

# F.A.T.C. NEWS

Florida Antique Tackle Collectors Newsletter

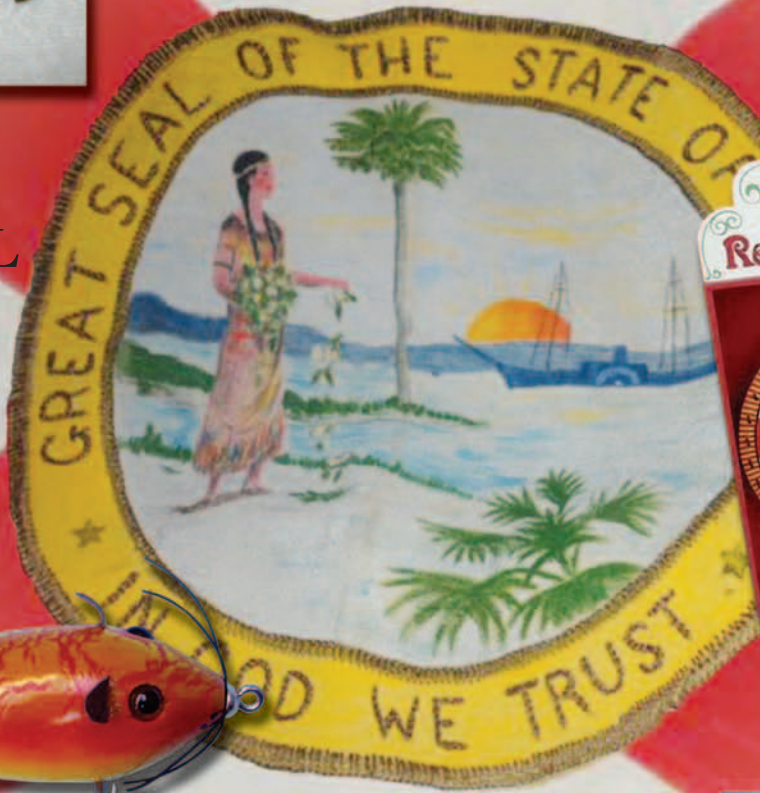
Volume 26, Number 1



**Southern Lures**  
Lake City, FL



**Frenchy Chevalier**  
*World's Most Tattooed Man Will Exhibit Designs Here*



**Zebco Reel of Fortune**

**FATC 2012 Club Lure**



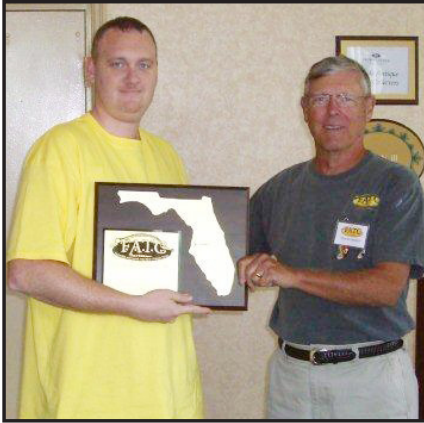
**Diamondback Bagley**

**James E. Clark,**  
*"Loneliest Lure Maker of Them All"*



# FATC Tampa Fall Show

Thanks to show hosts, Scott Watkins and Bobby Blizzard



Bobby Blizzard receiving his award for Best Educational Exhibit (Polk Co. tackle)



Jason Cobb and son receiving award for Best Topical Display for his Water Turkeys.



Roth Kemper, "Best Florida Display"



Part of Bobby Blizzard's award-winning Polk County display.



More of Bobby Blizzard's Polk County display.



Gary Simpson's Garland Brothers display



Mike Hall, raffle winner



Tampa show scene



Tampa ribbon winners 1r: Gary Simpson, Ed Bauries, Scott Watkins, Jim Berglund, Butch Carey, Jim Duncan, Dick Braun, Steve Cox.  
Not pictured: Ron Gast, Gene Meisberger, Bernie Schultz, Bill Stuart.

# Photos from Altamonte Springs



Vintage Landing Nets



Doug Brace's 'Trader Box'



Ray Heffington, John Sara and Mike Hall



Some of Ed Slane's reels.



