

# F.A.T.C. News

Florida Antique Tackle Collectors Newsletter



Volume 38 No. 4  
December 2024



## In This Issue:

How to Catch Largemouth Black Bass  
Bernard "Lefty" Kreh  
FATC Commemorative Patches

Altamonte Springs Show Recap  
Garland Bros. - Paperwork  
Luron Lure



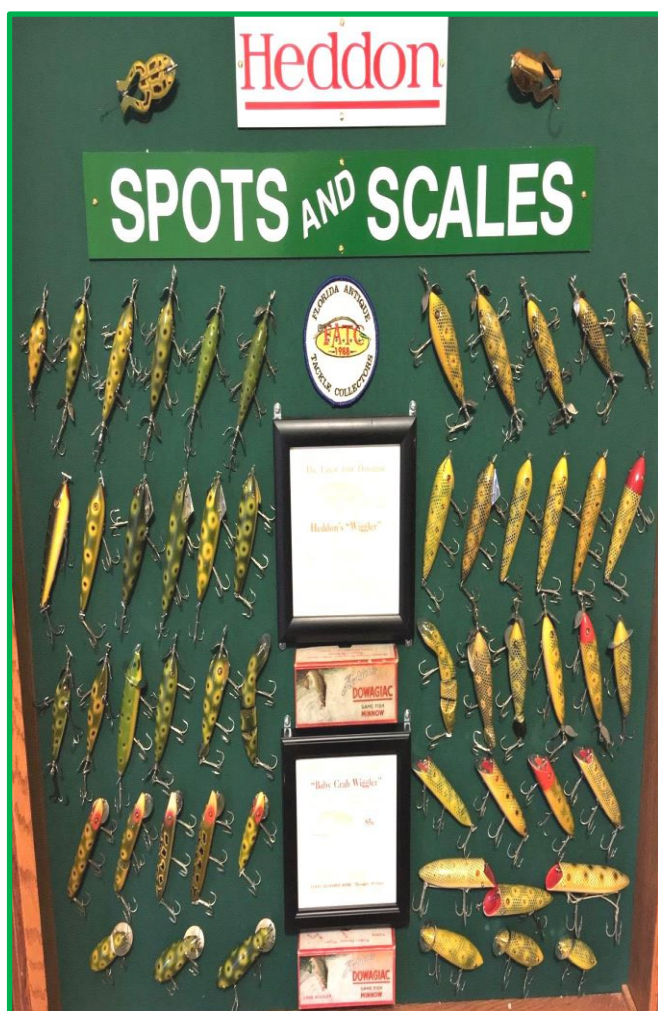


Photos from the FATC show held in Altamonte Springs, Florida – September 2024

Additional photos are available online at:

[https://www.fatc.net/Pictures/ShowPictures/Altamonte Springs 2024/album/index.html](https://www.fatc.net/Pictures/ShowPictures/Altamonte%20Springs%202024/album/index.html)





Bill Premaza

*Antique Fishing Tackle Collector*

Member (941) 244-0880 (Home)  
NFLCC/FATC/ORCA (504) 913-4900 (Cell)  
wpremaza@aol.com

**WANTED TO BUY OR TRADE**  
**SOUTHERN BAIT COMPANY**  
LURES, LURE BOXES, or PAPERWORK



**Joe Yates**  
Email: setayj@gmail.com Phone: (704) 364-4898



## FATC NEWS

THE NEWSLETTER OF THE  
FLORIDA ANTIQUE TACKLE COLLECTORS, INC.  
Winter 2024 Volume 38 No. 4

Altamonte Springs Show Photos .....	2
President's Message .....	4
Editor's Corner .....	4
Altamonte Springs Show Recap.....	5
How To Catch Largemouth Black Bass.....	6
2025 FATC Club Lure.....	12
Bernard "Lefty" Kreh.....	14
Garland Bros. - Paperwork.....	17
FATC Commemorative Patches.....	20
Luron Lure.....	22

**President** – Jim Berglund / Blackshear, GA  
**Vice President** – Bernie Schultz / Gainesville, FL  
**Secretary** – Joe Yates / Charlotte, NC  
**Treasurer** – Grace Chlastawa / Hawthorne, FL  
**Advertising** – Joe Yates / Charlotte, NC  
**Past President** – Ed Bauries / Jupiter, FL

### Directors:

#### NE-Open

**NW**-Tom Wilkerson / Hawthorne, FL  
**C**-Ron Gast / Frostproof, FL  
**E**-Ed Weston / Stuart, FL  
**SAL**-Larry Lucas / Ormond Beach, FL  
**SW**-Mike Sims / Fort Lauderdale, FL  
**SE**-Marty Concannon / New Smyrna, FL  
**W**-Jack Fenwick / Vero Beach, FL  
**AL**-Open  
**Editor** – Joe Yates / Charlotte, NC

### Cover:

Fishing tackle under the tree

*F.A.T.C. News is published tri-annually by the Florida Antique Tackle Collectors, a voluntary "not-for-profit" corporation. Past issues can be viewed online at our website: [www.fatc.net](http://www.fatc.net)*

## President's Message

Jim Berglund

Hello again, ladies and gentlemen. Greetings and salutations from your friendly neighborhood FATC President.



Here we are coming up on the first days of winter with all the wonderful weather it brings. As I write this the frost on the ground is just starting to evaporate from our first freeze of the year. Hopefully we all had a bountiful meal on Thanksgiving with family and friends enjoying the time with loved ones and falling asleep watching a football game. So often we take these times with our family for granted, even though we should cherish these moments because time is fleeting and will come to an end for all of us.

Unfortunately, we lost another longtime member, Laurie Bingham, who was an avid collector in the reel world. She was a very knowledgeable woman when it came to reels and their history. When I first met her and her husband, Ted, I was confused. Laurie was the collector, but he wrote the book. After talking with them, Ted told me he was just keeping himself busy by writing a book on Edward vom Hofe Reels at tackle shows to give him something to do while she went through the show to find a new reel for her collection. That made me laugh because my wife always finds something else to do at the tackle shows as well like having a spa day when we were in Daytona. She was small in stature, but a giant in her knowledge. She even helped me purchase a few vom Hofe reels when I first started out collecting many years ago. She was a great friend and will be missed.

I know I had a great time at the Altamonte Springs show hosted by Chuck Heddon, Dean Moroney and all the volunteers. You did a great job and I hope we will be back there again soon. If you didn't get to go this time, you should plan to go the next time. It's a really great location for food and fun.

The next show we have is the big one in St. Augustine on February 21st-23rd. It's our biggest show of the year with 202 tables and hopefully the best of the year. 75% of the tables have been sold. If you have not registered then now is the time. You can register online using PayPal or send a check to your Treasurer, and remember being that it is 2025, please include registration, membership dues and your tables

*Jim Berglund*



## Editor's Corner

Joe Yates

It is unlikely that most FATC members will be curling up in front of the fireplace like the one on the cover

of this edition. The weather has been so crazy this year that anything is possible.

I was disappointed when the FATC/CATC show in Savannah, Georgia was canceled because of damage caused by hurricanes Helene and Milton. It took over a month for folks in Asheville, NC to be able to open their faucets for a glass of drinkable water. Many people in the mountain region are still without housing and many more are dealing with new realities of having lost friends, possessions, and jobs. Interstate 40 was literally ripped off the side of the mountain in the Pigeon River Gorge near the Tennessee state line. It will be a long time before it is reopened to traffic.

