

# F.A.T.C. NEWS

Volume 21, Number 4



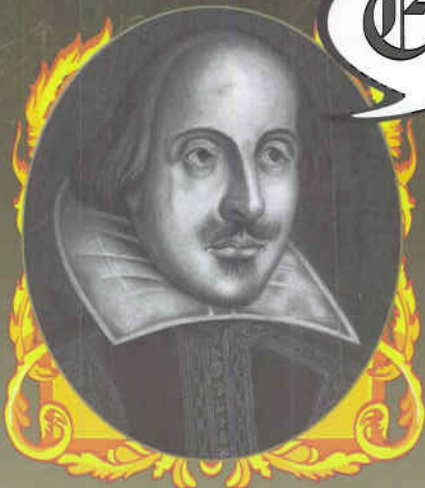
A HISTORY OF  
*Barracuda*  
A·D·V·E·R·T·I·S·I·N·G  
(PART III) Page 9

"AN ANSWER TO A FISHERMAN'S PRAYER - AND UNFAIR TO THE LARGE AND SMALL MOUTH BASS."

RAINEY'S  
*SECRET* Page 15

*Shakespeare*  
**IN FLORIDA?**  
Page 16

Et tu, Billy!





Award winners from left to right; Lloyd Jett, Steve Cox, Ed Bauries, Roth Kemper, Mark Hostetler, Stephanie Duncan, Mike Mais, John Zuhlke, Jim Duncan, Bill Stuart, and Virgil Stumbo. Not pictured, Doug Brace, Dick Laneau, and Larry Lucas.



Unique Jack Haley Spot King original advertising display from the collection of Steve Cox.



Virgil Stumbo's scarce Red Heddon lure display.

# PORT RICHEY SHOW & AWARDS



An overview of the day's trading action on the floor at the Knights of Columbus Hall in Port Richey.



Mark Hostetler's beautiful Heddon lure display in Strawberry Spot.



Larry Lucas compiled this great collage of historic literature touting fishing in Daytona Beach.



Chuck Heddon's Heddon collection! What a novelty... we wouldn't expect anything else!



B3, 117, N39, G50, 061... BINGO! Auctioneer Don Morrow, assisted by granddaughter Jessica Morrow, strategically placed under the K of C scoreboard.



Mike Mais and John Zuhlke teamed up to showcase their Boone lure collections in a side by side presentation, complete with baby blue back drop. Did we ever find out who was behind the blue curtain???



Lloyd Jett, with a new batch of Jett Made Lures.



Stephanie Duncan's Mouse Bait extravaganza!



John Campbell's rare and desirable Paw-Paw Casters.



**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  
Chuck Heddon, Longwood, FL  
Mike Mais, Ocala, FL  
John Mack, Birmingham, AL  
John Stephenson, England  
Paul Snider, Pensacola, FL

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**Cover photo:** Roth Kemper's only known Eger box labeled with a Shakespeare model number for the Frog Skin Bait. A famous line from *Julius Caesar*, Act III: Scene I, hints of the ties between William Shakespeare and William "Billy" Eger, as well as Shakespeare's associations with other Florida lure makers. See Doug Brace's article starting on page 16.



# F.A.T.C. NEWS

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

October 2007  
Volume 21, No. 4

### Contents

Deluded (Diluted?) Digressions.....	4
Port Richey Award Winners.....	2, 6
President's Message .....	5
Membership Update.....	6
Record Price Paid for Dalton Special! .....	8
A History of Barracuda Advertising .....	9 - 14
Rainey's Secret .....	15
Shakespeare in Florida? .....	16, 17, 19
Past and Current Notes of Interest .....	18
FATC Contact Information.....	20
Gone Fishing.....	23

## CALENDAR OF EVENTS

### FATC Fall Show

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

### Lang's Auction

Nov. 2 & 3, 2007, Holiday Inn, Boxborough, Mass.  
315-841-4623, LangsAuction@aol.com, www.LangsAuction.com

### FATC Florida International Show

February 22 - 24, 2008  
Plaza Resort and Spa, Daytona Beach, FL... 800-874-7420  
Show Host: Larry Lucas, Larry@flowerscentral.com  
386-254-5179 or 386-295-7281

### FATC Spring Show

May 2 - 4, 2008  
Mark W. Lance National Guard Armory, St. Augustine, FL  
Show Host: Mike Hall, flalake@aol.com  
904-725-0785 or 904-727-5011

### NFLCC Regional Meet Calendar

October 12 - 13, 2007, Ft. Wayne, IN... 812-273-4749  
October 20 - 21, 2007, Allentown, PA... 570-574-1474 or 610-759-7240  
November 3, 2007, Osage Beach, MO... 636-272-5152 or 573-793-3303  
January 4 - 5, 2008, Smoky Mtn. Conv. Ctr., Pigeon Forge, TN... 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 5, 2008, Wadsworth, OH... 330-699-3263 or 330-415-2627  
April 19, 2008, Effingham, IL... 217-644-2294 or 217-868-2427  
May, 2008, Kansas City, MO... 816-350-0255  
July, 2008, National, dates and location TBA

# DELUDED (DILUTED?) DIGRESSIONS

By Steve Cox

Having attended over forty tackle shows, including 10 consecutive Nationals, I've come to understand that they are all microcosms of life itself. At every show there are favorable experiences and opportunities to learn, tempered with self doubt, reflection, and the occasional disappointing and sad reminder that all this is fleeting, temporary and precious. This year's Louisville NFLCC show was no different, when I was happy to see good friends Rob and Tammy Lucal, only to learn a few minutes into our conversation that Art Kimball had passed away several weeks earlier. A conversation with Frank Baron confirmed the bad news about Art, and I felt a heaviness about the hobby that I had not experienced before.

Mr. Kimball was a pioneer in the art of identifying and collecting antique tackle, and had achieved an almost mythical reputation as the elusive, unapproachable, and unquestioned genius about all things old and fishable. Being the naive "greenhorn" that I was at the time, I took the brash step of calling Mr. Kimball out of the blue and saying "I was in Milwaukee, and could I possibly stop by and introduce myself? Oh yes, and by the way, do you have any old lures for sale or trade?" Mr. Kimball startled me by saying "Sure, come on up to Boulder Junction, and when you get here, call me and I'll give you directions to my house." Wow, I thought... how lucky can a novice collector be? I hurriedly punched out of my planned home office meeting schedule in Lake Geneva, and drove my rental car 5 1/2 hours through scenic rural Wisconsin, arriving just before dark and checking into a nice cabin style motel. I called Mr. Kimball, got directions and drove to his beautiful rustic home on a great muskie lake.

