

F.A.T.C. NEWS

Florida Antique Tackle Collectors Newsletter

Volume 25, Number 1



Florida's Surprise Minnow



Earl Robinson Perfects his Lures



Tackle Leads
at the

FAIR



FISHY PATCHWORK

Tallahassee Fall Show

Thanks to show hosts: Sally Jett, Frank and Linda Carter, and Jack and Claire Fenwick.



Russ Thorne – Best Educational Exhibit



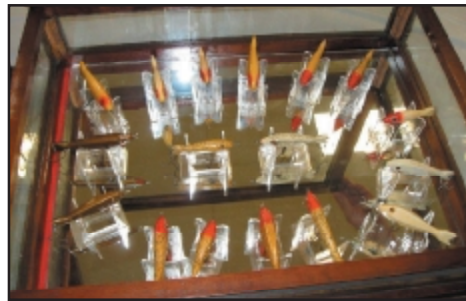
Gene Meisberger – Best Topical



Robert Pittman – Best Florida Display



H.O. Price collection of Mike Mais



Heddon saltwater lures



Bill Stuart visits with Russell Griffin



Russ Thorne's display of Penn Reels & boxes



Sally Jett



Lloyd Jett Creations and Tribute



Van Clay Lures



Bill Stuart's display of Louis Rhead creations



Van Clay Lures

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F.A.T.C. NEWS

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

January 2011 Volume 25, No. 1

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President's Message

by Larry Lucas



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Happy New Year,

After admiring this magazine's cover shot, it occurs to me that we, in some ways, are like the patches in its background. On the surface, we project what we want the world to know about us. We say it with a warm smile, a twinkle in our eyes or even a grimace on our face. We show whether we are bold or timid, informative or have a willingness to learn.

Like the patches, we may stand on our own and make a statement, but as a group, we are a sight to behold.

We are vibrant and informative. We are an organization, a team and a union. We are much stronger together than when we stand on our own. I know a wonderful lady and club member that makes quilts. When she starts one of her projects, she has nothing but a pile of patches. Slowly she brings them together and after hours and hours of labor, she has a beautiful work of art. It doesn't matter if the color of the patches clashes, when they are all sewn together, magic happens.

Our club is nothing but a patchwork quilt. We may each stand on our own, we may clash with one another on an individual basis, but as a group, we are magic. All you have to do is take the time to go to a show and look around. Stand back and see people from many different walks of life gather together for a common interest. Yes, on an individual level, members may have different ways of doing things. However, as a group we are knowledge, strength and a testament to the passion we all possess when it comes to preserving the history of vintage tackle. We go from a single patch to a quilt. We go from individuals with limitations to a group with unlimited potential.

Our club has survived what I believe to be the worst of the economic downturn. I feel that as the weather begins to warm, the recession will begin to fade into an ugly memory. As I write this just before Christmas, our Daytona Show is almost sold out. It will undoubtedly be another fun filled and rewarding event. I sincerely hope you will be able to attend – even if just for a day. It will be an event you won't soon forget. Not only will you be able to look for that elusive item for your collection, but you will surely see old friends and make new ones. I hope to be able to get around and visit everyone this year. In previous years, I have been so busy with show operations; there hasn't been enough time to see and experience the show. Our club has recently hired a show coordinator to run our shows. Her name is Bonnie Saliba and unlike me, she is very detail oriented and organized. She will be running the registration desk and has really whipped the process into shape. This should result in a smoother show for everyone that attends and will free me up to make sure everyone is content.

I would like to take a minute to thank Steve Cox for being our club editor for that last five years. His tenure at the helm of this magazine has taken us to a new level. I would also like to welcome Gary Simpson as our new editor. I know he will take the magazine for a great ride. We will surely keep evolving and will always strive to bring you a magazine that informs and entertains.

As a New Years wish for you, I sincerely hope you can become a more active member of our club. Every patch makes us stronger, more knowledgeable, and another piece of the quilt that is your club.



Editor's Notes

by Gary Simpson

The tackle collectors I have gotten to know tend to be a nostalgic bunch...and your new FATC newsletter editor is as much so as any of them.

I was blessed to be frequently exposed to Florida fishing from my kindergarten days—taken on wonderful adventures as the only child of a great man. The two of us were steady fishing partners for decades. And so, my first fishing roots were put down at a tender age in the early 1960's—long before bar codes and cell phones. Back, actually, when color television was a big deal. We called outboard motors “kickers”, and ours was a 1958 Johnson Sea Horse that we carried in the trunks of our cars or the back of the station wagon. We rented boats – wooden boats – at fish camps, lugging the heavy kicker to the transoms every trip. The fish camp folk were hardy, long suffering natives not prone to whine or seek damages when business suffered due to any of the myriad reasons a fish camp suffers. We became friends with a few.

Although wooden lures like Dalton Specials, Devils Horses, and Nip-I-Diddees were still popular, our best bass lures were molded plastic baits that were then becoming increasingly popular. We caught most of our fish with Rebel Minnows, Cordell Hot Spots, and Storm Thin Fins. Soft plastics were just beginning to really catch on with bass anglers. I seem to remember a general thought among some better bassers that the new soft baits weren't as sporting as 'plugs'. Nick Creme and Tom Mann had only recently put out their new worms that would revolutionize bass fishing. Almost everybody called them “rubber worms”, even though they weren't really made of rubber. The term actually stuck until relatively recently. Maybe “stuck” is a too-apt word in describing the worm. We've all had the sad experience of finding soft baits stuck to otherwise rare and beautiful lures.

Tackle shops were independently owned; and they had

the feel and smell of a tackle shop. Various live baits, that is, blended with the old-lure smell that tackle-collecting icon, Dave Hoover first described in one of his wonderful pre-internet lure lists (“I love the smell of old lures in the morning”).

In recent years, we have seen the great early names of American tackle manufacturers—Heddon, Creek Chub, Pflueger, and Penn to name a few—perpetuated in name only with equipment made someplace other than the United States. Some of it remains very good. But it's not the same as when places like Dowagiac, Garrett, Akron, and Philadelphia drove the world of American tackle production. And so, we collectors gather and cherish the fishing equipment made back when WE made it...with a great sense of pride. I am pleased to take a turn at putting together the FATC Newsletter for a while to help us all appreciate these simpler times and learn more about the angling artifacts we love.

We proudly add two regular features to the magazine. First, a piece by That-Zebco-Guy, Dick Braun, who has agreed to be our guru when it comes to the favorite fishing reel of an American generation known as the Baby Boomers.

The Bagley Fanatic, Johnny Garland, has likewise graciously agreed to pen a regular piece. He will enlighten us about the Bagley Bait Company—or possibly another of the tackle manufacturers about which he has become a ‘fanatical’ student.