Please keep all of our fellow members and friends in mind over the holiday season and throughout the coming months. Anything you might do for them or others could help to make someone's life a little better and would surely exemplify the spirit of the season.

Lure shows remind me of the holidays in some ways. When I was a kid I sure looked forward to opening packages on Christmas morning. In much the same way, I sure looked forward to finding this lure or that lure at my next tackle show. Somewhere along the way I figured out that Christmas morning was about spending time with family and friends. I have also figured out that I would rather spend time with friends at my next tackle show instead of thinking about where my next lure is coming from.

Elizabeth and I hope you enjoy a wonderful holiday season and hope to see you soon.

*Joe Yates*

Did you know that FATC is on Facebook? Visit our page here:

<https://www.facebook.com/people/Florida-Antique-Tackle-Collectors/100075497846925/>







## Altamonte Springs River Show Recap

The FATC fall antique tackle show was held in Altamonte Springs, Florida over the weekend of September 20-22, 2024. Show co-hosts Chuck Heddon and Dean Moroney put together a well-run event that was enjoyed by all in attendance. Thanks to them and all the volunteers who helped to make this yet another great show.



The show venue was the same Embassy Suites hotel where FATC held a room trading event a year earlier.

The hotel's spacious suites are ideal for room trading and this show had a good many open rooms in advance of the main event. On-site dining and the hospitality afforded by free cooked-to-order breakfasts and evening Happy Hour make this a great place to hold a show. Many club members gathered in the large open lobby area to socialize over a pizza, snacks, or beverage.

The show was well advertised and the public showed up in good numbers to browse and to shop. Many left the show with sacks of lures and other fishing items. Several outstanding collections are also known to have changed hands at this event.



FATC has always encouraged its members to bring displays from their collections to share with the public and other club members. There was no shortage of outstanding displays at Altamonte Springs. Everything from pier baits to Haskell Minnows to Kinney Birds to Kentucky Reels were on display. If you looked closely enough you might have even seen things like this very old wooden shrimp, which was likely made by an as yet unknown St. Augustine maker. There is no better way to see and learn about antique fishing tackle than going to a club show. The displays are so much better than what you might see by looking at the internet on your phone!



Club members vote on the best display at the show. The Best of Show award at Altamonte Springs went to Gene Meisberger. His corner of the room included everything from rods, reels, and lures to his beautiful hand-crafted wooden tackle boxes and world-class display of Colorado Moths.



FATC President Jim Berglund presented the Best of Show award to Gene Meisberger at the Saturday night auction. The auction itself included quite a lot of items donated by club members and the public for the benefit of FATC. Thanks to all who donated and bid on the various lots. Thanks also to Rich Hart, auctioneer extraordinaire, and all who helped throughout the evening.



We look forward to seeing everyone at our next show in St. Augustine, Florida in February.



Presents its 3rd Annual

# Florida International Antique Tackle Show

February 21-23, 2025

At World Golf Village — St. Augustine, Florida



Come join us for the Florida International Antique Tackle Show  
Hosted by the Florida Antique Tackle Collectors and Renaissance Hotel, Resort & Conference Center  
at beautiful World Golf Village

Special room rates are \$155 nightly, which include many amenities — including golf, fishing, area beaches and historic downtown St. Augustine. Quality dining is available on the premises as well, including World Famous Caddyshack Bar & Grill.

Join collectors from around the world for The Largest Vintage Tackle Show in the South.  
Hundreds of tables of quality tackle in a beautiful setting, plus our Saturday Night Auction.

For hotel reservations call 800-468-3571 and mention “Florida International Antique Tackle Collectors Show” and “Renaissance World Golf Village” or go to [www.FATC.net](http://www.FATC.net) under “Upcoming Shows” and use the provided link to book online. Be sure to enter the specified member code and book by February 10<sup>th</sup> to secure the discounted rate.

Registration is \$15. Tables are \$40 each until September 1<sup>st</sup>, then \$45. Membership is \$35.

To register, go to [www.FATC.net](http://www.FATC.net) or contact show host  
Jim Berglund 904-303-6503 [thetackleshackflorida@yahoo.com](mailto:thetackleshackflorida@yahoo.com)





## How To Catch Large Mouth Black Bass

### by Elizabeth Greig

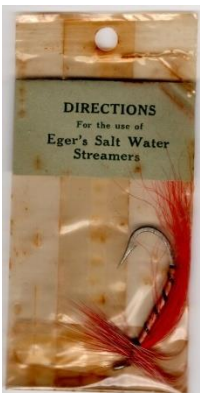
The end of this story presents a clever photo tutorial by Elizabeth Greig on how to catch large mouth black bass. Before we get to that, let me offer a little background information about Mrs. Greig for those who may not be familiar with her work.

Elizabeth Mary Greig was born in Peebles, Scotland in 1902. Her father was a stone mason, who taught her to fly-fish on the River Tweed. They sat by the kitchen table in the evenings and he taught her how to tie her own flies. Greig began tying flies professionally when she was only 14 years old, as she spent four years as an apprentice at a fly-dressing factory in Edinburgh. Her Scottish apprenticeship paid three shillings (75¢) a week.

Greig and her husband emigrated to Canada in the 1920s, where she worked for A.L. & W. for several years. The couple moved to New York in 1929. She began working with Jim Deren when he opened The Angler's Roost fly-fishing shop in Manhattan in the late 1930s. The shop drew anglers from around the world and Greig's reputation grew as the Roost achieved near cult-like status. In December 1950, *Florida Wildlife* recognized her as "the foremost woman fly-tier in the world, and one of the two top professional fly-tiers in America. She is the only woman ever honored to date by the Fishing and Hunting Hall of Fame, which presented her with a gold medal of honor 'For Distinguished Service.'"

It was sometime around 1950 that William Eger hired Elizabeth Greig to establish a fly-tying operation at Eger Bait Company in Bartow, Florida. According to *Florida Sportsman* "Under Elizabeth's coaching and direction, eight girls have been trained as Eger fly-tiers. With Elizabeth Greig, a pert, attractive, Scottish-born woman, presiding as teacher, director and consultant, lines of girls, working in pairs, mass-produce the delicate artificial flies and bugs which are rapidly becoming so dear to the hearts of Florida fishermen." The fly-tying operation was described as "steady work for eight hours a day, five days a week."

Elizabeth Greig is shown working with some of her Eger team in this photograph. Notice that she is using a vise to demonstrate how to tie flies. Greig often worked without a vise in real life, as she was so skilled that she could dress flies using only her bare hands.



The product line of Eger flies was designed for salt-water fly fishing from patterns developed and tested by one of Florida's top experts, Earl Gresh of St. Petersburg. Nineteen different patterns of salt-water flies were produced under the supervision of Elizabeth Greig. Each was packaged in a cellophane envelope as shown in the photo on the left.

Elizabeth Greig was also involved in supervising the production of a line of Eger popping bugs like the ones shown on the right.



(continued on next page)



Eger Salt Water Streamers are seldom seen and it would be quite difficult to acquire a complete set of all nineteen patterns. With that in mind, Bill Stuart made arrangements with Ken Bay of Daytona Beach, Florida to make several reproduction sets of flies. Ken was given the specifications for each fly and completed the project in late 1995.

