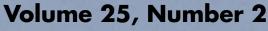
Florida Antique Tackle Collectors Newsletter







Another High-Flying









Captain Edward L. Evans





FATC Daytona International Show Thanks to show host: Larry Lucas



Fireplug & Rainbow Fire Creek Chubs under black light



Amazing Heddon catalog collection of Dennis McNulty



A fine display of Garland Corkhead lures



Bagley patches from the Comjean collection.



Sam Bryant's outstanding World Record Bass display



One of Phil Dawson's line dryers



Craig Swearingen's winning Robinson display



Craig's Preston Rountree lures from the Rountree estate



President Larry presents Steve Cox with a nice plaque in appreciation of five years as FATC News Editor.



Dennis McNulty receives the President's Award



2011 Daytona Ribbon winners



Chuck Heddon presents the Best Topical award to Elizabeth Yates for her amazing pier-full of pier baits.



Craig Swearingen won Best Florida for his awesome Robinson display



Phil Dawson accepts the Best Educational award for his unmatched display of line dryers and winders



Sam Bryant receives the Jack Funderburk Award for his great World Record Bass display

VERY IMPORTANT

To All Members

Please take a moment to look at your contact information in the new directory. If you need to make any changes, please email them to Bonnie Saliba at bonniesaliba@bellsouth.net Also, if you have an email address and it is not listed please send it to Bonnie, ASAP.

This will enable us to communicate with you more cost affectively. We will never give, sell or otherwise share your contact information with any other entity.

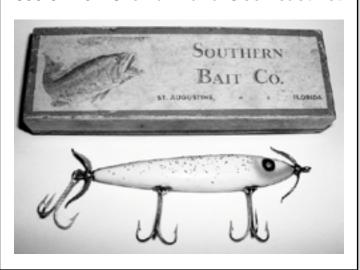
Thank you,

Larry Lucas porterman@cfl.rr.com

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F.A.T.C. NEWS

The Newsletter of the Florida Antique Tackle Collectors, Inc.

May 2011 Volume 25, No.2

Contents

Daytona Award Winners	2
President's Message	4
Editor's Notes	5
St. Augustine Show	6
Captain Edward Lewis Evans	<i>7</i> -11
Board of Directors Minutes	14
Who was Paul Covington	1 <i>5</i> -1 <i>7</i>
Fanatical Insights	18
A Bird in the Hand	19-20
Gone Fishing	20
Speed Dating ZEBCOs	21
FATC News from the Past	22-23

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President's Message

by Larry Lucas



It's a beautiful spring day as I sit on my front porch and write my thoughts for the summer FATC News. Looking across the Halifax River, I can see the Plaza Resort and Spa, home of the Daytona Show. This year's gathering is a fond memory now. There were so many wonderful displays, the kind that always set this show apart from others. There were also hundreds of great deals at our two nights of auctions. And as always, we enjoyed the opportunity to visit with old friends and make new ones. There are way too many people to thank for pulling off a show like Daytona, but I hope I have thanked you all personally. You know how grateful I am for your hard work.

As I enter my final year as your president, I feel that I still have a great deal to accomplish. I have pushed for many changes over

the last three years, not because I thrive on change, but because I believe we must change to survive. Our society is moving at a rapid rate and if we as a club don't evolve, we will surely be left in the dust. We need to position our club as a leader in collecting circles. As the old saying goes, "if you're not the lead dog, the view never changes." I want our club to lead by constantly rethinking how and why we do what we do. It's not good enough to just keep doing things because that is the way it has always been done. For example: Why don't we interact more with other clubs...and why don't we do a better job of recruiting new members when the public visits our shows?

The vast majority of people that spend their money to join our club don't renew their membership the following year; and we have to wonder "why"?

Change for the sake of change is pointless, but evolution will occur whether we want it to or not. Just read Gary's editor's message for a good example of this. I can remember my father taking me across town to The Tackle Box in Gainesville. For a thirteen year old boy, as for many adults, that store was heaven. I can still remember the smells in the air. It was a combination of minnows, crickets, cigarette smoke fused together by huge amounts of B.S. This was 1972 and a lot of the tackle that we all admire today was still on the shelves. I was a kid in a candy store. I went back time and time again until I moved to the east coast in 1984. This store was the quintessential American small business. A loyal following supported the store and the store gave back to the community in numerous ways. Tens of thousands of similar businesses across our county have gone the way of The Tackle Box. As the big box stores have grown, bottom line prices have become the driving factor. Consumers won't pay fifty cents more to get a little knowledge thrown in with their purchase. Money is tight and we all shop around for the best deals.

So, how can we expect our club to grow and thrive without giving members, at the very least, their money's worth?

I have several goals I would like the club to work toward in the near future. The first is to bring our membership roster back to pre-recession numbers. I'll need your help with this as it is not something I can do on my own. I would like to start by forming a 3 person membership committee that would report directly to the board of directors and officers. The committee would develop and help implement ideas to bring back members that have allowed memberships to lapse, and to recruit new members. If you are interested in being on this important committee, please contact me directly. I would also like to ask each of you to contact friends and acquaintances with similar interests and invite them to join FATC.

My second goal is to instill a code of honor that would carry on long after I am gone as club president. The economy has brought out the worst in some individuals. Your club needs to do a better job of educating its members regarding our intolerance of fakes, repaints, dishonesty and all that is detrimental to our hobby. I am very passionate about this and have shaken a few feathers in the last couple months.

My third goal is to lower the cost of enjoying our hobby. Now, I can't do anything about the price of glass eyed Barracuda's, but I want to work on lowering the costs related to membership and shows. I know that falling membership and lowering prices are like trying to lower taxes and increase benefits...they don't normally work out mathematically. Still, I strongly feel that we can bring membership up while bringing our expenses down and responsibly lowering the cost to you, our member.

I will not be able to attain any of these goals alone. I need your help. Feel free to call, write or email me with your thoughts and ideas. All my contact information is in the new directory. Enjoy this great issue of your magazine and I'll see you at St. Augustine in June.



Editor's Notes

by Gary Simpson

In the last issue, I spent a few words introducing the FATC membership to my place of work for the last 35 years, The Tackle Box. At the mailing of this issue, the old store is gone. Last month, The Tackle Box of Gainesville went out of business following continuous single-family ownership since July of 1953.

When I started my time there as a bright-eyed youngster, the shop had already been open for 23 years. Older customers still cast Paw Paws and Dillingers around the cypress that ring nearby Newnan's Lake. Some even spoke of their fondness for Pfeffer lures—although every one of them pronounced the name "Fifer", with a long "i". The dimly-lit, dusty upstairs held boxes of lures that had been discarded along with other stuff for one reason or another. When I later developed an interest in old fishing tackle, I found Heddon plastics,

tack-eyed pikies, Doofers, Smithwicks, Paw Paws, a Brown's Chain Bait, and a slew of others. About ten years ago, we noticed a large, rolled bundle of newspaper in the rafters. Inspecting closer, I found that it was heavy. Upon pulling the bundle down and opening it, we found that the bundle was wrapped around a dozen 5-foot Barracuda gaffs. St. Petersburg Times newspapers, each page dated 1970, had hidden and protected the decades-old order.

