

# F.A.T.C. NEWS

Florida Antique Tackle Collectors Newsletter

Volume 26, Number 3



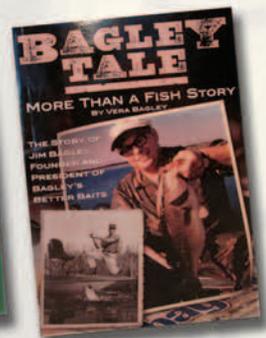
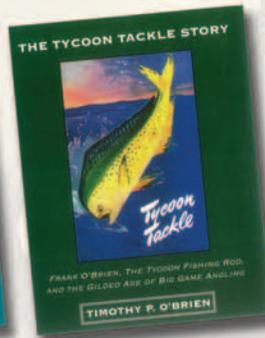
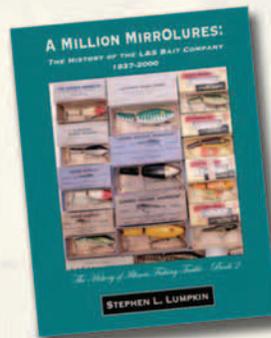
**Bagley's Deadly Dozen – Part 2**



**Meet the Maker**



**Three Book Reviews**



**The Keystone Item of a Collection**



# FATC Bartow Fall Show

Many thanks to our Bartow Show host, Bill Stuart.



Melanie and her dad Rob Mallard



Frank Carter accepts the Best of Show award from Tom Wilkerson



Ralph Hecht wins the Best Topical Display award



Jack Fenwick with his Best Educational Display award



Melanie Mallard and her award for a fine lure display



Bartow ribbon winners, (l-r) Sally Jett, Susan Mais, Jim Duncan, Larry Lucas, Butch Carey



Vera Bagley with Hiro Naito, Bagley's Japanese Sales Manager.



Barry Brunges' Bagley DB3's

## FATC Awards Criteria

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

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

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

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

Thanks you,  
Awards Committee – Mike Hall & Tom Wilkerson

### WANTED TO BUY OR TRADE

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FLORIDA LURE BOXES, LURES OR  
LITERATURE**

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## F.A.T.C. NEWS

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

October 2012 Volume 26, No. 3

### Contents

Bartow Award Winners .....	2
President's Message .....	4-5
Editor's Notes .....	6
A Million MirrOlures .....	7
Need Help from Tackle Collectors .....	8-9
The Keystone Item of a Collection.....	10-12
The Tycoon Tackle Story.....	16
Meet the Maker: Featuring Scott Morgan .....	17-18
Altamonte Springs Show .....	19
Special Guest Visits the Bartow Show .....	22
Bagley Tale Review .....	23-25
Bagley's Deadly Dozen - Part 2.....	26-27

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

Gary Simpson

1631 NE 55th Blvd., Gainesville, FL 32641

352-378-1112 (H), 352-372-1791 (W)

email: [simpsongary@msn.com](mailto:simpsongary@msn.com)

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## President's Message

### Here are some random thoughts:

by Ed Weston



I was just sitting down to think what I was going to write about for this issue of the newsletter, when I was wishing that I had a ghost writer who could make me look like a literary genius...The question was, who could I retain? Then I remembered that there were several fantastic authors in the FATC who have published books:

Ed Pritchard on the subject of Fin Nor, and Norm Pinardi on Otto Zwarg. Johnny Garland's work on Jim Bagley, and Lewis Townsend's recent Jim Pfeffer release. Then, of course, we have Bill Stuart, Doug Brace, and Russ Riddle and their long and growing library of "Florida Lure Makers and Their Lures". And we can't forget the numerous books and articles written by Dr. Todd Larson.

On second thought, these gentlemen are way out of my league so I will just struggle and put things down as best I can. I have probably forgotten to mention one or two authors, but that's all I can think of at the present time.

Good News! The Altamonte Springs Show is set to go for October 26-28 and Chuck Heddon has everything in fine working order. Bernie Schultz is putting together a room trading show for the last week in January or the first week of February in Palatka. Then we have our Daytona International show March 1-3, 2013, which is in the capable hands of Larry Lucas. Mike Hall is hosting a show in St. Augustine June 7-9, 2013. Last but not least, Ron Gast is getting things all set up for a FATC shindig at St. Petersburg Beach in August 2013. It is so nice to have several shows set to go almost a year in advance. A big "THANK YOU" to the show hosts and to their assistants for making our shows so successful.

If there is anyone who would like to host a FATC Show, please contact me or any of the board of directors and we will start the wheels rolling.

Food for thought: Each year I try to go to as many lure shows as possible. If you have not attended a show other than the FATC shows you are really missing out on a fun time. The CATC puts on two shows a year and they are great. They have one coming up the week before thanksgiving in Myrtle Beach, South Carolina. Not only is the lure show great, but the site hotel is on the ocean with a fishing pier. If they want, attendees can participate in a fishing tournament! Then don't forget about Billy Prince's show in Decatur, Alabama, and Gibby Gibson's in Pigeon Forge, Tennessee. Last but not least, if you have never attended and NFLCC National Show, you should really try to make one.

