly Financial Statement
- Don't focus on lures more articles on other tackle, rods, reels, accessories
- · Articles should not focus on just "Made in Florida"
- · Place renewal notice in FATC NEWS

Pictures

- Eliminate the group pictures of the ribbon winners
- Limit size of winners pictures to save space for articles
- Include picture of award winning displays
- · Close-up pictures of tough tackle and info about it
- More tackle photos rods, reels, lures, accessories
- · All Youth displays should be pictured
- Pictures of fish caught by members with favorite lures, rods, reels

Articles & Sections

- Letter to the Editor
- New resources
- Unique facts Field
- Help identify section
- Free Trade Section
- Tree fraue occion
- Profile of members
- Current values
- Lure identification
- Expert opinions
- Finds Help
- · Do and don'ts of collecting
- Fishing Tips for Florida
- Ways to display our collections
- Profiles of Lure Makers
- Members recent fishing trips Classified
- Ads from other fishing businesses
- Human Interest- Nostalgic- link childhood to their collecting interest

WEBSITE

Enhancement Suggestions

- Blogs
- Links to other related websites
- · Photos of Members
- Club Shop
- Buy & Sell Section
- Showcase Tackle of the Month
- Findings by Members
- Member stories
- Directory of Members
- Message Board
- Youth Section
- Showcase Member of the Month

General Comments

- Lots of Pictures but not always captioned would be helpful for new collectors
- Newsletter should not be published on the web should be members only – if on the web needs to be in a password protected area for members only
- Move club updates from the NEWS to the website
- Link to allow members to upload pictures of finds
- Publish articles could be from the NEWS or could be new ones
- Allow spouses of deceased members to post collections for sale
- · Post giveaways & incentives for upcoming shows

MEMBERSHIP

Advertising to Promote Membership

- Advertisement & articles in papers & publication throughout the state
- Have booth at fishing shows
- Post card mail outs to general public. Target different counties each time
- Contact other state clubs with similar interests and advertise in their publication
- Bumper Stickers with FATC logo and web site
- More use of Social Media Facebook provide weekly updates
- Arm members with membership packages they can hand out

Youth

- · Target getting the youth involved as members
- Develop projects to get the youth engaged in fishing i.e.
 Regional events fishing, picnics for parents & kids
- Have a youth show with music and activities
- · Free admission to the public bringing children

Membership Campaign

- Establish a membership drive
- Challenge each life member to make a gift of a first year membership. Create a "New Member Enhancement Fund" to receive the funds.
- One member has already committed to paying for 5 new members and challenges others to do the same -GREAT
- Provide incentives to members to bring in new members reduced membership fee, reduced or free show registration or table.
- Display at the shows a large poster defining the benefits of being a member,
- Conduct membership promotions at the shows i.e. drawings for free membership
- Free attendance to the public on Saturday if their first show

New Members

- Patch if they join at show
- T-Shirt with I'M a new Member"
- Free or reduced membership to new members
- If guest joins at a show waive entrance fee
- Get contributions from member to be used as gifts for new members
- Give new member at show an X dollar coupon to be redeemed at any table. Member who sells the item turns in the coupon to be reimbursed by the club.
- Assign mentor to new members

It Makes "Scents"

DI Brace

On an F.A.T.C. members' table at the recent Punta Gorda Show, a collector offered several, small, elongated, liquid filled glass vials for sale. They were in a see -through hard plastic case. "I found them in a tackle box and think they might be individual oilers for reels", he said. Recalling that tournament distance casting (from years ago), was dependent on a variety of different weights of oil for reel lubrication, our collector just might be on to something. Often times, the oils were blended and compounded by the caster himself. This would help explain the reason for different colors found on the vials - different types of oils.

But I had another possibility in mind and sought out the collector knowledge of Kathleen Hecht, wife of F.A.T.C. member and renowned fly lure collector, Ralph Hecht. I knew Kathleen collected vintage perfume bottles and was in attendance at the Show. My timing was perfect; Kathleen was reading a book at a nearby table. The book contained the recent listings of perfume bottles offered by a National auction. I enjoyed the surprised look on her face when I approached and asked if she would mind identifying something that I had found at the Show (a task her husband is frequently called upon to do).

As the suspense of my request was building, I slowly removed the plastic case containing the individual vials from my pocket. "Why Doug - those are ladies perfume nips", she stated. Kathleen went on to say that as early as the 1930's and into the 1950's, several glass nips which held individual perfume scents were dispensed in protective packaging, from vending machines. The concept was for the lady

to break off a narrow end of the vial and apply the liquid to her forefinger, then transfer the liquid to - well, you get the idea. The color on the vials corresponded to an information leaflet indicating the manufacturer's scent, allowing the lady to return to the same scent at some future time.

I found all of this very interesting and couldn't help but wonder if the tackle box, in which these vials were found, belonged to a female angler? I began to contemplate if she had an aversion to the odor of cut-bait like shrimp, mullet or something similar. It was then I concluded NONE of this applied! The fact was this female didn't like fishing at all! The perfumed nips were solely intended to have an effect on her male fishing companion in an obvious ploy to get him to shorten the duration of his fishing experience with her!