All just memories now.

The fishing memorabilia that we treasure hearkens back to simpler and sweeter times. The old fishing holes and hangouts...and even the people able to recall them in their earlier states...are leaving us fast. The following is from my tribute to The Tackle Box, published in The Gainesville Sun on March 18.

The End of an Era

This week's edition of the fishing report won't have its usual hot spots and good catches. For that, I apologize up front. Today, I'd like to eulogize one of the finest fishing tackle shops of all time.

It is difficult to explain the attachment we can feel for a place where our pleasant memories go back for decades.

Since the announcement was made that that The Tackle Box would be closing, that attachment has been plain to see. When they walk in, many still wear looks of shock, sadness, and disappointment. More than one grown man has cried.

The same sadness is felt by the

employees---a group that has been uncommonly loyal. The four of us that remain at the end of things have spent a combined 119 years in the old shop. Marty Gray started

in 2005. Tackle Box owner, Judy Daemer and I each have 35-years there. And Sylvia (Cookie) Watson started in 1966---44 years ago. Several others also put in long years, but passed on before the store did. I can't speak for them, but none of us among the living regrets a minute at "The Box".

Through the decades, we have heard countless fish tales

and come to know more than a few outstanding people. Many of the real characters---customers and co-workers--have passed on, but we all feel blessed to have known them and grateful to the old fishing store that allowed that to happen.

It is only natural to ask why the iconic

business had to close...and there are plenty of fingers to point. In the end, a poor economy, chronically-low water in local lakes, incredibly long closed seasons for popular



saltwater species, and the age of easy and fast equipment availability were the most lethal bullets in a hail of gunfire that did it in. All things must pass.

The start of the "Going out of Business Sale" produced a memory I won't soon forget...When I opened up the door Thursday morning, scores of people filed in. I only had time to move back out of the way. But then I noticed that more than half were customers and friends--some we hadn't seen in years. Suddenly, I found myself shaking hands with more than half of the people as they entered. Along with furious shopping, the old Tackle Box stories quickly began throughout the store. Folks cheerfully tolerated an hour-plus wait at our only cash register manned (womanned?) by none other than the dean of all tackle shop employees, Cookie. We were all left with the clear sense that most of the hundreds on hand were there not there for deals, but to pay tribute. And that was very cool, indeed.

Many attempted to get across just what The Tackle Box had meant to him or her, and some had a tough time finding the proper words. In my mind, one longtime customer accomplished that best when he softly commented with a sad smile, "I'm just walking around smelling the place."

Over the last few days, lots of people have spoken of "the end of an era"...an overused phrase for sure, but it does seem appropriate.

Famous coaches, athletes, judges, politicians, professors, authors, and musicians joined the poor, peculiar, and off-center folk of Gainesville. The love of fishing tied everything together and everybody always got along, taking in the atmosphere—respite from a world humming along at 'can't rest' speed. The dapper multi-millionaire and the misfit trying to scrape up enough change to buy a can of worms happily shopped side by side, chatting about fishing. And where might that happen now?

Where, indeed?

In this issue of the FATC News, we congratulate the Daytona Show award winners, learn about two important but heretofore unappreciated pioneers of Florida fishing, and take in a bit more knowledge from our two regular contributors, Dick Braun and Johnny Garland. Then, we say farewell to an FATC stalwart and marvel at one beautiful bird attained through patience and perseverance. Hope you all enjoy it.



Florida Antique Tackle Collectors, Summer Show
St. Augustine Beach
June 10, 11, 12, 2011
Fri. 8am-6pm Sat. 8am-6pm Sun. 8am-12pm

Show Location: Holiday Isle Oceanfront Hotel
860 A1A Beach Blvd. Augustine Beach, Fl. 32080
Accommodations: The Holiday Inn Oceanfront
800-626-7263
Room rates, \$109.00 booked by Monday, May 9, 2011
to receive the special F.A.T.C. discount.
Tables and Registration: Registration is \$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:

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2435 Ironwood Dr.	e-mail: flalake@aol.com
Jacksonville, Fl. 32216	
Name:	
Address :	
Phone # and e-mail	and the second s
Guest Name(s)	
Registration: at \$1	5.00 each for a total of:
I would like table	s at \$35.00 each for a total of
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Captain Edward Lewis Evans

by Joe Yates

Edward Lewis Evans was born May 1, 1858 in New Orleans, Louisiana. He was a young man of twenty five years when he arrived by coastal steamer in Fort Myers, Florida in 1883. Evans landed a job as a clerk in schooner captain Henry L. Roan's store and settled down to stay. He would play a major role in transforming the small village into a major sport fishing destination.

In 1883 Fort Myers was little more than a hard-scrabble cow town along the Caloosahatchee River. Only about fifty families made up the population of fewer than 350 people. Evans helped incorporate the town in 1885 and helped to organize Lee County two years later. He worked alongside Francis Asbury Hendry, after whom next door Hendry County was named. Hendry would soon become his father in law.



Captain F.A. Hendry was a veteran of the Seminole Indian Wars and also served The Confederacy during the Civil War. He was assigned to the Commissary Department of Florida for three years and supplied several Southern armies with large herds of cattle before commanding his own cow cavalry company in 1864. At one time Hendry owned more livestock than anyone else in Florida. He would come to be known as "The Father of Fort Myers". In 1887 Edward Evans married his daughter Carrie Belle Hendry. The town of LaBelle, Florida is the County Seat of Hendry County and was named after Carrie Belle and her sister Laura June.

Evans was working at Roan's store one day in March 1885 when a gentleman walked in to ask about the local fishing. Thomas Edison had been visiting in St. Augustine that winter and was making his first trip to Fort Myers. He was intrigued by the possibility that the local canebreak bamboo might be the answer he sought for a lasting fiber for his light bulb filament. The famous inventor had a great passion for fishing and it was a passion shared by Edward Evans. The store clerk was so enthusiastic about the fishing in the Fort Myers area that he was able to persuade Edison to stay and establish a residence. Edward Evans and Thomas Edison formed a very close life long friendship.

Within only a few days Edison acquired a thirteen acre tract of land along the Caloosahatchee River. Plans were made and construction began soon after for what came to be known as Seminole Lodge, Edison's winter estate and laboratory. Edison and his second wife Mina spent their honeymoon in Fort Myers the following year and were able to spend several days at Seminole Lodge as construction neared completion. They spent their first winter in the completed home the following year. An epidemic of yellow fever led to quarantine in Fort Myers only a couple of weeks after they left. Thomas and Mina Edison would not return again until 1901. Instead they stayed at their New Jersey Glenmont estate as they raised their new family of three children.