...continued on page 5

Gary Simpson, our newsletter editor, is always looking for articles. I know that there are several members that are experts in their field of collecting and have interesting stories they could tell. The article does not have to be about your particular specialty...it can be anything relating to collecting, how you find items, tricks on cleaning, funny things that have happened to you while collecting, things not to do, your best fishing tips, or even your favorite fish-cooking recipe.

More food for thought: Near the end of a lure show I have often asked different collectors if they had a good show. Many times the response has been "Yea, but I didn't find anything for my collection". This left me with the feeling that they would have really had a great time if they could have found something. Here is my solution

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to the problem: Keep your main collection but branch out. My mentor, Jim Frazier taught me this many years ago. If you remember, Jim was an Al Foss collector and wrote the first book on Foss. What people don't know is that he also collected Creek Chub Husky Muskies, Musky Jitterbugs, lures that revolve on an axis, Pork Rind jars, and all Pork Rind Lures. Needless to say, this kept Jim busy. Yes, besides Florida made lures I collect four other categories of lures. At the time I keep them secret. It's more fun that way. So let me say the magic word is "diversify".

More Good News: With the success of the Sunshine Orange Crackleback Mouse, our first club lure in ten years, the board of directors voted to continue with another club lure for next year. It will be a Sunshine Orange Crackleback Cuda with glass eyes and a carved tail. Again, it will be produced by our own Roth Kemper. We will have pictures of it in the next edition of the newsletter.

That does it! Remember, the best part of lure collecting is not the lures that you collect, but the friends you find along the way.

Have fun and enjoy collecting!

## JETT MADE LURES



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## OTTO ZWARG

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**Norm Pinaridi's new book**  
**\$24.95 mailed to any U.S.**  
**Or Canadian address**  
**(\$29.95 mailed to European addresses)**  
**njpinardi@aol.com**

## Editor's Notes

by Gary Simpson

A few weeks ago I was given pause regarding my dedication to the hobby we all love.

No, I wasn't worried that my enthusiasm was waning with the mounting years. The soul-searching moment came while I was on my way home from a 'field find'.

It had all started months before, when I got wind of a shed-full of tackle two Gainesville brothers had inherited when their father passed away. I had known the fine old gentleman, Mr. Sullivan, from his visits decades ago to The Tackle Box.

I called the sons and expressed an interest. Weeks again passed before I was led through scenic country to a small home with a huge pole barn and two out buildings—pre-fab aluminum sheds. The larger shed held the good stuff—and it was apparent that Mr. Sullivan had been a kindred soul. It was packed with treasures—most notably, tools and tackle.

There were several tackle boxes, but curiously, if the boxes had ever held old lures, they were now missing. In abundance, on the other hand, were rods and reels. I picked out several...some for fishing and some to collect. And then it happened. Out of the blue, I made an offer on all of the tackle—all 208 reels, and more rods than that. The tools, fishing cabinets, and a neat old rocking chair, to boot.

A few minutes after the offer was accepted, it occurred to me that I did not have enough space to house it all. And that's when I bought the shed, too...to be delivered later.

It was after glancing at the packed-to-the-gills truck bed in my rear view mirror on the way home that my moment arrived. In that instant, it occurred to me that I was severely afflicted with the collecting bug. At such a moment, one can either laugh or cry. I laughed.

This FATC News is the first I have edited that will not have a "Gone Fishing" section. We should all give thanks for that, and hope the trend continues. We do have fine features by Ed Slane and Craig Comjean, along with a plea from the Heddon Museum and our regular submissions from Dick Braun and Jesse Furman. Dick recounts our special Bartow show visit from an important figure in the twentieth century tackle world, and Jesse touts a popular Florida contemporary lure maker. Also, we have three book reviews to help us wisely choose our research material. Many thanks to all of our contributors.

I'm looking forward to the fall show hosted by Chuck Heddon coming up October 26-28 in Altamonte Springs, and to the winter room trading show on the St. John's River that Bernie Schultz is putting together. Then we're off to the big Daytona affair in March. Everybody in attendance will remember the huge Jim Pfeffer section at last year's Daytona show. All Pfeffer collectors were called to bring and display their toughest and coolest bait made by the Orlando wizard. This resulted in what was undoubtedly the largest accumulation of Pfeffer in one place at one time, ever...and it was awesome. This year, Daytona show host Larry Lucas is, in the same fashion, calling all Eger collectors. And, almost shockingly, he says that the response has been even greater for this one. So break out all your best Eger stuff and get ready to be part of the spectacle. If you don't collect Eger, be prepared to catch Eger fever. Whatever you do, don't miss it!