Andy Clements with a rare Vamp

# 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.

Thanks you,  
Awards Committee – Chuck Heddon & Ed Weston

## WANTED TO BUY OR TRADE

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

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



## F.A.T.C. NEWS

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

January 2012 Volume 26, No. 1

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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](mailto:simpsongary@msn.com)

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# President's Message Happy New Year

by Larry Lucas



In this, my final President's Message, I would like to perform something...well, presidential. I know what you're saying, "Why start now"? But I want to end my run on a positive note. I would like to issue presidential pardons to some of our members. I am not going to name names, but if you think you recognize yourself

in my words, you may be right. Presidents often make these their final acts in office and I think it's time to let some of you off the hook.

So here we go.

To anyone who has had a deal gone bad and it left them mad at themselves or others, I pardon you to forgive and forget. It's only a hobby—not life and death.

To those of you who have a collection that isn't currently worth what you have paid for it, I pardon you and wish you patience. What goes down will surely come up.

To those of you too busy looking for the next treasure at our show to stop and say hello, I pardon you and have been in your shoes myself. I promise to try and do better.

To our members who have missed a show for no good reason, I pardon you and hope you will make an effort to attend more often.

If you have had your toes stepped on by someone in our club, I pardon you and hope you can move forward. Life is short, so please don't hold onto grudges.

To our members who have not brought a new member or two into our organization this past year,

I pardon you but hope you will try harder next year.

To those that have not contributed your knowledge to our newsletter, I pardon you but encourage you to put your thoughts on paper soon.

To those of you who, for whatever reason, might have lost interest in our hobby, I pardon you and hope you rediscover your passion.


To those of you struggling financially and having a hard time finding the money for membership and shows, I sincerely hope things turn around for us all.

To our members who have stepped up to host or co-host a show, I am giving you a pardon in advance. It's kind of like a "Get out of Jail Free" card to be used at a later date.


To those of us who have lost a good friend or fellow club member, I pardon all us for the tears we have shed and the friends we will miss.

Finally I would like a pardon for anyone my actions have hurt, calls or emails not returned, or my lack of spare time to chat at the Daytona Show. The job of club president is not overly difficult, but I have struggled managing business, family, and club duties. I've tried to do my best, but can think of many instances where I could have done better.

I truly appreciate all the friends that this opportunity has allowed me to make and thank Ed Weston for stepping up and taking over (thank goodness for term limits).

To all our members I wish you a New Year filled with the "four f's": friends, family, forgiveness, and fishing tackle. May we all gain a better focus on these priorities. 

## ALL HOLDERS OF SALES TAX CERTIFICATES:

Please get copies of your Sales Tax Certificates to Sally at the Daytona show, before the auction if at all possible. Copies can be emailed to her before she leaves for the show at lsjett@tds.net. At the show, give her a call on her cell phone @ 850-591-1125 ; leave a message if she doesn't answer letting her know how to reach you. She'll be arriving in Daytona on Wednesday and will need a CURRENT Sales Tax Certificate for the calendar year 2012. This will definitely expedite things at the auction in Daytona. 

## Editor's Notes

by Gary Simpson

Working in a tackle store for thirty-odd years acquainted me with anglers as varied as snowflakes. Brilliant to simple; hilarious to sour.

Along with slightly more practical skills, I learned to appreciate every personality...and ultimately to recognize the value of every one of those flakes—even the flakiest.

A year ago when it looked very much like my time running a tackle shop had come to an end, a flood of thoughts shot through my mind. One of the biggest things that weighed on me was the people I wouldn't see any more. I thought of the sweetest and darkest souls and the hundreds of psyches in between. The sole common denominator was the love of the sport of fishing. Everyone brought a unique style or trait to the store; and it had taken me decades to come to know them all. By the end of The Tackle Box of Gainesville, Florida, I had finally grown to really appreciate the significance of many perspectives.

And then in a flash on New Year's Day of 2011, I learned that the spot we all claimed as our fishing headquarters would close. Of course, a year later I can say that I was blessed to be able to re-start another tackle shop (and it shows great promise to fill some of the void created by the loss of the original).

But here's the thing...lately it occurs to me how the first thing that bothered me when I got the news about the closing of the old shop was not something like loss of income. It was how I'd miss the characters....

I think I've been mulling that thought because of recent losses of an even more permanent kind. I lost my mom in November, and we as a club lost some of our most beloved members over recent weeks.

They say that long life is a blessing. Sometimes I wonder. Not the least of the unsavory aspects of long life is being forced to endure the demise of friends and family...and this occurs more frequently as the years mount up.

In this issue we must bid farewell to four of our coolest characters.

Our lives are better for having spent some time—even a little time—with Billy, Jim, Herb, and Russell.