Please let these guys know how much you appreciate their efforts, knowledge, and willingness to share. Also, Steve Cox gets a huge “Thanks” for the wonderful job he did on the dozens of issues he produced. Through the past few weeks, I have come to see just how much effort he must have put into each of them.

Awards to be given at the 2011 Daytona International Show

Best Florida Display

Best Topical Display

Best Non-Florida Display (The Jack Funderburk Award)

Minnow Awards (outstanding tackle displays by junior collectors)

BREAKING NEWS:

A huge and diverse collection has been consigned to the Daytona Show Auction. This special survivor auction will include over 1,000 items of tackle including a large number of Florida and tough miscellaneous lures.

DON'T MISS IT!!!



Earl Robinson Perfects His Baits

by Joe Yates

When studying Florida's earliest lure makers it is rare to hear their first hand accounts of designing and perfecting baits. In the course of doing some research last year I found a newspaper article that provides some very personal insight into Earl Robinson's lure making. During a visit to St. Petersburg, Florida in early 1941, Robinson took the time for a newspaper interview with local outdoors writer Rubert Allyn. The story appeared in the St. Petersburg Times.

Most of what we know about Earl Robinson comes from the definitive *Florida Lure Makers and Their Lures* by Brace, Riddle, and Stuart. They write that Robinson began making lures in Apopka, Florida sometime around 1926. His earliest baits were classic folk art, primitively carved, and hand painted in a rather dull palette of metallic and earth tone colors. The story continues that Robinson abandoned his folk art designs in favor of two distinctly new lures sometime around 1938. The authors refer to this as

the *Two Lure Period* and it coincides rather nicely with the newspaper interview.

Rubert Allyn refers to Robinson as "the Apopka bait man" and says that "he started making baits in a trailer, and still makes his own stock and then sells around the state". He writes "Earl Robinson.....is the man who's been experimenting with bass baits up around Lake Apopka for the last two years. He finally has perfected what believes is the answer to all bait problems". A grainy photograph in the newspaper story is the only picture we have ever seen of Earl Robinson.



"Years ago," Robinson explained, "I felt that bait makers were going a little off the track on 'action' for their plugs. You could hear the experts on every side talk of action, and more action. They wanted to make their baits dive and zip and turn barrel rolls in the water to lure the fish".

"Of course they caught some fish with all of the monstrosities, but really they were getting so much action into the plugs that a fish had to be trained to catch one. My experiments have proved that they're all wet . . . absolutely all wet. It isn't action they want, but a bait that moves slowly and gives the fish a chance to get it. It's the finish and color that counts".

"My baits have absolutely no action at all. They move through the water on an even keel, and only the spinners make a disturbance. But the finish, and appeal . . . ah, that's something else. That's the thing. I've met fellows around tackle stores who say they can make this bait and that bait catch fish, but let me say right here that when you get





right down to brass tacks they can't produce. I've a standing offer that I'll catch five for one from any of them, and they haven't beaten me yet".

Robinson explained that it took a lot of trial and error to come up with the finish for his lures that worked. "I've seen hundreds of my efforts fade out in the water. The finish would peel off after a little use. It was only recently that I discovered the secret and now they work. It's my secret and I'm going to keep it".

Some of Robinson's colors and his secret finish are shown on the Popper and Shiner lures of the Two Lure Period.

I have spoken with a number of Robinson lure collectors over the years and heard them comment that it is hard to believe that the same man made the Two Lure Period baits and the folk art baits attributed to Earl Robinson. After all, the contrast in the lures is quite dramatic. How was it that crude carvings gave way to smoothly turned cedar bodies? How was it possible that lure color was not so important one day and a major ingredient the next? Robinson's own words tell us that the changes represent the fruits of years of experimenting to learn what kind of

lures work best to catch fish. Some people speculate that Robinson's changes were made simply to improve his chances for commercial success. Chances are that both of these things are true.

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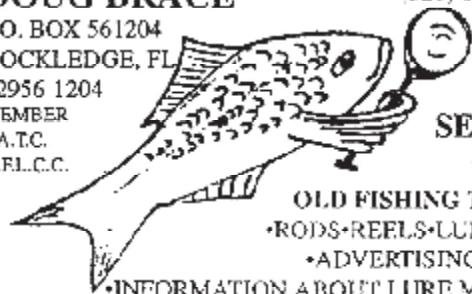


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~Chuck

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The Florida Surprise Minnow

By Ed Weston

Long long ago, in a time that I have almost forgotten, the Florida Surprise was created. Here is the story behind the lure and how it came into existence.

It was September of 1983, Jim Frazier called me up and said, "What are you doing for the lure friends for Christmas?" My reply was "nothing." Jim then proceeded to tell me that every year he would send some crazy-made lure for Christmas to his main trading buddies all over the United States. He would make these lures out of scrap pieces of wood, broom handles, or any piece of plastic he had sitting around his house, but this year he wanted something special.

That weekend I jumped into the car and motored on down to Hollywood from Lake Park to see Jim and learn just what weird scheme he had on his mind for making fishing lures for Christmas presents. It must be remembered that Jim was a three time President of the NFLCC, one of five founding members of the FATC, and his knowledge of collectable fishing lures was amazing.

I arrived at Jim's and we went into his den. His den was a fishing museum in itself. All four walls were anointed with large wood 3ft by 5ft sheets of plywood covered with burlap. Into the plywood in neat rows were screwed brass cup hooks each holding one of Jim's vintage lures.

Jim had heard that there was a lure maker in Orlando named Griner, who would make you

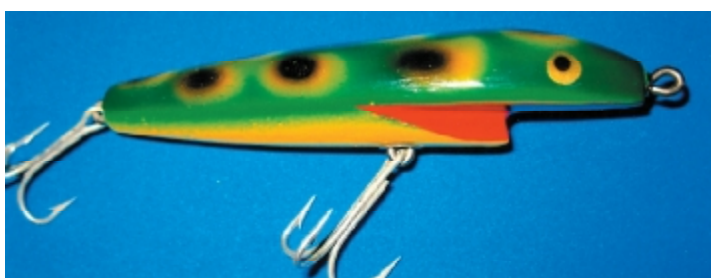


any type of lure that you wanted. At the time the Pflueger Surprise Minnow was super hot and everybody wanted one. After some discussion it was decided that I would contact Mr. Griner and take him a Pflueger Surprise Minnow. The color would be frog, two treble hooks, 4 - 1/8 inches long and we would have two or three dozen made depending on the price.

To make a short story even shorter, I went to Orlando, saw Mr. Griner, had three dozen Florida Surprise Minnows made and the rest is history. The original cost of these lures was three dollars each. Today if you can find one, they are selling for \$100.00 to \$125.00 each. Just think, it all started as a simple Christmas present.