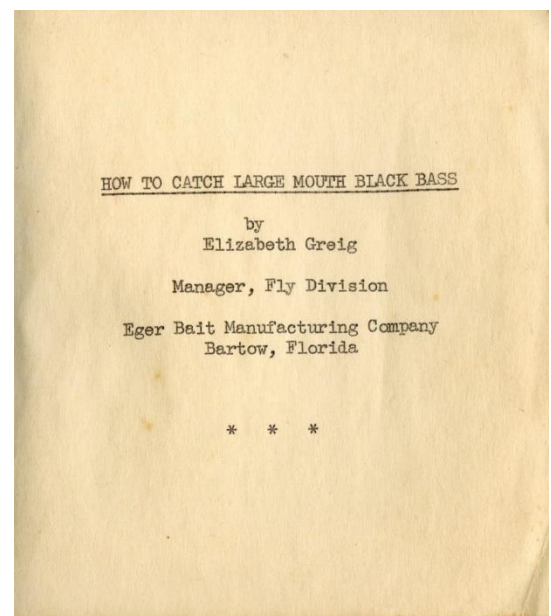
Bill's plan was to present a set to several friends as Christmas gifts. In true Stuart fashion, Bill made a game out of it. He described it in a letter to Ken Bay saying "the Eger flies are making a great hit, but the guys don't have a clue yet as to what they are. When I say they don't have a clue, that is a misstatement because I have given them so many clues they are confused, which is exactly as I planned it. I used three small jig saw puzzles, one letter per piece to carry the message of what they are and who tied them. It has just appeared to them that the puzzle is complete, but it doesn't spell anything because I've sent them parts of all three puzzles. I send them one piece of the puzzle each week, along with a fly, and the name of the fly. However, the name of the fly is cut up by letter which they must put together. Of course the fact that I add one extra letter probably does not help them in the least. The group is their Christmas present, so they will have to wait through all 19 mailings, which ends just before Christmas, before they get the entire story. In the meantime, I am enjoying them not knowing." The set of Ken Bay's reproduction flies seen in the above photograph comes from Jack Fenwick's fantastic collection of Eger baits.



And now we come to Elizabeth Greig's tutorial on catching large mouth black bass. The images come from a small photo album which I believe to have been prepared by Mrs. Greig. A page of type-written text faces each black and white photograph, each of which show Elizabeth Greig illustrating a specific fishing technique.

As far as I know, this photo album is a one of a kind piece. It offers delightful insight into a fascinating woman who played a key role in an often overlooked piece of Eger Bait Company history.

Elizabeth Greig worked with Eger into the early 1960s. She was living in Lakeland, Florida when she passed away in 1996.



(continued on next page)

RULES:

1. First decide location of expedition.
2. Get boat.
3. Get bottle - Fresh Spring  
Water sold in France under  
the label of Chateau de Pompe.



Get a sturdy boat paddler, also  
rod carrier, commonly known as  
a pole holder.

Be sure you have two of these as  
there is safety in numbers.

Put the pole holder in the bow  
of the boat and the plug holder  
and paddler in the middle and  
Elizabeth Greig in the back seat.



1. To successfully catch large  
mouth black bass you must  
first be where the bass are.
2. You must have Eger plugs or  
Eger flies.
3. Use the following technique:  
Take a swig of Chateau de Pompe.





If using plugs hold plug over the starboard side and expectorate on said plug. Be sure you hit the plug. Then start casting.

Use top water plugs in late afternoon and early morning and underwater plugs during the middle of the day.

It does not matter which plugs of the Eger Bait Line are used as all items are guaranteed to catch fish and have been proven fish getters.



If using flies, lean over the portside of the boat and expectorate on the fly after it is tied to the leader. It must be an Elizabeth Greig fly.

Use top water Poppers very close to the shore line late in the evening, amongst lily pads or near trash in the daytime - where fish can hide in shadows on bright days.

Back cellophane packet contains directions as to how the fly should be used. Follow these carefully.



The result always is more and bigger fish, which we recommend be returned to the water if they are not badly hooked, as the bass can be caught many times and will strike just as hard the next day providing Eger baits or flies are used.

Of course, if you are hungry take home only those that will reach the frying pan and be enjoyed.

\* \* \*

REMEMBER - - THE FISH ARE EAGER  
FOR EGER BAITS.



**REMEMBER - - THE FISH ARE EAGER FOR EGER BAITS.**

## Eger Baits in St. Augustine

FATC members are encouraged to bring a display of Eger Bait Company lures and tackle to the upcoming show in St. Augustine. A special award will be presented for the best Eger display at the show.

Inspired by Eger's classic lure, Rusty Jessee has made a limited-edition Tarpon Florida Special as the 2025 FATC Club Lure. Only twenty-five lures were made and they will be available for sale at the St. Augustine show. Contact Ed Weston to get one for your own collection.



## FATC Membership Dues

Club dues are payable on March 1<sup>st</sup> of each year. Now is the time to renew your FATC Membership.

For your convenience, FATC can accept online payment for membership. Payment can be made with PayPal or credit card. You can pay online at the FATC website using this link:

<https://fatc.net/Membership.htm>.

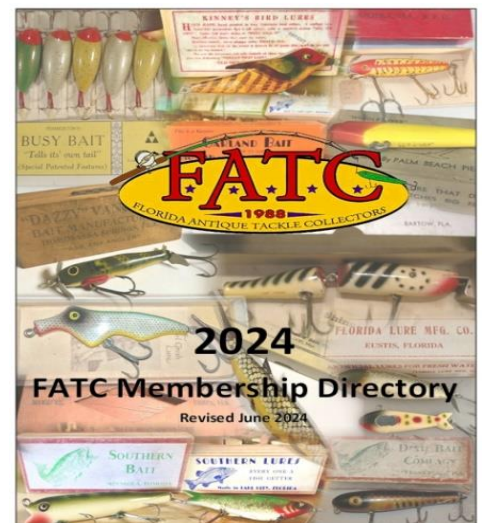
You can also mail your check for \$35 to our Secretary, Grace Chlastawa. Her address is:

FATC  
Grace Chlastawa  
133 Lake Susan Road  
Hawthorne, FL 32640-6404

Please remember that you must be an active paid member to register or have a table at FATC shows. Your membership also must be current in order for your information to appear in the FATC Membership Directory. We expect to distribute the Directory in April 2024. If you are not paid by March 31<sup>st</sup> your information will not be listed and you will not receive a copy of the Directory.