I was greeted by a huge friendly dog, and Mr. Kimball introduced me to his wife, Annie. I immediately felt like family, which is a tribute to the Kimball's hospitality. Amazed, my eyes wandered through every nook and cranny of the Kimball's lakeside home. The place just oozed neat old decoys, lures, fish mounts, minnow traps, reels, landing nets, bait buckets, critters, and all manner of cool stuff that makes a collector's heart race. There I was, sitting at a serving bar, as Art brought out Native American ice decoys, Pflueger Wizard Wigglers, A South Bend "Two-Oreno", a Julius Vom Hofe bait casting reel, commercial decoys by Randall, Bru-ell, Bear Creek, and a brace of Brown's Fisherettos. Art even told me that he'd always hoped to find a "Kirwan's Bad Egg", and I realized that all of us have unattained goals that keep us learning, trading, collecting...

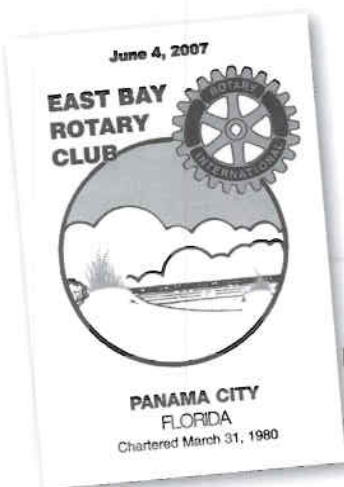
Three hours later, I had completed my first real crash course in antique tackle, conducted by the maestro himself!

I left that night with lures, decoys, and books, including Art's *Early Fishing Plugs of the U.S.A.*, and signed copies of the hard cover leatherbound *The Fish Decoy* series written by Art and his sons, Scott and Brad. I noticed that each book was dedicated to Annie, and I later learned that she was an extremely talented authority on Native American folk art in her own right.

I stayed in touch with Art over the years, receiving his carefully numbered newsletters and accompanying photos; purchasing decoys and lures when I could. I was fortunate to acquire an extremely rare Pflueger wooden ice decoy from Art, and it now resides in Dan Basore's magnificent collection. Obviously, Art Kimball was the first true tackle heavyweight I had the privilege to know, and one never forgets their first professional coach, teacher and mentor. I'm not sure Art knew that he was all those things to me, because I don't recall taking the time to tell him so... but he was, and is, nonetheless; and I am forever positively impacted by his knowledge, experience and kindness. The hobby has lost a real giant, but he left a written legacy in his wonderful reference books; which have not to date, nor will they likely, be surpassed. Art insisted that I call him by his first name, but, out of respect and admiration, he is still remembered as Mr. Kimball.

This issue marks the completion of my original two year agreement with Bill Stuart to serve as Editor of FATC News, and it has been a combination of fun and frustration, elation and aggravation, and most of all, a lot of time and some degree of work. At the enjoyable Port Richey show, hosted by Don and Betty Morrow, FATC leadership indicated that the club is challenged by declining revenues and increased costs, and the magazine is expensive to print in its present size, length and quality. If you like the direction FATC News is now taking, please take the time to let your club officers and board members know. Also, be sure to make it to our upcoming fall show in Bartow, October 25-27, hosted by past president and editor Bill Stuart. Many thanks to all of you who have contributed to the cause, and thank you for allowing me to serve FATC.

Steve 



Idea: Let's spread the word about our hobby! Present an antique tackle program to a local service club or civic organization... each of us is qualified in our collecting specialty, and we may recruit new members or find new tackle leads!

## LEAD THE WAY

PROGRAM: Steve Cox - Editor of Fla. Antique Tackle Collector's Club



This Blakley cartoon first appeared in the February 1961 issue of *Florida Sportsman*. Some things never change...



# President's Message



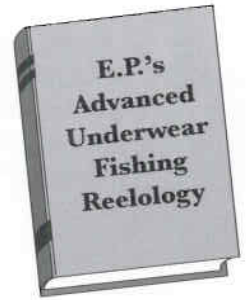
What a wonderful summer show! Hats off to Don Morrow; you're the greatest! Don's show in Port Richey was one of the nicest small shows we have ever had. I, for one, am glad I was able to attend. Don and Betty had the show running as smooth as silk and everything went off without a hitch. Lots of good tackle, friends and restaurants, and even a nice reel in the auction for me. Don and Betty, thanks again for all your hard work.

Speaking of reels, I was cleaning out one of my desk drawers the other night when I ran across my "Reel Want List", which had been eluding me for about a year and a half. You see, I made this "Dream Reel List" about eighteen years ago when I first started getting serious about collecting big game reels. Yeah, right, not much of a stretch to imagine me as a list maker. Sure, I'm organized, but I would not go so far to say that I am anal or anything. Yes, I have an underwear drawer that is reserved specifically for, you guessed it, underwear. No, I do not meticulously fold the fellows, nor do I label them Monday thru Sunday; I just open the drawer and shove them in quite randomly; no muss, no fuss. This is probably more than you wished to know about my underwear storage habits and hey, I can't blame you. However, the point I'm trying to make here is that, much like my underwear, I have tried to keep some semblance of order to what I want to add to my collection. When I first put pen to paper, I tried to come up with the "Dream Team" if you will, of big game reels. The list started out with ten reels, and two were added to the list as the years went by. Doesn't sound too ambitious, does it? Find twelve reels over an open-ended, indefinite amount of time. Not much there to keep a "short attention span" mind whirling about, right? Yeah, right!

While looking for the "Big 12", I found a big rod and I thought perhaps one of my big reels would look nice mounted on it and hung on the wall. I was so right, it did look fantastic! My room had enough wall space to hang ten big game rods and reels around the top, near the ceiling. Now I had to find more big game rods to complete the room décor, along with a few nice pictures, a couple of teasers, harnesses, and some trophies, which might look nice too...