I'm sure that in the end, most of us will come to see that getting to know and appreciate the individuals in our club has been the most rewarding aspect of our time as members.

In the entertaining and enlightening department, a huge "THANKS" is due Doug Brace. He has shouldered the workload and carried this installment of the F.A.T.C.

News. His two outstanding articles bring our knowledge about two highly-sought Florida luremakers into better focus better than ever.

Jesse Furman again tickles (tingles?) us with a humorous slant on a pleasant feeling we have all had from time to time (some more often than others). And his thoughtful list of tackle-finding resources should come in very handy for those with the time to explore them all...

We have 'bonus coverage' from a room trading show at Altamonte Springs that was almost a spur-of-the-moment idea. "At the Tampa show," President Larry explains, "a group of us were talking about the long stretch between the fall show and Daytona. We felt like it would be good to get together before then—and I've always wanted to have a room trading show—so I grabbed the bull by the horns and did it. No registration fees, table rentals, badges, or awards."

Attendees really seemed to enjoy it and we hope it can be done annually.


The "Loneliest Luremaker" piece about James Clark comes to light thanks to quite a cooperative effort. Explanation is a little complicated, so suffice it to thank Roth Kemper, Paul Snider, and Don and Joan Lyons of the Heddon Museum in Dowagiac for this one. And we thank the author, as well.

Our regular contributors, Dick Braun and Johnny Garland, serve up further helpings of their considerable knowledge regarding Zebco and Bagley, respectively. And Johnny must have been feeling the way I have lately—in his "The Greatest Find" piece, he nails the most important aspect of our club perfectly.

We salute our outgoing and outstanding president, Larry Lucas, as he steps away from the position he has held so admirably. The good that Larry has done for the Florida Antique Tackle Collectors through his two years as vice president and four years as president is immeasurable, and we should all take the time to personally thank him.

But there's great news...we have a wise, overqualified, and willing replacement. And we gratefully welcome Ed Weston as the new president of F.A.T.C.

Hope to see you all at the Daytona show. I can't wait to see that Pfeffer shrine.

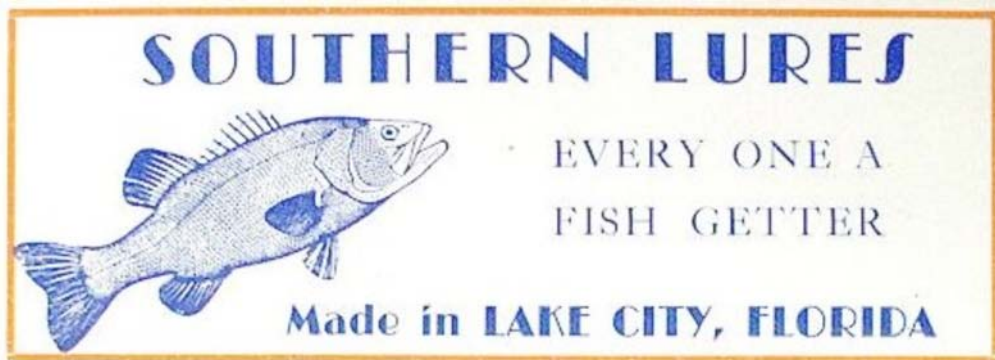
\*\* At press time, the club patch depicting the Moser Miracle Tackle Co. Lure wasn't quite ready, and so it is absent from its normal spot on the magazine's back cover. \*\* 



# SOUTHERN LURES Lake City, Florida

by D.J. Brace

According to Lake City resident, Hugh A. Wilson Jr., he believed it was sometime after WWII that there was a fishing lure business in town. Wilson explained, "A man came to Lake City and rented space from "Pop" to make fishing lures". Wilson's father, Hugh Wilson Sr., was a local businessman who operated Wilson Life Ins., the local funeral home, and had numerous rental properties.



One of these properties was rented for the fishing lure business. It was located on downtown Hamilton Street. Wilson recalled the 40ft. x 18ft. wide space located on the 2nd floor above a department store, across the street from McCrory's.

Wilson described the lures as being made of light wood, dipped in a primer and made one at a time. They were painted with masks in several color patterns; sinking versions would have lead weights. Wilson believed a metal bait was also made and that there were attempts to obtain a patent for it.

