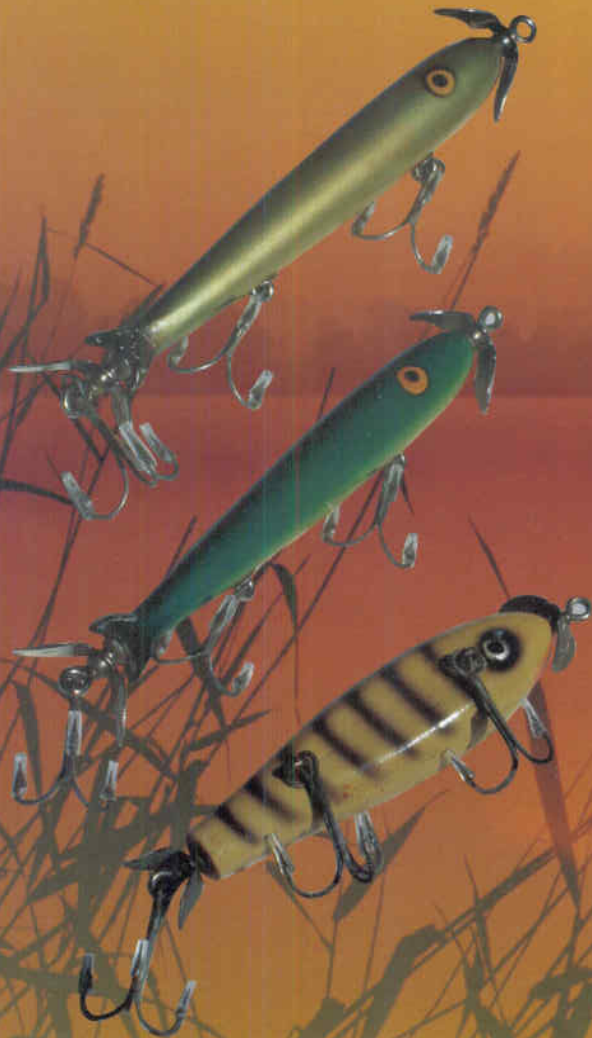


F.A.T.C. NEWS

Volume 21, Number 3



A HISTORY OF *Barracuda* A · D · V · E · R · T · I · S · I · N · G



**LLOYD
JETT**
JETT MADE LURES
PART III





Awards co-chairmen Chuck Heddon and Ed Weston presenting the best topical award to Todd Mangan.



A group assembly of the Tallahassee Show award winners.



Claire Fenwick and Sally Jett volunteering at the show registration table.



Auctioneer Don Morrow and President Ed Pritchard posing with two nice reels.



Chuck and Ed presenting Russ Griffin with his award for best educational display.



Lloyd and Sally Jett receiving Lloyd's Best Florida Plaque from Chuck and Ed.

TALLAHASSEE SHOW & AWARDS



John Mack doing what he does best... unloading and loading all his cases for the show.



Roth Kemper, Russ Griffin, and Lloyd Jett "shootin' the breeze".



Two dubious fly rod lure collectors, Mr. Hecht and Mr. Stuart.



Look at all the chairs, and that must be my vacant table.



A section of Lloyd Jett's award winning Best Florida display.



What an innovation... oval display tables!



Jack Fenwick's outstanding Vann-Clay collection.



My reel's bigger than your reel!



The action is fast and furious on the auction floor.

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

Mike Sims, Ft. Lauderdale, FL
 Norm Pinardi, Bradenton, FL
 Ed Weston, Palm Beach Gardens, FL
 Don Morrow, New Port Richey, FL
 Check Heddon, Longwood, FL
 Mike Mais, Ocala, FL
 Frank Carter, Tallahassee, FL
 John Mack, Birmingham, AL
 John Stephenson, England
 Paul Snider, Pensacola, FL

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Cover photo: A sampling of rare colors and styles of Barracuda lures provides a hint of the many special items featured in Barracuda price lists and pocket guides. Also, the two "Jett Made" lures show a glimpse of Lloyd's imaginative designs featured on pages 8 - 11.



F.A.T.C. NEWS

The Newsletter of the Florida Antique Tackle Collectors, Inc.

July 2007
 Volume 21, No. 3

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 and Where It Has Led Me 23 - 24

CALENDAR OF EVENTS

FATC Summer Show

August 3 - 5, 2007
 Knights of Columbus Hall, Port Richey, FL
 Quality Inn, 5316 US 19, New Port Richey... 727-847-9005
 Show Hosts: Don and Betty Morrow, 727-856-1534

FATC Fall Show

October 26 - 28, 2007
 Bartow Civic Center, Bartow, FL
 Show Host: Bill Stuart, 863-533-7358

FATC Florida International Show

February 22 - 24, 2008
 Plaza Resort and Spa, Daytona Beach, FL... 800-874-7420
 Show Host: Larry Lucas, Larry@flowerscentral.com
 386-254-5179 or 386-527-4338 (cell)