Underwear is a personal thing. Some guys like briefs, the young studs seem to prefer bikinis, but I like the feel of good old fashioned cotton boxers. I started off as a kid wearing briefs, but switched to boxers sometime after college, just because they felt more comfortable. When I first started collecting tackle, I was a miscellaneous

lure collector and had (what I thought at the time) quite a nice collection. I remember coming home from work and eagerly digging through my mail looking for a lure list (pre internet times) to order a nice bait. On weekends, I would wake before dawn and head off to the garage sales and the Homestead or Key Largo flea market looking for a new lure to put in my display case, but all I would find were reels, stupid reels; never any good lures. Fate was subtly tapping me on the shoulder and I was oblivious. Reels started finding their way into my house and then into my heart. Finally I began selling off some of my "list purchased" lures to add some good "field find" reels to my collection, and the scales started to tip in the other direction. The cycle was complete, and reels became my new boxer shorts. I was feeling quite comfy in my new environment.

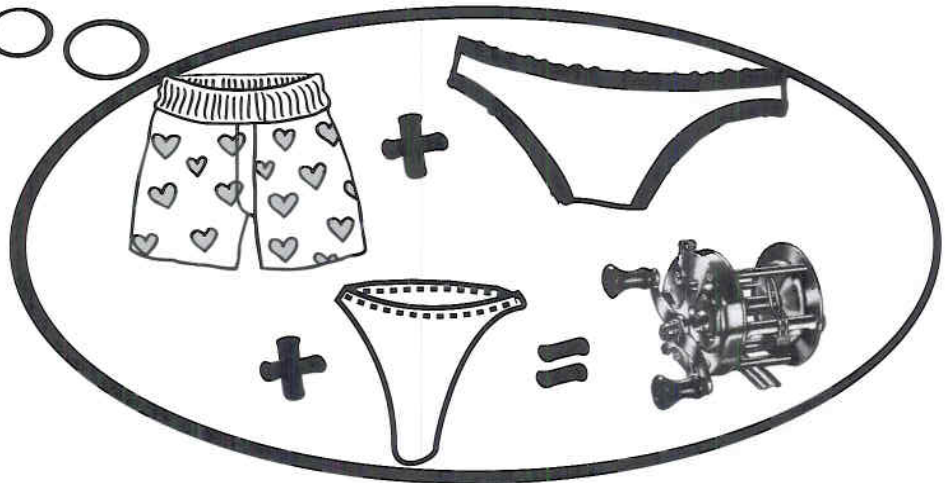
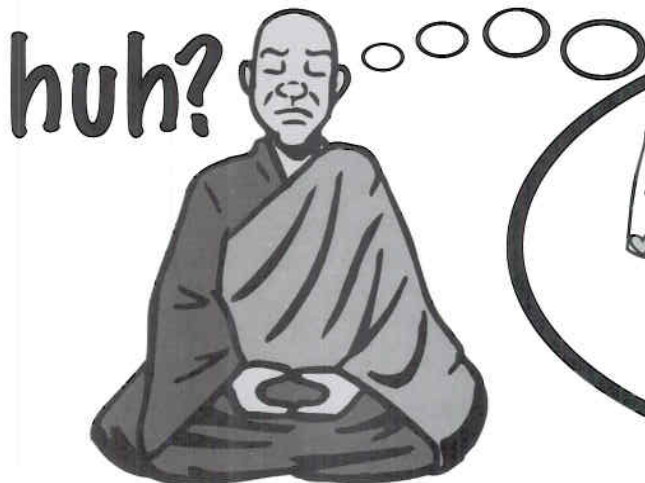


You might be asking right about now; Where is he going with this? Well, I guess the point is I'm just not sure where it's all headed. I seem to be bouncing around enjoying the hobby, not only trying for the "Big 12" but also finding some nice go alongs and other bits that make me feel good. I've picked off eleven of the "Big 12" on my list and I know where a nice example of #12 is, but I haven't been able to budge it. In the mean time, I have acquired lots of nice rods, teasers, catalogs, pictures, and other fun stuff to go along with the "Big 12", and my direction keeps shifting this way and that. I have also found a group of tackle friends that fit just like my favorite pair of boxers. Now please don't feel insulted because I have just compared you, my fellow club members, to a pair of underwear. I only make the comparison in the nicest possible way. Buying fishing tackle, collecting, and making life decisions in general are just like making a good underwear selection... Who knows where it is all headed? You just gotta find the pair that's most comfortable for you, and away you go.

I visited the Kingdom of Bhutan this summer and stepped back in time a few hundred years. The people in this tiny Himalayan country measure their wealth not by gross national product, but instead by gross national happiness. They live that philosophy. Seriously! Sit down and think about that for a while.

See you all in Bartow!  
Zever,

Ed 





# MEMBERSHIP UPDATE

## New Members

### Capt. Tom Contino

18615 Autumn Lake Blvd.  
Hudson, FL 34667  
727-862-2908  
tom@bitetracker.com

### Bill Hope

1515 June Ave.  
Brooksville, FL 34601  
352-796-5874

### David Izzi

6424 Louisiana Ave.  
New Port Richey, FL 34653  
727-844-3900  
lzzi615@hotmail.com

### M.A. Jones

193 Bay Rd.  
Mount Dora, FL 32757-5208  
352-383-9221

### Steve Ochsner

14196 Tern  
Clearwater, FL 33762  
727-573-1411  
ssochsner@msn.com

### Anthony Patti

12651 Merle Ave.  
Cedar Key, FL 32625  
775-771-4900  
Jpatti6078@aol.com

### Greg & Helen Posch

6216 4th St.  
Vero Beach, FL 32968  
772-770-2239  
baitmates@gmail.com

### Jim Pruitt

5018 River lake Rd.  
Winter Haven, FL 33884  
863-324-2277  
863-287-5951  
Pruitt5018@aol.com

### Terry Swift

698 Pinecrest Dr.  
Largo, FL 33770  
727-581-2042  
justfishintoo@aol.com

### Jim Terrell

630 Lake Elizabeth Dr.  
Winter Haven, FL 33884

## Address Changes

### Bob Caskill

2715 Alhambra Cir.  
Coral Gables, FL 33134  
305-567-1005

### Ron Koehler

14035 Village Pond Dr.  
Ft, Myers, FL 33908  
rksk@earthlink.net



### EXHIBIT WINNERS:

- Best Florida**..... Steve Cox (*Eclectic FL Display*)
- Best Educational** ..... John Zuhlke (*Boone*)
- Best Topical**..... Mark Hostetler (*Heddon*)

