

# F.A.T.C. NEWS

Florida Antique Tackle Collectors Newsletter

Volume 32, Number 1



**FLORIDA'S "Champion  
Tarpon Angler"**

**Scott Taylor:  
A New Found Focus**

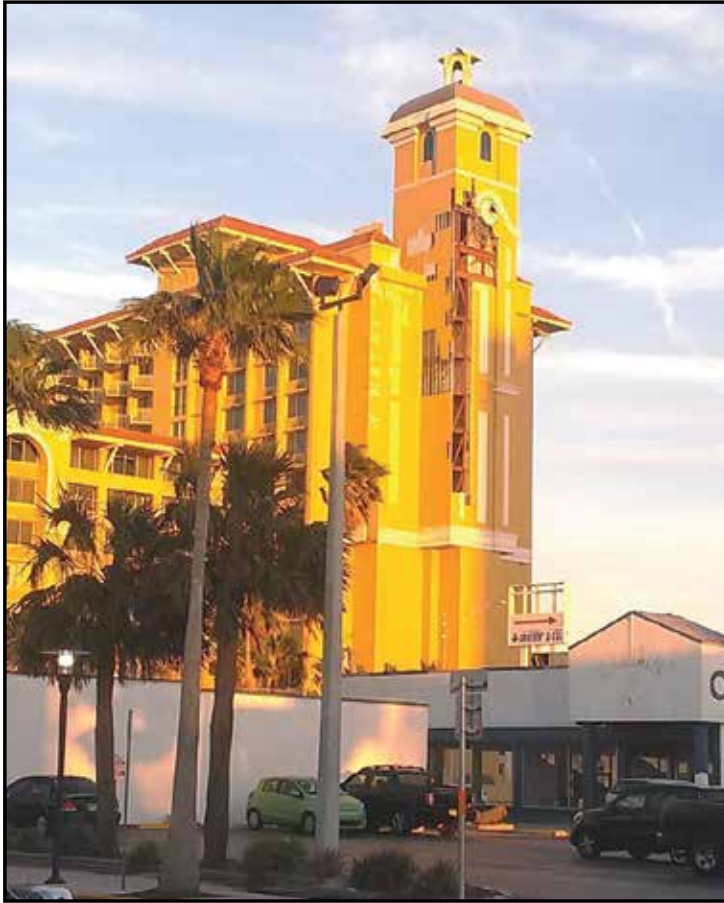
**2018 FATC  
Patriotic Tarpon Darter**

**Does Sex Sell  
Fishing Tackle?**

**Running Out of  
Things to Collect?  
Try Something New!**

Stepladder Fishermen, 1950, James Calvert Smith (1879 - 1962), watercolor on paper, 13" x 17", from The Brown Collection, Cici and Hyatt Brown Museum of Art, Museum of Arts and Sciences, Daytona Beach.







*The World's Most Comprehensive Antique & Collectible Fishing Tackle Reference*

Providing a quick, easy search for values and information on items in every fishing tackle and angling related category. Exclusively utilizing Lang's past auction catalogs - the most comprehensive database available for actual values on antique & collectible lures, reels, rods, flies, books, creels, floats, ephemera, fish decoys, etc.



Over a decade of Lang's Auction catalogs - hundreds of thousands of photos, descriptions and actual prices realized, with updates and new items added automatically after every auction.



Visit [TackleFindApp.com](http://TackleFindApp.com) from your PC or Mac  
Download the App from your mobile device Today



Now you're only seconds away from the information you need to buy or sell with confidence - at a show, estate sale, buying online or at an auction, the identification and value you need is as close as your phone, tablet or computer. Research actual prices paid, ascertain common vs. rare, find value differences per condition, explore trends, and much more. Equal to a library of reference books for your immediate use, no matter where you are or when you need information - never sell a rare item for less than its actual value again, and don't be fooled into buying a common example for a price that should be reserved for a rare color, scarce size, or valuable variation.

*The only field reference for antique and collectible fishing tackle you'll ever need!*



Unlimited searches and access - monthly subscription \$4.99 • 24hr unlimited searches - \$1.99 • [TackleFindApp.com](http://TackleFindApp.com)

# FATC Awards Criteria

It has come to our attention that many of our FATC members are not aware of the various benchmarks used to judge the exhibits at our FATC shows. The following is a synopsis of the criteria used to reach our decisions:

- Educational Information
- Identification & Labeling
- Rarity
- Completeness
- Condition
- Overall Presentation
- Uniqueness and/or Originality

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

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

Thank you,  
Awards Committee – Rick Vaughn and Paul Snider

## 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.**

February 2018 Volume 32, No. 1

## Contents

Photos from Daytona .....	2-4
President's Message .....	6
Editor Notes .....	7
Florida's "Champion Tarpon Angler" .....	8-9
Sculling Help .....	10
Running Out Of Things To Collect? Try Something New.....	11-13
2018 FATC Patriotic Darter .....	14
Does Sex Sell Fishing Tackle? .....	15-17
Scott Taylor: A New Found Focus.....	20
Summer Show Flyer.....	23

- PRESIDENT...** Mike Hall, Jacksonville, FL  
**VICE PRESIDENT...** Chuck Heddon, Longwood, FL  
**SECRETARY...** Rick Vaughn, Nokomis, FL  
**TREASURER...** Bill Premaza, Venice, FL  
**ADVERTISING...** Paul Snider, Pensacola, FL  
**DIRECTORS...**
- |                                    |                               |
|------------------------------------|-------------------------------|
| Paul Snider, Pensacola, FL         | Ron Gast, Kissimmee, FL       |
| Norm Pinardi, Bradenton, FL        | Rick Vaughn, Nokomis, FL      |
| Jim Duncan, Palm Beach Gardens, FL | Butch Carey, Key West, FL     |
| Mike Mais, Ocala, FL               | Beth Lucas, Daytona Beach, FL |
| Chuck Heddon, Longwood, FL         |                               |

F.A.T.C. News is published tri-annually by F.A.T.C., a voluntary, non-profit corporation. Past issues can be viewed online at our web site: [www.fatc.net](http://www.fatc.net)

### F.A.T.C. NEWS EDITOR

Johnny Garland  
109 Oscar Miller Rd., Johnson City, TN 37604  
423-943-3333  
email: [bagleyfanatic@gmail.com](mailto:bagleyfanatic@gmail.com)

Printed by Progressive Printing, Lake Mary, FL  
The material in the F.A.T.C. News is copyrighted and cannot be reproduced in any manner whatsoever without permission.

## President's Message

Mike Hall



Greetings everyone and a very Happy New Year to all. As the seasons change from hurricanes to Winter, I'm really looking forward to the F.A.T.C. International Tackle Show, March 2nd - 4th, 2018. Looking forward to seeing everyone again, it's been a while since our last show in Lake City. The Fernandina Beach show was canceled due to Hurricane Irma affecting most of us in Florida. One thing I have learned - never schedule a Florida show in September. Jim Berglund and I had that show ready to go a few days before the storm. Maybe we can do a Fernandina Beach show in the future, a great location to host a show. The Punta Gorda show will be hosted by Dick Braun June 8th - 10th, 2018. The St. Pete show will be hosted by Ron Gast August 2nd - 4th, 2018. Looks like we have a full calendar for 2018.