NFLCC Regional Meet Calendar

July 12 - 14, 2007, NFLCC Nationals, Louisville, KY... 502-327-2848
 September 28 - 29, 2007, Decatur, AL... 256-355-6726 or 256-565-8191
 October 6, 2007, Wisconsin Dells, WI... 715-877-3328
 November 3, 2007, Osage Beach, MO... 636-272-5152 or 573-793-3303
 January 4 - 5, 2008, Smokey Mountain Convention Center... 615-449-5431
 January 12, 2008, Carthage, MO... 317-358-5116 or 417-623-7112
 March, 2008, Noblesville, IN... 317-580-9622 or 317-877-4767
 March, 2008, Palmyra, NY... 315-597-4793
 April, 2008, Temple, TX... 254-778-8459 or 254-884-1967
 April 19, 2008, Effingham, IL... 217-644-2294 or 217-868-2427
 May, 2008, Kansas City, MO... 816-350-0255

DELUDED (DILUTED?) DIGRESSIONS

By Steve Cox

As I sit at the entrance to our family property (with the original deeds signed by presidents Buchanan and T. Roosevelt, brought along for evidence), waiting for the rudderless gods of the Northwest Florida Water Management District to show up for a meeting that's taken me almost five years to arrange, I can't help but get philosophical and feel blessed! We still live in a country where we have the freedom and economic wealth to pursue what most people would deem a frivolous hobby; that of collecting fishing tackle. Millions and possibly billions of people are struggling to find their next meal or a roof over their heads, while we debate how many hundreds or thousands of dollars a particular lure or reel is worth. Meanwhile, I'm parked in my air-conditioned 4-wheel drive SUV with leather seats idling to stay cool and guzzling \$3.15 per gallon fossil fuel!

It's a matter of perspective and perception. Do we begrudge the fellow collector who has more money and, therefore, more tackle? Or do we congratulate him for dedicating his time and resources to preserving history and rare artifacts? Why should we allow ourselves to get caught up in petty differences, when we're all so lucky to be here in the first place?! If our perception of reality is one of such short-sightedness, then our perspective on the topic of fishing tackle is flawed and misguided. So as not to be either, take the time to introduce a new collector to the hobby! Make the effort to show them its joy and fascination, and be a mentor, like V.P. Larry Lucas suggests.

Since our last issue, we've had a successful "first ever" Tallahassee show and a Memorial Day holiday

to honor our veterans. School is out for most of the kids by now, and our 231st Independence Day will be here soon. The National is right behind in Louisville, and Don and Betty Morrow's Port Richey summer show is just around the corner. It's a busy season, but the fish are biting if you can find any water, so don't forget that's what you really do with fishing gear anyway. Just remember, Life's a b****, and then you die, and somebody else wears your jewelry... (and owns your tackle!)

Steve 

P.S. I see the water management guys coming in their truck now! Hey, they're 15 minutes early! Whoda thunkit? Maybe they do have rudders!

BARRACUDA COLLECTOR'S QUIZ

How many of you have ever seen the version of the Barracuda embroidered patch on page 12? We'll wager most of you have not... it is a rare blue, red and silver barracuda fish silhouette, with script lettering, but no other traditional Barracuda logo. Thanks to Doug Brace for loaning it to us.



EXHIBIT WINNERS:

- Best Florida**..... Lloyd Jett
- Best Educational** Russell Griffin
- Best Topical**..... Todd Mangan ("Reel" Lures)

Special Recognition

- | | |
|--------------|------------------|
| Jack Fenwick | Jim Pitt |
| Mike Mais | Jim Duncan |
| Bill Stuart | Stephanie Duncan |
| James Thomas | Roth Kemper |

President's Message



It was 20 years ago today, Sgt. Pepper taught the band to play... Well, maybe that milestone occurred 40 years ago and maybe not exactly today. However, it was 20 years ago that five frustrated tackle collectors got together and hatched the idea of having a club whose closest meet was not three states away and held every other year. How refreshing, a Florida club for Florida collectors with new rules and four meets a year within the same state. Now, 20 years

later, the Florida Antique Tackle Collectors has a membership that exceeds 380 members and holds four shows a year within the state, one of which is the second largest show in the country (and perhaps the only show that is holding its own in these changing times). Brash new rules which included inviting the public to our meets, offering them free appraisals on their tackle, and auctioning off their tackle, were instituted. These ideas resulted in lots of great gear coming in off the street and finding its way into collectors' hands. Concepts like these were considered heresy by old time collectors who did not want to educate the public about the values of antique fishing tackle. Early on, the FATC was actually considered an outlaw club and was not to be associated with!

Now, 20 years later, many of the same people who feared that FATC would ruin the collecting hobby (by educating the public) have become members, and the once radical ideas are being used at many other tackle shows around the country. The FATC is now a well respected organization amongst tackle collectors and considered the most progressive tackle club around. Our newsletter is the finest of any of the club publications. Furthermore, in many respects, I believe our Daytona International to be the premier show in the country. I would like to take this opportunity to say I am proud to be serving as club President during this, the 20th anniversary year of our formation.