### Special Recognition

Jim Duncan  
Ed Bauries  
Lloyd Jett

Bill Stuart  
Virgil Sumbo  
Roth Kemper  
Dick Laneau

Doug Brace  
Stephanie Duncan  
Larry Lucas

AMERICAN  
BIG GAME  
FISHING  
**LANG'S**  
Sporting Collectables, Inc.  
The World's Leading Fishing Tackle Auction

A BOOK  
OF  
TROUT  
FLIES

A BOOK  
OF  
TROUT  
FLIES

JENNINGS

JENNINGS

VOL. I

1935

ATLANTIC  
SALMON FISHING

ATLANTIC  
SALMON FISHING

CHARLES PHAIR  
—  
VOL. II

1937

1937

Lang's is proud to present:  
**The JOHN MOORES**  
*Angling Collection*  
**November 2 & 3, 2007**

The most comprehensive collection of fine Derrydale Books and related ephemera to ever come to auction - spectacular examples of Jennings and Phair Specimen Books, Derrydale Stamps, personally owned Connett items, original Manuscripts, Derrydale Art, etc.

Famous owner items including Franklin D. Roosevelt, Herbert Hoover, Grover Cleveland, Joe DiMaggio, Ted Williams, Bing Crosby, Robert Montgomery, Zane Grey, Al Clements, Norman MacLean, Sparse Grey Hackle, Edward Hewitt, Ray Bergman, Lee Wulff, etc.

315.841.4623 · LangsAuction@aol.com · Auction Catalog 207.797.2311 or Order Online: [www.LangsAuction.com](http://www.LangsAuction.com)

Proceeds from the sale of this historic and important collection are to benefit the Carter Center

# "RECORD PRICE PAID FOR DALTON SPECIAL!"

By: D.J. Brace



In the early 1990s this writer was having a conversation with former F.A.T.C member Randall Glenn. The topic of the conversation revolved around some of the history behind the famous **Dalton Special** fishing lure, patented in 1939. During the discussion it was revealed that hanging in a hair salon in Tampa, was a framed Dalton Special from the

1940s. Reportedly, the lure came directly from a relative of P.P. Dalton, maker of the Dalton Special.

Fast-forward in time to the recent F.A.T.C. Show in Port Richey hosted by Don and Betty Morrow. Due to the Club's advertising, a Tampa resident and former hair salon owner consigns to the Club auction the very same framed lure that had been discussed many years earlier!

Porter Dalton's granddaughter (from Dalton's son Johnnie), was Catherine Dalton Gillen. During the 1980s, Catherine was a customer of "**Mr. Eugene's**" hair salon. The salon was located at 6751 N. Armenia Avenue in Tampa.

In 1984, Catherine presented Gene Bramer, the salon owner, with a Christmas gift. The present was a framed Dalton Special made by her grandfather, P.P. Dalton. The backside of the frame contains a personal notation from Catherine to Gene, in addition to the dates 1942 and 1984.

The framed 4-inch lure Dalton's granddaughter presented was not the standard production Dalton. This body tapered gradually and lacked the girth of Dalton Specials normally seen.

The paint pattern was similar to Barracuda's **NW** (natural wood) but with some exceptions. There was no chevron near the eye and the gold hash marks down the back, normally done on a green stripe, are painted on bare wood. Additionally, the belly dot pattern customarily painted red is painted gold. While holes were drilled for surface hardware, none were attached. The line tie and rear hook hanger (no hooks), are brass. The belly is stamped in black, "Dalton Special Tampa Fla."

***In 2001, numerous early Dalton Specials, along with what could be described as prototypes, were brought to the F.A.T.C. Daytona Show. Among the Daltons were single and double-hook weedless baits. The hooks were soldered to a metal strap that ran from the line tie to the tail hook. One weedless example sported a Reflecto Spoon trailer! Also among this early sampling, were several "blanks" identical to the framed lure Dalton's granddaughter had given as a gift years ago. The framed lure brought to the Port Richey Show sold for \$300 at the Club's auction!***

***With reference to the above picture: Because of lighting, the writing and paper mounted to the burlap, as well as the burlap, has faded over the years. Just another indicator of why art work should not be exposed to fluorescent lights.***

**Supplement:** The FFTMC Fish Lure Charts pictured below were mentioned in the previous issue's article on Barracuda advertising part II, but due to space constraints, we were unable to picture them at the time.







# Florida Fishing Tackle Mfg. Co.

## "BARRACUDA BRAND"

### Catalogs and Advertising Through the Years

By Steve Cox

*Editors Note: This is the 3rd in a multi-part series and will spotlight the numerous ad pages from the 1948 through 1955 catalogs, and various media publications utilized by FFTMC throughout the late 1940s into the late 1950s to market their many products.*

~ Part III ~

As documented in Parts I and II, FFTMC "ramped up" marketing and advertising within a few short years after the end of World War II, and by 1948 - 1950, the company introduced an impressive assortment of new products and methods to sell them. The full page artwork used in the Master (ID), Jobber (J) and annual catalogs corresponded well with the growth in print media such as magazines, "how to" manuals, brochures, flyers and other material. The U.S. economy was booming, and the general public found themselves with dollars to spend, and leisure time to avail themselves of outdoor hobbies such as fishing, hiking, camping, golf, etc.

FFTMC procured large advertising exposure for the company, and it's "Super Midget" lure and "Super Stout" Burma cane boat rods, were featured in Rube Allyn's 1948 first edition *Dictionary of Fishes*, which sold for a whopping \$1.00 per issue. In addition, a 1 1/4 page ad for the "Special Value

Barracuda Spinning Kit" has been found in a 1951 issue of *Sporting Goods Dealer Magazine*. Jack Reynolds touted the benefits of manufacturing in St. Petersburg, Florida, in a 1/2 page ad in the April - May - June 1954 issue of *Florida Speaks*. In December 1954, a feature story on FFTMC ran in *Trucking*, a southeastern U.S. shipping trade publication. Smaller ads for the "Super Dude" jig, the "Reflecto Spoon", "Dude Flies" and other Barracuda items appeared regularly in *Florida Sportsman (and News)*, *Florida Outdoors*, etc.