Ed Evans had good reason to be enthusiastic when he told Edison about the fishing around Fort Myers. Redfish, snook, and trout were plentiful in the local waters and huge schools of big tarpon gathered in the river and the surrounding bays. Around the time of Edison's March 1885 visit, New York sportsman William Halsey Wood was able to catch one of these silver king giants on rod and reel in nearby Tarpon Bay. His fish was nearly six feet in length and weighed 93 pounds. He would catch four more large tarpon near the mouth of the Caloosahatchee River during his visit. Though there is some controversy whether Wood was the first man to ever catch a tarpon on rod and reel, there is no question that his accomplishment brought world





wide publicity to Fort Myers fishing.

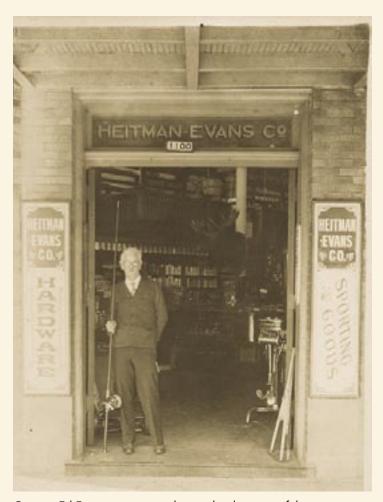
Evans was quick to recognize the possibility of making Fort Myers a tourist destination for tarpon fishermen. He spent much of the rest of his life in that pursuit. Over the next few years he was active in building the town

and served several terms as councilman, member of the school board, and also served a term as Mayor. During President Grover Cleveland's second administration Evans served as Postmaster of Fort Myers.

City growth was aided by the return of Edison in 1901, as he and his new family settled into a routine of spending winters there. Edison spoke highly of Fort Myers and newspapers around the country quickly spread his words. The inventor's endorsement soon convinced others to visit or establish residence in Fort Myers. The area became a playground for the wealthy. It was not long before Ambrose McGregor, Henry Ford, Harvey Firestone, and others became Edison's neighbors.

Edward Evans' great love was fishing and he earned a reputation as one of the finest tarpon fishermen in the area. Captain Evans once brought a 180 pounder to the boat and insisted on releasing the fish to fight again another day. He was among the first to promote catch and release of the silver kings.

By 1900 the population of Fort Myers had grown to 943 people. Ed Evans formed a partnership with local business developer Harvey Heitman and they opened the Heitman-Evans Company. Their hardware store was located downtown on the corner of First and Hendry streets. Ed Evans was the store manager. The ground floor of the old wooden building had previously been the Parker General Store. Phoenix Hall was the town's main gathering place and occupied the second floor. In 1913 Heitman constructed a modern brick building



Captain Ed Evans is seen standing in the doorway of the new Heitman-Evans Company hardware and sporting goods store. Look very closely and you might be able to see a moose head mounted over the display case inside the store.

across the street and the old wooden store was torn down. The new Heitman-Evans store still sold hardware, but it was mostly a sporting goods store and one that dealt primarily in fishing tackle.

The Heitman-Evans Company carried a large inventory of the highest quality fishing tackle available anywhere. They advertised "...Vom Hofe rods, Van Vleck hooks, the best grades of lines for tarpon, bass, red fish, or other fishing....We handle the best goods in Fishing Tackle.....Our Rods and Reels are noted the world over and we invite sportsmen to make this store their headquarters while spending the season at Fort Myers".

One of the most famous sportsmen in the world of big game fishing did just that. Zane Grey visited the store to buy fishing equipment whenever he was in South Florida and often ordered tackle for shipment to his California home. After a 1924 visit by Grey, the Fort Meyers Press reported that "Mr. Grey





Ed Evans is seen behind the counter of his well equipped store. His office was a virtual museum decorated with autographed photographs, fish mounts, and angling tackle. Among the photographs was one sent by his friend Zane Grey of himself with his world record 758 pound tuna caught in 1924 using tackle supplied by Captain E.L. Evans.

declared that the equipment handled by the Heitman-Evans Co., of Fort Myers is of greater variety and better than that of any one sporting goods store anywhere not excepting Abercrombie & Fitch in New York". Two years later the St. Petersburg Times reported "Despite the fact that Zane Grey, famous novelist and ardent disciple of Ike Walton, may do most of his fishing along the coast of California, he gets his supplies from Florida – and Fort Myers, Florida, at that.....Captain Evans received from his friend and fellow fisherman an order for a complete angling set to be used by the author on a tour of the South Sea Islands..."

Evans was one of the founders of the Fort Myers Tarpon Association and served for many years as its Secretary. He often wrote stories for national magazines about tarpon fishing in the area and generally penned them as "E.L. Evans, Secretary Fort Myers Tarpon Association". One such story appeared in the July 1916 issue of Forest And Stream magazine. It told the tale of Mrs. Ashby Jones as she hooked and landed a giant Florida tarpon. Mrs. Jones and her husband were from Virginia and frequently visited the Heitman-Evans store when they made fishing trips to Fort Myers. As they set out on the Caloosahatchee River on the

morning of April 24, 1916 "...little did either Mr. Jones or his wife dream that history was following close in their wake". Only a few hours later "Mrs. Jones landed a fish that cast all previous records in the shade and caused the big ones to show like minnows in comparison....the big fish had been fighting his fate for more than an hour, but even big fish cannot hold out forever and the bigger the fish the more strenuous the exertions must be, and he was now exhausted, almost too tired to swim. He was drawn slowly and carefully to the side and his final struggle successfully combatted. A moment later a deft thrust of the gaff and the largest tarpon ever recorded as being captured

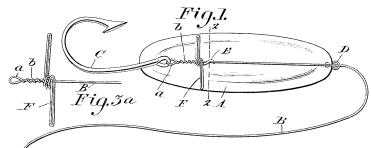
in American waters was landed and dispatched". The fish measured 7 feet 5 inches and weighed 210 pounds. Evans recorded the lure used to catch the record tarpon as being a No. 7 Wilson Spoon. The rod was Greenheart and the reel was a Julius Vom Hofe, No. 6. He also recorded the fishing line as 21 thread E.L. Evans.

Some of the fishing tackle sold in the Heitman-Evans store was designed and made by Evans himself. He made custom tarpon swivels and, according to the Fort Myers Press, "...special make-ups for which Captain Evans is noted". The same 1924 newspaper article referred to Evans as "...inventor of the famous Evans Wonder Spoon".