Yes, 20 years, which naturally begs the question... Why has it taken us so long to hold a tackle show in our own state capital of Tallahassee? Frank?? Well, thanks to Lloyd and Sally Jett, as well as Jack and Claire Fenwick, and yes, our favorite Seminole club member Frank "Kicking and Screaming" Carter, we had a wonderful show and a wonderful time in old Tallahassee. The show location was fantastic, being just the right size and also located in an antique car museum. The museum turned out to be a draw for our show and a great way to kill a couple of hours on a Friday afternoon. The cars were great, but only half the attraction, as this one-man collection encompassed more items than a Super Wal-Mart. And you think we are collectors! The motel, only 3 miles or 7 miles away, depending on your route, was also very nice. We had to be out of the show room by 5:00pm, but that worked out just fine, as the motel started a free happy hour at 5:30. Hey, bartender! Give me a water and keep 'em coming. Frank Carter also hosted a steak dinner at his house for all his friends. I heard from all his friends that it was a lot of fun. If you were unable to attend this show you really missed a wonderful event. Perhaps Lloyd, Frank, and Jack can put their heads together again and plan another show in Tallahassee soon, once the new antique auto museum is finished.

As many of you already know, our friend and fellow collector Fred Kerr passed away in May. Fred served as our FATC Vice President for 2 years and then our club President for four years. Because of his winning personality and good leadership qualities, Fred then moved on to become the president of the NFLCC. Fred was a great collector, a willing advisor, and a good friend to anyone who took the time to get to know him. He will be missed tremendously by the entire tackle collecting community.

If you haven't made your plans to attend the Port Ritchie show in August, you'd better get on the stick. Tables were selling out pretty quickly at the Tallahassee show, and Don Morrow is going to great lengths to make this our best summer show to date. Fill out your forms, send in your checks, pack up your tackle, and I'll see you there in August!

Zever,

Ed

New FATC Members

Ken Bass
6545 Highland Pines Cir.
Ft. Myers, FL 33966
239-561-2199
239-939-4737
kbassdds@comcast.net

John F. Brimmell
267 Barefoot Beach Blvd.,
#404
Bonita Springs, FL 34134
1-1-9588

Ron Erngt
2943 Tallavana Tr.
Havana, FL 32333
850-539-0135
229-227-6060

Jeff Glass
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Tallahassee, FL 32312
850-545-9004
fishiok@yahoo.com

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Atlanta, GA 30342
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404-328-5851
ccskinnywater@bellsouth.net

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484-883-9403
antiques@ptd.net

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Tallahassee, FL 32315
850-510-9698
Jrpie123@yahoo.com

Stuart Ragland
6506 Mahan Dr.
Tallahassee, FL 32308
850-566-3312
birddude98@yahoo.com

Will Randall
4016 Medina Way
Sebring, FL 33875
863-385-3142
Ws_randall@hotmail.com

Brett Williams
3934 Burton Rd.
Barney, GA 31625
229-775-2386
229-740-0162

Address Changes

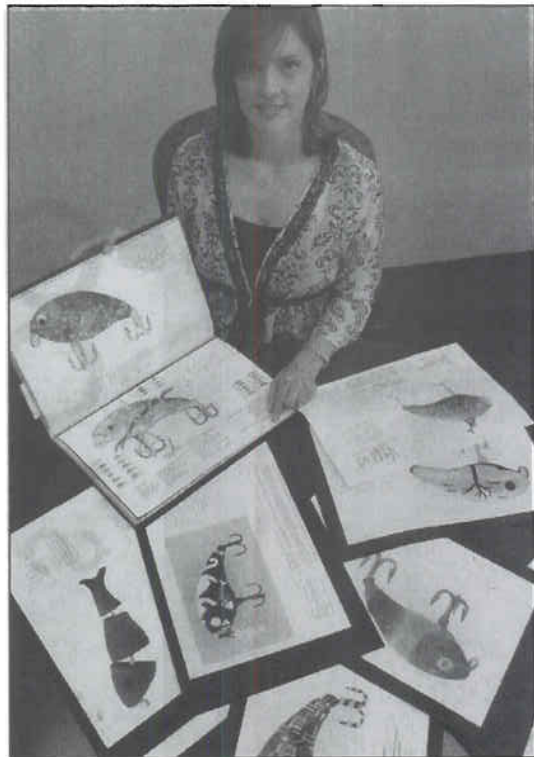
Ron Koehler
P.O. Box 1131
Leland, MI 49654

Jack and Claire Fenwick
850-926-7788
(no other changes to address)

PAST AND CURRENT NOTES OF INTEREST

Right: Earl Gresh, virtuoso Florida Lure maker and fishing editor of *Florida Speaks* magazine, was also a frequent advertiser. This ad for his Wood Parade ran in the July, August, September 1954 issue, the same issue that "Bonefish Freddy" graced the cover shown on the opposing page.