Griner did make other Florida Surprise Minnows in different colors and different lengths, but we will save that story for another time.

One footnote to this story. As you know Jim Frazier left us a few years ago. If it wasn't for Jim, I would have never started collecting fishing tackle. I will forever be in his debt. Thank you Jim.





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Florida Antique Tackle Collectors, Inc.

A NON-PROFIT EDUCATIONAL ORGANIZATION
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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

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



Minutes from FATC Board of Directors

CABOT LODGE, TALLAHASSEE, FLORIDA • OCTOBER 23, 2010

In attendance: Larry Lucas, Ed Weston, Sally Jett, Mike Simms, Jim Duncan, Paul Snider, Dennis McNulty, Mike Hall, Sheila Quinn

At 7:33am, President, Larry Lucas presided over the meeting.

Larry reviewed the minutes from the August 7, 2010 meeting. The minutes were accepted as presented.

Treasures Report: Sally Jett presented the treasures report. A motion was made to accept the report by Dennis McNulty and was accepted by the board.

Old business: Steve Cox was recognized for the outstanding work he has done for the club, as Editor of the FATC magazine. Gary Simpson will be taking over the magazine and will begin the first of the year.

New show coordinator, Bonnie Saliba, will be sending out due notices. New memberships go to Bonnie. It was suggested that a coupon for one free lure show registration be given to new members. It was also suggested we keep track of how and why new members learn about our club.

New business: Ed Bauries resigned as secretary. Sheila Quinn was asked to fill that position. A motion was made to accept Sheila Quinn as the Secretary by Dennis McNulty. It was voted on and approved.

There will be no Savannah show next year in 2011. We do not have anyone to host it. We have just announced a show hosted by Mike Hall in St. Augustine for June, 2011. Details to follow.

A lengthy conversation on "Buying and Selling Ethics" was discussed. The club endorses the ethical standards as written in the club by –laws and will endeavor to emphasize these in the future. Look out for repaints on EBay. Selling repaints at the shows are not permitted. Members can only buy from other members in the shows and should follow the same ethics in the parking lot.

The auctions were discussed. It was suggested the club should turn away "inexpensive items" that will not benefit the seller. Dennis McNulty suggested allowing the owners of merchandise to attend the auctions. A motion was made by Ed Weston to allow sellers the first right of refusal at the shows other than Daytona where we have smaller auctions. The motion was passed. Larry Lucas suggested for the Daytona auction that contributors may attend the auction with a special area for them to sit but not bid. They will have an "Auction Guest" badge.

Paul Snider suggested a lifetime membership to the club for Sally Jett. A motion was made by Ed Weston for Sally Jett to be given an Honorary Lifetime membership. The motion carried.

Doug Brace asked for suggestions from the club on what lure to use for the next club patch. A motion was made by Dennis McNulty and second by Mike Hall that we use a "Lloyd Jett Lure" for the club lure patch. The motion was carried.

With no further Business, the meeting was adjourned at 8:27am.



Murphy Kelly - Kelly Hand Made Lures

by Mike Mais

Murphy Kelly's great love for fishing, combined with his knowledge of different types of wood, brought about his attempt to make the perfect lure. The lure making started when Murphy & his wife, Rachel, retired in 1980 and moved to one of the best fishing areas in Florida, the Ocala National Forest.

Murphy Kelly was born September 15, 1915, in Evarts, Kentucky. Murphy remained in Evarts throughout his youth, graduating from Evarts High School. In 1936, at the age of 21, he married Rachel Morton. They moved to Foster, Ohio, where they owned and operated an antique shop and a lumberyard. Murphy and Rachel raised three children while in Foster. Finally in 1980, they were ready for retirement, so they sold the two businesses and moved to Marion County, Florida, and the Ocala National Forest. Here, Murphy could be close to one of his great loves—fishing.

In 1982 Murphy started to make fishing lures, trying to combine different actions and colors to create the perfect lure. The bodies were made out of basswood, diving lips from Coke can tabs; and paint sprayed through panty hose gave the lures their scale patterns. He used a great variety of colors...any combination he thought looked good. Most of his paint

patterns started with gold or yellow bodies with black or green backs. Scale patterns were then added to complete the lure. One thing I have noticed on all of his lures is that the painted eyes all look the same—a hand painted yellow/gold circle with a black spot in it. Names were never assigned to his lures but most were modeled after the Rapala or darter types. Packaging was a simple plastic bag and a light green insert with black letters reading: "Kelly's Hand Made Lures". A leaping bass was on the insert. Though he did not mass-produce any of his lures they were sold at a few local businesses including Gate's Tackle, Forest Home Center, & Sunshine Drugs, all in the Ocala area.



Murphy Kelly passed away February 10, 1996 in Silver Springs, Florida.

My thanks to Rachel Kelly for providing the information about her husband, and to Jerry Roberts for locating the Kellys for me.

Included on this page are photos of various Murphy Kelly lures.



Fanatical Insights

by Johnny Garland



The more I read and study the printed material of Bagley Bait Company the more I am "hooked". It is amazing to me how the interest in the company has flourished and remained high during this poor economy. In this - my first article to the FATC News - I would like to focus on a very successful, but little known lure, the "Salty Dog".

The "Salty Dog" came on the scene in the 1960's - I'm not sure of what year, but believe it to have been around 1964 or 1965. When one mentions "Salty Dog" - it's like saying "Baptist"- there are a lot of them.

Bagley Bait Company offered the following: Salty Dog, Salty Dog II (Twin Tail), Salty Dog Grub, Salty Dog Shrimp (offered in 4 sizes), Salty Dog Shrimp Jumbo (2 sizes), Salty Dog Double Rig (2 different sizes to be rigged together), Salty Dog "Mini-Tail" Shrimp (with or without spinner), Screw-Tail Salty Dog (which was actually a Screw Tail Worm with a Salty Dog lead head offered in four sizes), and Salty Dog Spoons.