The Daytona show this year will be celebrating the 30th Anniversary of the F.A.T.C. (1988 - 2018). It is assured to be a successful and fun weekend for all, due to the support of our members and their participation in this show. Your efforts are very appreciated, Thank You! The Saturday night auction will be accepting consignment items during the show if interested in selling.

The Special Awards subject for 2018 will be 'counter-top displays' - lures, cards, reel racks and advertisement you would find on an old tackle shop counter. The F.A.T.C. Membership Drive is underway, the member that signs up the most New Members by the Daytona Beach show will win \$250.00 credit to be used at the Daytona Saturday Night Auction. Invite your friends, neighbors or co-workers to sponsor your efforts to increase membership, also they will receive 3 outstanding F.A.T.C. Newsletters and FREE admission to their first show.

Please be safe traveling to the show. If you need a table at the last minute, we can accommodate you.

Happy Tackle Hunting, Mike 🐟



**BILL LONG'S FISHING GUIDE & Lake Tour Service**



- Private charters
- Custom rigged, fully equipped safe bass boats
- Half day, full day and night fishing trips
- Free tackle and lures
- Free refreshments
- Free Transportation from most hotels.
- Free photo of your fish
- USCG-master captain license

**• No Fish-No Pay! •**



[www.centrafloridafishing.com](http://www.centrafloridafishing.com)

**Bill Long's Fishing Guide & Lake Tour Service**

1630 Balmy Beach Drive  
Apopka, Florida 32703

Phone: (407) 290-1593

Email: [info@centrafloridafishing.com](mailto:info@centrafloridafishing.com)



Come see why Central Florida is known as the world's best trophy fishing destination. Captain Bill Long has fished these Central Florida waters for over 30 years. Bill specializes in both artificial bait and shiners to catch **BIG BASS** and Black Croppie (Speckled Perch).

Bill Long's Fishing Guide is featured in Florida Sportsman, Outdoor Life, Field and Stream, and has appeared on ESPN's Wayne Pearson Ultimate Outdoors. Having you land big trophy bass is our number one priority.

If you are interested in seeing Central Florida's beauty by boat, call for your special sightseeing tours. Bring your cameras as you will see old Cypress Trees, Spanish Moss, Water Hyacinths, birds, wildlife and alligators.

Our central location puts you 30 minutes or less from major attractions such as: Disney World®, MGM, Epcot, Universal Studios, and Sea World.



## Editor Notes

*Johnny Garland*


I am compiling a new Directory which I hope to have printed and mailed no later than the first of April. I need everyone's attention and response to make this Directory as near to perfect as it can be done.

At registration on Thursday, I will be at the table getting as much updated material that I can get. Then Friday and Saturday I will continue to have all of the information on my table - so please come by and make sure all of your information is correct. I also need help with the Life Members - do they still want to receive the F.A.T.C. News? Are they still alive? Other members which you are close to - please check their information and add anything you can to help.

The Directory is an expensive item every year, but I feel we can offset the cost by adding Ads to the Directory. Throughout the year most of us will refer to the Directory more than any issue of the F.A.T.C. News, so chances are your Ad would be seen more in the Directory. For the same one time price you can have your Ad placed in the Directory. I hope to have a four-page center section to the Directory of Ads (in color). If extra space is needed, then I want to place Ads on the back of the front cover and the inside of the back cover. Please see me at the show to request the placement of your Ad. Do your own Ad the way you want it and I will do my best to get it in the Directory exactly as you wish.

One other very important item. When you pay your dues by check, credit card, paypal or at the show the payment can go to Bill Premaza or myself (who will forward to Bill), BUT please fill out the membership form (which will be provided at the show or in this issue) and see that I get it. I MUST have this information. We have the membership forms going to 4 or 5 different people - this will not work.

With every member's help - We can make this the BEST Directory ever.

Thank you very much, Johnny Garland 

### "REELS AS BIG AS YOUR HEAD"



**Always Buying Big Game Reels, Rods, and all Misc. Big Game Tackle**

Trophies, Gaffs, Pins, Patches, Hooks, Misc. South Bend "Zane Grey" Teasers & All Teasers

### Also Paying Top Dollar For High Quality Fly Fishing Reels to include:

Hardy, Meek, Zwarg, Vom Hofe, Walker, Mills, Leonard, Philbrook & Payne & All Others

### BUYING HIGH QUALITY SALT WATER REELS

*Please Contact:*

**Ed Pritchard - 561-748-7508 or 561-818-1081**

Visit us at - [AntiqueFishingReels.com](http://AntiqueFishingReels.com)

Or E-Mail - [reeltackle@aol.com](mailto:reeltackle@aol.com)

## WANTED

Ralph Miller Leaping Lena's Will Buy Individual Bates

Or Collections



My Grandfather made these Lures in a two story garage behind his house. I am trying to preserve his legacy. Call me anytime and lets talk. 214-554-6245 or email me at [windsurfer.bob@gmail.com](mailto:windsurfer.bob@gmail.com) check out [Leapinglena.com](http://Leapinglena.com)

# FLORIDA'S "Champion Tarpon Angler"

D.J. Brace

That was the title bestowed upon Florida's Fort Myers resident, W. Ashby Jones, according to a newspaper article dated July 22, 1930. The article indicated Jones, then age 72, had 1,750 catches to his credit. These took place over a 35 year period near Fort Myers. Another newspaper account of the veteran angler indicated that by 1941 the number of catches had grown to more than 3,000 tarpon!



Mrs. Ashby Jones

Years earlier, *The Pittsburgh Press* on August 9, 1916 began an article with **"WOMAN CONQUERS 210-POUND TARPON FOR RECORD CATCH"**. The angler was Mrs. Maude A. Jones, Ashby's wife! The hour long fight took place on Florida's

Caloosahatchee River, near Fort Myers. This was the first tarpon of the 1916 Florida season. For tarpon of this size, it was common for anglers of the day to let their boats drift in the passes with hooks baited with live crabs. The article also noted that the Fort Myers Tarpon Fishing Assoc. awarded the female angler with an honorary membership in addition to the Club's gold button.

A close friend of Ashby Jones and "keeper of official tarpon records" was Capt. Edw. L. Evans. In 1923 Evans, of Fort Myers, received U.S. Patent No.1467362 for a trolling spoon of his own design. The spoon, called the **"Evans Spoon"**, was produced by the Pflueger Co. Years later in similar fashion, Jones was to have a spoon named after him.

A Texas publication, *The Southern Sportsman*, ran the advertisement pictured here in their December 1937 publication. The ad references **"Ashby Jones"**. Tarrer and Sons storefront located on First St. advertised **"Fishing Begins Here"**.

The "Ashby Jones" lure was a metal spoon produced by the Metalure Company of Baltimore, Maryland. Vernon H. Byus, also of Baltimore, received U.S Patent 1981029 on November 20, 1934 for the spoon. Byus indicated his design called for the head and tail of the spoon to be bent in opposite up/down directions. He maintained this obvious advantage would cause the lure to *"dart most quickly through the water"*. What connection, if any, that might have existed between Metalure and Jones was not learned.