## 2025 FATC Membership Directory

We expect to prepare a new FATC Membership Directory for distribution in a few months. The FATC Board of Directors decided late last year to discontinue printing and mailing both the *FATC News* and the FATC Membership Directory because of the ever-increasing costs. The Membership Directory is now being sent as a PDF file by email only to all active members. Please check the contact information we have on file for you, **especially your email address**. Any changes should be sent to: FATC Secretary by email at: [secretary@fatc.net](mailto:secretary@fatc.net)





# Buying



**Pflueger  
glass eyed  
period only  
and  
Florida made  
Plugs**

**Boxes and  
Papers  
together or  
separate**

**Also trade  
minnows  
boxes and  
papers**

**Contact ROB CHAFFIOT**

**Call: (321) 432-9287 12 noon-11 pm Eastern only**

**Text or call: (321) 446-6177 anytime**

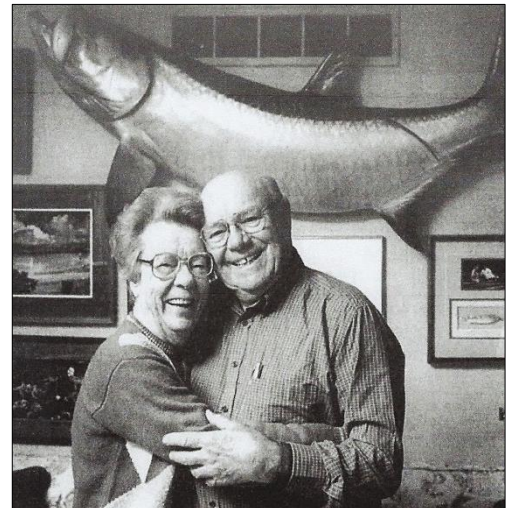
**Email: [RobertChaffiotJr@gmail.com](mailto:RobertChaffiotJr@gmail.com)**

## Bernard “Lefty” Kreh - Fly Fishing Angler and Author *“The modern-day Sir Isaak Walton”* by Ralph J. Hecht

Bernard Kreh, or “Lefty” as he wanted to be called, is considered by some to be the modern-day Sir Isaak Walton. He is known world over as America’s greatest fly-fishing angler and for his outstanding skills in fly rod casting. Lefty was also an accomplished fly tyer, lure designer, photographer and prolific author. Beyond that he was a gentleman, a friend to many, and was always ready to tell a good story. What most do not realize is that Lefty became a resident of Florida and lived there for just over eight years. He loved Florida. Here he gained the experience and knowledge of catching the many species of saltwater fish that abounded in Florida waters... opening up a whole new world for him in saltwater fly fishing.

It is difficult to write an article about Lefty since there is so much written about his life and angling accomplishments. As an author, Lefty left us a wealth of knowledge and reading enjoyment through his articles and books. The books he wrote on saltwater fly fishing and saltwater fly patterns are now recognized as significant contributions in popularizing saltwater fly fishing and helping evolve it into the sport it is today. These books are the focus of this article.

Bernard Victor “Lefty” Kreh was born on February 26, 1926 in Frederick, Maryland. His father taught him to fish and when his father tragically was killed when he was only eight years old, Lefty, helped feed his mother and three siblings with the fish he caught. As we all know he became very good at fishing for food, but in later years strongly supported and promoted catch and release. He attended Frederick High School after which he served in the Army in World War II fighting in the Battle of the Bulge. After the war while working at Ft. Detrick, he was accidentally infected with anthrax, and miraculously survived. The strain of anthrax he contracted was named after him and known today as BVK-1... his initials. In 1947 he married Evelyn Mask, who he called “Ev”, and he said later that marrying her was the best decision he ever made. They had two children, Victoria and Larry.



In 1947, he also had the good fortune of being a fishing guide for Joe Brooks, a noted fly rod angler of the time. Joe taught Lefty saltwater fly fishing...spurring Lefty down his life long journey into the world of saltwater fly fishing. A few anglers from as early as the 1920s were saltwater fly fishing, but not many. That all changed in 1950 when Joe Brooks published his book entitled *Salt Water Fly Fishing*. It became the bible for saltwater fly fishing and remained so for many years. Joe Brooks realized there was not a book on tying saltwater flies. He, along with several others, including Lefty Kreh, convinced noted fly tyer of the time, Kenneth “Ken” Bay, to write such a book. In 1972 Ken published his now famous book entitled *“Salt Water Fly Tying”*, that highlighted tying flies developed by five fly fishing anglers...one of whom was Lefty Kreh... and his Deceiver Fly.

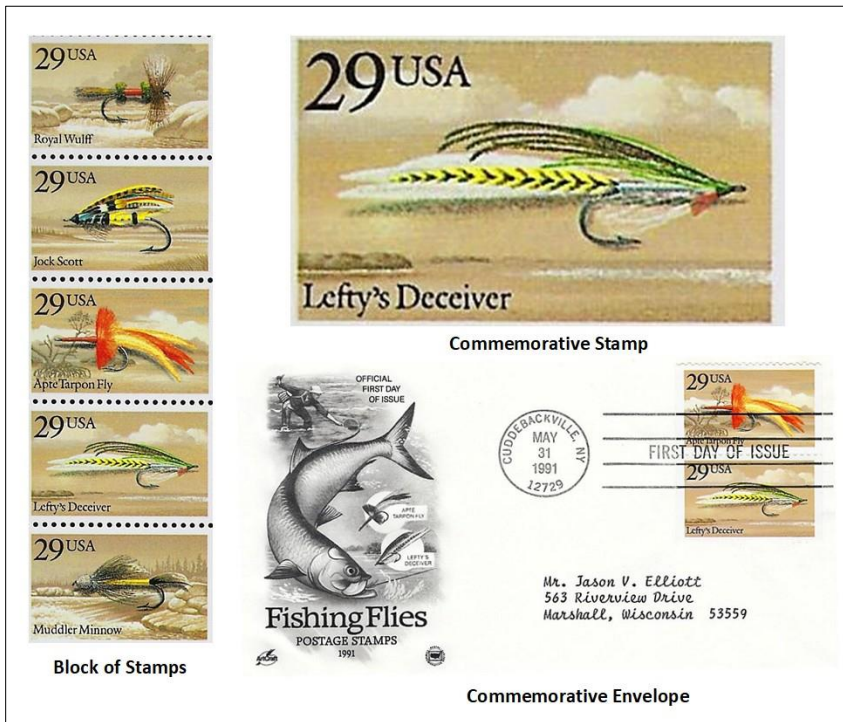


***Lefty Kreh Deceiver Fly***

Lefty had developed this streamer type fly he called “Lefty’s Deceiver” in the late 1950s for both fresh and saltwater fishing in northern waters. The Deceiver was not of a particular color, but of a construction style that has the feathers tied to prevent them from fouling the hook in flight and allow the “feathers to undulate” to give the fly the shape of a fish. It became one of the most effective flies for saltwater fishing and has become one the most copied and modified saltwater flies ever designed. In 1991 the United States Postal Service commemorated Lefty’s Deceiver along with four other flies with a First Day of Issue stamp.