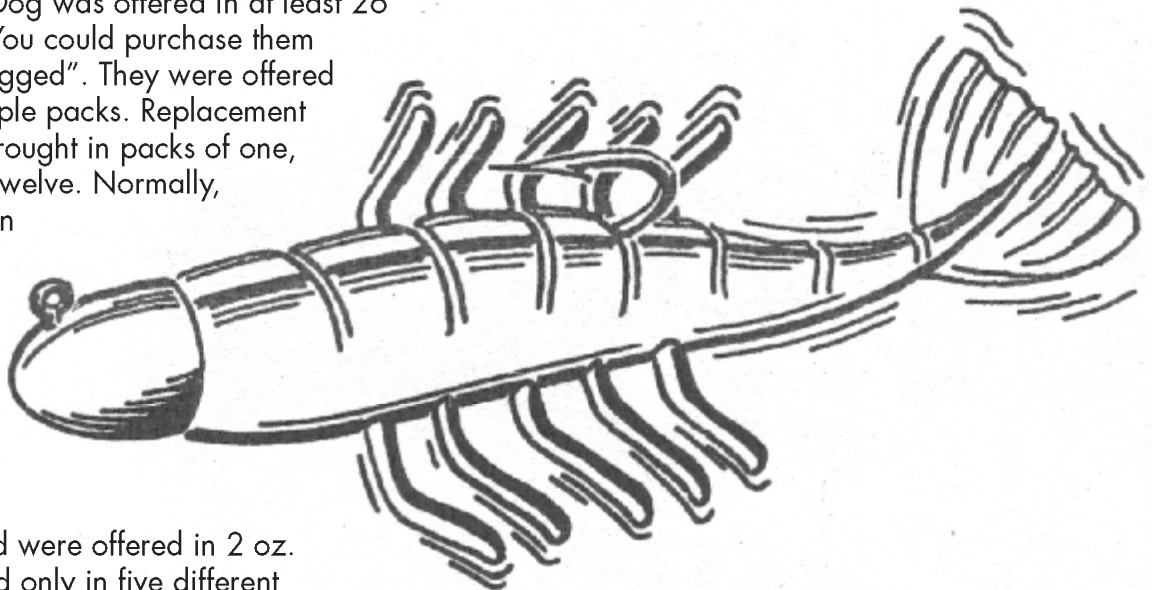
The regular Salty Dog was offered in at least 26 colors in 4 sizes. You could purchase them "Rigged" or "Un-rigged". They were offered in single and multiple packs. Replacement bodies could be brought in packs of one, two, four, five, or twelve. Normally, these were found in packs of one complete lure with two replacement bodies.

The Salty Dog Spoons appeared on the scene in 1973 and were offered in 2 oz. and 1 oz. sizes and only in five different colors. A couple of years later they were offered in additional two sizes. The 1/2 oz.

and the 1/4 oz. Sizes - but still only in the same five colors. By the late 70's they were only being offered in the 1 oz and the 1/2oz sizes. In 1981, Mr. Bagley had a need to get rid of a bunch of Salty Dog Spoon bodies, so he covered them in foil (like many of his wooden baits) and called them "Foiler Spoon", again offered in four sizes and five colors. These spoons are becoming desirable among Bagley Collectors.

BUT - the "Salty Dog" which I want to expound upon is the "Salty Dog Shrimp With Legs". This lure came only in one size (5/16 oz.) and was packaged only one to a pack. They were offered on a card which had twelve packages stapled to the card. They were offered in 14 different colors. The only year this lure was offered in a catalog or on an order blank was 1971.

The FATC has a young person who collects soft plastic lures, and she is on the "Alert" for one. For the past two years I have stated to several individuals that I would give \$100.00 for one of these lures. I am still waiting. I am enclosing all the information I have ever found on the "Salty Dog Shrimp With Legs", plus the guarantee on the \$100.00 reward for the first one offered to me to donate to this young lady. Good luck. I hope the next "Salty Dog" you find has beautiful legs. Johnny

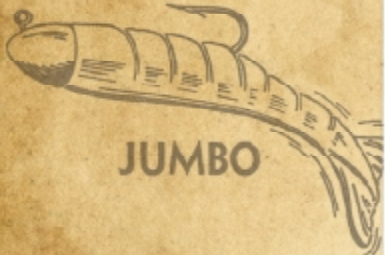


BAGLEY'S
SALTY DOG SHRIMP
For Fresh or Salt Water

BAGLEY'S
SALTY DOG SHRIMP
REPLACEMENT TAILS

BAGLEY'S
MINI-TAIL WITH SPINNER
For Fresh or Salt Water

WANTED



JUMBO



BAGLEY'S
SALTY DOG SHRIMP WITH LEGS

For those of you who think you gotta have legs on your "Salty Dog Shrimp", we've got 'em. Tough plastic body and head is coated with a tough plastic to protect color.

NEW... A jig and shrimp combination that looks so real that even humans can pass it up... much less a fish. A leg head with needle sharp hook and tough plastic body.

Code Nos.	Head	COLORS	Tail
SDS-14	Fire Glo Red		White
SDS-42	Pearl White	Fire Glo Orange	
SDS-33	Pearl Yellow	Yellow	
SDS-1N	Fire Glo Red	Natural	
SDS-15	Fire Glo Red	Amber	
SDS-4SP	Pearl White	Shrimp Pink	
SDS-99	Fire Glo Yellow	Fire Glo Yellow	
SDS-46	Pearl White	Green	
SDS-4N	Pearl White	Natural	
SDS-41	Pearl White	Fire Glo Red	
SDS-95	Fire Glo Yellow	Amber	
SDS-4CH	Pearl White	Clear Chartreuse	
SDS-1BR	Fire Glo Red	Blood Red	
SDS-11	Fire Glo Red	Fire Glo Red	

"AA" SERIES (1/16 oz.) . . . List Pkg. \$0.
Packed 2 Lures per Pkg., 12 Pkgs. per Card.

"A" SERIES (1/8 oz.) . . . List Pkg. \$0.
Packed 2 Lures per Pkg., 12 Pkgs. per Card.

"B" SERIES (1/4 oz.) . . . List Pkg. \$0.
Packed 1 Lure per Pkg., 12 Pkgs. per Card.

"C" SERIES (5/16 oz.) . . . List Pkg. \$0.
Packed 1 Lure per Pkg., 12 Pkgs. per Card.

NEW JUMBO SIZE

"D" SERIES (1 1/8 oz.) . . . List Pkg. \$0.99
Packed 1 Lure per Pkg., 12 Pkgs. per Card.

NOTE: Add Series Letter Designation to End of Code No. when Ordering.

Code Nos.	Head	COLORS	Tail
SDSL-14	Fire Glo Red		White
SDSL-42	Pearl White	Fire Glo Orange	
SDSL-33	Pearl Yellow	Yellow	
SDSL-1N	Fire Glo Red	Natural	
SDSL-15	Fire Glo Red	Amber	
SDSL-4SP	Pearl White	Shrimp Pink	
SDSL-99	Fire Glo Yellow	Fire Glo Yellow	
SDSL-46	Pearl White	Green	
SDSL-4N	Pearl White	Natural	
SDSL-41	Pearl White	Fire Glo Red	
SDSL-95	Fire Glo Yellow	Amber	
SDSL-4CH	Pearl White	Clear Chartreuse	
SDSL-1BR	Fire Glo Red	Blood Red	
SDSL-11	Fire Glo Red	Fire Glo Red	

"C" SERIES (5/16 oz.) . . . List Pkg. \$0.60
Packed 1 Lure per Pkg., 12 Pkgs. per Card.