While examples of every catalog page ad have not yet been found in other print publications, their existence is documented in the catalogs themselves. FFTMC often relied on their previously paid-for ad layouts to minimize the high price in redesigning artwork from year to year. Therefore, an array of these similar but different ads and products follow, and they are listed chronologically when they are first known to have appeared, for the reader's review and enjoyment.

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



Rube Allyn's 1948 first edition *Dictionary of Fishes*, featuring the "Super Midget" lure and "Super Stout" Burma cane boat rods.



# he fished his way to fame

Ever so often comes along a natural pairing of a man and a business, or a man and a sport. A young Jim Rydler gets involved with a truck; that June he called Bobby meets up with a golf ball. The results, in such cases, are predestined. With C. J. "Jack" Reynolds, the central figure in this story, it was a triple combination — of a man, a business and a sport. It was back in 1928 when the three-way wedding came about down in St. Petersburg, Fla. That was the year when ardent fisherman Reynolds be-

came general manager of the then fingerling-sized Florida Fishing Tackle Mfg. Co., Inc.

As we've said, Reynolds was an old hand with a fishing rod. Even then, his friends said Jack Reynolds had some strange communion with the finny denizens of the south's surf, streams and lakes.

What he knew, Reynolds channeled into the business. He picked employees and executives by hand, taking care to select men who, like himself, knew the fishing field and would take personal satisfaction in putting only tested and proven fishing gear on the market.

It wasn't long before Jack was joined by his brother, Carl. Then B. T. Reynolds, a third brother, joined the firm, and all the company's stock was in the Reynolds' hands. Today Jack is president; Carl is secretary-treasurer; B. T. is vice president.

Even back in 1928 the artificial lure business was highly competitive. Then, as now, fishermen were swamped with lures, all rated by their makers as "sure killers". Then too, as now, fishermen often bought in high expectation, only to repent later, when their latest lure proved a dud.

TRUCKING FOR DECEMBER, 1954

Before his Barracuda trademark goes on a lure, Jack Reynolds makes sure it gets fish. That's how he's become the south's top tackle-maker.



Florida Fishing Tackle Mfg. Co.'s President C. J. "Jack" Reynolds.



C. E. Reynolds is the secretary-treasurer.

The Reynolds brothers determined early in the game to produce only artificial baits that they knew were fish-getters. Their first product, the now-famous Barracuda Reflecto Spoon, was a most happy choice.

The spoon has been popular ever since the day a tablespoon was accidentally dropped into the water and, as it twisted and wobbled toward the bottom was seized by a fish. Nothing could imitate an injured minnow better. Nothing casts better into the wind than a fishing spoon.

Before they brought out their spoon, the Reynolds studied every one then on the market. When they concluded they could improve the lure with a series of stepped-up ridges to better refract the light, they went into production. Today the Reflecto Spoon is catching fish around the world.

It wasn't until 1933 that the Barracuda trademark began appearing on the company's tackle. It came about after much thought was given to the selection of a "right" name. Anyone who has tangled with a barracuda on the business end of a line is familiar with the fish's characteristics of ruggedness, strength, stamina and sporting qualities. The bar-



The House of Barracuda

As the firm's good will ambassador, Brother Carl flies thousands of miles yearly in his plane, Barracuda II.



TRUCKING FOR DECEMBER, 1954

FIFTEEN



The Reynolds' base found that women have just the skill required to assemble the fat-finned Barracuda lures.



That Reynolds' Super Dude is popular with fishermen is apparent by the size of the shipment shown above.

racuda, therefore, is a "right" symbol of good tackle. Times have changed since men first began going down to the fishing spots with plugs. Today's lures are greatly refined over those first huge wooden monstrosities that were plunked into the grass to provoke the charge of a nesting bass.

Lures are better and they have to be; for today's much fished-for fish are wiser than those which long ago ended up on a stringer.

The Reynolds have always given primary consideration to the elemental question, "what makes a fish strike? That they know, from many hours of observation and from studying what other experts conclude.

Following their successful spoon came a series of casting and trolling lures that won their place quickly on the select list of the nation's best fish-getters.

From a start with but five employees in a small one-story building, The Florida Fishing Tackle Mfg. Co. grew steadily. In 1930, when its dealers began asking for many items not made in the St. Petersburg factory, the Reynolds took on several leading jobber lines.

World War II found the company temporarily out of the tackle business and a full-time producer of torpedo parts for the Navy and emergency fishing kits for the Army. Carl was away for 21 months with the Navy. Jack and the late Kirby Huff carried on at home.

For awhile after the war the jobbing business was continued. New products were added to the Barracuda line. As the domestic and foreign market demand for Barracuda items grew steadily it became necessary for the company to convert all its facilities into manufacturing exclusively. That came about in the fall of 1950. Now the thousands of

dealers are only supplied by established Barracuda jobbers in all parts of the country.

Today the Reynolds' company is the largest maker of fine fishing tackle in the south. From a three-story plant on St. Petersburg's First Avenue South go out the world's largest supply of feather and nylon jigs. And wherever fishermen gather, there is known such names as Barracuda jigs, Reflecto Spoons, the Spark-A-Midget, Super Dude, Spark-A-Lure and Florida Shiner. All told, more than 100 different items in various sizes and finishes pour from the plant.

Carl Reynolds is well known in sporting circles as the goodwill ambassador of his company. Each year he flies thousands of miles in his plane, the Barracuda II, visiting jobbers around the country. Fishermen might be interested in knowing which, of all he makes, is Jack Reynolds' favorite lure when he slips away for a little fishing. You can bet he takes along one of every Barracuda lure. But his favorite of all, he'll tell you, is the Spark-A-Lure, a scintillating plug with two gang hooks and a spinner.