"Ashby Jones" lure

Fort Myers, the "City of Palms" was described as *"being at the center of the finest fishing grounds in the State"*. The Jones's owned a 2-acre estate located on a mile wide portion of the

**METALURE**—Now made with the new finish of Red Head and flashing chrome body. Known as the "Ashby Jones" lure. A real champion bearing a champion's name. See them at—

**TARRER AND SONS**  
Fort Myers, Florida





Caloosahatchee River offering immediate access to tarpon, still today one of Florida's significant game fish. Their 2-story home overlooking the River, had a 2-car garage complete with servants quarters. A nearby winter neighbor and angling enthusiast was the famous inventor Thos. A. Edison. Following the death of Ashby Jones, the Jones's home was offered for sale in 1949 at \$32,600 completely furnished! A phrase, "the good ol' days" comes to mind for a number of reasons!

Note: A special thanks is extended to Lifetime NFLCC member Colby Sorrells. 🐟

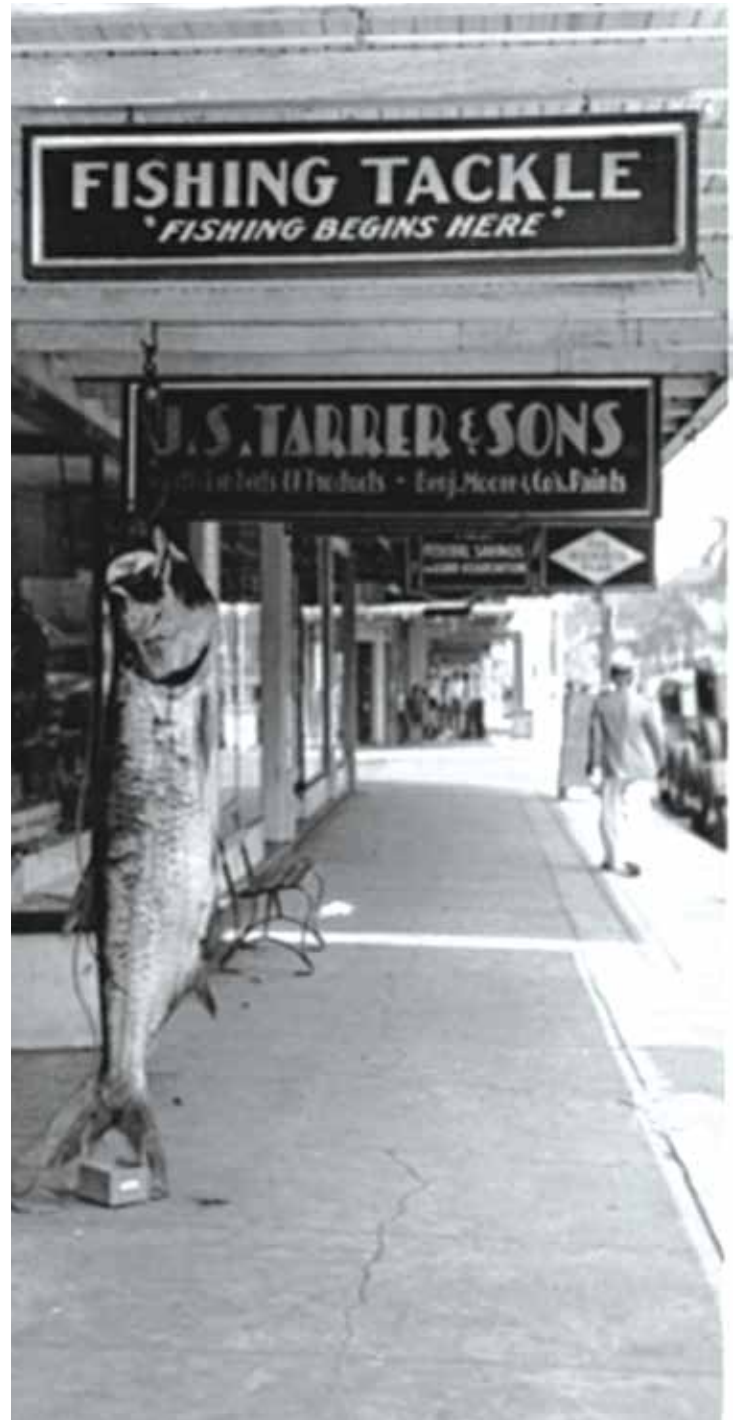


Photo: Courtesy Fort Myers Historical Society

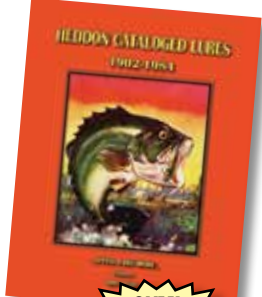
**MISSING**  
 An Article by YOU  
 PLEASE CONTRIBUTE

NOTE: Of all of the nice displays that we see at the shows and of all of the information that is in the your heads - we all have a lot we can share.



**M.T. Publishing Company, Inc. proudly presents**  
**HEDDON CATALOGED LURES**  
**1902-1984**  
 ...PLUS A BIT MORE.  
**Volume I**  
 by Joan L. Lyons

- 8.5" x 11" Hardbound Book
- Color Dust Jacket
- 560 Pages (470 color, 90 black and white)
- High Quality, Acid Free Paper
- Library Binding
- Limited Number of Leather Editions Available at \$114.95\*
- Title Expected to Ship in Late February 2018



**ONLY \$74.95\***

This newly published title, (Volume I of III), examines in great detail each of the over 400 Heddon lures that were featured in Heddon's annual catalog for the 82 years that they called Dowagiac home. Heddon was one of the pioneer manufacturers of artificial fishing lures. This is a must-have for all fishing enthusiasts!  
*This is not a price guide, but a research tool, listing lure details in easy to read forms.*

To order with a credit card, visit [www.mtpublishing.com](http://www.mtpublishing.com)  
 or call **1-888-263-4702** Monday - Friday: 8 a.m. - 4:30 p.m. CST

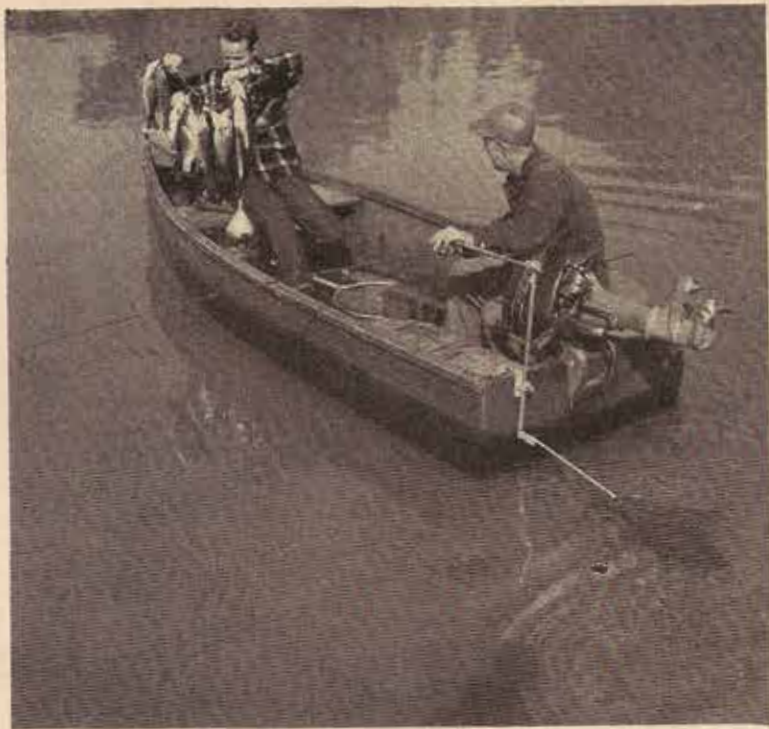
Send check or money orders to:  
**Heddon Cataloged Lures | c/o M.T. Publishing Company, Inc.**  
**P.O. Box 6802 | Evansville, Indiana 47719-6802**

\*Plus S/H of \$9.00 for first book and \$6.00 for each additional book. Shipping rates are for U.S. only. International shipping rates will apply. Indiana residents add 7% sales tax to book total amount.