NOTE: Add Series Letter Designation to End of Code No. when Ordering.

For those of you who think you gotta have legs on your "Salty Dog Shrimp", we've got 'em. Tough plastic body and head is coated with a tough plastic to protect color.

\$100.00 REWARD

Code Nos.	Head	COLORS	Tail
SDSL-14	Fire Glo Red		White
SDSL-42	Pearl White	Fire Glo Orange	
SDSL-33	Pearl Yellow	Yellow	
SDSL-1N	Fire Glo Red	Natural	
SDSL-15	Fire Glo Red	Amber	
SDSL-4SP	Pearl White	Shrimp Pink	
SDSL-99	Fire Glo Yellow	Fire Glo Yellow	
SDSL-46	Pearl White	Green	
SDSL-4N	Pearl White	Natural	
SDSL-41	Pearl White	Fire Glo Red	
SDSL-95	Fire Glo Yellow	Amber	
SDSL-4CH	Pearl White	Clear Chartreuse	
SDSL-1BR	Fire Glo Red	Blood Red	
SDSL-11	Fire Glo Red	Fire Glo Red	

"C" SERIES (5/16 oz.) . . . List Pkg. \$0.60
Packed 1 Lure per Pkg., 12 Pkgs. per Card.

NOTE: Add Series Letter Designation to End of Code No. when Ordering.

Code Nos.	Head	COLORS	Tail
MT-14	Fire Glo Red		White
MT-42	Pearl White	Fire Glo Orange	
MT-33	Pearl Yellow	Yellow	
MT-1N	Fire Glo Red	Natural	
MT-15	Fire Glo Red	Amber	
MT-4SP	Pearl White	Shrimp Pink	
MT-99	Fire Glo Yellow	Fire Glo Yellow	
MT-46	Pearl White	Green	
MT-4N	Pearl White	Natural	
MT-41	Pearl White	Fire Glo Red	
MT-95	Fire Glo Yellow	Amber	
MT-4CH	Pearl White	Clear Chartreuse	
MT-1BR	Fire Glo Red	Blood Red	
MT-11	Fire Glo Red	Fire Glo Red	
MT-88	Purple		Purple

"A" SERIES (1/16 oz.) . . . List Pkg. \$0.75
Packed 1 Lure with Spare Tail per Pkg., 12 Pkgs. per Counter Display Card.

"B" SERIES (1/8 oz.) . . . List Pkg. \$0.75
Packed 1 Lure with Spare Tail per Pkg., 12 Pkgs. per Counter Display Card.

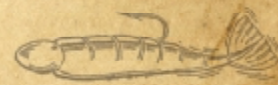
"C" SERIES (1/4 oz.) . . . List Pkg. \$0.75
Packed 1 Lure per Pkg., 12 Pkgs. per Counter Display Card.

"D" SERIES (5/16 oz.) . . . List Pkg. \$0.75
Packed 1 Lure per Pkg., 12 Pkgs. per Counter Display Card.

NOTE: Add Series Letter Designation to End of Code No. when Ordering.

Order Salty Dog Shrimp Replacement Tails

BAGLEY'S
MINI-TAIL WITHOUT SPINNER



Now Available... Bagley's Mini-Tail without the Spinner but with Gold Hook. Heads are coated with a tough plastic to protect color.

Code Nos.	Head	COLORS	Tail
2MT-14	Fire Glo Red		White
2MT-42	Pearl White	Fire Glo Orange	
2MT-33	Pearl Yellow	Yellow	
2MT-1N	Fire Glo Red	Natural	
2MT-15	Fire Glo Red	Amber	
2MT-4SP	Pearl White	Shrimp Pink	
2MT-99	Fire Glo Yellow	Fire Glo Yellow	
2MT-46	Pearl White	Green	
2MT-4N	Pearl White	Natural	
2MT-41	Pearl White	Fire Glo Red	
2MT-95	Fire Glo Yellow	Amber	
2MT-4CH	Pearl White	Clear Chartreuse	
2MT-1BR	Fire Glo Red	Blood Red	
2MT-11	Fire Glo Red	Fire Glo Red	
2MT-88	Purple		Purple

"A" SERIES (1/16 oz.) . . . List Pkg. \$0.75
Packed 2 Complete Lures per Pkg., 12 Pkgs. per Counter Display Card.

NOTE: Add Series Letter Designation to End of Code No. when Ordering.

Order Salty Dog Shrimp Replacement Tails

ZEBCO Reels, Three Generations and Counting

by Dick Braun



Zebco reels started production on 13 May 1949, 61 years ago, with a new type of reel called the Zero Hour Bomb Co. "The Revolutionary Casting Reel". The first ad continues, "Fits any conventional casting rod, perfect casting control, rugged construction, no adjustments. For experts and beginners under all conditions. GUARANTEED NOT TO BACKLASH."

That fateful day in 1949, the face of fishing was changed forever as now the whole family could fish with dad and have a really great time. No more birds nests, no more adjustments to the cast control. Just sit back, cast and retrieve the line time and again without the mess or fuss of the other types of reels.

R.D. Hull hated the backlash so much he would have his brother, Otto, take the lure and line and walk around to the other side of a farm pond and drop the lure in the water so R.D. could retrieve the bait without worrying about backlash or birds nest. R.D. was later awarded a very prestigious honor when given the distinction of inventing an entirely new type of fishing reel. Up until the closed face fishing reel, anglers had a choice of Fly Reel, Casting Reel, or Spinning Reel.

From the humble beginnings in Tulsa, OK to being a major force in the fishing world, Zebco, in its first 50 years of manufacturing produced 220 million reels. In 1977, one of every three reels sold in the USA had Zebco's name on it and at the time they only made two different types of reels—the closed face and open face spinning. No fly reels and no level wind or casting reels. Zebco owned 32% of the total US fishing reel market. Next in line was Garcia/Mitchell with a 20% market share, as they produced all 4 types of reels that year. Third in line was (believe it or not), Daiwa...with a 9% market share. They produced closed face, open face, and level wind reels. Fourth that year was Penn, with their line of reels that made up 6% of the USA reel market. All of the remaining reel companies shared the remaining 33% of the market.

In 1949 when the Zero was introduced it had a retail price of \$17.50. For most folks, that was one heck of a chunk of your dad's weekly pay check. It wasn't a cheap reel, and if you figure in inflation, today that same reel would run well over \$100.00. And, speaking of that, if you're lucky enough to find one of the first Zero Hour reels with the black spinnerhead in 9/9 or better condition with the box and paperwork, you'll be lucky to buy it today in the \$100-\$150 range.