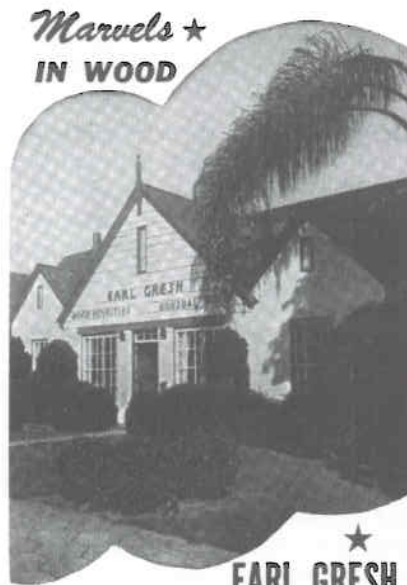
Below: This article written by Cosby Woodruff, ran in the Sunday, June 10, 2007 *Montgomery Advertiser*, and illustrates how fishing and fishing lures have become an accepted and appreciated art form in their own right.



Lloyd Gallman Advertiser

Ashley Henderson is facilitator for the Alabama River Clean Water Partnership's project to feature giant fishing lures decorated by area artists.

ON THE WEB The Alabama River Clean Water Partnership: www.hookedonthealabamariver.com



★ EARL GRESH WOOD PARADE

The outstanding display, which is attracting nationwide attention, is a series of pictures in wood, each an event from the life of Christ, created by Earl Gresh. Starting in 1932, this series of pictures is being completed with the addition of a new picture each year. These murals are paintings in wood, with not one drop of stain used to produce the various shades and color combinations . . . woods from the far corners of the Earth have been the medium used.

See . . . The Deadly Poison Wood; Mt. Vernon shingles from Washington's day; Evolution of a Bowling Ball; Cross-section of a 2,270-year-old Cypress Tree; Tree that cures a cold; part of a tall Cedar of Lebanon and many other oddities in wood.



Earl Gresh - Artist

Visit the world's most unique museum . . . thrill to amazing artistry of craftsmanship in rare woods . . . magnificent murals, furniture, clever and unusual gifts. Pay a visit to pleasure; you'll profit by

THE WOOD PARADE

4th st. at 22nd Ave. N. — ST. PETERSBURG, FLA.

July - August - September 1954

Lures: Area artists eager to respond

By Cosby Woodruff
cwoodruff@gannett.com

Chicago started it all with cows. Santa Fe trotted out ponies. It was roosters in Miami, pigs in Cincinnati and pelicans in Pensacola. Now, Montgomery and Prattville are getting fishing lures.

Thirty giant fiberglass sculptures will be decorated by local artists and displayed on street corners for seven weeks this fall. The public art project is a fundraiser for the Alabama River Clean Water Partnership, a non-profit advocacy group.

"I guess we were trying to think big in putting 30 giant lures around Montgomery and Prattville," said Ashley Henderson, the group's facilitator.

The partnership plans to unveil the lures at 5:30 p.m. Thursday at Riverwalk Amphitheater. Mann's Bait Co. in Eufaula gave permission to model the lures on one of its designs.

Each lure is 6 feet long, stands 57 inches tall and weighs about 70 pounds. They're being made by a factory in Nebraska.

Alabama Power Co. is paying for the lures, which cost \$900 each, and giving each artist a \$250 stipend for materials.

"The Alabama River is a treasure to the state of Alabama," said John Grogan, the utility's environmental compliance manager.

Partnership leaders spent a good bit of 2006 determining whether it was possible to pull off such a major project, Henderson said. They worried Prattville Mayor Jim Byard and Montgomery Mayor Bobby Bright wouldn't go along with the idea and they worried artists wouldn't be interested.

In the end, all the fretting was for nothing. The leaders of both cities eagerly signed on and artists lined up.

Local galleries and art associations helped put out the call for design submissions. No fewer than 35 came in.

Some are a bit modern, while others are almost whimsical.

One shows a fishing lure entangled in fishing line. Another is a mosaic made of materials found in the river.

"Think Big" shows a small fish trying to devour the large lure. Henderson thinks that design shows what the partnership is doing — thinking big.

The artists, she said, get public recognition and a chance at one of two \$1,000 prizes — one awarded by a panel of judges, the other by the public.

When the lures go on display Sept. 22 — no exact locations have been decided but 10

will be in downtown Montgomery — each will carry a message from the river itself. For example, "Plant a tree for me" and "Soak it all in. I prefer porous pavements." Art and game lovers can try to match the lures to the sayings in a scavenger-like hunt on the partnership's Web site.