**WANTED!!**  
**ANTIQUe BIG GAME FISHING TACKLE**  
 Professional Restoration on all Vintage  
 Big Game Fishing Rods



**CAPTAIN JON WILSON**  
 (229) 293-9344  
 Valdosta, Georgia  
[capijhw@aol.com](mailto:capijhw@aol.com)



*"Sneaker Blade" works like fish's tail, with no splash.*

## SCULLING HELP

**N**EARLY everyone old enough to read knows what "rowing" or "paddling" a boat means. But mention the word "sculling" and you're apt to draw a blank look from all but the very knowledgeable.

Yet sculling, as a means of manually propelling a water-craft, is as ancient as rowing or paddling, and in some parts of the world it is almost the only method used. Venetian gondoliers, for example, scull their romantic craft. Chinese boatmen you've seen in motion pictures, slowly moving back-and-forth a huge sweep at the stern of their boats, are sculling.

Sculling a small boat is an art not easily learned when done with an oar. Essentially the sculling action is like that of the tail of a swimming fish. The oar or blade is not lifted from the water as in paddling or rowing. Properly done, sculling is absolutely silent.

This is the great advantage of sculling for fishermen or duck hunters—plus the fact that it is done with one hand, leaving the other free to handle a rod or gun. There is no noisy rattle of oarlocks or splashing of a paddle being dipped into the water.

Because of these advantages there have been numerous attempts made

over a good many years to perfect a mechanical sculler. Records of the U. S. Patent Office list numerous such devices.

The trick to sculling—what makes it so hard to learn to do well with an oar—is a sort of feathering motion of the blade as it sweeps back and forth, which the oar-sculler accomplishes by a twist of his wrist as he makes his strokes. To time this properly and take just the correct "bite" is a knack that comes only with long practice.

Mechanical scullers are devised to



*Old method of sculling with an oar is an art which is hard to master.*

Mechanical device makes an ancient method of boat propulsion easy and fun, to say nothing of surprising fish by a ghostly silent approach



*Sculler folds up out of way of motor, can be used on either end of boat.*

+

do this feathering automatically, so that all the operator has to do is to move the lever or handle back and forth. If the device works well, even good scullers prefer one to an oar because of the greater ease and because the mechanical sculler is usually far more compact.

One of the most recent—and, according to reports, one of the best—automatic scullers is a Florida product. Made and patented by the Whidden Welding Works of Jacksonville, it is commercially known as the "Florida Sneaker Blade." It was recently awarded top rank in Design, Craftsmanship and Utility by the Gold Medal Awards Committee of the Sportsman's Club of America.

Reports from Florida lakes and streams indicate that the "Florida Sneaker Blade" is being used extensively by fishermen. A good many use it as an auxiliary to outboard motors—both to quietly close in on a favorite fishing hole and for drift fishing, in which live minnows are used to catch speckled perch.

The Sneaker Blade can be mounted either fore or aft on a boat. Movement of the arm only a few inches back and forth will drive a light boat ahead at a good clip. ♦ ♦ ♦



# Running Out of Things to Collect? Try Something New!

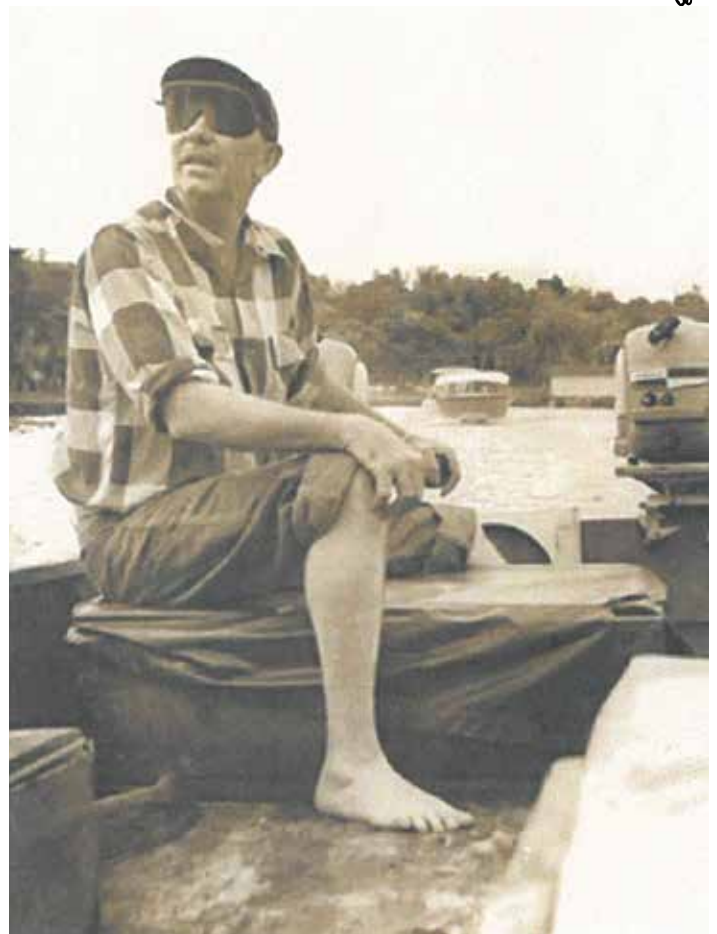
*Charlie Tanner*

Let's stretch antique tackle collecting a little by throwing books about fishing into the mix. I have been a Florida full timer for over 20 years. Coming from New York I may be preaching to the choir when I bring up some history of a St. Pete publishing icon, Rube Allyn, whom I never heard of until recently. I had been going through some of my past ramblings when I came across a copy of "Rube Allyn's Fishermen's Handbook". The book came along with a reel that I was conned into buying at a Daytona Beach show by a lovely lady named Carolyn Corwin. I did a short piece on the reel in the Reel News using a copy of an ad of the reel from the handbook.