For the first couple of years (1949-53) Zebco only had the Zero. In '53 they came out with the Model 22, and later that same year the Model 11 was introduced...a slightly less expensive version of the 22. In 1954 the Zero's price was lowered to \$12.50 to clear out existing stock and make way for the brand new Model 33 that was officially introduced in 1955. The boxes containing the last model of the Zero show a price of \$12.50 instead of the \$17.50 up until that time.

In 1956 the Zebco model 44 and 55 were introduced; and in 1958 the model 66 made its debut.





The model 66 was a less expensive 33. For the longest time we couldn't figure out why we couldn't find any reel catalogs on the early Zebco reels. Turns out the very first catalog that was put out to the general public was in the bottom of the box that the Scottee 66 came in, and it showed the entire line of Zebco reels: Models 11, 22, 33, 44, 55, and the brand new 66. It was a single sheet of paper printed in color on both sides and showing the Zebco lineup. It was four-folded sideways and then tri-folded lengthwise to fit in the reel box. The next true catalog came out in 1960, as Zebco didn't do a new catalog unless there was a new reel (or reels) to be introduced that coming year.

The neat thing about collecting the Zebco reels is you can still find very nice examples of most

models today for not a lot of money. The price range is great—a couple of bucks at the local flea market or garage sale to a couple thousand dollars for the super rare reels. I hope to make each FATC Newsletter article informative and fun and will be happy to help any of the membership (or others, for that matter) in starting a Zebco collection.

Just remember, your first reel was most likely a Zebco. And then you bought your son or daughter... and then your grandchildren...Zebcos to get started in the great sport of fishing. Three generations and still going strong.

Until Next Time,
that-zebco-guy

GONE FISHING...

Charley P. Sirois

Charley Sirois, born December 29, 1935,
passed away September 2nd, 2010 at his home in Anthony.

A retired Sergeant with the Miami Dade Metro Police Department;
he was an FATC member for several years.

After his retirement in 1993, Charley moved to Anthony with his wife, Martha. He was an avid hunter and fisherman; and in his tackle collecting, concentrated most on Heddon lures and Ambassadeur and Penn reels. Charley's survivors include Martha, his wife of 53 years; son, Charley Jr. of Davey; daughter, Suzanne Wigginton of Ocala; three grandchildren, and one great-grandchild.

FISHY PATCHWORK

by Gary Simpson

When fellow tackle accumulators ask me what I collect, I always involuntarily hesitate for a second or two. The reply usually comes out, "Florida-made tackle and Ambassador reels"...but that's just the first-tier interests. If I were to reel off all of the collections I enjoy occasionally adding to, the inquisitive collector would probably wish he hadn't asked. Truth is, I collect any and everything related to fishing that appeals to me. And that's a lot. Furthermore, it is often the off-to-the-side and obscure accumulations that afford me the purest collecting joy.

One such item I've always enjoyed is the humble fishing patch.



It is said that baby boomers are drawn to the things they remember from youth. The widespread coming of bass fishing contests really piqued my interest from about the age of twenty. I fished in my first real tournament in 1976, and quickly became absorbed into the competitive bassing culture.

Most anglers probably don't realize that some larger pre-1990 tournaments issued patches to entrants—mementos of the experience. Probably, most of the cast-for-cash crowd discarded the colorful souvenirs. I sure kept mine, though; and have been happy to add a few earlier bass tournament patches from events that were fished long before my competing days. I have no tournament patch-collecting brethren to compare notes with, but feel safe in saying that the pre-1970 tournament patches are super scarce. Another sub-group here commemorates the once-ultra-popular "Skish" casting competitions. These go way back...and are surely among the oldest fishing patches.



Patches of fishing organizations or clubs seem relatively common, but groups that are now defunct are interesting and may someday be sought after. Then, of course, there are the company patches...sew-on advertisements for tackle companies of the day. Along with the FATC "collector edition patches" we all enjoy, these are the most familiar genre of fishing-related patch. Some of these are quite scarce, and sought after by collectors that concentrate on the company represented on the patch.

The patches shown above are among my favorites. They are from the 1950-to-1990 time frame and include company, competition, and commemorative types. Along the right side of the case are tournaments I fished. Most in the upper center are factory issues from a time when tackle manufacturers were stand-alone entities, yet to be gobbled up and moved overseas by conglomerates





like Pradco and Pure Fishing (Berkley).

Those in the upper left are souvenirs from some of the very first bass tournaments—really scarce pieces of stitching. Unless there are more closet patch collectors like myself, some of them might even be sole survivors.

At the bottom is a set of Skish patches earned by Frank Philpott during a casting competition held in Lakeland in 1950. For this collector, these represent the holy grail of patch finds. First, they are seriously old, as fishing patches go. Second, Frank Philpott was a well-known and beloved Florida sports writer from my hometown, Gainesville. Back in the fifties and sixties, Philpott penned the Gainesville Sun's first version of the outdoors column I now write. I was even able to fish with him once on Newnan's Lake in 1982. And third, it is a Florida patch—a very big plus for a Florida collector.

While I agree that the “golden era” of tackle manufacturing spanned the first half of the twentieth century, there were great companies and ground

breaking events in the '50-to-'90 time frame, as well. And this collector is glad they issued patches for us to remember them.



Want Tackle Leads? GO TO THE FAIR!!

by Paul Snider

I recently had an experience that I would like to share with fellow FATC members.

Every year here in Pensacola they hold the "Pensacola Interstate Fair". As a part of the fair, they have an exhibition of antiques and collectibles. Since I was not able to attend our show last November, I decided to enter my display of Heddon Crazy Crawlers. To my delight, I won Best of Class, Best of Division, and Best of Show.

When I went to pick up my award, there was a very nice lady waiting for me. She introduced herself as the President of the Pensacola Antique Dealers Association. Then, she asked if I would be interested in attending their next dinner meeting and presenting a thirty-minute talk about old fishing lures. She went on to explain when and where, and said the association would buy dinner for my wife and me. I immediately accepted.

I prepared my speech and produced copies of handouts showing some old lures, rods, reels, tackle boxes, and other old tackle. I also took some easily transported examples of each.

Seventeen different dealers were in attendance, and it was a rousing success. They were so enthusiastic and asked so many questions, my presentation lasted forty-five minutes. Needless to say, I gave each one of them some of my cards and took cards from each of them. I also informed them that should anyone present them with lures they could not identify, or were not interested in, to call me.

The reason I'm writing this is to point out that you never know where your next find might come from. The following is a copy of the speech, and I invite each of you to copy it, modify it to your situation, and use it or any part of it if the opportunity should arise. You might even want to go to your local antique dealer and inquire about their next meeting....