Earlier and more recent attempts to obtain information about a fishing lure operation in Lake City, have met with little success- with the exception of Hugh Wilson Jr. But even Wilson could not remember the name of the business nor the individual who ran it. However, Wilson did recall a former employee; his name was Clifford Selph. Wilson described Selph as a "Jack of All Trades", who had come to Lake City years earlier.

At some point in time, rental payments for the fishing lure operation fell behind. Upon learning that the business owner intended to skip town without paying, Wilson's father secured the premises and confiscated all equipment and material inside.

Wilson's recollection of the lure business creates a later time stamp than many seasoned collectors originally thought. This later date

is further substantiated by an advertisement in the September 1946 publication of "The FLORIDA SPORTSMAN". The illustrated advertisement links SOUTHERN BAIT CO. of Lake City, Florida, with Wm. Bergmann's COAST TO COAST TACKLE CO. of West Palm Beach. The question arises, why is the word "BAIT" used in the ad and not "LURES", which is printed on their box? Perhaps, like the misspelling of the name Bergmann, this is just a magazine printing error. From this time period, Lake City SOUTHERN LURES boxes, can be found containing the additional rubber over-stamping of "COAST TO COAST TACKLE".



A name frequently suggested as a source of Lake City history was that of retired attorney, A. K. Black. While having only a vague recollection of a lure business in town, Black knew Hugh Wilson Sr. quite well. During a visit to Black's home, he showed me several fish-shaped metal "blanks" that he had obtained from Wilson years ago. Speculatively speaking, the blanks might very well have been obtained by Wilson at the time SOUTHERN LURES had its doors closed.



Shown left is one of the metal "blanks" attributed to SOUTHERN LURES. This 3-in. concave design was remarkably similar to Pflueger's "Last



Word" spoon but differs in fin placement; none were rigged with hooks. Purpose of the Lake City "Ibis" pin No.73 is not known and is shown here seeking further information.

In the F.A.T.C.'s earlier history, the Lake City SOUTHERN LURES bait was described as a Flood, "look-alike", Florida Shiner. Like the Flood, this thin-bodied fork tailed bait with painted tack eyes, was also complete with metal fins. Versions could be found that were belly rigged or with side hooks, like an injured minnow. However, unlike the Flood lure, the line tie was in the nose. Just like the SOUTHERN LURES 2-piece cardboard boxes could be found in two sizes, the Flood "look-alikes" are also found in two sizes, normally. Color patterns varied but it seemed that a gray-green scale pattern was the most frequently found on these scarce baits. Keep in mind, there are far more Flood Shiners than there are SOUTHERN counterparts; they were never the poor mans "Flood"!

Shown below is the larger of the Flood-style baits. This side hooked wood body measures 5-1/4 inches in length. At its widest, the bait measures 1/4 in.



The box lid measures 6-1/4 inches.

The green scale bait to the left measures 5-inches in length and would have been packaged in the larger box. The width of this bait is 3/8-in.

This is the smallest of the Flood style and measures 4-inches in length. The width of this bait is 3/8-in.

The box lid for the smaller size is 5-1/4in. in length.

The examples to the left are from the writer's collection.

As time went by, little or no information surfaced about this Lake City lure business. Then, with the advent of the Internet, other body styles in SOUTHERN LURES boxes began to randomly surface over time. Some of these were Creek Chub type injured minnows; others were darter-type body styles. Paint patterns were far removed from the Flood "look-alikes". In fact, collectors now began to see similarities in the paint patterns, of other known Florida lure makers. Comparisons were made to the paint schemes and painted eyes by Dixie Bait Co., Porter Bait Co. and Southern Bait Co., with their numerous geographical locations.



From J. Yates collection.



From B. Schultz's collection.






Shown right are two injured minnow styles. Close examination reveals both lures were painted with the same paint mask.

The top lure was found inside the box above it. This picture is from the writer's collection.

In early 1948, Bergmann of Coast To Coast Tackle, at age 55, was the victim of a brutal homicide in West Palm Beach. This event brought an end to the Coast To Coast – Southern, business venture. It would also help explain why Wilson failed to receive rental payments for the lure business.

Clearly, many questions about SOUTHERN LURES remain. An advertising flyer, leaflet, or a company catalog listing would offer some help; to date, this writer is not aware of any such material. Is it possible, that there were two different Lake City lure makers- one who produced the Flood "look-alikes" and another who produced other body styles, using the formers newly stamped "Coast To Coast Tackle" packaging? 