Both Jack and Carl are as exuberant as boys over their latest creation they call the Bali Dancer. The Dancer's action is squid-like and to a bass, most agreeable. For years the Barracuda lure designers sought that action. Only recently did they get what they sought by combining a special spring backbone feather with the old reliable nylon that the Reynolds made famous with their Baby and Super Dudes.

Give Jack and Carl Reynolds the opportunity and they will plow their new lure creation into some fishy water with the same enthusiasm they did their first lures 25 years ago when they decided to turn a fascinating hobby into a life work.

TRUCKING FOR DECEMBER, 1954

SIXTEEN



With air brushes and steady hands, employees of the paint finish department add the final touch to the lures.

Shipping Clerk Paul Koeneke (l.) sees Charles Moutrey deliver a shipment to one Driver Ray Lafford (r.).



TRUCKING FOR DECEMBER, 1954

SEVENTEEN



**SPECIAL VALUE**

FAMOUS **Barracuda** BRAND **SPINNING KIT**

TOTAL VALUE \$5.30 RETAIL  
**SPECIAL PRICE \$4.70**  
 for COMPLETE KIT

Each lure in this selection had to win its place in a constant round of testing fish with **Castro's** Tackle. This transparent plastic display box is packed with the most complete tackle for your pocket money.

**BABY 1 FEATHER JIG**  
 1/8 oz. rigged with highly polished swans and red beads. 10¢

**BABY DUDE NYLON**  
 Weight 3/16 oz. No. 4 hook. Yellow head with white eyes. 25¢

**SUPER MIDGET**  
 Plastic body, seven scales or wrappings. Weight 5/16 oz. Liable color. \$1.30

**BABY DUDE BUCKTAIL**  
 No. 1/2 hook. Weight 3/16 oz. Fine quality water resistant bucktail. 50¢

**REFLECTO SPOON NO. 1**  
 Weight 1/8 oz. No. 2/0 hook. Orange and black color. 15¢

**REFLECTO SPOON NO. 6**  
 Weight 1/16 oz. No. 4 hook. Brilliant chrome finish. Perfectly light reflective design. 35¢

**BABY DUDE FEATHER**  
 Weight 3/16 oz. No. 4 hook. Metal head with red eyes. Protective plastic skirt. 35¢

**SUPER DUDE NYLON**  
 Equipped with 2/0 hook. Weight 1/4 oz. Brilliant colored acryl body. 65¢

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

**Eight Spin Lures in Barracuda Kit**

A new Barracuda brand spinning kit, consisting of eight tested lures in a compartmented, pocket-sized plastic box, has been developed to tie in with the rapidly growing interest of anglers in spinning and its equipment.

The assortment, with a total value of \$5.30, is being offered at a special introductory retail price of \$4.70. Each lure in the selection won its place by a consistent record of catching fish with spinning tackle.

The eight lures in the kit are the Baby 1 Feather Jig, 1/8 ounce, rigged with highly polished swans and red beads; Baby Dude Nylon, 3/16 ounce with yellow head and red eyes; Super Midget, 5/16 ounce, plastic body in life-like colors; Baby Dude Bucktail, 3/16 ounce; Reflecto Spoon Nos. 1 and 6; Baby Dude Feather, 3/16 ounce, and Super Dude Nylon, 1/4 ounce.

Florida Fishing Tackle Mfg. Co., 2100 First Avenue South, St. Petersburg, Fla.

Plastic Kit of Barracuda Lures.

**Catches are BIG with..... REFLECTO SPOONS**

**CASTING SPINNING TROLLING**

A Size For PAN FISH TO WHOPPERS

Pick up a few of YOUR LOCAL TACKLE STORE

The choice of America's most famous anglers, Barracuda's exclusive reflective strips design which reflects light in such a way as to create a shimmering flash that attracts fish plus the balance and action of REFLECTO SPOON, has made it a national favorite. Try it, you will be sure water game fish. You'll be convinced.

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

◀ ▶ Left and above: 1951 Sporting Goods Dealer magazine ad introducing the Barracuda Special Value Spinning Kit.

**"We like to Manufacture in ST. PETERSBURG"**

says JACK REYNOLDS, President  
 Florida Fishing Tackle Manufacturing Co., Inc.  
 (Largest Fishing Tackle Manufacturer in the South)

"We didn't come to St. Petersburg to establish an industry here; we lived in St. Petersburg. Our idea of a fishing tackle manufacturing company was born here, and our business has grown steadily since it was established in 1928. If we had been looking for a good location for such a plant, we feel that we could have found no more satisfactory place than 'The Sunshine City.'"

"A variety of advantages are offered here which not only make for success but also for the enjoyment of life for ourselves and our employees. St. Petersburg's climate means a great deal to an industry in many ways... low plant costs, low operating costs, better health records, less absenteeism. St. Petersburg also has a large number of skilled workmen available. It has excellent markets in the U.S.A. and Latin America. For such light industries as ours, we feel there is no better place in the world."

C. J. Reynolds, President

GET THE FACTS. If you are interested in establishing a light industry in the South, or in operating a branch plant or distributing office, we invite you to consider St. Petersburg, fastest growing city of Florida. Write today on your letterhead for our "INVENTORY OF INDUSTRIAL ADVANTAGES." Address: H. S. Dunn, Director, Industrial Department, Chamber of Commerce. All inquiries handled in strict confidence.

**ST. PETERSBURG**

April-May-June 1954 Florida Speaks manufacturing ad for FFTMC.

▲ Above: This Reflecto Spoon ad appeared in the January 1958 Florida Outdoors.

**SUPER DUDE**

BY BARRACUDA  
 The Love That Made Fishing History is... WISCONSIN

102 ACTUAL SIZE

A poll of fishermen will show that the SUPER DUDE is an overwhelming favorite. A size for every fresh water game fish. Ask your fishing tackle dealer. Also, pick up your DALTON SPECIALS for big water game fishing. They are a must!

**FLORIDA FISHING TACKLE CO.**  
 ST. PETERSBURG, FLORIDA, U.S.A.

▶ Right: August 1960 Florida Sportsman with this version of the Super Dude ad.

**MORE HELPFUL HINTS TO FISHERMEN...**

Kit designed for the spinning fishermen containing lures designed by Jack Reynolds of the Florida Fishing Tackle Company.