Hello, my name is _____.

I am a member of the National Fishing Lure Collectors Club, and am on the board of directors of the Florida Antique Tackle Club. I have been collecting old fishing lures for over twelve years. The national club has four or five sanctioned regional shows each year and a 'National Show' in July, somewhere in the Midwest. The Florida club has three shows at various sites around the state and an 'International Show' in Daytona Beach every February. People come from all over the world...we always have attendees from Japan, England, and various other European countries. The national show usually has about 500 tables, while our Daytona show fills about 325. Several other states have clubs, as well.

As I'm sure all of you are aware, in order to become knowledgeable on any subject you have to specialize. There are over 8,000 manufacturers of old fishing lures listed in the Karl White guide to antique tackle. The top five are:

1. Heddon
2. Pflueger
3. Shakespeare
4. Creek Chub
5. South Bend

Heddon produced over 200 different types of lures, with many variations of each. Shakespeare made more than 240, and so on. One more that you may want to take

special notice of is Winchester—they only produced ten different wooden lures between 1919 and 1946, but they are all very desirable. Many members of our club only collect lures that were manufactured in Florida, and there are hundreds of those.

So I guess we should start at the beginning. The first fishing lures were made of bronze or bone. The Chinese and Egyptians used rods, hooks, and lines as early as 2,000 BC. The Chinese were the first to use fishing line spun from silk. The picture I am about to pass around is one of a lure called the Flying Helgramite. It is the first wooden fishing lure ever to be patented in the United States and was first produced on January 30, 1883 in Fulton, New York by Harry Comstock. It is considered the Holy Grail of fishing lures and sells for about \$12,000. One of the guys in our club found one in a box of old costume jewelry a couple of years ago at the flea market in Mount Dora, here in Florida. Charles Heddon hand-carved his first lure at home to look like a frog. It worked so well that all of his neighbors wanted one. The demand grew and grew—and, thus, in 1896 the Heddon fishing lure factory was born in Dowagiac, Michigan. In the early years most manufacturers produced metal lures because it was easier and faster to stamp out a piece of metal than to pay someone to carve wood lures. However, the demand for wooden lures forced almost all of them to wood. Eventually, they became mass-produced on lathes...

but still had to be hand painted. Next came stencils and spray guns. The Creek Chub Bait Company is heavily collected because of the fantastic paint jobs they produced. Many of the metal lures have survived, and because of that they generally do not have the value of wooden lures.

Before I get into the lures themselves I'd like to show you some of the many related items that are collected by fisherman. This is a leather tackle box made in the 1890's it does not have a manufacturer's name on it, which greatly decreases its value. I could easily sell it for about \$150. If it were a recognized brand name it could go for over \$500. Look at item D on page one of your handout. It is easy to tell an old tackle box from an old tool box by its compartments. Wooden tackle boxes have square compartments and tool boxes generally have round ones.

The same thing applies to old fishing rods. Split bamboo rods gave way to steel, as they were cheaper to produce and were much more durable. An unknown bamboo rod or one like a Montague sells for about \$35 while a H.S. Gillum rod sells for \$3,500. Steel rods have little or no value to collectors. I do not know a single person who collects steel rods. You really need to know what you are looking at. I brought you this one because I think it is cute. It's worth about \$35. It looks like a 1940's version of a Popiel Pocket Fisherman.



There are more than 900 different reels pictured in Karl's book. Most sell for about \$20 while a few like a George W. Payne Kentucky reel sells for about \$3,000 (see handout, page 3) I brought a couple of old reels for your edification, they each sell for about \$10 to \$20. I just never could get into old reels. However, there is considerable interest in them. In fact, there is a separate organization called ORCA, which stands for Old Reel Collectors Association. Many people belong to both organizations. Shakespeare is one of the most common, and if you will look at handout no. 9, there is a code to figure out the year it was produced. Most people would take one look at it and say it was made in 1920, but that is the model number. There is a code at the bottom that says GE which means it was made in 1946. It is worth \$10.

The last thing I want to talk about before I get into the fishing lure is the boxes. Each lure is identified by a factor number and the name of the lure. This identification name and number is printed on the box. If you find a lure in its' original box you can increase the value by up to 50% – if not 100%, – depending on the value of the lure and the rarity of the box. Sometimes you can determine the exact year the lure was made. For example, if they made the lure for 1910 to 1930 and they came out with the new style box in 1930, then you know that the lure was manufactured in 1930. Sometimes they would place intro paper work in the box, or what they called pocket catalogs. Introductory paper work is worth far more than the pocket catalog because they are much rarer. I once went to a yard sale and the lady had a tackle box with a piece of paper laying in one of the trays. I picked it up and read it. I said to the lady, "do you have the lure that goes with this?" She said, "No, I sold it about 15 minutes ago." It was a \$1500 lure and I traded the piece of paper for a \$350 Crazy Crawler. It was obvious that the person who bought the lure had no idea what he was doing; some people have heard that old fishing lures are valuable and pick them up whenever they see one at a yard sale.

Look at page seven of your handout for a progression of Heddon lure boxes. I have never been fortunate enough to find one of the wooden boxes.

Most people have no idea what an old lure is worth. Let me give you a few examples of what I have