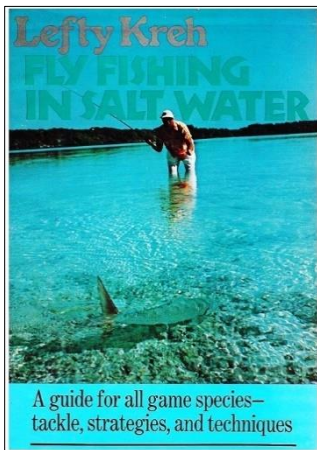
(continued on next page)





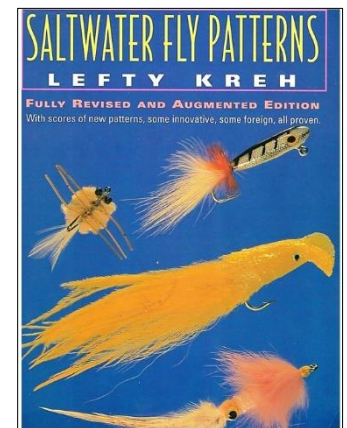
Lefty moved from Maryland to Miami, Florida to become the manager of the Metropolitan Miami Fishing Tournament from 1965 to 1973. During this time, he continued writing articles for various outdoor magazines, giving fly rod casting demonstrations, spending time saltwater fly fishing and tying his new innovative flies for Florida species of fish. He fished with some of the most noted Florida saltwater fly rod anglers of the time, such as ... Flip Pallot, Stu Apte, Chico Fernandez, Dennis Goddard... just to name a few. In 1973 he became Outdoor Editor of the *St. Petersburg Times*, a position he held for a short time. Lefty moved back to Maryland in 1973 where he took over the job as Outdoor Editor of *The Baltimore Sun*. He retired in 1990 after having been Outdoor Editor for seventeen years.

### United States Postal Service Commemorative Stamp and Envelope



In 1974 Lefty published a book he had written in Florida entitled *Fly Fishing in Salt Water*. It is considered to be one of the greatest contributions towards growing salt water fly fishing into the sport it is today. This book along with the ones Joe Brooks and Kenneth Bay wrote became must have books for the saltwater angler. However, one key book was missing ...one on fly selection for specific species of saltwater fish and the recipe of how to tie them.

Lefty's vast knowledge of proven fly designs and his experience fishing not only in Florida waters, but also throughout the world, enabled him to fill that void in 1989 with his book entitled *Saltwater Fly Patterns*. It presented hundreds of proven fly patterns and recipes on how to tie them. In 1995 he published a revised edition with twenty new plates of flies. The new book



now had over 350 fly patterns including those for fishing in

Australia, France and South Africa. It described fly patterns for catching such species as: tarpon, snook, permit, bonefish, redfish, sea trout, barracuda, sailfish, and shark. It was now the must have book for fly pattern selection. Many flies shown in the book were personally tied by Lefty and are scarce and hard to find today. Luckily four flies he designed and tied for catching tarpon were obtained and are shown here.

(continued on next page)



Pattern: Rust-Orange Tarpon Bunny



Pattern: Trusty Rusty



Pattern: Black Tarpon Bunny



Pattern: Tangerine Tarpon Bunny

Fortunately, I got to meet Lefty Kreh in 2004. My good friend and veteran lure collector Vernon Kirby arranged a surprise gift for me on our birthdays (same month/day) in Baltimore. As we drove up to this large ranch style house and got out of the car, I realized the present. There in the door way of Boyd's house stood Boyd Pfeiffer, noted author, photographer and fly tyer, and next to him...Lefty Kreh. My thought was that it would be a 15-minute meeting... wrong... it lasted for over 2 hours. The four of us talked about everything... fishing, flies, lures, photography and book publishing. Then three quarters through the meeting, Lefty abruptly leaned right up to my face and sternly said out of the blue... "What kind of fisherman are you?" ... My quick response was... "A bluegill fisherman", to which he responded... "So am I". We bonded. From there the stories unfolded about bluegill fishing in Florida in the 1950s, Lefty's story about "Chizzlewinks" in Lake Okeechobee and mine about "Titty Bream" in East Lake Tohopekaliga. It was a meeting I'll never forget.

After the meeting Lefty made and mailed me several sizes of what he called his "Lefty Bug" that "pops every time you twitch it" popper that he had told me about in the meeting. He had designed it in the early 1950s for catching freshwater smallmouth bass. Lefty was correct... it did pop on every twitch of the line. The design was unique in that in place of feather hackle normally used on popper type lures, it had a hackle made of synthetic flashy colored wrap that made it ride more level in the water allowing it to pop with the slightest motion of the line. It was great for both fresh and saltwater fishing.



*The "Lefty Bug"*

Over his lifetime Lefty had published over 30 books, with six related exclusively to saltwater fly fishing and fly patterns. In 2003 he was inducted into the International Game Fish Association Hall of Fame. Sadly, in November 2011, his beloved wife, Ev, died after 66 years of marriage. Lefty continued doing what he loved best...fishing, fly tying, writing, publishing and teaching people the art of fly rod casting ...and yes, telling good stories. He passed away on March 4, 2018 at the age of 93 in Cockeysville, Maryland. The world lost its fly-fishing ambassador. However, through his articles and books Lefty left behind a legacy of his angling accomplishments for all of us to enjoy and learn from. He was a member of "America's Greatest Generation", a gentleman, a friend to many... and as some will say was the modern-day Sir Isaak Walton. He will be forever missed by all who met and knew him.

**Ron Gast**  
Collector of  
**Antique Fishing Lures & Reels**




407-496-7940 - Frostproof, FL  
Email: [ron@luresnreels.com](mailto:ron@luresnreels.com)  
Websites: <https://luresnreels.com>  
<https://reelsnlures.com>



**Tom Wilkerson**  
Collector & Preserver  
of Antique Fishing Tackle

Heddon  
Creek Chub  
Pflueger  
Shakespeare  
South Bend

**Lures • Rods • Reels • Tackle Boxes**  
**Catalogs • Advertising • Folk Art**  
Member: F.A.T.C. and N.F.L.C.C.

[oldstufflures@gmail.com](mailto:oldstufflures@gmail.com)  
(352) 546-5828 • Cell (352) 209-9654



**ANTIQUE  
BIG GAME  
FISHING TACKLE**

← **BUTCH CAREY** →

Buying/Selling Vintage  
Reels, Rods, Tackle  
and Memorabilia

305-745-1873  
[butchcareykw@aol.com](mailto:butchcareykw@aol.com)  
Key West, Florida