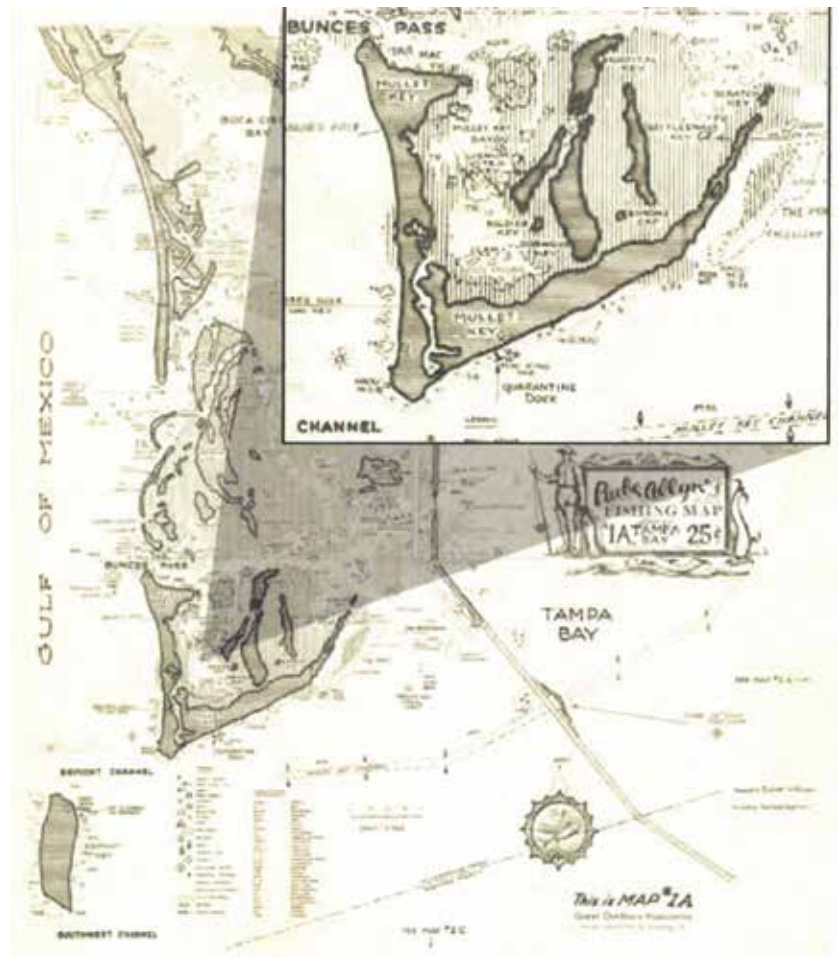
If you go on line and punch in Rube Allyn - St. Petersburg you will find a mother load of info on this St. Pete gent, his family and books. The handbook that I have sold for 65 cents. It is not dated but judging the attire of the folks on the cover it would seem to be from the early fifties. It covers; when to fish, knot tying, bait rigging, fish cleaning and anything that you would need to know about the sport.

You will find in your web search a history going back to 1913. Rube's father was a reporter at a local newspaper. He tried a fling at publishing on his own. A paper called the "Sarasota Sun" - it did not last. He then produced a bimonthly magazine called "The Florida Fisherman". Dad had a little spice in his life, he once tried to elude creditors by unhitching his floating office from the dock were it was tied. The office sank. In 1927, Allyn Sr. was arrested for the murder of a local politician and later released for lack of evidence.

Rubert R. Allyn, Jr. followed in his father's footsteps as a reporter. He was an outdoor columnist for the St. Petersburg Times. Rube made his way around Florida reporting on the outdoors, however his reporting was heavy on fishing. At the local fishing haunts



*Rube Allyn above and one of his fishing maps below*

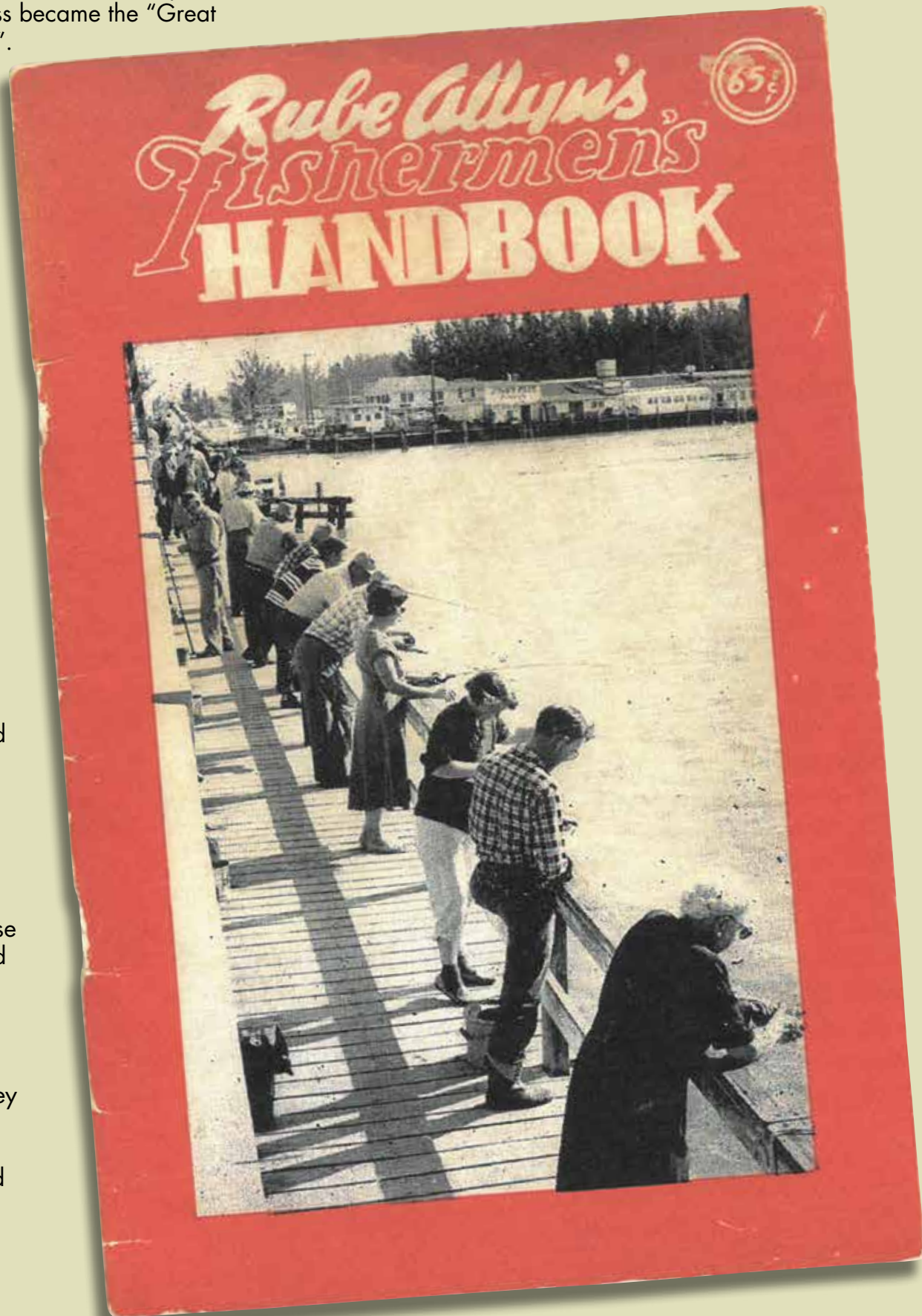


he covered he was often asked to ID a fish. This gave Rube the idea to publish his first book, "Dictionary of Fishes".

He left the Times to become a full-time publisher. His publishing business became the "Great Outdoors Association".