Specializing in old reel parts. Garcia Mitchell-Penn & more!

Michael Arthur 386-624-6920

813A Flightline Blvd. #6 • DeLand, FL 32724 TheFisher-Man@cfl.rr.com

www.thefisher-man.com Tues-Fri Noon-6:00 • Sat 10:00-2:00



ANTIQUE BIG GAME FISHING TACKLE

BUTCH CAREY

Buying/Selling Vintage Reels, Rods, Tackle and Memorabilia

305-745-1873 butchcareykw@aol.com Key West, Florida





"THE 24TH FLORIDA INTERNATIONAL" February 27th, 28th and March 1st, 2015

Check www.fatc.net for show times and schedule.

Please note that Sunday the 1st will be primarily for breakdown.

Open to Public Friday from 11AM-4PM & Saturday 9AM-4PM

SHOW LOCATION: The Plaza Resort & Spa

600 North Atlantic Avenue, Daytona Beach, FL 32118

ACCOMMODATIONS: The Plaza Resort & Spa

Toll free 866-500-5630 or 855-327-5292 FATC Room rates: \$113.00 per night

<u>TABLE AND REGISTRATION:</u> Registration, \$15.00 per member. 8ft. tables, \$35.00 each, wall or aisle. Membership dues must be current to register.

SHOW HOSTS: Larry Lucas (386) 527-4338 or larry@flowerscentral.com

Stephanie Duncan (561) 575-7956 or surlure@gmail.com

REGISTRATION FORM AND SHOW HOST INFORMATION:

PayPal or Credit Card - Go to www.FATC.net to complete registration and payment Checks - Made payable to FATC and mail to:

Stephanie Duncan 15646 89th Avenue N Palm Beach Gardens, FL 33418 -1840

Name:			
Address:			
Phone # and E-Mail			
Guests Name(s)			
Registration	at \$ 15.00 e	each for a total of :	
I would like	Tables 8' a	t\$ 35.00 Each for a total of	
Please Specify Wall or A	isle tables_	Total Enclosed	

Payment must accompany registration – Refunds for cancellations must be requested 30 days in advance. Any cancellations after 30 days will not be refunded. You must be an FATC member to exhibit, trade or buy at the auction. Membership renewal at the show will involve waiting in two lines so pay your membership dues now! In an effort to give the public a better show, we are asking anyone with tables to wait until after 4PM on Saturday to break down. Emergency exceptions will be made only by the show host. If you chose to break down early, you may not get a table next year.





June 12, 13, 14, 2015 St. Augustine Beach Show

Fri. 8am-6pm Sat. 8am-6pm Sun. 8am-12pm

SHOW LOCATION: Holiday Isle Oceanfront Resort 860 A1A Beach Blvd. St. Augustine Beach, FL 32080

ACCOMMODATIONS: Holiday Isle Oceanfront Resort (904) 471-2555 www.holidayisleoceanfront.com Room rates: \$112.00 per night, booked by May 11, 2015 to receive the F.A.T.C. rate.

TABLE AND REGISTRATION: Registration, \$15.00 per member. 8ft. tables, \$35.00 each, wall or aisle. Membership dues must be current to register.

REGISTRATION FORM AND SHOW HOST INFORMATION:

Please make checks payable to F.A.T.C. and send to show host, or pay and register on line at www.fatc.net

Mike Hall 2435 Ironwood Dr. Jacksonville, FL. 32216 (904) 424-7071

e-mail: flalake@aol.com

Name:		
Address:		
Phone # and E-Mail		
Guests Name(s)		
Registration	at \$ 15.00 each for a total of :	
I would like	Tables 8' at \$ 35.00 Each for a total of	
Please Specify Wall or Ais	le tables Total Enclosed	

Payment must accompany registration – Refunds for cancellations must be requested 30 days in advance. Any cancellations after 30 days will not be refunded. You must be an FATC member to exhibit, trade or buy at the auction. Membership renewal at the show will involve waiting in two lines so pay your membership dues now! In an effort to give the public a better show, we are asking anyone with tables to wait until after 4PM on Saturday to break down. Emergency exceptions will be made only by the show host. If you chose to break down early, you may not get a table next year.





The FATC News

1631 NE 55th Blvd. Gainesville, FL 32641

CALENDAR OF EVENTS



Fall Antique Tackle Show

October 31 - November 2, 2014 Palatka, FL Crystal Cove Marina & Resort 1-386-325-1055



February 27 - 28 & March 1, 2015 - Daytona Beach, FL The Plaza Resort & Spa Toll free 866-500-5630 or 855-327-5292

St. Augustine Beach Show

June 12 - 15 2014 - St. Augustine Beach, FL Holiday Isle Oceanfront Resort 1-904-471-2555



2014 FATC Club Patch