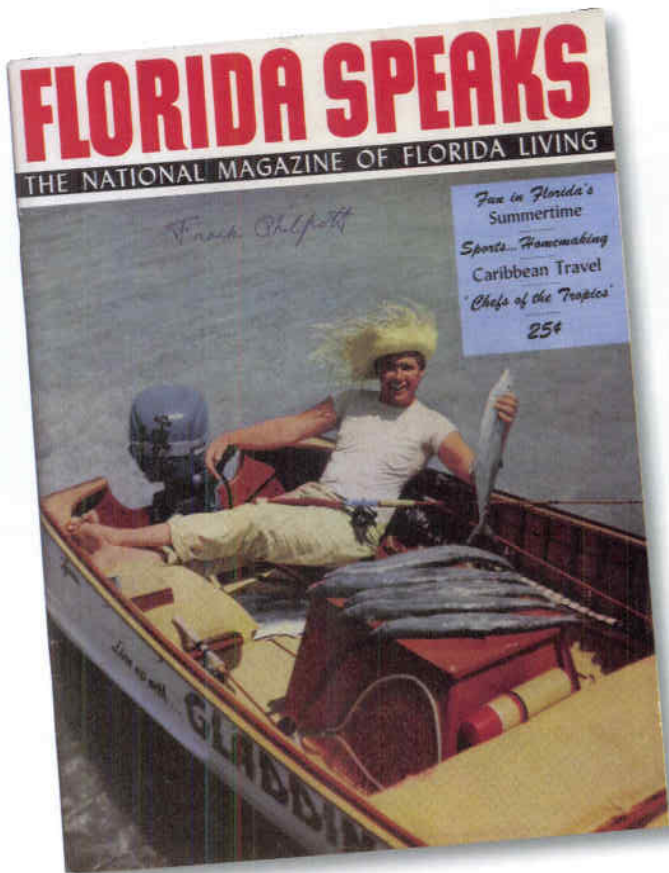
"We wanted to come up with something to attract attention to our educational programs," Henderson said. "We thought we would try to do it with the lures."

The Alabama River Clean Water Partnership is asking the business community to sponsor the lures. A \$5,000 "keeper" sponsorship lets a business keep its lure after the exhibition. For \$2,500, a business can be a "catch-and-release" sponsor. The "catch-and-release" lures go on the auction block after the exhibition.

Henderson hopes the sponsorships and auction will raise more than \$100,000 for the partnership's educational and river improvement efforts.

The education projects include a fifth-grade notebook curriculum, a homeowners workshop on septic systems and a program for new businesses on how they impact the river.

The improvement projects include a restoration plan for Cypress Creek in downtown Montgomery, a watershed plan for Pintala Creek and the removal of excess sediment from selected creeks in Autauga County.



about the cover...

RELAXATION . . . extends even to fishing guides in Florida! Robert Leahy caught this shot of superb contentment down in the Keys, showing "Freddy, the Bone-Fishing Guide of Islamorada" enjoying life to the utmost. Freddy—his other name is Cochran—is one of Florida's top experts at locating that supreme finny fighter of the Keys, the bonefish.

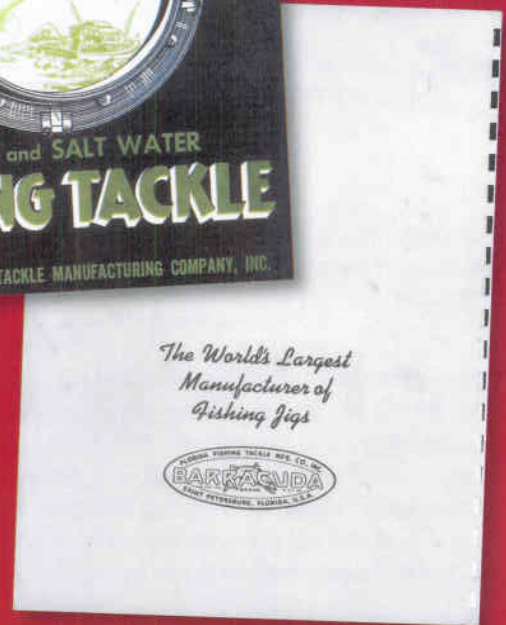
Taken From the July, August, September issue of Florida Speaks magazine, note that guide Freddy is in the Gladding Fishing Line boat, and he may be a bonefishing guide, but those are mackerel in the photo (either Spanish, Cero, or small King). After all, he's probably an expert on any salt water fish.



A sampling of the giant fiberglass Mann's Bait Co. inspired crank baits, displayed around Montgomery and Prattville, Alabama as the Alabama Power Co. sponsored public art project and fundraiser.



Addendum to Part I of the "Barracuda Brand" Catalogs and Advertising Through the Years



▲ 1956 Catalog

Cover unavailable at print deadline for previous article. Metallic Gold Ink on black Nutting Barracuda/porthole cover. 8 page price list, full color-full page introductory ad for the Golden Falcon jig, Reynolds Spoon including pork rind attachment w/ and w/out weed guard, Razorback Pork Rind (in "five popular shapes" and no rancid odor), lures are now grouped into Top Water, Medium Runners, and Deep Runners categories.

Special Thanks to Al Helms for providing the color copy.

AROUND TOWN



Long time member and Doug's better half, Barbara Brace, chillin' at the beach playground, St. Pete style, August 2006.



Part III

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

By Steve Cox

Editor's note: This is the third in a three-part story on Lloyd and showcases his many unique and innovative designs.