## The "Greatest" Find

by Johnny Garland


As we all are looking for the ultimate prize in lure collecting, most of us eventually come to realize what it really is. In my own experience, I remember finding my first 2 inch Bagley Dub'l 07, my copper Zebco 33 and a Weezel Bopper.

However, the greatest find of all has been the FUN in this great hobby. I remember when I first began looking for special fishing lures, my friend Wayne Mullins said, "it's the hunt". How true that statement is – not only the search for that lure, but the contacts one will make during the search. In my searches for that special Bagley, that unique Zebco and those rare Weezel lures or beautiful Wright-McGill, I have found friendship with Bill Stuart, Dick Braun and Clarence (Smitty) Smith.

At the invitation of Bill Stuart back in 2000 to come to the Daytona Beach Show in February 2001, I met the greatest bunch of men and women I have ever associated with. I could almost copy the entire list from the FATC directory each year and comment on a wonderful moment with each member; like all the laughs, talks and meals with Ed and Sheila, the gift of a very rare Zebco red, white and blue reel from Gary

Simpson, the willingness to take a hard-to-find Eger from his personal collection for me by Jack Fenwick, the willingness to allow me to purchase his 10th Anniversary patch and silver coin by Mike Hall, like all the special requests fulfilled by Arthur and Karen for my display cases, the hikes and laughter with Mike and Susan, the oysters shared by Steve Cox, the information and lessons so freely given by Dennis McNulty, the rare colors of Bagleys found by David Apple, the finds for my collections by Mike Hines and the wonderful and easy business relationship by Dr. Todd Larson. I could go on and nearly list every member of the FATC family, but I'm sure you get the picture.

We have lost several wonderful members recently and sometimes I just wish I had said how much I appreciated them.

The "Greatest Find" in lure collecting is the friendship. It's not the money we may make (that's a joke) or the awards we may win. It's the friendship and love we find in this great hobby. I sincerely appreciate the FATC and every single member. Thank you all for this wonderful ride in life. 



**FLORIDA ANTIQUE TACKLE COLLECTORS  
SPRING ANTIQUE TACKLE SHOW  
BARTOW, FLORIDA**

**June 15-17th 2012**

**FRIDAY NIGHT SET UP 8-10 PM**

**Members 10-close; Sat. Members 8-close/Public 9-close;  
Sun. 8 – noon.**

**SHOW LOCATION: BARTOW CIVIC CENTER**

2250 S. Floral Avenue – Bartow, FL 33830

**ACCOMMODATIONS:** Information on hotels will be in the next issue of the FATC News

**TABLE AND REGISTRATION:** Registration is \$ 15.00 per member.

8 ft. tables, \$ 30.00 each, wall or aisle. Membership dues must be current to register.

**QUESTIONS:** Contact Bill Stuart (show host) by phone at 863-533-7358 or by email

Bstuartmof@aol.com

**REGISTRATION FORM AND SHOW HOST INFORMATION:**

**PRINT OUT THIS PAGE, Please make checks payable to F.A.T.C and mail to:**

Bill Stuart

PO Box 1378

Bartow, FL 33831

863-533-7358 (O&H) Email: Bstuartmof@aol.com

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone # and E-Mail \_\_\_\_\_

Guests Name(s) \_\_\_\_\_

Registration \_\_\_\_\_ at \$ 15.00 each for a total of : \_\_\_\_\_

I would like \_\_\_\_\_ Tables at \$ 30.00 Each for a total of \_\_\_\_\_

Please Specify Wall or Aisle tables \_\_\_\_\_ Total Enclosed \_\_\_\_\_

Requested table location \_\_\_\_\_



President: **Larry Lucas**, 386-527-4338, porter@cfllr.com  
 Vice President: **Ed Weston**, 561-301-9062, enotsew@hotmail.com  
 Secretary: **Sheila Quinn**, 772-281-0001, sheilamquinn@comcast.net  
 Treasurer: **Sally Jett**, 850-442-9084, lsjett@tds.net  
 Auction Chair: **Jay Zuhlke**, 321-749-0615 (Cell), candyz@bellsouth.net  
 Awards Chair: **Chuck Heddon**, 407-862-7562, cheddon@mpinet.net  
**Ed Weston**, 561-301-9062, enotsew@hotmail.com  
 Advertising: **Paul Snider**, 850-458-2111, paulsnider@cox.net  
 Show Coordinator: **Bonnie Saliba**, 386-257-2530, bsaliba@me.com  
 Directors: **Chuck Heddon**, 407-862-7562, cheddon@mpinet.net