◀ Left: The Spinning Kit is mentioned again, this time in the July 1952 issue of Florida Speaks.

**CATCH MORE FISH - be SURE and get GENUINE Barracuda Dude Flies**

LOOK FOR THE HIGHLY POLISHED METAL BAND THAT GIVES DUDE FLIES A FISH ATTRACTING TOUCH OF FLASH

Choice of NYLON, POLAR BEAR HAIR, BUCKTAIL or FEATHERS. Two Sizes, 1/4 or 1/2 oz. weight. White, Yellow or combination.

This fish-tailed fly is one of the famous Barracuda family of Jigs that started the national trend. Pick up a couple At Your Favorite Tackle Store

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

**ACTION Guaranteed Dude Flies**

NYLON or POLAR BEAR HAIR

The Dude Fly is the result of careful study and fish-tasting by the nation's top bracket spin casters to give you a lure that will go we-a-y out and land record-breaking Bass, Trout, Croppies and Salt Water scrappers. Don't be "Fish-Guessed" on your next fishing trip. Pick up a couple now - -

At Your Favorite Tackle Store

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

◀ Left: 2 different 1958 Dude Fly ads, one from April, and the other from July, both featured in Florida Outdoors. Note the available polar bear hair option!

**Wherever You Go.... They're Talking about**

FAMOUS **Barracuda SUPER DUDE**

Good fishing is more than a wish - it's a promise, when you are on the fish-tasting fly. Whether you're fishing fresh water or salt, this fellow has what it takes to hook and hold those glib little beauties of the deep. You can bet it with a hammer and it will not crack or chip. Its alloy gleam and fish-like scale finish gives the SUPER DUDE that extra touch and glimmer of a winner.

A full range of sizes for casting, spinning or trolling. JUST SEE YOUR TACKLE DEALER

ask for BARRACUDA SUPER DUDES - he's got 'em

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

**America's Favorite Jig SUPER DUDE**

5 SIZES For SPINNING or CASTING

BY THE WORLD'S LARGEST MANUFACTURER OF JIGS

You have started the nation using a new method of fishing - "Jigging" with Super Dude catches every fresh or salt water game fish - gizzard, bluegill, bass, crappie, shiner, perch, etc. Ask your fishing tackle dealer for the "unlimited" ask for Genuine Barracuda Super Dudes - -

At Your Favorite Tackle Store

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

▶ Right: Variations on the Super Dude ad, from Florida Outdoors October 1957, and February 1959.

**CATALOG ADS**

**A DOUBLE WINNER IN \$5 CASTING FLOATS**

RED 25¢ METAL 30¢

FOR CASTING OR STATIONARY FISHING

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

◀ Left and Right: ▶ Our available documentation indicates that these full page ads for Casting Floats, the Fishtail Propeller, and the color Reflecto Spoon/Bull Nose Jig/Florida Shiner/Reflecto Weedless Spoon combo first appeared in the 1948 6P and 7P catalogs.

**a fishermans pal**

**FISHTAIL PROPELLER**

HERE'S ONE OF THE NEWEST PIECES OF EQUIPMENT FOR THE SPORTSMAN THAT WILL GIVE HIM WORDS OF PRAISE - -

MARVIN'S FISHTAIL PROPELLER IS AN IMPROVED MECHANICAL ADAPTATION OF THE WHEEL, AND CERTAINLY THE MOST EFFICIENT PROPELLING METHOD KNOWN IN WATER, THAT OF THE FISHTAIL 1756P.

MANUFACTURED FROM TOP GRADE MATERIAL TO GIVE YOU YEARS OF SATISFACTORY SERVICE - THE INITIAL COST IS THE ONLY COST AND THERE IS NO USER - -

RETAILS AT 24¢

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

**NO TACKLE BOX COMPLETE WITHOUT THESE BARRACUDA BRAND BAITS**

**FOR SALT WATER**

**Reflecto Spoon**

**Bull Nose Jig**

**FOR FRESH WATER**

**Florida Shiner**

**Reflecto Weedless Spoon**

**FLORIDA FISHING TACKLE MANUFACTURING CO. INC.**  
 ST. PETERSBURG, FLORIDA  
 FAMOUS BARRACUDA BRAND



**BARRACUDA BRAND J-JIGS**

1/4 OZ. NYLON 1/8 OZ. FEATHER  
2 OZ. NYLON 1 1/2 OZ. FEATHER  
4 OZ. NYLON 3 1/2 OZ. FEATHER  
3 OZ. NYLON 2 1/2 OZ. FEATHER

**FULL NOSE FEATHER**  
**FULL NOSE NYLON**

The jigs are connected by a full spring. The line can be pulled in a full range of motion. The jig is built with a full range of motion. The jig is built with a full range of motion. The jig is built with a full range of motion.

**BARRACUDA BRAND J-JIGS**

1/4 OZ. NYLON 1/8 OZ. FEATHER  
2 OZ. NYLON 1 1/2 OZ. FEATHER  
4 OZ. NYLON 3 1/2 OZ. FEATHER  
3 OZ. NYLON 2 1/2 OZ. FEATHER

**FULL NOSE FEATHER**  
**FULL NOSE NYLON**

The jigs are connected by a full spring. The line can be pulled in a full range of motion. The jig is built with a full range of motion. The jig is built with a full range of motion. The jig is built with a full range of motion.

The J-jig two page spread, from the 1950 ID Master Catalog.

**TOPS IN..... PROFITS PREFERENCE PERFORMANCE**

**FAMOUS Barracuda BRAND REFLECTO SPOONS**

Whoever you find a group of fishing enthusiasts, their will center for a batch of spoons. The reason is very simple. These spoons have proven their effectiveness in both fresh and salt water fishing with lead to convince professional guides and expert fishermen.

The perfection of Reflecto Spoons is the result of years of research by master craftsmen in the art of making fishing lures. The step-down design or series of ridges on the brilliant chrome finished spoon are arranged to produce greater reflection and more wiggling action than could be obtained by any other method.