## GARLAND BROS. – PAPERWORK

by Gary Simpson

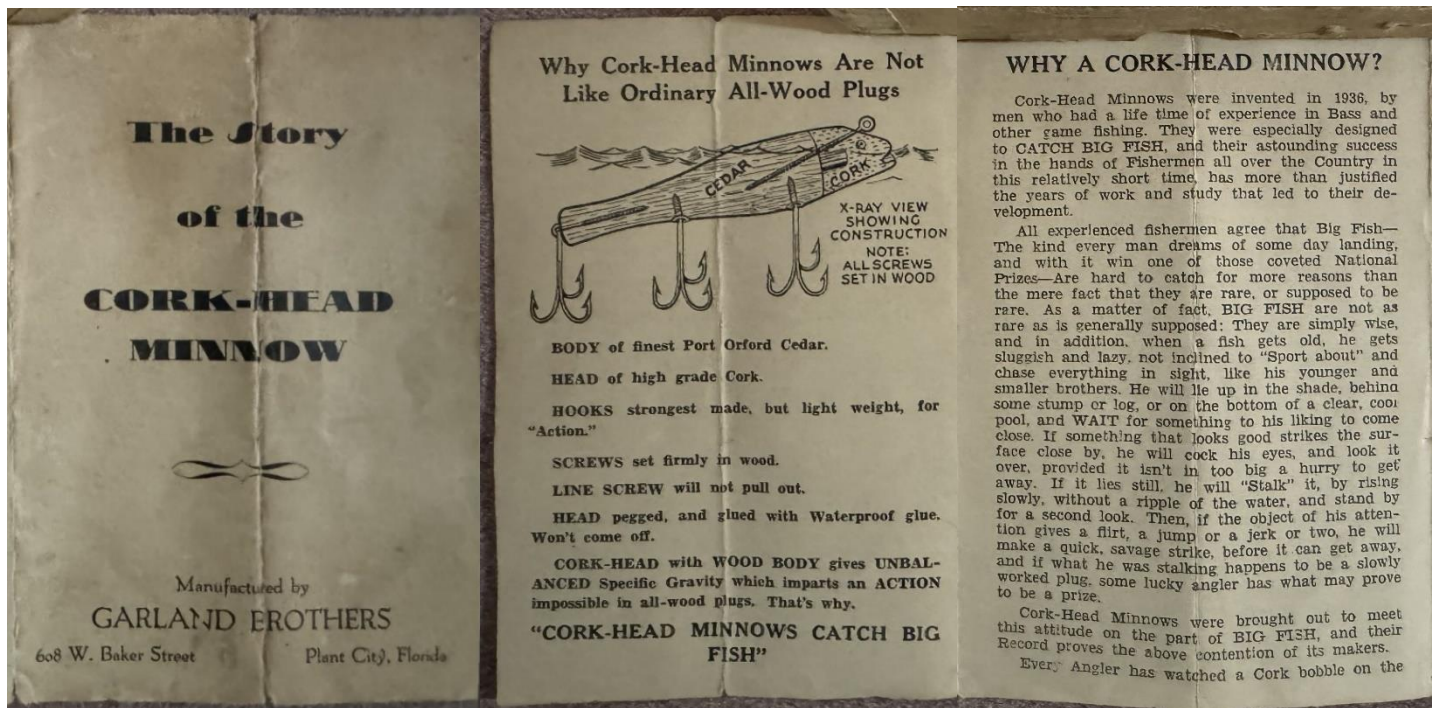
Imagine you and your brother own and operate a fishing lure company during the lean, dark times of the Great Depression. And that the lure models you are producing are all copies of the successful body styles of the day.

Now, there is no reason to believe that Ed and Runt Garland were at all displeased with their bait-building careers --- but it seems to me that, in this line of work, not having one lure design you could call your own might be greatly depressing in itself.

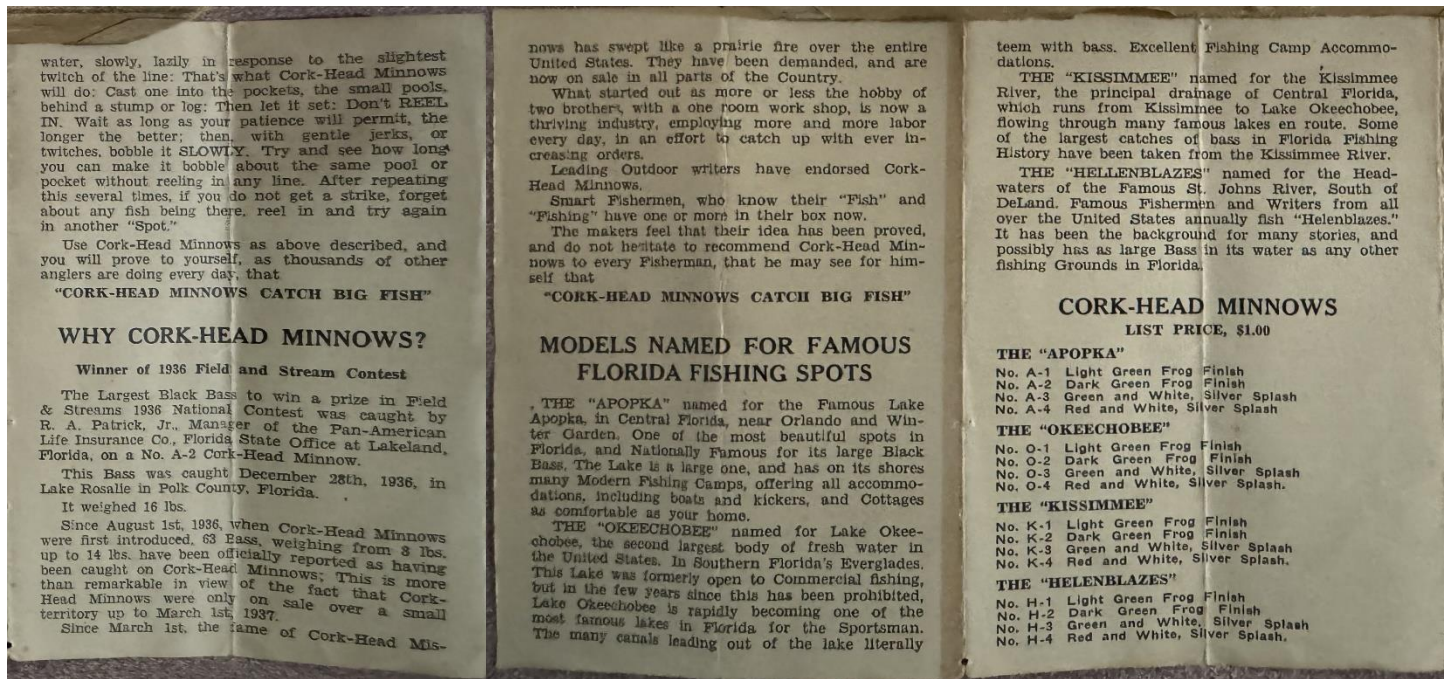
Fate, though, would smile on the Plant City brothers when one of them.... possibly both..... or maybe just an acquaintance.... came up with an idea. They built prototypes and quickly recognized the potential, going on to create four variations with clever Florida-based names (two of these variations never made it to production, but that's another story). Then they promoted their brainchild---the wood-bodied lure with a cork head.

The Garland brothers of Plant City, Florida were soon celebrated throughout the bass fishing world ---a rapid rise from putting out mostly-unoriginal offerings to adding an intriguing and totally unique fish catcher.

The triumphant pride that the Garlands felt at this point in time is more than evident in the messages they sent out to the buying public, and those messages came in brochures they placed inside their lure boxes. For sure, colorfully-worded brochures were used by several lure manufacturers during the 1930's, but the brothers' prose has to rank among the most entertaining. The most audacious of these box-length foldouts titled "The Story of the Cork-Head Minnow" describes and touts the first-generation darter-style cork-headed bait. See if you detect a smidge of pride in this excerpt: "Since August 1<sup>st</sup>, 1936, when the Cork-Head Minnows were first introduced, 63 Bass, weighing from 8 lbs. up to 14 lbs. have been officially reported as having been caught on Cork-Head Minnows; This is more than remarkable in view of the fact that Cork-Head Minnows were only on sale over a small territory up to March 1<sup>st</sup>, 1937. Since March 1<sup>st</sup>, the fame of the Cork-Head Minnows has swept like a prairie fire over the entire United States. They have been demanded, and are now on sale over the entire United States".



(continued on next page)



Along with insight to their state of mind, this statement tells what the invention of the Cork-Head had done for their distribution, rocketing Garland Bros. from suppliers to a smallish region (presumably Florida) to supplying the entire country.