It later became "Great Outdoors Publishing Co." The company published dozens of books covering fishing and related subjects. He authored eleven of the group. You can find these books on Ebay, Amazon and all over the web including libraries. May be some day a member of the club will bring to the show a complete collection of Rube's books. Rube was killed in 1968 when he was hit by a car while riding his bike. Rube had requested to be buried at sea. His wish was carried out. The sea he wanted was the Gulf of Mexico. The publishing business passed down to his son Charlie and spouse Joyce. Charlie passed away in 1988 and Joyce and daughter Jan ran the business. Joyce died in 2005 and in 2009 the Finney company of Lakeville, Minnesota bought the "Great Outdoors" and continues to publish it today.

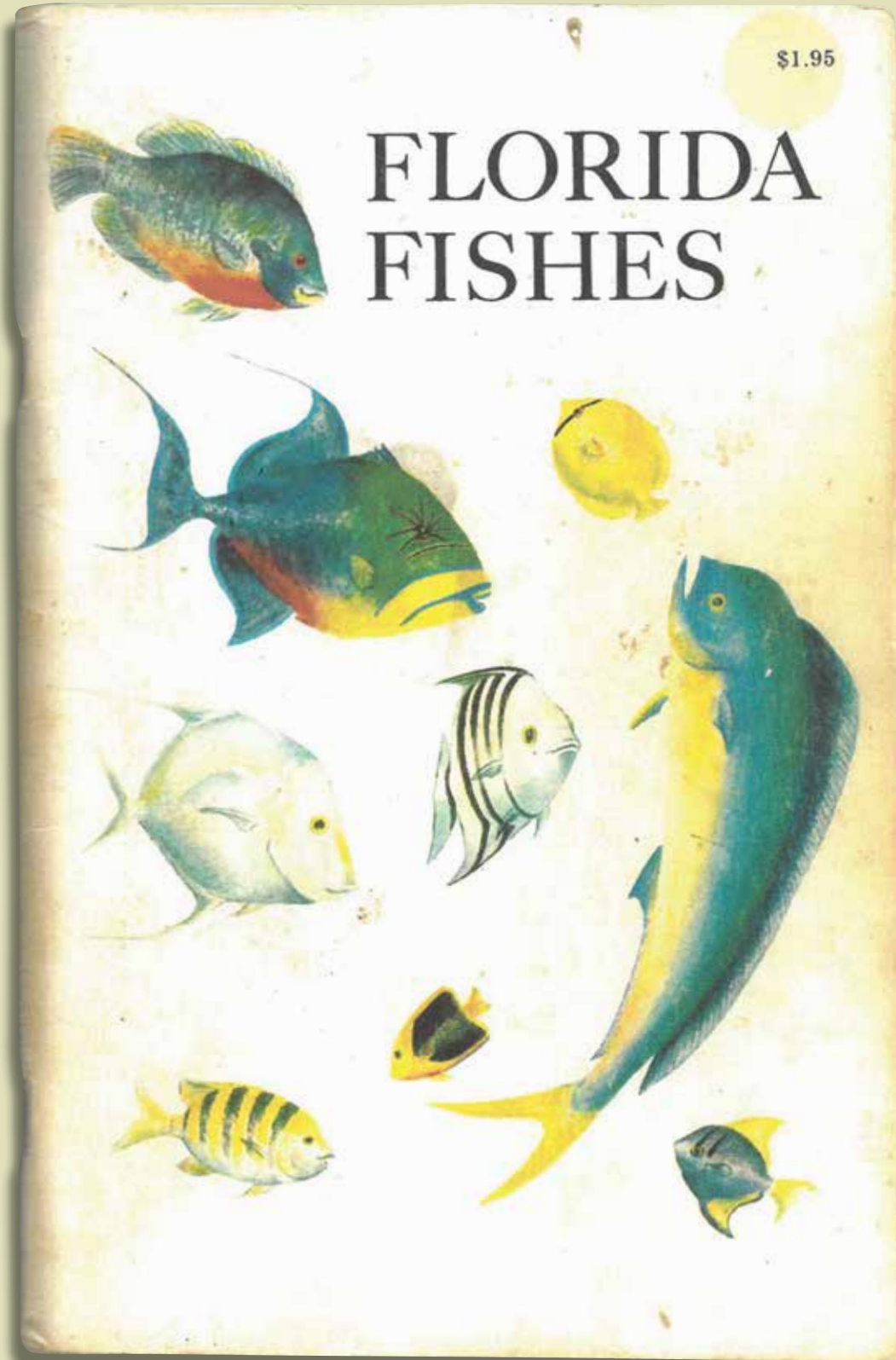
It is almost endless, the things Rube achieved which was attached to his love of fishing and outdoors of Florida. He was responsible for starting and getting a state charter in 1946 for the "FOWA", the "Florida Outdoors Writers



Association". He produced and sold fishing maps for 25 cents of Tampa Bay, Lake Okeechobee and Crystal River to mention a few. Some titles of books Rube authored and published are:

- Florida's Finest Fishing Resorts*
- Good Camping in Florida*
- Fisherman's Handbook*
- Dictionary of Reptiles & Amphibians*
- A Dictionary of Fishes*

- Good Fishing in Florida*
- How to Build a Houseboat for \$900*
- Salt Water Florida Fishes*
- Outdoors Afloat*
- Animal World of the Water Front*
- Florida Fishes*
- \*Water Wagon-through Florida Waterways by Scow and Outboard - this was published in 1952 by Farrar, Straus and Young Inc.*



# 2018 FATC Patriotic Tarpon Darter

*Ed Weston*

The FATC 2018 club lure is a wood patriotic glass eyed tarpon darter produced by Master Lure Maker Rusty Jessee. Each darter is hand crafted and individually painted in a beautiful red, white and blue color scheme. Rusty is known for his high quality craftsmanship. The FATC is honored to have Rusty create our 2018 club lure.

Lures will be boxed and numbered from 1 to 40. The number 1 lure will be placed in the FATC Saturday night auction. When you purchase your 2018 Patriotic Darter, the number you receive will be determined by a blind draw. What does this

mean? The numbers are put into a container and you draw your number out of the container unseen. There is an exception to the rule. If you have a special number that you would like to receive (and it has not already been drawn), you may donate an extra \$10.00 or more to the club and you will be given that numbered lure.

Club lures will be on sale at registration or during the show, March 1, 2 and 3rd, from Sheila Quinn or Ed Weston. You need to get your 2018 FATC Patriotic Glass Eyed Wood Tarpon Darter early because it will undoubtedly sell out. 🐟



# Does Sex Sell Fishing Tackle?

Bill Stuart

Let me say at the outset that I am not an authority on this subject, so I don't know if I can properly answer the question - especially, since all my hard evidence comes from only 4 decades, the 1940's through the 1970's. The soft facts come from the 1930's - 1940's and the 1980's through a part of the 2010's - almost another 6

decades of observation. This is also my first trip into this delicate subject.

We begin with the Rain-Beau lady. Poor thing, all she has on are her hat, boots, and creel, nothing or no one to keep her warm. The ad the following month shows, or doesn't show, missing body parts. Three

Rain-Beau, *Sports Afield*, March 1945

Rain-Beau, *Sports Afield*, c. 1945

Rain-Beau, *Sports Afield*, July 1945

months later she has on a striped shirt, white shorts, and sneakers and a very non-fishing hat. The pattern reminds me a little of the Gibson Girls. They started off with almost nothing on and put on more and more clothes as time went on. It was an almost reverse burlesque. I don't expect any of you to remember the Gibson Girls, because it was way before your time. Page 1 (of this article): Ads 1940's, page 2: Ads 1950's, page 3: Ads 1960's and Ads 1970's.