We do not know what the famous Evans Wonder Spoon was, as no lure by that name has been found. It is possible that Evans hand crafted spoons that he sold in the store. We do know that Edward L. Evans designed a trolling spoon and applied for a patent in 1912. Patent number 1,089,915 was granted on March 10, 1914.

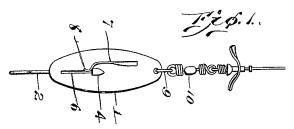
The object of the design was "...to provide a simple, comparatively inexpensive spoon bait in which the distance the trolling spoon may slide after the

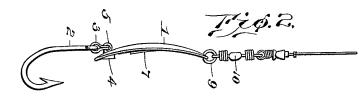




fish has been hooked is practically unlimited and in which the spoon and hook are forced to revolve or spin in unison, whereby the hook is always held in proper relative position with the spoon..." He described a "snood" made of wire to which the hook was connected and a crossbar which limited the approach of the spoon to the hook and also allowed the spoon to slide away from the hook the entire length of the snood.

In 1922 Evans applied for another patent. Patent number 1,467,362 was granted on September 11, 1923.





This design was for "...improved mounting of the hook on the trolling spoon, to render it impossible for the fish to pry its jaw loose from the hook when once fast". In the new design Evans described a block which held the hook in place preventing it from swinging until a fish struck the lure, The jerk given by the fish would release the hook from the block and allow it to travel the length of a slot in the spoon, allowing it to swing freely. This would prevent the fish from using the spoon as a fulcrum to pry the hook out of its jaw.

The new design for hook mounting was so good that Evans undertook to produce a lure incorporating the improvement. The Fort Myers Press reported in December 1925 "marking the consummation of years of study and work by Capt. E.L. Evans, dean

of Fort Myers fishermen, the Evans Pflueger 'self-striker', a new spoon hook guaranteed to hold any fish that nabs it, is soon to be placed on the market throughout the world.....After a year of negotiations, Captain Evans, who is the inventor of many similar devices, recently obtained basic patents on the new spoon and entered into a contract with the Enterprise Manufacturing Company of Akron, Ohio for its manufacture".

In 1926 Charles T. Pflueger applied for a patent for a Striker Spoon that incorporated Evans design. That same year Enterprise Manufacturing Company introduced the Pflueger-Evans Self Striker Spoon. C.T. Pflueger was granted patent 1,700,332 on January 29, 1929 and it was assigned to Enterprise Manufacturing Company of Akron, Ohio.

The patent application described the same method of securing the hook from swinging freely that Evans had previously detailed. It also described the self striker action of the spoon. "The striking action referred to is obtained by mounting the hook in one position upon the spoon so that it will be released momentarily and allowed to travel along the spoon for a short distance, the movement of the hook being abruptly terminated so that the fish is securely impaled upon the hook".



The #6 spoon shown here is one that was actually owned by Zane Grey. It is one of three that came from Zane Grey's personal steamer trunk #44, which accompanied him on his 1939 trip to Australia. Both the trunk and its contents were sold at auction in recent years.

Paperwork for the first spoons noted that "Pflueger Evans Self Striker Spoon is the invention of Mr. E.L. Evans, a man of years having a world-wide experience in fresh and salt water angling, hence he is best qualified to design the Self Striker Spoon

which has proven a 'killer' for most fresh and salt water fish". The metal spoons were inscribed with the Sept. 11, 1923 date of Evans patent.

The spoon was made in two finishes until 1931: polished Diamolite on nickel and polished gold. It was made only in polished Diamolite after 1931. Diamolite was a Pflueger trademark for a chrome finish. The spoon shown above is finished in polished gold. The lure was available in four sizes:

	Size 4	Size 5	Size 6	Size 7
Length of Blade	2-23/32	3-3/8	4-37/64	5-7/16
Width of Blade	29/32	1-1/16	1-19/64	1-9/16
Hand Forged				
Hooks - Trimmed	6/0	7/0	9/0	11/0

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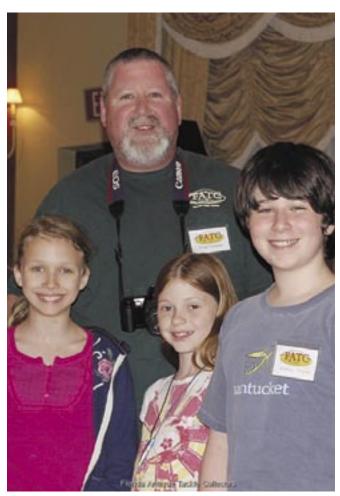
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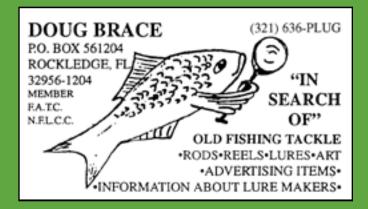
The two smaller sizes were designed for fresh water fish, while sizes 6 and 7 were recommended for Tarpon, Tuna, Swordfish, Kingfish, and Barracuda. Pflueger continued production of the Self Striker Spoon into the 1950's.

Captain Edward Lewis Evans passed away on April 2, 1934. Visitors to Fort Myers today might pass through Evans Park, where City Hall now stands. Evans acquired the property in 1890 and built his home there before selling the property to the City in 1921. The park stands as a reminder of one of Fort Myers early settlers and beloved citizens.

Special thanks to Edward "Ted" W. Evans, Jr., great grandson of Edward Lewis Evans, for supplying photographs and information helpful in preparation of this story. Anyone interested in learning more about Caption E.L. Evans would be well served to study the family archive at the Fort Myers History Museum.



Craig Comjean with the youth "Minnow" Award winners: Malanie Mallard, Hannah Long, Arianna Lucas (not pictured), and Nicholas Comjean



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FATC AD RATE	Classified "Tackle box" ads Business Card ads (black & white) 1/4 page black & white ads 1/2 page black & white ads Full page black & white ads 1/2 page color horizontal Outside back cover - color (horizontal only) 1/2 page color (Contents page only - vertical) Full page color (except covers or center) Inside front or back cover Single center page	375.00 1x 525.00 1x 450.00 1x	\$10.00 3x 29.00 3x 120.00 3x 215.00 3x 380.00 3x 450.00 3x 619.00 3x 679.00 3x 900.00 3x 1,179.00 3x 1,019.00 3x	EFFECT->E 201
Ē	Single center page Centerfold (No vertical center gutter)	450.00 1x 850.00 1x	1,919.00 3x 1,919.00 3x	Ĭ

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

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



Minutes from FATC Board of Directors

PLAZA RESORT AND SPA, DAYTONA BEACH, FLORIDA • FEBRUARY 26, 2011

Members present: Dennis McNulty, Ed Weston, Jim Duncan Mike Sims, Mike Hall, Chuck Heddon, Larry Lucas, Paul Snider, Norm Pinardi, Sally Jett, Ed Pritchard, Sheila Quinn

President Larry Lucas called the meeting to order at 7:06 AM.