**Mike Sims**, 954-565-3740, alfossboss@hotmail.com, **Norm Pinardi**, 841-792-1671, njpinardi@aol.com  
**Jim Duncan**, 561-575-7956, duncan694@aol.com, **Paul Snider**, 850-458-2111, paulsnider@cox.net  
**Dennis McNulty**, 757-576-6221, macslure@cox.net, **Ed Pritchard**, 561-748-7508, reeltackle@aol.com  
**Mike Hall**, 904-424-7071, flalake@aol.com

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

<b>F A T C  A D  R A T E S</b>	<b>Classified "Tackle box" ads</b>	<b>\$3.50 1x</b>	<b>\$10.00 3x</b>	<b>E F F E C T I V E  2 0 1 1</b>
	<b>Business Card ads (black &amp; white)</b>	<b>10.00 1x</b>	<b>29.00 3x</b>	
	<b>1/4 page black &amp; white ads</b>	<b>50.00 1x</b>	<b>120.00 3x</b>	
	<b>1/2 page black &amp; white ads</b>	<b>90.00 1x</b>	<b>215.00 3x</b>	
	<b>Full page black &amp; white ads</b>	<b>160.00 1x</b>	<b>380.00 3x</b>	
	<b>1/2 page color horizontal</b>	<b>200.00 1x</b>	<b>450.00 3x</b>	
	<b>Outside back cover – color (horizontal only)</b>	<b>275.00 1x</b>	<b>619.00 3x</b>	
	<b>1/2 page color (Contents page only – vertical)</b>	<b>300.00 1x</b>	<b>679.00 3x</b>	
	<b>Full page color (except covers or center)</b>	<b>375.00 1x</b>	<b>900.00 3x</b>	
	<b>Inside front or back cover</b>	<b>525.00 1x</b>	<b>1,179.00 3x</b>	
	<b>Single center page</b>	<b>450.00 1x</b>	<b>1,019.00 3x</b>	
<b>Centerfold (No vertical center gutter)</b>	<b>850.00 1x</b>	<b>1,919.00 3x</b>		

## 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](http://www.fatc.net)

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

## “Frenchy” Chevalier – “World’s Most Tatted Man Will Exhibit Designs Here”

by D.J. Brace

That’s how Frank “Frenchy” Chevalier, ex-showman, was described in *The INDEPENDENT*, a St. Petersburg, Florida newspaper on Saturday, May 18, 1929. The article (writer unknown), provided an in-depth background on Frenchy’s personal history.

Frenchy was born in France, December 14, 1859. At the age of 14 he traveled to America, along with his parents and settled in Boston. He found work in cotton mills and continued at this for nearly 10 years. Then, at age 23, a life-changing event occurred. A desire to be in show business prompted Frenchy to seek the services of a tattoo artist. With designs on his entire body, the tattoo artist “*Promised to make him a great attraction at any show*”. Frenchy saw potential in this since, at the time, there was only one other man covered in tattoos; Frenchy decided to be the second.

After paying the artist a little over \$100., two, sometimes five assistants, worked on Frenchy off and on for nearly 80 hours. The effects of the ordeal nearly killed Frenchy and caused him to be bed-ridden during two months of recovery. Keeping in mind this occurred in 1882, the following quote from the 1929 article is quite significant “*The method of tattooing was far different in those days from the modern electrical work of today*”! LOL.

Another quote from the same article reads, “*563 separate and distinct tattoo designs on his body, beginning at the end of his toes, and ending at the top of his shoulders. There are none on his neck and face*”. The flags of 48 countries were inked into his back, while on his chest was a design of Jesus on the Cross.

Public entertainment for larger cities in this Country during the late 1800’s consisted of traveling circuses/sideshows, carnivals and the like. After recovering, Frenchy found work at Boston’s Austin & Stone Entertainment Emporium, where he was described as “a great curiosity to the people”. Frenchy then moved on to the Great Wallace Circus for several years, where he traveled the Country; finally he worked with the Sells-Floto Circus. A subsequent

interview in 1931, reads in part “*His hands, although wrinkled and old, can still move with eye-defying speed. His card and Vaudeville tricks are inexhaustible*”. During this interview, Frenchy revealed that he was the uncle of screen star Maurice Chevalier.