~ Part III ~

Lloyd is extremely prolific in his different lure concepts and ideas. While his creative pulse provides us with a broad spectrum of special lures to admire, it also causes him to become weary and disinterested in a design he has already manufactured. His Florida Roach Series is a perfect example of this. Lloyd started out with a plan to make 13 different lures in the Series, the last three being fly rod lures.

After discussing his ideas with a number of friends and fellow FATC members, he concluded that it would be best to make a limited edition of 20 Roaches in each style, and to sign and number each one consecutively, similar to an artist offering limited edition lithographs or prints. Lloyd decided to keep #1 of each Roach for his collection, and offer the rest for sale to an eager public that appreciated his work. Well, he's now made seven of each design and doubts that he will make thirteen more!

He is considering stopping at a total of ten of each Roach, even though these will all be numbered as 5 of 20, 6 of 20, etc. This is not without precedent, as the U.S. Mint has made a number of coins with a certain metallic content, vintage, or mint mark, only to decide not to release them into circulation. The 1943 and 1944 Lincoln cents come to mind. Due to a shortage of copper, all 1943 wartime Lincolns were intended to be made of steel, while all 1944 Lincolns were supposed to be made from military surplus shell case brass from the War. However, a few 1943 copper and 1944 steel cents have surfaced, and they are real and very collectable. These were all thought to have been melted down and destroyed, and when a numismatist discovers one of these rare coins believed to no longer exist, the market price for this coin skyrockets!

Whatever Lloyd decides to do with the last ten in each Series of Florida Roaches, they are all great baits that carry the story of this interesting production dilemma with them. For those of you who already own 2 through 7 of 10, your lure just became even more rare and desirable than when you

first bought it from Lloyd! Furthermore, those who purchase numbers 8, 9, and 10 of 10 will likely hold the last Roaches ever made by Lloyd!

Lloyd believes that the best lure collection of any type consists of the lure, the box, and the paperwork, and the collector who has all three is truly fortunate. The background story of each lure has always been very important to Lloyd, and he takes pride in enclosing its story printed on a paper inserted inside each lure box. Lloyd draws on his personal adventures in crafting the story, either about an actual critter, event, or location, which has inspired him to make the lure. His experiences are sometimes embellished to add a "little extra

The Florida Roach

Out of all the different lures I make, my favorite Jett-Made bait is the Florida Roach.

The old timers in Florida called the wild, lake shiners "roaches". I don't know where this came from and don't tell me, 'cause Sally will have to change this paper!

Around 1943 thru 1945, Capt. John Jett (a distant cousin) was stationed at Dale Mabry Field in Tallahassee, Florida. He was an avid bass fisherman and loved to fish with live, Florida "roaches". My job was to catch them (I was 7, 8, & 9 at the time) in a pond near the house, and then I got to go bass fishing for lunker bass in Lake Jackson and other area lakes. I think I enjoyed catching the "roaches" as much as the bass! A cane pole and bread did the trick.

The largest bass I remember seeing caught on this bait was over 18 pounds. Many lunkers were caught with large, stout cane poles with heavy line. The "roach" would be put in an open hole in the lily pads while the pole rested on the lily pads. The fisherman would paddle back out of sight of the fish in the open hole, and
...SMACKO.....

Lloyd Jett



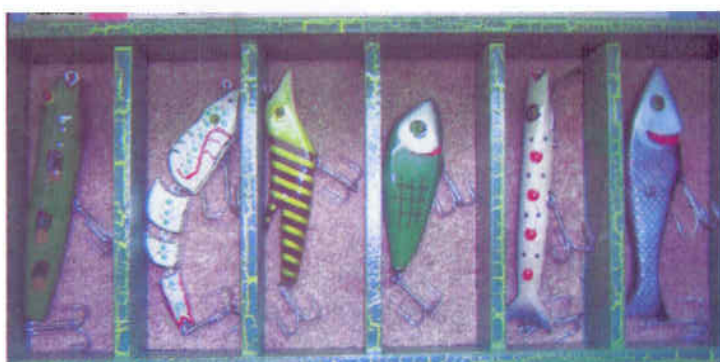
Pond Frog



Musky Snapper Frog



Jett's First Gift Six-Pack (Assortment)



Jett's Second Gift Six-Pack Assortment (already featured in prior issue of FATC News)



Jett's Third Gift Six-Pack (Jettland Corkhead Assortment)

OFFICIAL PAPER FOR FLORIDA MADE, HANDCRAFTED WOOD LURES AND BOXES

All Jett-Made lures are made of Florida cedar. All lures, cardboard boxes and wood slide boxes are individually hand made. Some hardware is Robinson, some Tedder and much is from estates of old time lure makers. Many Jett-Made lures are heavily influenced by Florida lure makers. The glass eyes used on these lures are antique glass eyes from various companies. While the lures are contemporary, the maker is antique. They all should catch fish or collectors.

Lloyd and Sally Jett
2891 Juniper Creek Rd.
Quincy, FL 32351

850-442-9084

LSJETT@AOL.COM

flavor", and they are the perfect accompaniment to Lloyd's carving talents, creating a timeless folk art treasure, with the paper insert serving as the bearer's treasure map!