**ILLUSTRATIONS SHOW ACTUAL SIZES**

Size	Length of Spoon	Width of Spoon	Weight	Hook Size
80	1 3/8"	3/16"	1/8 oz.	1/8"
81	1 3/8"	3/16"	1/8 oz.	1/8"
82	1 3/8"	3/16"	1/8 oz.	1/8"
83	1 3/8"	3/16"	1/8 oz.	1/8"
84	1 3/8"	3/16"	1/8 oz.	1/8"
85	1 3/8"	3/16"	1/8 oz.	1/8"
86	1 3/8"	3/16"	1/8 oz.	1/8"
87	1 3/8"	3/16"	1/8 oz.	1/8"
88	1 3/8"	3/16"	1/8 oz.	1/8"
89	1 3/8"	3/16"	1/8 oz.	1/8"
90	1 3/8"	3/16"	1/8 oz.	1/8"

**FLORIDA FISHING TACKLE MANUFACTURING CO. INC.**  
**BARRACUDA**  
SAINT PETERSBURG, FLORIDA, U.S.A.

1950 ID Master Catalog, Reflecto Spoons

**NO TACKLE BOX COMPLETE WITHOUT THESE BARRACUDA BRAND BAITS**

**FOR SALT WATER**  
Crank bait for the heavy deep? The one to include in your tackle box. Casts better in the heavy deep. Designed by master fishermen to really catch and hold big fish.

**Reflecto Spoon**  
Invaluable chrome finish. Best in salt water. The water will catch it. The water will catch it. The water will catch it.

**Full Nose Jig**  
The water head shaped like a bait's nose. Full nose jigs are the most effective in salt water. The water will catch it. The water will catch it.

**FOR FRESH WATER**  
Anchored by top light action. The experts witnessed its superior performance. The water will catch it. The water will catch it.

**Florida Shiner**  
This lure has both power and color to attract the fish. The water will catch it. The water will catch it.

**Reflecto Weedless Spoon**  
Designed for weedless action. The water will catch it. The water will catch it.

**FLORIDA FISHING TACKLE MANUFACTURING CO. INC.**  
**ST. PETERSBURG, FLORIDA**  
**FAMOUS BARRACUDA BRAND**

1950 ID Master Catalog, B/W inside back cover

**The NEW SENSATION by Barracuda**

**Super Midget**

The immediate success of this little "powerhouse" was not a surprise. Right from the start, when the experts witnessed its superior performance, we knew that we had a winner. This came the design of a lure for its fish getting results! Even in the hands of novices, the Super Midget is absolutely guaranteed to catch fish. When you work its terrific fish-catching action, you'll know why. It does under water in its "fish-like" motion, and its jerky motion, and because of its "fish-like" motion, and its jerky motion, and because of its "fish-like" motion, and its jerky motion.

Length: 1 1/2" Weight: 3/16 oz.

**FLORIDA FISHING TACKLE MANUFACTURING CO. INC.**  
**BARRACUDA**  
SAINT PETERSBURG, FLORIDA, U.S.A.

1950 ID Master Catalog, yellow Super Midget

**The NEW SENSATION by Barracuda**

**Super Midget**

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Length: 1 1/2" Weight: 3/16 oz.

**FLORIDA FISHING TACKLE MANUFACTURING CO. INC.**  
**BARRACUDA**  
SAINT PETERSBURG, FLORIDA, U.S.A.

1950 2J Jobber Catalog, red Super Midget

**Barracuda's LATEST FISH GETTIN' MARVEL SQUID DUDE**

There's a genuine thrill in using Barracuda's SQUID DUDE because it brings out the vicious striking instincts of Stripers, Blue Fish, Mackerel, Great Northern, Sea Bass, Barracuda, Tuna. These are smaller sizes for the fresh water game fish, too. It's really built for tough tastes including the durable, life-like scale finish. The SQUID DUDE is ideal for salt water spinning. The concentrated weight makes for easy and accurate casting. Choice of three combinations:

- Silver Scale with White Buretail
- Yellow Scale with Yellow Buretail
- Chrome Plated with White Buretail

Available in the following six sizes:

Size 1	1 1/2" long	1/8" high	1/8 oz.
Size 2	2" long	1/4" high	1/4 oz.
Size 3	2 1/2" long	3/8" high	3/8 oz.
Size 4	3" long	1/2" high	1/2 oz.
Size 5	3 1/2" long	5/8" high	5/8 oz.
Size 6	4" long	3/4" high	3/4 oz.

**WORLD'S LARGEST MANUFACTURERS OF JIGS**  
**BARRACUDA**  
SAINT PETERSBURG, FLORIDA, U.S.A.

**GO WILD FOR IT!**

1954 Annual Catalog, Squid Dude

**Barracuda SUPER DUDES**

**NEW... 100 SERIES**  
This is the latest member of the Super Dude family.

These amazing new lures have distinguished them the old lures. They are truly called "The Best of the Fishing Game". Available in four sizes as illustrated. First two superior series 8801 and 8802. Last number 100 series. Each number 100 series. Each number 100 series. Each number 100 series.

8801 series: 2 1/2" long, 1/2" high, 1/2 oz.  
8802 series: 3" long, 3/4" high, 3/4 oz.  
100 series: 3 1/2" long, 5/8" high, 5/8 oz.  
100 series: 4" long, 3/4" high, 3/4 oz.

**FLORIDA FISHING TACKLE MANUFACTURING CO. INC.**  
**BARRACUDA**  
SAINT PETERSBURG, FLORIDA, U.S.A.

1954 Annual Catalog, Super Dude Artist Pallet

**FAMOUS Barracuda BRAND REFLECTO SPOONS**

**What Makes 'Em BEST?**

The perfection of these spoons is the result of years of research by master craftsmen in the art of making fishing lures. The step-down design or series of ridges on the brilliant chrome finished spoon are arranged to produce greater reflection and more wiggling action than could be obtained by any other method.

**Reflecto-Feather** **Reflecto-Bucktail**

Size	Length of Spoon	Width of Spoon	Weight	Hook Size
80	1 3/8"	3/16"	1/8 oz.	1/8"
81	1 3/8"	3/16"	1/8 oz.	1/8"
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**FLORIDA FISHING TACKLE MANUFACTURING CO. INC.**  
**BARRACUDA**  
SAINT PETERSBURG, FLORIDA, U.S.A.

1954 Annual Catalog, Reflecto Spoon, version 2