Secretary's Report: Minutes of October 23, 2010 Board of Directors meeting were presented. A motion was made by Ed Weston and seconded by Chuck Heddon to accept the minutes as presented. The motion carried.

Treasurers Report: Sally Jett presented the Treasurer's Report. Motion made by Ed Weston and seconded by Dennis McNulty to accept the Treasurer's Report as presented. The motion carried.

Old Business: Auctions were discussed. At auctions other than the Daytona show the sellers have the First Right of Refusal. We will try it at the St. Augustine Show.

Awards were discussed. Members can only win one major award a year for the same or similar display.

New Business: Discussed advertising rates and size of ads for the newsletter. Paul Snider agreed to revise prices and bring suggestions to next meeting.

The following Lure shows are scheduled: St. Augustine Show June 10, 11 and 12, 2011 and Daytona Show March 3, 4 and 5, 2012. At present time we have no show scheduled for the fall. Anyone desiring to put on a fall show should contact Larry Lucas so it can be arranged.

Bonnie Saliba, Show Coordinator, is revising our membership data base. For future shows, she will be in charge of accepting payment for registration and payment for tables. She will make the name tags for the shows. All forms will be online and members will be able to make payments though PayPal.

The newsletter was discussed. All were impressed with Gary Simpson's first newsletter.

A motion for adjournment was made by Ed Weston and seconded by Jim Duncan. Meeting adjourned at 7:30 AM.

RARE OVERSIZED MEEK & SONS #5 REEL STOLEN AT FATC DAYTONA SHOW

A very rare oversized Meek & Sons #5 reel was stolen at the Daytona Beach Show of the Florida Antique Tackle Collectors Club.

I am asking all tackle collectors to spread the word about the stolen reel to prevent the thief from selling it to an unsuspecting collector. The reel is valuable and the theft is a felony under Florida law. I intend to spread the word to collectors for as long as necessary to catch the thief and have the reel returned to me.

If you have seen this reel, please contact Norman Pinardi, njpinardi@aol.com (941) 792-1671, or cell phone (941) 704-6265, and let him know who has it.

The reel has been restored, and it has a new counterbalanced handle and ivory grip. The handle is made of softer nickel silver and will bend with any pressure.

RETURN THE REEL WITH NO QUESTIONS ASKED, TO:

Norman Pinardi 2306 Palma Sola Blvd Bradenton FL 34209



Who was Paul F. Covington....?

by Joe Castillo – FATC Lifetime Member

The auction preview tables at the 2010 Daytona Beach show were packed with fishing tackle items sure to please any collector.

I was drawn to a big game wooden fishing rod that was in deplorable condition. The auctioneer presented it as a bamboo tycoon fishing rod. I knew it was not a Tycoon rod, but I was going to bid on it anyway.

When the auctioneer's hammer came down, I owned the rod.

Careful inspection revealed a big game wooden fishing rod, definitely not bamboo, for sure not a Tycoon Tackle rod. However the similarities were very interesting. There was no name on the rod, except for a few blurred letters of what at one time was a label. It read PF... Miami. Now I was really interested.

I called Tom Rech an expert in the field of big game fishing tackle and I discussed the rod with him. He provided me with some pictures of two rods that he

had restored with the name P F Covington, Miami, Florida. At this time we knew nothing further about this tackle manufacturer other than there were striking similarities with the rods made by the Tycoon Tackle Company of Miami.

There was an item on the rod that made it even more intriguing, the rod tip. It was an early number 24 roller tip patented on April 16, 1940 by Roswell E. Lee of Miami, Florida. [Patent number 2,226,295]

Mr. Roswell Lee was a Miami pioneer that manufactured fishing rod components and big game reels. His company became a very well known manufacturer of outriggers, and other boat accessories. The Lee Company is still in business in Miami, Florida. His roller guide rod tips were also used by the Tycoon Tackle Company in some of their rods.

Could there have been a working relationship between Mr. Lee and Mr. Covington and the Tycoon Tackle Company?

The Fishing Rod

Paul F. Covington patented his fishing rod on October 30th, 1940. [Patent No. 2,302,191-see patent print out]

The rod was stripped completely revealing a unique four laminate wood construction. The wood is very light in color without much grain, similar to Lance wood. [Fig. 3]

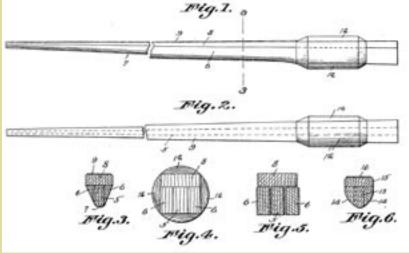
The structure of the rod consists of four strips; one central spine flanked by two sides and one fourth section horizontally over the entire length of the rod. As Mr. Covington said, "this is used to restrict to a degree the lateral bend of the rod". The outer surfaces are

beveled and form a continuous rounded edge. The rod extends completely into the male ferrule.

The unique component of this rod is a laminate made of rawhide, which is glued to the entire flat surface of the rod. Here is what Mr. Covington says: "It has been found in practice that a rawhide backing strip such as shown will cause the rod to

assume its natural or straight position after a strain which has been directed to bend the rod has been relieved."

This is interesting to me because one would think that the rawhide would absorb water, and once it dries it will contract adding extra strain to



the rod not necessarily straightening it. Also once the raw hide is covered with lacquer, shellac or the varnish used to finish the rod, the rawhide would be water tight and hence the intended function would be eliminated. [Fig 4.]

The diamond wrap above the fore grip is very similar to the one seen on the Tycoon rods. The guides are wrapped in a more elaborate pattern than on the Tycoon rods. The handle is also laminated and then turned. It is covered with a felt-like material much like the Tycoon rods. [Fig 1.]

The guides are a high bridge type with a reinforced feature patented by Mr. Covington on April 23, 1941 in Miami, Florida. [Patent number 2,293,280]

The key in identifying Mr. Covington guides is that the foot of the guide is flat and square. The ends of the guide braces extend into openings formed in the seat or ends of the body portion where they are soldered. [see patent drawing no. 1]

Mig. 2.

Mig. 2.

Mig. 3.

Mig. 3.

Mig. 5.

Mig. 6.

Mig. 6.

Mig. 6.

Mig. 6.

Mig. 6.

Mig. 7.

Mig. 7.

Mig. 8.

Mig

The reel seat is basic; the male ferrule fits into the seat by friction without any special locking features seen in other reel seats. There is some discrepancy as to the locking nuts on the reel seat, as some have large hexagonal nuts while others do not.