In an effort to illustrate each lure Lloyd has made to date, available space will not allow every anecdotal insert to be printed with the article. Therefore, the reader is urged to visit Lloyd and Sally at the next FATC show, and sample one or more of his unique brand of folk art. You'll get a chance to read the lure's story and pick out the one you can relate to. You may even be able to talk him into making a new one just for you! Visit Lloyd's website (<http://www.ultimatefishing.com/jett-made-lures.html>) for more great photos and information about Lloyd's collectibles.

This chapter concludes the story on Lloyd's "Jett Made Lures", but in no way finishes it. Lloyd continues to try new ideas and designs, and as a result, his is a work in progress. His determination, energy, and positive attitude, along with the support of Sally, his family, and his friends, guarantee each of us the enjoyment of many new jewels from the treasure trove that is William Lloyd Jett, Sr. To borrow a closing statement from the late, great Red Skelton; may God bless...



Jetterstrike Shrimp



Snake Jett Banded Water Rattler



Top Cast Special (already featured in prior issue of FATC News)



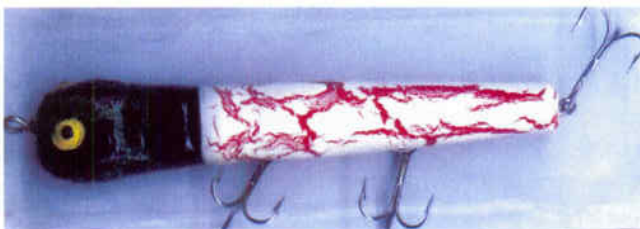
Jett Fish Decoys



Panacea Waterspout Bait



Port Canaveral Finger Mullet



Jettland Musky Corkhead Demon (already featured in prior issue of FATC News)



Munson Sucker (a.k.a. Original Vacuum Bait)



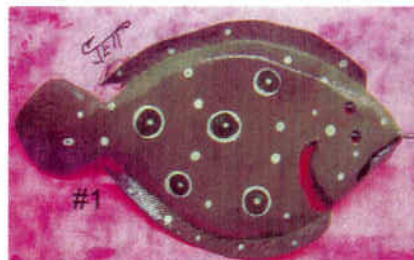
Juniper Run Coonbait



Hog Nose Snapper



Silver Glen Jettatee



Shell Point Flounder



Lake Jackson Mud Sub (a.k.a. Submarine Bait)



Smokehouse Mouse



Fly Rod Lures - Busy Bee



Okeechobee Flying Grass Frog



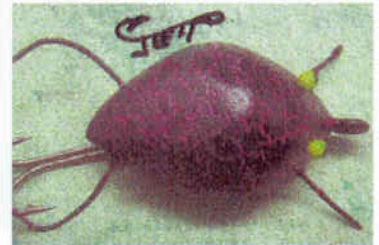
Fly Rod Lures - Gator Flea



Fly Rod Lures - Rat Snake



Fly Rod Lures - Sand Flea



Fly Rod Lures - Water Bug



Fly Rod Lures - Tumble Bug



Fly Rod Lures - Bonnet Worm



Fly Rod Lures - Quincy Bugler



Reycuda (cross between Reyhu and Torpecuda)



The Seed Family



Alligator Point Horned Shrimp



Jett Fish Decoys



Wade Holt Sebastian Inlet Pigfish



Dog Island Hopper Shrimp



Florida Fantail



John Mack Special (Flood/Meadows Type)



Cape San Blas Green Shrimp



J. P. Special Apopka Garpecuda (cross between Creek Chub Gar & Torpecuda)



Jetta Lure (Hammerhead Type with Tail & Costa-type Label)



C. A. L. M. Bait (a.k.a. XXX Radiation Lure, already featured in prior issue of FATC News)



Jack Fenwick Apopka Special



Jetta Lure (No Chin Zara with Tail & Costa-type Label)



Bag-O-Bones Bait (a.k.a. BBB Bait, already featured in prior issue of FATC News)



Juniper Creek Trumpetfish



J. & L. Yates Pier Bait (already featured in prior issue of FATC News)



Lake Howell Gar



BenGreJett (cross between Bender and Gresh) Tarpon Hawk with Feather



Baccaruda Tallahassee Shiner



Apalach Piggie



Pott's Lake Mudfish (a.k.a. the Ugly Fish)



Florida Hungry-Jett Lure



Florida Jett-Wing

Florida Fishing Tackle Mfg. Co.