After 40-plus years of show business life, Frenchy at age 65, retired in 1924 and moved to St. Petersburg, Florida, from Scranton, Pennsylvania. It didn’t take long for one of Frenchy’s fishing outings to make the newspaper. The Evening Independent reported on July 26, 1924, that the day before, Frank Chevalier caught the first tarpon of the season. Of significance was the fact the tarpon “*was caught on artificial bait of Mr. Chevalier’s own design*”!

Other local newspaper accounts from the 1930’s abound with articles related to Frenchy’s fishing prowess and the lures he made. His angling skills were likely obtained during the years he spent as a traveling showman. Shortly after coming to St. Petersburg, he operated a boat livery of over 30 boats, in addition to a tackle store. Both were located at the West end of the Pass-a-Grill Bridge (built in 1919 and later known as the McAdoo Bridge), over Boca Ciega Bay. Well known Fishing Editor, Rubert Allyn, later described his shop as “*The most complete fishing headquarters on the west coast*”. It was during this time Frenchy also became a popular fishing guide.

In September of 1931, now age 72, Frenchy began a new enterprise located at 145 Central Ave, his fishing and casting school. At the time, it was thought to be the first of its type in the Country. The unique school was expected to do a thriving business, especially when the Northerners came down during the season. A water-filled tank, running nearly the length of the store, was especially built for casting. Numerous varieties of Frenchy’s hand-painted artificial lures hung from the walls.

With more attention given to the paint pattern, this flat-sided salt water minnow is likely from the



1920's. Length is 3-3/4in., the weight is 3/4oz. with 2 belly-weights. The eyes are purposely placed looking forward.



Hardware on Frenchy's baits can often be found to contain these rather unusual pre-painted cups. Some have suggested the cups, obtained from hardware stores, were originally intended for screw-eyes to hang teacups from, in kitchen cupboards. Close examination reveals paint still exists on both belly-weights.

Local fishing columns frequently contained mention of Frenchy's catches, those who caught fish on Frenchy's lures, and what new artificial baits he was making at the time. Among them were, trolling baits, snook baits, clothes pin baits and trout lures, which included the locally famous **"Frenchy's Special"**. To date, indicators of packaging for Frenchy's lures have been limited to a light brown 2-piece cardboard box.



These boxes may have been a single, one-time event since only 2

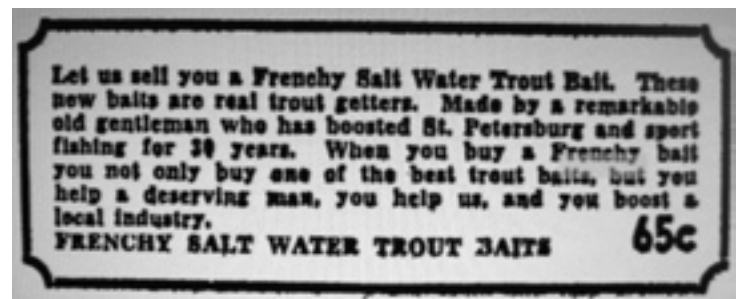
are known to exist in today's collections.

Perhaps his casting school became a victim of the economy; a reflection of Florida's 'boom', then 'bust'. By June of 1935, Frenchy had set up shop in nearby *Dally's* tackle store on the waterfront. Here, he is described as "being very busy working on a new line of baits", according to columnist Lorna Carroll. Carroll describes one of the new baits as having a "shimmering pearl finish". Others are described as being "spotted, streaked, or striped".

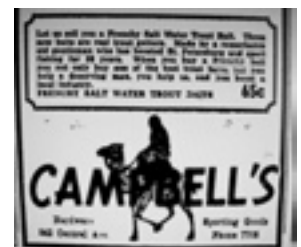


Not all of Frenchy's baits will be found with glass eyes. Very likely, it's an indicator of an aging lure maker.

During this period his baits were also being sold at the local Sears store, the same store where he dressed up as Santa Claus, during Christmas. *Campbell's*, a hardware store, located at 842 Central Ave. also sold Frenchy's lures. The caption below is taken from their newspaper advertisement appearing in the *St. Petersburg Times*, Saturday, Jan 14, 1939.