Some of you will recall that I related, in print, that at the first staff meeting at Bagley one of the ladies asked, "Can we quit painting the boobs on the Mama Cat?" Without hesitation, I said yes. In time, that became a collectible Mama Cat variation. I have not even considered the lures that are mermaids. They were made by at least 4 different companies, none of which I can name at the moment.

The Lou Eppinger gal was an attractive gal as was Miss Abu of Sweden. Unfortunately no one knows, not even the curator of the Abu Museum, when the postcard was first issued. Where she is displayed in the Museum there is a card that reads: sometime in the mid-50's. The Western Fishing Line ad looks a little fishy to me.

Of the two Zebco ladies, one appears to be the seductress, while the other looks like the devil who made her do it.

The Angler's Products appear to be soft plastic products and Daiwa presents a single item, the Daiwa rod. The Johnson Outboard Motor's girl has the best



ABU of Sweden,  
ABU Museum c.  
mid-50s

**BRAIDED BEST**

*double your  
repeat  
fishing line sales  
with  
amazing new*

**"W-40"  
BRAIDED NYLON  
MONOFILAMENT**

"W-40" BRAIDED MONOFILAMENT is the hottest selling fishing line for all kinds of light tackle fishing... beautifully packaged, dynamically merchandised, and nationally advertised... join the thousands of dealers whose repeat sales of "W-40" BRAIDED MONOFILAMENT have made them a million new customers!

SOLD THRU JOBBERS

*"fishing line is our middle name"*

*Earl Lombard*

Western Fishing Line, *unknown*, August 1957

For the most  
**Beautiful**  
fishing fun  
ever...

Try the Genuine  
*Crystal*  
**DARDEVIL**

**LOU J. EPPINGER**  
MFG. CO.

1757 PURITAN AVE., DEPT. C5, DETROIT 3, MICH.

Lou Eppinger, *Field & Stream*, May 1954





Above: Zebco, *Fishing Tackle Trade News*, August 1969  
Below: Zebco, *Fishing Tackle Trade News*, August 1969



tan of all the ladies in this line up. In the Hennessey Bait and Tackle ad, the provocative statement, Really "something" to grab hold of.....!!!, does raise the question, "Does sex sell fishing tackle?" With this short history of fishing tackle ads one might conclude that subtle and not so subtle displays of attractive female figures does move the male population to buy! 🐟



Top right: Daiwa Rods, *Bass Master*, July/August 1974

Middle right: Johnson Outboards, *Bass Master*, November/December 1978



Bottom right: Hennessey Bait & Tackle, May/January 1973 June, 1977, *American Bass Fisherman*





President: **Mike Hall**, 904-424-7071, flalake@aol.com  
 Vice President: **Chuck Heddon**, 407-862-7562, cheddon@mpinet.net  
 Secretary: **Rick Vaughan**, 941-223-8996, fishboy6500@yahoo.com  
 Treasurer: **Bill Premaza**, wpremaza@aol.com

Auction Chair: **Mike Mais**, 352-622-2868, mmais68569@embarqmail.com  
 Awards Committee: **Rick Vaughan**, 941-223-8996, fishboy6500@yahoo.com  
 and **Paul Snider**, 850-458-2111, paulsnider@cox.net  
 Advertising: **Paul Snider**, 850-458-2111, paulsnider@cox.net

Directors:

**Norm Pinardi**, 841-792-1671, njpinardi@aol.com, W, **Rick Vaughn**, 941-223-8996, fishboy6500@yahoo.com, SW  
**Jim Duncan**, 561-575-7956, duncan694@aol.com, E, **Paul Snider**, 850-458-2111, paulsnider@cox.net, NW  
**Mike Mais**, 352-622-2868, mmais68569@embarqmail.com, NE,  
**Butch Carey**, 305-745-1873, butchcareykw@aol.com, SE  
**Ron Gast**, 407-496-7940, ron@luresnreels.com, Central

Membership Director: **Johnny Garland**, 423-943-3333, bagleyfanatic@gmail.com

FATC Newsletter Editor: **Johnny Garland**

109 Oscar Miller Rd., Johnson City, TN 37604, 423-943-3333, bagleyfanatic@gmail.com

<b>F A T C  A D  R A T E S</b>	Classified "Tackle box" ads (black & white)	\$3.50	1x	\$10.00	3x	<b>E F F E C T I V E  2 0 1 1 1 7</b>
	Classified "Tackle box" ads (color)	5.00	1x	12.50	3x	
	Business Card ads (black & white)	10.00	1x	29.00	3x	
	Business Card ads (color)	15.00	1x	40.00	3x	
	1/4 page ads (black & white)	50.00	1x	120.00	3x	
	1/4 page ads (color)	75.00	1x	200.00	3x	
	1/2 page ads (black & white)	90.00	1x	215.00	3x	
	Full page ads (black & white)	160.00	1x	380.00	3x	
	1/2 page color horizontal	200.00	1x	450.00	3x	
	Outside back cover – color (horizontal only)	275.00	1x	619.00	3x	
	1/2 page color (Contents page only – vertical)	300.00	1x	679.00	3x	
	Full page color (except covers or center)	375.00	1x	900.00	3x	
Inside front or back cover	525.00	1x	1,179.00	3x		
Single center page	450.00	1x	1,019.00	3x		
Centerfold (No vertical center gutter)	850.00	1x	1,919.00	3x		

## 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.



**NEW MEMBERS:**

Gary Bryant  
715 Mamie Rd.  
Jacksonville, FL 32205  
905-525-9447

Dennis Coley  
1513 Aries Ln.  
Clearwater, FL 33755  
727-647-4807  
myhotride@yahoo.com

Robert M. Love/Louise  
2111 Salem Church Rd.  
Irmo, SC 29063  
803-781-6536  
rodlove1@bellsouth.net

David Molthrop  
6024 S. Robertson St.  
New Orleans, LA 70118  
davemolthrop@hotmail.com

Hiro Naito  
19 Oakwood Rd.  
Winter Haven, FL 33880  
863-967-8714  
hiroism7@aol.com

James Nelson  
24635 County Road 65  
Robertsdale, AL 36567  
251-377-5861  
jnelson@nortonlilly.com

Monroe Nelson  
25147 County Road 65  
Loxley, AL 36551  
251-979-1466

Stacy Reilly  
505 Hammock Pine Blvd.  
Clearwater, FL 33761  
727-239-6620  
butrlytat18@gmail.com

Alan Schwaber  
4501 Arlington Blvd. 804  
Arlington, VA 22203  
478-732-0990  
apschwaber@icloud.com

Terry Westergard  
P.O. Box 461  
McIntosh, FL 32664  
352-591-5079

**NOW-NO MORE PADDLING!**

Don't run the fish off with a bumping, banging oar or paddle.



Sneak in on the bass with a **SNEAKER BLADE**

Designed and developed by a sport fisherman for better fishing, for easy and quiet propelling and steering of all small craft.