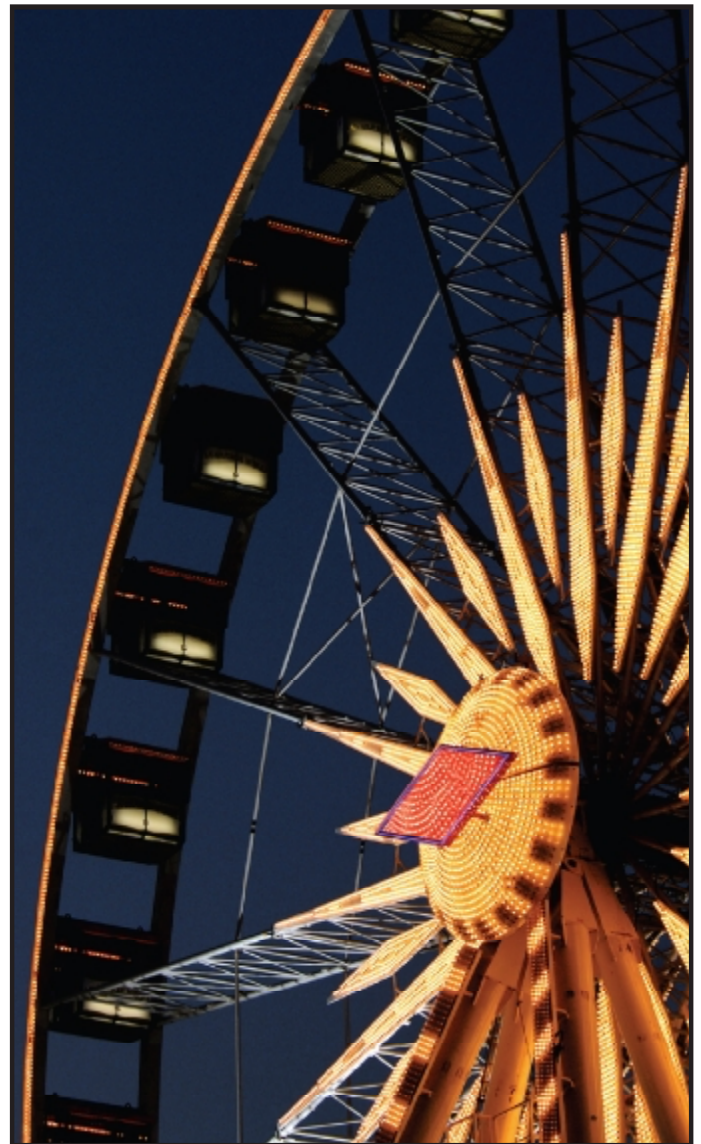
experienced. I once went to a yard sale and the man had hundreds of plastic lures and a few not very old wooden ones. I said to him, "do you have any real old ones?" He said " do you mean those ones with 5 hooks?" I said "yes". He then said " I threw them all away because I did not think anyone would buy them". The trash man had already been there and I was sick. Another time I went to a yard sale and asked the old man if he had any old fishing lures. He said " I have a couple hanging on nails back in that old shed", as he pointed to the back yard. Inside I found a Heddon 150 from the 1930's in great shape. I asked how much he wanted for it and he said \$5. I really try not to take advantage of people so I said to him, "Sir, it is worth a lot more than that". He said "OK, \$6". I said, "Sir..." and before I could finish he said in an aggravated voice "Do you want it or not"? I, of course, say "yes sir" and paid the man. Another time I was at a sale and I asked if the gentleman had any old lures. He said, "Yes but I am going to send my grandson to college with them." I explained that I am a serious collector and would really appreciate it if he would just let me look at them. I'm thinking I will leave him my card and tell him if he ever decides to sell them I hope he would give me a call. Well he had about 200 old lures which were scratched and chipped and just fished to death. I knew if I explained to him that they were worthless he would think I was just trying to steal them, so I thanked him, wished him good luck with them as politely as I could, and left. That is not to say all my experiences have been like that because I have made some really good finds at yard sales.

The three most important things about old lures are condition, color, and how many were produced. In most cases it has to be in perfect condition. There are some lures that are so rare that they bring high dollars even if they are not perfect. You may repaint or touch up the paint on an old wooden lure. There are people who will not buy a lure until they go over it with a black light. If it has been touched up that part of it will glow differently than the rest of the paint no matter how well the color matches. The first time anyone is caught with a repaint at an FATC tackle show they are warned. The second time, expelled from the show, the third time they are barred from shows for life. You may, however, change the metal hardware from a same brand name same period wooden lure. The hardware consists of the line tie, spinners, hook

hangers, and hooks. Let's say you have a Creek chub lure and the body is in great shape but the hardware is rusted badly. If you have another of the same type made around the same time that is all beat up you can remove the hardware from the beater, (that is what we call them) and place it on the nice body. White with a red head seems to have been the most popular color. You can have two lures made by the same the company at the same time and if one is white with a red head and the other is blue, the blue one will be worth much much more. An excellent example of mass production is the flat fish. They made 1,000,000 of them and I am not exaggerating. Wooden lures are measured from tip to tip of the wood body. An eighth of an inch can mean the difference between a valuable lure and one worth far less money. If Pflueger made a lure from 1900 to 1905 and then made it an eighth of an inch longer from 1906 to 1940 there is a great deal of difference between the value of the two lures. Up until World War II, most manufacturers used glass eyes on their lures due to the realism they gave the lure. Since the eyes were imported from Germany, they were no longer available during the war, so they went to painted tack eyes or simply pressed the eye impression into wood. A \$300 lure with a bad scratch is now worth \$80 to maybe \$100 if the you can find someone who needs that lure for his collection and is willing to settle for it until he can upgrade. There is generally a great deal of price negotiation on this type of lure. I am going to pass around an old lure and I want you to look at it and use the guide on handout pages 6 and 7 to see if you can tell who made it. Once you have done that you have to measure it exactly, then go to the book and see if you can come up with an exact match, (except for the color), to find out how much it is worth. Fortunately, Heddon put their name on almost all their lures. It will either be printed on the belly or stamped into the spinner. Unfortunately, most old lures you find are common ones and are worth about \$10.

I collect Heddon lures because, as I explained, you have to specialize or you just wind up with hundreds of lures with no sense of organization or goal. The non Heddon lures I find, I take to shows to sell or trade so I can get more of the lures I need for my collection. You can't possibly collect all Heddon lures because there are just too many of them. Some lures just jump out at you for some unknown reason and

say, "look at me," and the next thing you know you have a small collection which grows and grows. As some of you know, I collect Heddon Crazy Crawlers. They made 123 different Crazy Crawlers and I have 118 of them. If you went to the Interstate Fair, I am sure you saw that collection. The remaining crazy crawlers are extremely rare and I have not been able to add to that collection in a couple of years. Of course you have to continue going to the shows and yard sales and looking on E-bay in hopes of finding what you need. The next thing you know another lure jumps out at you. There are some people who do not collect but simply gather lures and sell them at the shows or on E-bay at a profit. I am not saying there is anything wrong with that because these people are a valuable source of finding the things you need and love. Thank you very much and if you have any questions I will be happy to try to answer them for you.





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CALENDAR OF EVENTS



FATC Daytona International

February 25-27, 2011

Plaza Spa and Resort, Daytona Beach, Florida
Join antique fishing tackle collectors from around the world for America's second largest show. Join us for over 300 tables of antique lures, reels, rods, creels, fish decoys and much more including our famous Saturday Night Auction.



CATC Spring Show

April 9-10, 2011

Days Inn Conference Center
Southern Pines, North Carolina

FATC Summer Show

June 10-12, 2011

Holiday Inn St. Augustine Beach
860 AIA Beach Blvd. 904-471-2555

NFLCC Regional Meet Calendar

- February 11-12, 2011 - Bartlesville, Oklahoma - (918) 333-7563
- March 19, 2011 - Region 5 Show - Indianapolis, Indiana - (765) 653-3670
- April 16, 2011 - Effingham, Illinois - (217) 644-2294 or (217) 868-2427
- May 11, 2011 - Region 7 Show - Kansas City, Missouri - (816) 350-0255