The butt is turned Hickory. The gimbal is stainless steel with a large bolt. The gimbal is removeable, and that end tip has threaded holes. By turning it one can adjust the gimbal tip vertically or horizontally to fit the direction of the pin inside the gimbal of the fighting chair. [Fig 6]



The rod featured in this article was completely disassembled and photographed. All the components and guides were rechromed. The rod was then refinished to its original specifications. [Figs 7 A thru 7 H]





Most of the Paul F. Covington rods that I have seen are in the 30 to 80 pound class however, I have seen two fishing rods in the 130 pound class that may well be Paul F. Covington because of the structure of these rods, the use of Lee components, and the telltale use of raw hide on the flat surface of the rod, as well as the large bolt on the gimbal.

The raw hide tends to blend with the flat section of the rod making it very difficult to see, and sometimes it is dyed in black. [Figs 8 and 9. courtesy of Tom Rech]

I own a Covington rod that has been wrapped intermittently in its entirety; however the telltale signs of the maker are still here.

The similarities between the Tycoon rod and the Paul F. Covington rod are there, although minimal. The similarities end upon close scrutiny.

The Tycoon rods are laminated Bamboo and other woods such as Hickory and Snake wood. The guides on the Tycoon rods are different and are wrapped in a simpler fashion.



Here are the key features used to identify a Paul F. Covington rod.

- Solid wood construction, three longitudinal strips and one top strip. Tapered configuration.
- 2. The unique use of rawhide on top of the flat surface of the rod.
- 3. The use of a Lee roller tip.
- A large screw on the gimbal that does not screw into the wood of the butt. Adjustable gimbal.
- 5. The bridge guides have a square foot, perforated by the post of the guide.

One has to wonder if Mr. Roswell Lee, Paul F. Covington and Frank O'Brien Jr. collaborated in the development of big game fishing rods or if there was an adversarial relationship. After all, these gentlemen shared a similar interest, location, and time frame in the Miami area.

The Tycoon Tackle company will be forever known as a pioneer and innovator in the sport of big game fishing. Mr. Roswell Lee's company is still active in Miami involved in the manufacturing of hardware for the sport fishing boats.

Whatever became of the Paul F. Covington enterprise is not well known. The Miami Public Library, as well as the IGFA library have no more information to add other than the patents. The cognoscenti of the world of antique big game tackle do not have any further information. Dade County public records in Miami, Florida does not have any information on the manufacturer.

For the time being I hope that this article will help you identify the next Paul F.
Covington rod that you may encounter.
If you have any information on this topic, please contact me. I will continue my research and welcome any help.

One year later the rod was displayed at the 2011 Daytona International show where it all began.





Fanatical Insights

by Johnny Garland



A plastic Bang-O-Lure?

The first question that should come to the mind of the collector is, "why would Jim Bagley jeopardize his 'pride and joy'"? If you recall, I noted on Page 8 of the "Bagley Collector's Guide" that during my interview with Mr. Bagley

I asked which was his favorite lure he ever made. With absolutely no hesitation, he replied, "Bang-O-Lure". Here is the bait that made Jim Bagley's name synonymous with balsa wood for a generation of fishers.

Jim Bagley was a smart businessman and a great lure manufacturer. Why would he offer a "low end" Bang-O-Lure? He wouldn't! And, with that, I'd like to put the debate over this lure in its grave.

Back in the early 2000's, FATC member Paul Bradshaw called me over to his table at Daytona Beach, showed me one of these baits he had found, and asked if I knew anything about it. Neither of us had ever seen one. He let me have the lure and my inquiries began. I first emailed Mr. Bagley through his wife, Vera and asked if he had ever made the Bang-O-Lure in plastic or authorized them to be made. His answer was "no—never!" Realizing that Mr. Bagley's memory (much like the second President/Owner of the company) was not perfect, I proceeded to check with the most reliable source

I have ever found in association with the Jim Bagley Bait Company—Betty Jo Kallam. Betty Jo assured me Jim never made them. As far as she knew, he had never experimented at all with a plastic Bang-O-Lure.

Since that first encounter with the plastic Bang-O-Lure copy, I have seen several more. I have seen black, red, blue, and green striped versions—and black-back and blue-back ones, all on a transparent plastic. The plastic has always been dingy-looking. The lures are well-constructed, though, and someone has done a number-one job in copying the Bagley 'eye'. However, it would take no genius to make a mold from a real Bang-O-Lure and pour plastic into the mold.

I feel 100% confident in stating that the "Plastic Bang-O-Lure" is a copy. I do feel that these baits were made several years ago, due to the aged appearance of the plastic.

Now that some Bagley baits have climbed to unbelievable prices, I can see the possibility of counterfeiters coming out from their sleazy holes to duplicate the valuable lures. But when the first of these plastic copies came to my attention, Bang-O-Lures were only bringing five to ten dollars each...hardly enough to justify cheating.

In closing, let me say one "good" thing about this bait, and why a collector might want one. It is a good conversation piece.



A Bird in the Hand... by Gary Simpson

Ask the FATC membership which Florida lure commands the greatest properties in terms of rarity, eye-appeal and general 'neatness', and many would certainly say that it's the Kinney Bass Bird. Among the too-few known examples of this wonderful lure, there are two types—the slick Heddon-painted models and the earlier, folkier examples that were hand-painted by Mr. Herbert Kinney himself. The following story is one of passion, patience, and perseverance exhibited by club member, Larry DeGennaro of Keystone Heights, FL...a man who saw the object of his desire long ago and respectfully waited for his chance to obtain it.

It was a summer afternoon in 1988, and DeGennaro was passing through Green Cove Springs. He had been collecting fishing lures for a few years already, and decided to stop by an old fish camp on Trout Creek (just off the St. John's River) to see if they might know where he could add to his growing collection. Once inside, he spotted an amazing sight. In one of the offices hung a mounted bass—and in its mouth hung a lure that looked like a bird. Larry knew what it was immediately. "I asked the gentleman if I could see the lure," he recounted, "and he pulled it down and handed it to me."