Now, I believe that this 'The Story of the Cork-Head Minnow' brochure was the second-version intro box paper. It would have come in the white Cork-Head intro boxes that were sold late in 1937 and probably into 1938. It was clearly written post March 1, 1937, as this date is mentioned in the copy. So.... I think it's a good guess that the earliest of the white boxes and their lures were sold with a different box paper (the "contest" paper) I'll describe later in this article. While I have not heard of EITHER of these intro fold-outs being found together with a box, the examples I have demonstrate a perfect paper-in-box fit. There aren't many white Garland boxes in collections and I'm guessing there are even fewer of the lengthwise-folded gems of persuasive fishspeak.



As explained in the last *FATC News*, it seems that the Garlands were making "perfected" versions of the best-selling bass lures of the day ahead of their idea of marrying cork heads to wood bodies. Evidently, they continued to produce the earlier, all-wood numbers during the corkhead period. However, it's tough to read this foldout and not feel that the brothers seem pretty much ready to go all-in with new corkheads. At least, to put the Cripple, Florida Frog, Sea Bitch, Submarine, and the rest of the previously-produced offerings on the back burner.

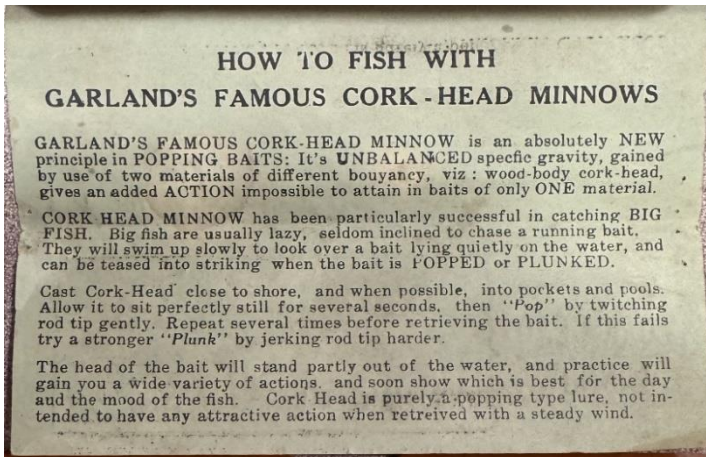
A telling comment pretty much trashes in general the all-wood lures that had long been favored by bass anglers. "Cork head with wood body gives UNBALANCED specific gravity which imparts an action impossible in all-wood plugs". An interesting statement from a company putting out a dozen all-wood models at the time...

The brothers were also careful to assure fishermen that the cork-and-wood baits were not only fundamentally different---they were also sturdily made. This was accomplished in the brochure with an artist's rendition of an early version (darter-style) Cork-Head Minnow drawn in an "X-ray view showing construction. Note: All screws set in wood".

(continued on next page)



A second piece of Garland paperwork that seems a little easier to find is the single sheet titled "The Famous CORK-HEAD Minnow". Again, it features a drawing depicting an "X-Ray view" of Cork-Head Minnow". But the drawn lure on this insert sports the fatter, final-version shape that would come to be called the Cork-Head Frog. As good box brochures should, it promotes the lure, gives instructions on how to use it, and lists available colors and model numbers. Folded once, my guess is that this was the box paper put inside later (probably orange 'Garland Bait' and orange 'Cork-Head Minnow') boxes. Again, this paper fits these boxes nicely.



Volume VI of *Florida Lure Makers and Their Lures* mentions yet another Garland paper, and it makes sense in the timeline we're given that this was the first Cork-Head paper, placed in the earliest of the white intro boxes. Chapter author, Bill Stuart writes: "Following the introduction of the CORK-HEAD MINNOW in August 1936, a flyer was printed that read, 'GARLAND BROS. Makers of the Famous CORK-HEAD MINNOWS ANNOUNCE A FLORIDA FISHING CONTEST. SEASON 1936-37. Contest Ends May 15<sup>th</sup> 1937'". Stuart continues, "The entry blank was also made into a box catalog that told about the CORK-HEAD MINNOW and gave the fisherman four tips on how to best use the bait".

Neither do I have an example of this "contest" paper, nor can I recall personally seeing one, but the entry form portion is scanned in Volume VI.

In a strange coincidence, *Field & Stream's* annual contest, open to the entire nation of avid fishers, was going on at the very same time as Garland's contest and, on December 28, 1936, R. A. Patrick, Jr. of Lakeland caught *Field & Stream's* prize-winning bass for the year. The beastly bass weighing a whopping 16-pounds was taken from Lake Rosalie in Polk County....and was fooled with a No. A-2 Garland Cork-Head Minnow! This catch accomplished just the thing the Garland brothers were trying to do when they envisioned their contest. But, the *Field & Stream* win did the company much more good, catapulting the lure and its makers to instant demand and legitimacy.



				
Official FATC Patch \$6.00	1991 Flood Minnow Sold Out	1992 Jim Pfeffer Sold Out	1993 Eger Baits \$6.00	1993 Otto Zwarg \$6.00
				
1994 Dalton Special \$6.00	1995 Porter Seahawk \$6.00	1996 Clark Spoon \$6.00	1997 Doc's Menhaden Sold Out	1998 Pemberton's Busy Bait Sold Out
				
1998 10th Anniversary Patch and Silver Coin Patch \$6.00 - Coin \$35.00	1999 Miller's Leaping Lena \$6.00	2000 Garland's Corkhead Sold Out	2001 Boone NeedleFish \$8.00	2002 Florida Artificial Bait Superstrike Shrimp \$8.00
				
2003 Bender Fishing Tackle Potbelly \$8.00	2004 Griner Lures Pollywog \$8.00	2005 Robinson Bait Co. Orlando Shiner \$8.00	2006 Water Turkey \$8.00	2007 Johnny Marsh Baits Marsh Marvel \$8.00
				
2008 White's Lure Mfg. Miss Golddigger \$8.00	2008 20th Anniversary Patch H.B. Costa Bait Co. \$8.00	2009 Bob Ousley Snook Minnow \$8.00	2010 Unc. Charlie Banana \$8.00	2011 Jim Bagley Bait Co. Bang O Lure Sold Out
				
2012 Miracle Lure Inc. Robert Moser Miracle Lure \$8.00	2013 25th Anniversary Patch Eger Bait Company Eger Frog Pappy \$8.00	2014 Blue Spring Bait Manufacturing Company Humpty Dumpty \$8.00	2015 Alcoe Lure Company Magic Minnow \$8.00	2016 Daytona Beach 25th Anniversary Patch Dixie Bait Company Darter \$10.00
				
2017 E.C. Gregg Crazy Swimmer \$10.00	2018 P.H. Rainey Rainey's Secret \$10.00	2019 Trader Bay Lure Company Trader Bay Slayer \$10.00	2020 J&R Tackle Company Jim Bo \$10.00	2021 Capt. Jim Strader Diamond Rattler \$10.00
				
2022 Mfg. by Heddon for Florida Saltwater \$10.00	2023 Daniel's Deceivers Snook Deceiver \$12.00			

## FATC Commemorative Patches

Colorful embroidered patches commemorate Florida lure makers and make great display items for your collections. Contact Tom Wilkerson to order yours: [oldstufflures@gmail.com](mailto:oldstufflures@gmail.com)





# Crystal River Spring Invitational Antique Tackle Show May 9<sup>th</sup> & 10<sup>th</sup>, 2025

at the Plantation Resort on Crystal River

9301 West Fort Island Trail, Crystal River FL 34429



We proudly announce our F.A.T.C. Spring Show in beautiful Crystal River, close to many nearby attractions, great dining and ample shopping opportunities.