"BARRACUDA BRAND"

Catalogs and Advertising Through the Years

By Steve Cox



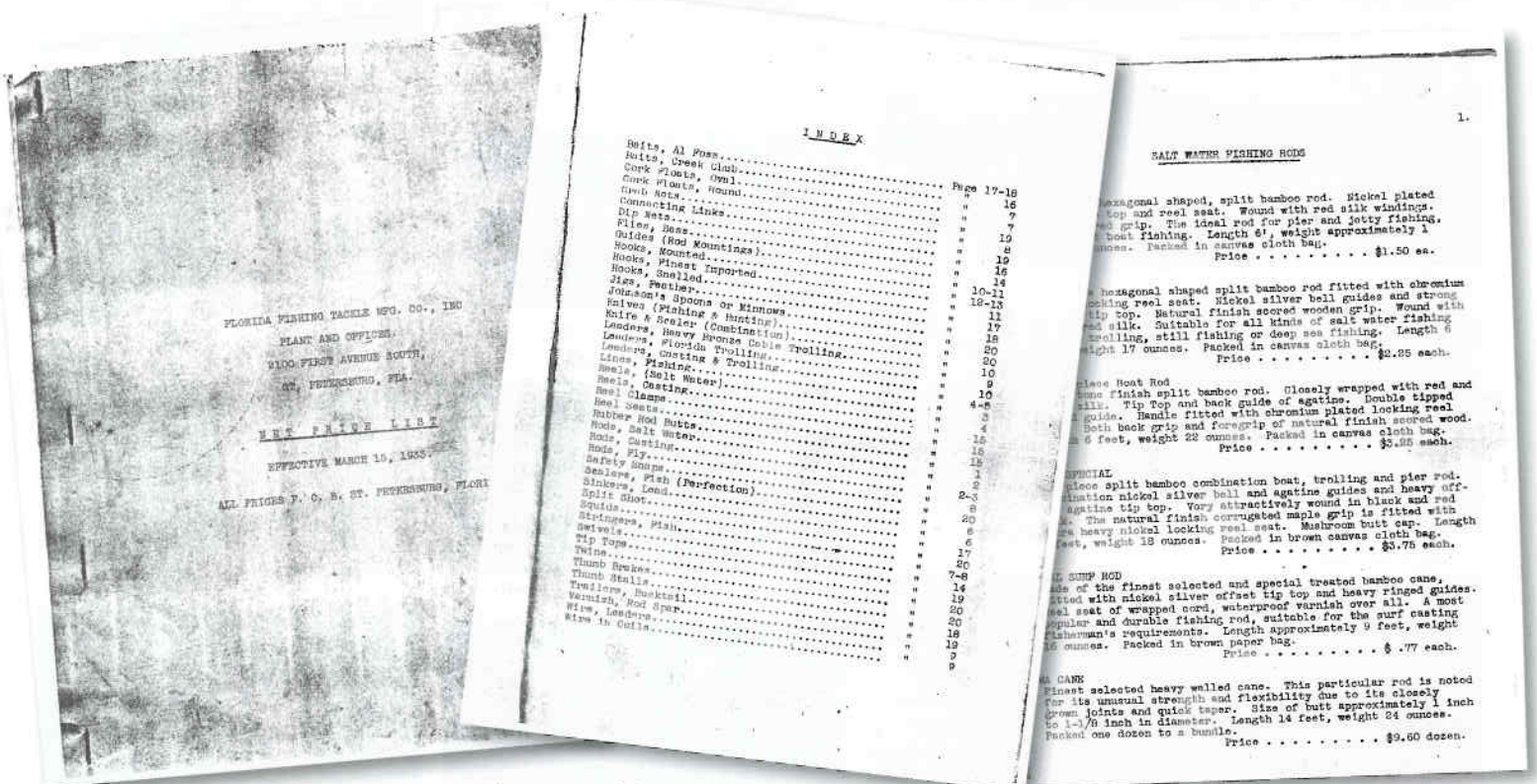
Editor's Note: This is the 2nd in a multipart series on Barracuda Advertising, and will highlight the price lists and related fishing guides, fish lure charts, fliers, etc. utilized by FFTMC to market their tackle products.

~ Part II ~

Before the Reynolds Brothers developed their elaborate catalogs, they relied heavily on price lists and pocket guides to spread the word about their tackle goods. The earliest list known is the *Net Price List* effective March 15, 1933. While we only have a partial copy, we can learn from the table of contents that it was 20 pages in length, listing items beginning with the letter B (Baits) and ending with W (Wire). The first nine pages were devoted to rods, reels, split shot,

sinkers, cork floats, leader wire, lines, swivels, etc. Then, hooks, reel seats, clamps, guides and other hardware, followed by bass flies, feather jigs, crab nets, lures and spoons by Al Foss, Creek Chub and Johnson, knives, scalers, and the like were listed. It is interesting to note that **no** Barracuda lures are mentioned, and there are no illustrations or photographs, only typed text.

The next example is a very nice, undated, folding pocket price guide in green ink on a cream stock background, thought to be from 1939-1940, with "Barracuda Brand" in script and a leaping bass next to the FFTMC building and logo, complete with the 2100 First Avenue So., St. Petersburg, Florida address. Most of the classic lures are photographed, described, and priced, including the No. 10, 35, 40, 50, 60, 80, 100, and 9999. The Reyhu, Florida Shiner, Baby Florida Shiner, the Reflecto Spoon, Zep Jig, Bull



The cover, index, and first page of the 1933 Net Price List