- Compact for carrying
- Easy to use
- Operates through grass and lily pads
- Variable blade pitch
- Telescoping lever handle
- Knee action blade bar
- Depth adjustment
- Forward, reverse and sharp turn

Thousands of satisfied users

Lets you fish while you operate it



The Florida Sneaker Blade—  
Silent — Powerful —  
Ruggedly Built — Completely Flexible

Write for full details

**Whidden Welding Works**

915-B Benbow Street  
JACKSONVILLE, FLORIDA

# Thanks to all who helped with my collection!

*~Chuck*

**WANTED:** *Genuine* **Heddon** LURES



FATC NFLCC  
(407) 862-7562

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



Cell: 321-439-4011

cheddon@mpinet.net

# Scott Taylor: A New Found Focus

*Stephen Rampersad*

Tay-Lure Made Bait Co.

Collecting fishing tackle is a very popular and interesting hobby to most. Some have saved tackle from their youth or perhaps inherited some from a relative. Others gain their interest from outside sources or by mere happenstance as in the case of Scott Taylor from Tallahassee, Florida.

Scott Taylor grew up in south Florida from age 5 where he spent much of his youth fishing for Tarpon and Snook in the Miami waterways. ... but this story is about collecting fishing tackle so we will fast forward about 40 years.

Scott loves to fish! After retiring with over 40 years at Publix grocery store, Scott was finally able to fish frequently again. Fishing had always been an integral part of his life but after retiring he was able to devote more time and resources to this hobby. Between traveling, fishing, and doing what retired people do, Scott and his wife Peggy developed a relationship with the owner of a local auction house. They both enjoyed collecting/decorating their home with fine antiques. They then began assisting in purchasing and appraising vintage golf memorabilia and as well as various antiques. At one of these particular auctions in 2011 he made the acquaintance of a long time vintage tackle collector and member of the FATC. Scott had no idea his life was about to change forever. Shortly after their conversation, Scott knew that he wanted to change his focus of collecting golf memorabilia to vintage Florida made fishing tackle. Later that year Scott became a

member of the FATC and made it to his very first Daytona show. "I was blown away at the show" he said as he experienced first hand a setting with so many great collections of vintage tackle along with collectors that shared his enthusiasm. His love for the hobby and interest in the Lures and their makers continued to grow, so much so, that he began hand carving lures of his own.

By 2012 Scott had over 50 completed and fishable lures made. He would start his mornings with a cup of coffee and a trip down to his private pond where he would water test these baits on a



variety of freshwater species such as large mouth bass, gar, bluegill, and catfish. His designs were very similar to the patterns he so loved collecting. Jim Pfeffer and Robinson Bait Co. were certainly favorites. He also carved his own version of a frog, and shiner.

By 2016 with hundreds of lures made, Scott's arthritis was so bad he was no longer able to carve lures. Many of his baits have made it to various club members, friends, and family but the bulk of them are in his private collection and tackle box.

Although Scott is considered a contemporary lure maker he is a great

example of what collecting is all about; embracing many aspects this hobby as a way of life.

I hope this story will inspire us all on how a single positive interaction can significantly impact someone's life and also insure that this great club continues to grow. 🐟



(863) 956-3885  
davidapple@juno.com



**APPLE'S HOME SERVICE**

Expert Lawn and Landscape Maintenance

David Apple  
Owner

380 S. Seminole Ave.  
Lake Alfred, Florida 33850



**ANTIQUE  
BIG GAME  
FISHING TACKLE**

← **BUTCH CAREY** →

Buying/Selling Vintage  
Reels, Rods, Tackle  
and Memorabilia

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

**The Fisher-Man**

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

**Michael Arthur**  
386-624-6920

813A Flightline Blvd. #6 • DeLand, FL 32724  
TheFisher-Man@cfl.rr.com  
www.thefisher-man.com  
Tues-Fri Noon-6:00 • Sat 10:00-2:00



**ZEBCO Collector**

Of Closed faced Zebco reels

**Dick Braun**

1949-1999 USA Produced Reels

Dick\_braun@embarqmail.com  
That-zebco-guy@embarqmail.com

941-639-8330

Member of ORCA, FATC & Author



I am aware this is getting very late, but I feel this is one of the top “No Brainers” while at the same time a Great opportunity for all of us. PLEASE CONSIDER THIS THE DAY YOU RECEIVE YOUR COPY OF THE FATC NEWS!

**FLORIDA ANTIQUE TACKLE COLLECTORS**

**MEMBERSHIP DRIVE - MEMBERSHIP DRIVE - MEMBERSHIP DRIVE**

***Win \$250.00 credit to be used at the Daytona Beach auction.***

1. By signing up before the next show, the new member would get a discount of \$15.00 (free admission) to their first show.
2. Each new member signed up would earn a \$35.00 credit towards your (the sponsor) next table or registration fee.
3. The member signing up the most new members by the Daytona Show would get \$250.00 credit to be used at the Daytona auction. The caveat to that deal is that if you buy a \$200 item you don't get \$50 to carry over.

If a lapsed member is signed up they must have been out of the club at least 2 years.

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

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

Phone: \_\_\_\_\_ email: \_\_\_\_\_

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

Please submit payment with copy of this application, Check or Paypal (fatc.net)

USA \$35       CANADA \$40       INTERNATIONAL \$45

PLEASE MAIL COMPLETED FORM AND PAYMENT TO:

(Note: If you pay by paypal, still mail the form - just state paid by paypal)

Johnny Garland  
 109 Oscar Miller Rd.  
 Johnson City, TN 37604-3427



# Florida Antique Tackle Collectors Summer Show Punta Gorda, Florida June 8 & 9, 2018

**SHOW LOCATION:** Punta Gorda Waterfront Hotel and Suites  
300 W Retta Esplanade, Punta Gorda, FL 33950 (941) 639-1165

**ACCOMMODATIONS:** Punta Gorda Waterfront Hotel and Suites (941) 639-1165  
Room rates: \$67.50 per night, mention FATC group rate.

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

**REGISTRATION FORM AND SHOW HOST INFORMATION:**

Please make checks payable to F.A.T.C. and send to show host, or pay and register on line with Paypal or Credit Card at [www.fatc.net](http://www.fatc.net)

Dick Braun  
741 Longbeach Ct.  
Punta Gorda, FL 33950  
(941) 639-8330 email: [tzg.8330@gmail.com](mailto:tzg.8330@gmail.com)

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

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

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

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

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

I would like \_\_\_\_\_ Tables 8' at \$ 35.00 Each for a total of \_\_\_\_\_

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

Special Requests \_\_\_\_\_

REFUNDS for cancellations must be requested 30 days in advance. CANCELLATIONS after 30 days will not be refunded. You must be an FATC member to exhibit, trade or buy at the auction. BREAKDOWNS -In an effort to give the public a better show, we are asking anyone with tables to wait until after 4pm on Saturday to break down. Emergency exceptions will be made only by the show host. If you chose to break down early, you may not get a table next year.



## The FATC News

109 Oscar Miller Rd.  
Johnson City, TN 37604

## CALENDAR OF EVENTS



### Daytona Beach International Tackle Show

March 2, 3 & 4, 2018  
Daytona Beach, FL  
866-500-5630 or  
855-327-5292

### Punta Gorda Summer Show

June 8 & 9, 2018  
Punta Gorda, FL  
Punta Gorda Waterfront Hotel and Suites  
1-941-639-1165



2018 FATC Club Patch