At the time, Frenchy was recovering from a stroke. This explains, in part, the charitable tone of the ad. He never fully recovered from this set-back to what had been a very active lifestyle of fishing, guiding and manufacturing artificial baits. During his last years, "friends came to his rescue and cared for him". Rubert Allyn, *St. Petersburg Times*




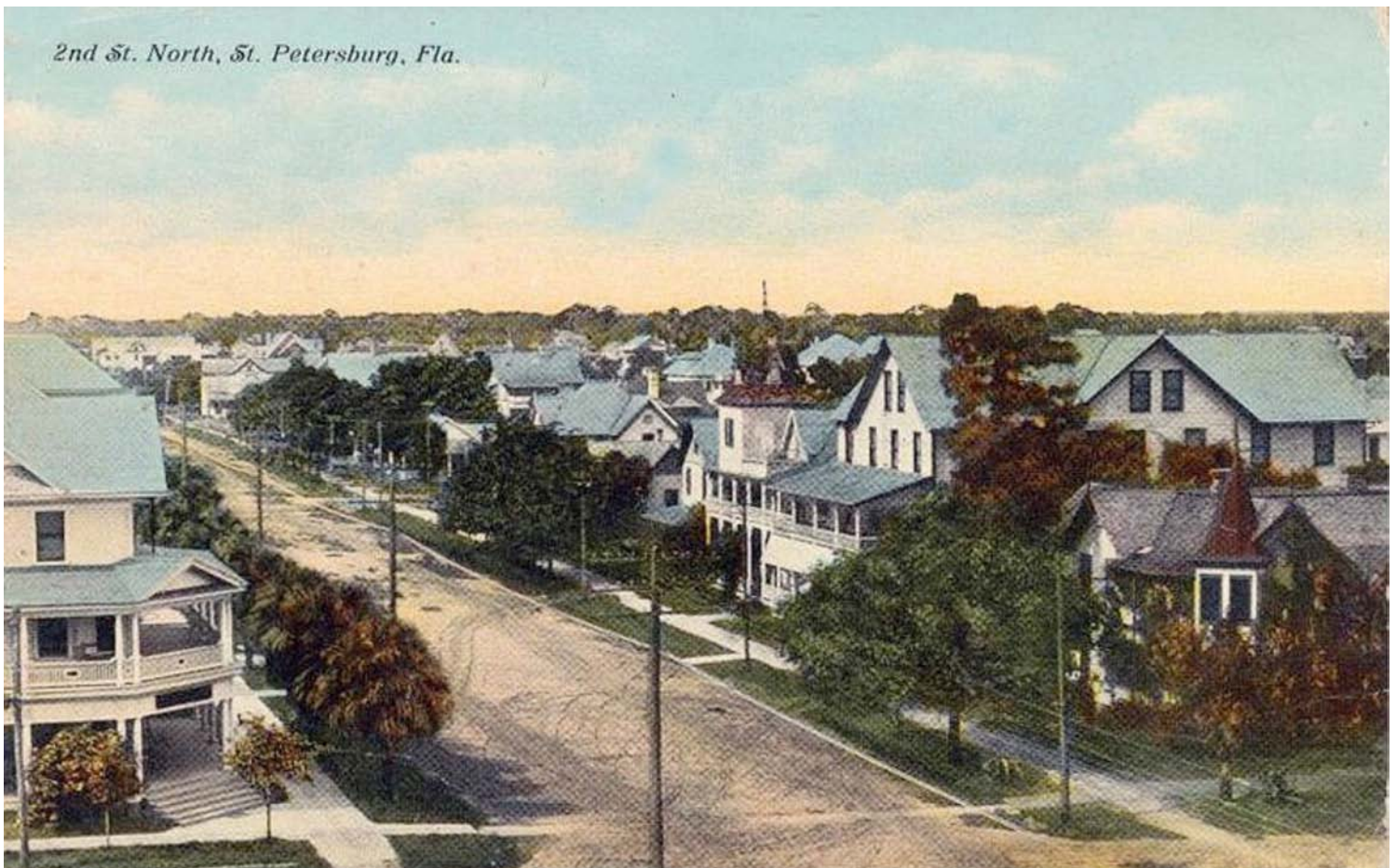
wrote: "The wonderful care and thoughtfulness of Frenchy's friends in the last days of his life constitute one of the most inspiring stories on the waterfront". Frenchy died Tuesday, June 25, 1940, in his home on Second St. South.



While Frenchy's lures are scarce by today's standards, the flat-sided design seems to have been made in greater numbers. It is also this writer's opinion that these 3 baits are examples of "**Frenchy's Special**".

St. Petersburg's *Evening Independent* in announcing his death, ran this photo of Frenchy in an article written by Bert Whittington, Wednesday, June 26, 1940.

Note: Lures in this article are from the writer's collection. 



A 1908 view of Frenchy's street (2nd St. North), looking in the opposite direction.