An early, hand-painted version and in beautiful condition, Larry was amazed and immediately in love with

3

the bait. "I explained all I knew about the lure...how it had been made in Tampa—my hometown—by a Mr. Herbert Kinney, and I asked if he would consider selling it. Since it had been his fathers', though, he didn't want to part with it." Before he left, Larry gave the owner of Pacetti's Fish Camp his business card



and made an offer. It was a big offer—almost unheard of in those earlier days of Florida lure collecting. "He looked at me like I had lost my mind—like I was from another planet," Larry laughed. When he drove away that morning 23 years ago, Larry DeGennaro didn't return or hear from the Pacettis again. Until last year. Along with his wife, Leslie, Larry decided to return to Pacetti's in the spring of 2010. The latest in a line of Pacettis, Joe, was there...and he remembered Larry. "You're the crazy guy who offered so much money for my grandfather's lure," he grinned. Again, Larry explained everything he knew about the old bird, and renewed his offer. One week later, Joe Pacetti called him

bird for the amount of the original offer. "I couldn't sleep that night," Larry recalled, "just like a kid on Christmas Eve."

back and said he would let Larry buy the

Joe Pacetti's recollections reveal that the prolonged

transaction happened only after generations of Pacettis had owned the lure. The gentleman that pulled the bird from the basses' mouth for Larry was his father, Pinkham Pacetti. The lure had belonged to Pinkham's father, William J. Pacetti....and, it could possibly have been owned by J.J. Pacetti. J.J. started the old fish camp back in 1929, renting 40 cypress boats to anglers and sight seers on the mighty St. John's. "It might have even been used by my grandfather," Joe said. "He used to speak of night fishing for bass with long, stout cane poles and wooden plugs".

(Fortunately, the bird doesn't appear to have been involved in many battles).

Sometime in the mid-to-late 1980's, Joe Pacetti said, his dad was rifling around in his desk drawer and pulled



Larry DeGennaro and Joe Pacetti



out the old bird. "He asked me if I wanted it", Joe recalled, "and I said, yeah." Presumably, that's when the lure was placed in the mounted fish's mouth and later spotted by DeGennaro. That he had recently given the bird to his son might have kept Pinkham from entertaining Larry's offer.

Then when Larry returned last year, Joe was on hand to consider DeGennaro's plea and obvious passion for the outstanding piece of Florida memorabilia. "It wasn't about the money for Mr. Pacetti," Larry asserted, "he was happy to see someone who felt so strongly about the bird, get it."

Something about this extended transaction seems fully fitting—an example to us all in terms of how we should respect the owner of a great collectible, no matter how much we might want it.

An important piece of Florida luremaking history sat in a very old Florida fish camp for a very long time. It somehow seems right that its transition to a Florida lure collector likewise took a very long time.

Sometimes the early bird gets the worm. But sometimes the patient collector gets the bird.

GONE FISHING...

Don Morrow

We are aware of only one member who has passed away since the last FATC News, but in losing him, we have lost one of the sage elders of our club.

Don Morrow was born in Tipp City Ohio on Feb-

ruary 24th, 1930. He graduated for Bethel High, earning a letter in basketball. Don served in the Army during the Korean War as a radio operator. Upon returning from Korea, Don opened his own masonry business. Thirty eight years ago, he relocated to Florida and started up a masonry business on the west coast. After selling his business, he taught at the community college for several years before retiring.

Don's first collection was Native American artifacts, and this later evolved into collecting Florida

lures. When the FATC was formed in 1988, Don joined and was the only member that also belonged to the NFLCC, serving as their auctioneer for a few years.

After Don married Betty, they began collecting vintage toys and traveled to toy shows around the

country. Don always made an effort to attend the FATC shows as well. Don was also skilled at refinishing furniture, and his family still has many antique pieces that he revitalized.

Don served on the FATC board of directors

almost from the start of the club and was our club's auctioneer, as well.

Anyone who attended an auction that Don and Betty officiated can attest to the fact that it was well run and every dime was squeezed out for the consigner.

Don died on January 29th, 2011 and was buried in New Carlisle, Ohio eight days later. He is survived by his wife Betty, three sons (Timothy, Terry and Todd), five step children (Frank, Dawn, Barbra, and Ronald). He had six grandchildren, eight great grand-

children, six step grandchildren, and a sister, Irene.

Betty adds, "Don really cherished the many wonderful people he met in the FATC, and was happy and proud to call them friends." We are proud, too, to have known Don.



1st last Yrs

ZEBCO Reel Production or...SPEED DATING...ZEBCOS

by Dick Braun

Model 1st Last Yrs



I am doing something a little different that I think will help a lot of you that are collecting Zebco Reels or thinking about collecting them. The listing that accompanies this short note will give the order in which the reels were produced, starting with the Standard Reel, (better known as the Zero Hour Bomb

Co. reel) and progressing through the rest of the lineup until 1998.

The name of the reel is in the first column. The first year of production is next, followed by the last year of production. The number of years produced is in the last column.

The 16th reel down the first column is the 333...this is not a misprint. The 333 was going to be the new reel on the block, but then Zebco found out that they couldn't use the number 333—something about copyright stuff. Only two of the reels were produced, and years ago I missed buying one on Ebay. It sold after a week for \$348.33, and I feel the reel is worth 10 times that amount today. It became the Zebco 909 the following year. Everything on the two reels is exactly the same except the reels model number, 333 versus 909.

I hope the list helps everyone who is on the hunt.

Here is a little help with the abbreviations: Z1=Zebco One, 1CL=One Classic, TS=Trigger Spin, GW=Great White, and so on, you get the idea!
Going down through the list you will also see the number repeated: The Zebco 44, fifth one down in the first column, and again in the second column as a 44N and two more times in the third column as the 44 and 44E. The reel was re-made as a newer model of the previous one and re-introduced into

the lineup. Kind of like the Camaro in Chevy's lineup.

Please let me know what you would like next, ie: Zebco Fly Reels...Super Rare? Give me an idea of the info you'd like to read about and I'll do my best! Thanks again and I hope I've been a help.

P.S. I think Superman used a Zebco 33...they were as bullet proof as he was! LOL.

This should help you with order and years when produced and for how long. The reels listed are standard Zebco production reels only! There are no Branded or Special issue reels listed, ie. 9BZ, 02DL, Christmas Red/white 202, Bot Scout Reels, Etc.