Plantation Resort on Crystal River offers unforgettable experiences for all in Florida's historic Capital of the Manatee. Guests will find a full-service resort with classic rooms, excellent dining, a lagoon-style pool, an Aveda spa, and a world-class golf course.

For hotel reservations, call 800-632-6262 between 10am and 6 pm  
Mention Florida Antique Tackle Collectors 2025. Ask for rooms in the Jasmine or Orchid buildings.  
Show rates are \$139/night plus resort fee and tax. Upgrade to patio/water view for \$149/night

**Room reservations must be requested by April 8<sup>th</sup>, 2025.**

Show registration is \$20. Tables are \$40 each (first come, first served).  
To secure yours, use the attached form and make checks payable to F.A.T.C.  
Mail to: Grace Chlastawa 133 Lake Susan Road, Hawthorne, FL 32640  
Or pay online at [www.FATC.net/Shows.htm](http://www.FATC.net/Shows.htm)

Friday: Members Only 8am-6pm - Open to Public 10am-4pm  
Saturday: Member Only 8am-6pm - Open to Public 9am-5pm  
Saturday Night Auction to be determined.  
Sunday: Exhibit Teardown 8 am – 12pm

For additional information on the show or to join the FATC, go to [www.FATC.net](http://www.FATC.net)  
Or contact show hosts, Tom Wilkerson & Grace Chlastawa at 352-546-5828 or 352-209-9654  
or by email at: [oldstufflures@gmail.com](mailto:oldstufflures@gmail.com)

# Thanks to all who helped with my collection!

~Chuck

**WANTED:**

*Genuine* **Heddon**

**LURES**

**FATC NFLCC**

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

(407) 862-7562



**Cell: 321-439-4011**

**cheddon@mpinet.net**

## Unknown Florida Lure LURON

Mike and Susan Mais were traveling in Michigan over the summer and stopped at an antique store where they found the lure shown here. The metal bait is stamped "LURON" and was sold and shipped in a mailer envelope with paperwork. The envelope shows the LURON company name and an address of P.O. Box 255 in North Miami, Florida. The envelope is postmarked October 11, 1955.

We have not yet been able to learn anything about the LURON company and would appreciate any information that you might be able to provide. Please contact [FATCnews@gmail.com](mailto:FATCnews@gmail.com) if you know anything about this company.





### FATC OFFICERS

President: Jim Berglund, 904-303-6503, [thetackleshackflorida@yahoo.com](mailto:thetackleshackflorida@yahoo.com)  
 Vice President: Bernie Schultz, 352-284-2972, [y2kim@cox.net](mailto:y2kim@cox.net)  
 Secretary: Joe Yates, 704-968-3364, [secretary@fatc.net](mailto:secretary@fatc.net)  
 Treasurer: Grace Chlastawa, 352-209-9658, [gatorgrace@live.com](mailto:gatorgrace@live.com)  
 Auction Chair:  
 Awards Committee:  
 Advertising: : Joe Yates, 704-968-3364, [FATCnews@gmail.com](mailto:FATCnews@gmail.com)  
 Newsletter Editor: Joe Yates, 704-968-3364, [FATCnews@gmail.com](mailto:FATCnews@gmail.com)  
 Past President: Ed Bauries, 561-358-1132, [Tara\\_ed@bellsouth.net](mailto:Tara_ed@bellsouth.net)

### FATC REGIONAL DIRECTORS

Jack Fenwick: 850-508-9198 [fenwickj8@gmail.com](mailto:fenwickj8@gmail.com) [W] Mike Sims; 954-647-1206, [alfossboss@hotmail.com](mailto:alfossboss@hotmail.com) [SW]  
 Ed Weston: 561-301-9062, [enotsew@hotmail.com](mailto:enotsew@hotmail.com) [E] Tom Wilkerson; 352-209-9654, [oldstufflures@gmail.com](mailto:oldstufflures@gmail.com) [NW]  
 Ron Gast: 407-496-7940, [ron@luresnreels.com](mailto:ron@luresnreels.com) [C] Marty Concannon; 386-689-2920, [posmartin@aol.com](mailto:posmartin@aol.com) [SE]  
 Larry Lucas; 386-527-4338, [theporterguy1@gmail.com](mailto:theporterguy1@gmail.com) [SAL]

### FATC AD RATES – Effective 2020

Classified "Tackle Box" Ads {Black & White}	\$3.50	1x	\$10.00	3x
Classified "Tackle Box" Ads {Color}	\$5.00	1x	\$12.50	3x
Business Card Ads {Black & White}	\$10.00	1x	\$29.00	3x
Business Card Ads {Color}	\$15.00	1x	\$40.00	3x
1/4 Page Ads {Black & White}	\$50.00	1x	\$120.00	3x
1/4 Page Ads {Color}	\$75.00	1x	\$200.00	3x
1/2 Page Ads {Black & White} "Horizontal"	\$200.00	1x	\$450.00	3x
1/2 Page Ads {Color} "Horizontal"	\$300.00	1x	\$679.00	3x
1/2 Page Ads {Black & White} "Vertical"	\$160.00	1x	\$380.00	3x

### FLORIDA ANTIQUE TACKLE COLLECTORS INC.

A NOT-FOR PROFIT EDUCATIONAL ORGANIZATION DEDICATED  
TO THE PRESERVATION OF OUR ANGLING HERITAGE

Florida Antique Tackle Collectors Inc. [FATC] is a not-for-profit educational corporation in the state of Florida. The Purpose of the FATC is educational through the collection and distribution of historical and technical data regarding fishing equipment, its development, its inventors and manufacturers from the earliest times through present day and to assist other groups and individuals having a similar purpose. In order enhance the knowledge of these subjects, the collection and preservation of 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 about history of angling in Florida and elsewhere. FATC sponsors three exhibitions, open to the public, annually at different locations. At the exhibition members display their collections, interact with the public and engage in other activities in keeping with the purpose of the FATC. The FATC publishes a newsletter tri-annually and annual membership directory. FATC is not affiliated in any way with the National Fishing Lure Collectors Club [NFLCC] or the Old Reel Collectors Association Inc. [ORCA], but encourage FATC members to support those organizations.

FATC annual membership dues are \$35 Domestic, \$40 Canada, \$45 Foreign or \$700 Life Membership [Domestic], \$800 Life Membership [Canada], \$900 Life Membership [Foreign] 20x Annual dues. Please direct membership inquires or applications [with your dues] to the FATC Treasurer listed above. For membership applications, visit our website at: [www.fatc.net](http://www.fatc.net)



3rd Annual

# Florida International Antique Tackle Show



February 21-23, 2025

## Best of Show

St. Augustine, Florida

## Calendar of Events



**3rd Annual  
Florida International Antique Tackle Show**  
February 21-23, 2025  
World Golf Village – St. Augustine Florida

**Crystal River Antique Tackle Show**  
May 9-10, 2025  
Plantation Resort on Crystal River