1st Last Yrs

Model		ast Y		Model		Last		Model		Last `	
	Yr. Y					Yr.	of				of
	Prod P				Prod					Prod I	
1 std	49	54	6	1CL	86	98		QG100	94		4
11	53	68	16	UL4	86	96	11	RL2	94	98	5
22	53	73	21	733	87	96	10	33	95	96	2
33	54	83	30	2010	87	88	2	44	95	96	2
44	56	77	22	2020	87	88		2020	95	98	4
55	56	63	8	2030	87	88	_	2030	95		4
	58	64	7	33A	87	88		2030F0			4
66											
77	59	90	32	CR60N	87	90		BRTE27			4
88	60	63	4	FL44	87	88		CHAR5			1
99	60	63	4	444	88	89		ROCKI	95		2
101	60	69	10	808P	88	88		ROCKI			2
89	61	66	6	CGC1	88	96	9	Z21	95		4
202	61	96	36	CGX33	88	96	9	2010	96	98	3
404	63	96	34	CR40	88	90) 3	303AS	96	96	1
606	65	69	5	CR6	88	89		KRP100	96	98	3
333	66	66	1	Z22	88	98		LAK1	96	98	
808	66	87	22	ZX10	88			LAK2	96		
909	67	80	14	2010N	89	95	-	MC1	96		3
						93		13	97		2
800	68	80	13	2020N	89						
600	70	83	14	2030N	89			14	97		
444	71	71	1	33AN	89	89		11L	97		
76	72	82	11	808N	89			11TL	97		_
802	72	80	9	888N	89	95	5 7	11TS	97	98	_
Z1	73	79	7	ZX8	89	93	3 5	1L	97	98	
312	74	77	4	33CFTN	90	90) 1	202E	97	98	2
888	74	88	15	44N	90	94	5	303JQ	97	98	2
700	75	81	7	38	91	97		33CLA	97		1
113	77	79	3	303	91	96		33E	97		
33xbl	77	79	3	357	91	97		33L	97		
			6		91	91		404E	97		
144	80	85		33C					97		
171	80	84	5	BF4	91	96		44E			
181	80	87	8	BF6	91	93	-	733E	97		
191	80	85	6	Z1/1CL	91	94		808E	97		
2020	80	84	5	22	92			808EBF			
154	81	87	7	77	92	96	5 5	A888	97		
2030	81	84	4	99	92	95	5 4	CHAR1	2 97	97	
164	82	91	10	257	92	96	5	MCC	97	7 98	2
2010	82	84	3	22TS	92	97	7 6	RK1A	97	98	2
101*	83	96	14	257TS	92	96		RK2A	97	98	2
1020	83	84	2	33CL	92			RR3	97		
2929	83	83	ĩ	888GW	92			UL3E	97		
320	84	87	4	CHAR4	92			UL4E	97		
33C	84	84	1					118	98		
				QG200	92				98		
33N	84	94	11	QG300	92			101E			
SF200		88	5	11	93			11TSR	98		-
Z20	84	88	5	12	93			33CKE	98		-
1220	85	85	1	CM1	93			44L	98		
33CF1	T 85	90	6	нотз	93	98	3 6	CHARS	98	98	1
FT15	85	86	2	RL3	93	98	3 6	FH2	98	98	1
FT25	85	86	2	UL2	93	98	3 6	HT10	98	98	1
FT35	85	86	2	2020DL			_	HT20	98		_
QFM2		87	3	MT1	94		-	HT30	98		_
UL3	85	96	12	MTC	94	-		HZ100	98		
606	86	92	7	NEON3				HZ200	98		
1220N		88	3								
12201	. 00	00	3	OG200D	ıL 94	9/	4	KM1S	98	98	1

FATC News From The Past

The following information contributed by D.J. Brace Member Florida Antique Tackle Collectors, Inc. National Fishing Lure Collectors Club June 1994 Volume VII, Numer 3



MESSAGE FROM FRED By Fred Kerr

asking. "What can I do?" I did not receive the first

response!! So, the same grou

LURE IN NATION"

In the late 1950's those were the words printed on E.F. Browns store display cards advertising his CHAIN BAIT. The cards displayed six individual worm-like baits retailing at \$1.15 each. An instruction card, stamped "Pat. Pending", came with every bait. Additionally, Brown provided a replacement warranty should the chain ever break.

Brown, of Lake City, Florida, had been an avid bass fisherman for years, from the 1930's as a teenager using wood baits, to the 1950's using artificial worms. However, this Insurance and Real Estate businessman became dissatisfied with the durability of artificial worms available to him.

One evening, while moving his wife's necklace across the coffee table, he noted the flexibility and strength of the necklace. An idea came to him. If he could incorporate that same strength and flexibility into an artificial worm, he'd have a bait superior to what he had been using. fall meet in Orlando, Ray Williams from Cause Realizing he'd be wise not to tamper with his wife's necklace, he obtained a similar item and soldered two hooks to the chain. A plastic-like composition was poured over the chain and baked in the oven, subsequent catches of fish using his new creation, convinced him there was a potential market for his CHAIN BAIT. Some of these first baits also had a tail treble hook which proved to be effective on Brim.

In the beginning, Brown encountered problems with the consistency of the oven-baked composition. A friend, who was a retired engineer, lent his expertise and showed Brown how he could make the baits using latex rubber. His friend also became the supplier of the all important soldered brass chain. With his new help, the manufacturing process was refined and stabilized.

Another friend, in the auto-repair business, constructed two cast-aluminum molds for Brown. Each





mold, capable of making 48 six-inch baits, was nearly two feet square and one/half inch thick. Browns recipe called for baking these molds, filled with latex, in a home-style oven at 300 degrees for approximately 20 minutes. He soon moved the operation from his home to a rented warehouse at the nearby naval air station. A single employee was hired to help with the production process. His duties were to silver-solder two double-barb hooks to each chain, pour the molds, bake the product and attach the Colorado-type spinner blade. Bodies were made in a variety of colors, both light and dark green, black, yellow and clear, but always with a black head. A weedless version was attempted but the mold design interfered with the weedless mechanism.

While Brown experienced local sales success with his CHAIN BAIT, he lacked product distribution by manufacturers reps or jobbers. Becoming his own sales force, he traveled west to Louisiana and north to Pennsylvania. 2 Tackle shops in the Carolinas also brought his product.

CHAIN BAITS, sold wholesale to shops at 40 cents each, had a retail price of \$1.15. However, considering the materials and labor which went into production of each bait; the wholesale price was far too cheap. A mid-west firm evaluated Browns product and suggested a six-month advertising campaign in national magazines. This cost of such a program was prohibitive for Brown.

After a nearly-two year attempt at producing and personally marketing his CHAIN BAIT, Brown was relegated to selling the remainder of his inventory locally. Occasionally, Brown would publish ads in the local newspaper advertising his product.

The durability Brown sought in an artificial worm was proven when he personally documented catching 67 Bass on a single CHAIN BAIT! Brown regularly caught 12 lb., 14 lb. and 16 lb. bass. A near-record was achieved one day at Lake Isabell, in Lake City, when he landed a bass that weighted in at over 20 pounds.

Brown explained a lawyer friend helped document his near record catch. When the attorney contacted a national magazine for details about the current work record Largemouth Bass, he was told the established record fish was a pound heavier than Browns catch. Imagine for a few moments that the magazine representative was in error. What if Browns fish was a pound heavier? Then, the record that has stood since June 2, 1932, would now belong to a Florida resident and lure manufacturer; catching the record fish in Florida on a lure, both of his own design and make!

THE BEST D --- LURE IN THE NATION, WAS D --- NEAR A RECORD HOLDER!

- 1. Five cases sold in New Orleans, Louisiana
- 2. Four cases sold in Philadelphia, Pennsylvania Note: A case consisted of a special designed cardboard box made to hold 15 cards (90 Baits).



The FATC News

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