And if anybody needs a good reel or rod for fishing, call me. (I'll be keeping the rocker). 



# A review of “A Million MirrOlures: The History of the L&S Bait Company 1937 – 2000”

by Bill Stuart

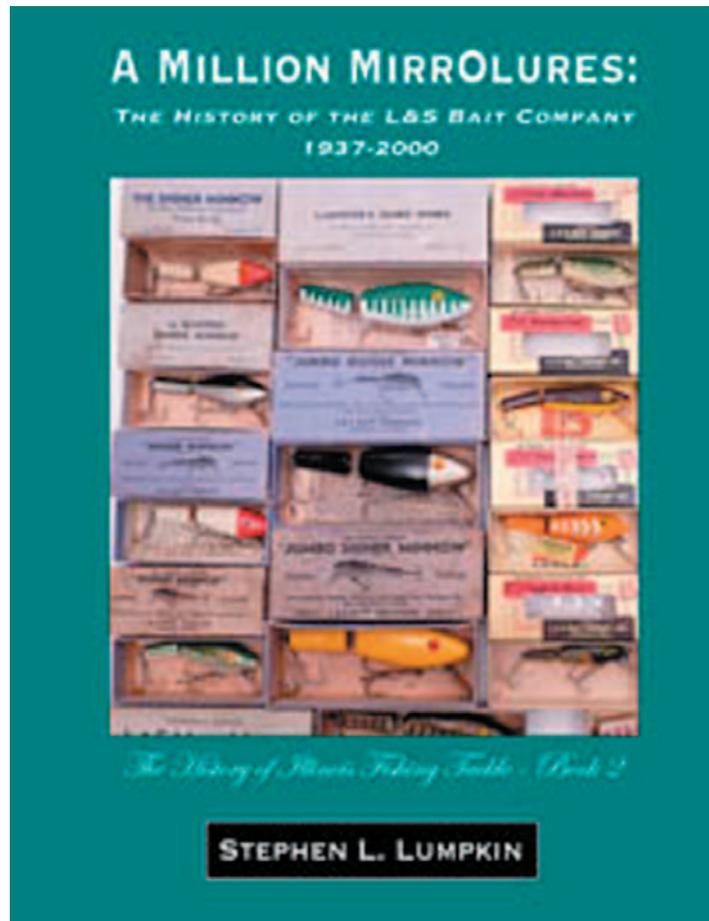
Steve Lumpkin has done it again with his latest book on MirrOlures. His research obviously paid dividends, and he’s produced a great aid for those who seriously collect these lures as well as those who simply want to have a better understanding of the company.

The book is two hundred and twenty pages in full color, 8 1/2” X 11” with over 500 high quality photographs. As many of you do know, L&S Bait Company was started in Illinois (1937). It then opened a division in Clearwater, Florida (1951-1968) which moved to Largo, Florida (1968-2000). The book takes us through the year 2000. Today the L&S Bait Company is still in business in Largo.

The organization of the book is inspired and flows naturally. While it answers many questions in the collector’s mind, it also reminds us that there is more to learn. Therefore in some cases the drama continues. I had so hoped that Steve would discover how ‘Ol Pete got all those “smart sayings” and who he really was. I also wanted him to answer my number one question which is: “How do you get that “white stuff” off the lures?” Ah, the mysteries continue!

The history is well written, and he addresses each topic briefly and to the point. The closure on the Mira/MirrOlure question was carefully explained.

He was also able to sort out the “spoons” and how they fit into the picture. Most people don’t even know that L&S made spoons. Like the L&S spoons, even fewer people knew that L&S made a MirrO-Reel. Steve walks us through the many problems the company experienced that finally led the partners to drop the project completely.



It is hard to imagine that in the 63 years, covered by the book, L&S brought more than 150 models and sizes and over 160 different color patterns to market. I appreciated Steve’s attention to the detail of the specification of each model, which will still be important a hundred years from now. From eyes to packaging and from hardware to colors – he covered it all in a highly organized manner. Speaking of eyes, the print in some of the ads and charts is really really small for my old eyes. It is possible that Steve did not write them that small?

The story of Harold LeMaster’s and Mr. Chips was a great addition to the book as were the photos of other collectors’ collections. “A Million MirrOlures; . . .” would be a handsome addition to any collector’s library.

The book is available from [whitefishpress.com](http://whitefishpress.com) and [Amazon.com](http://Amazon.com). The Hardback, a Limited edition of 50, retails for \$79.95, if any of them are still available. The soft back is \$44.95. 🐟

# I Need Help from Fishing Tackle Collectors:

Joan Lyons, Heddon Museum

I am putting out this plea for information. Some of you may know that for years, I have been working on a Heddon research book. It has a working title of "Everything Ever in a Heddon Catalog from 1902-1984... and a little bit more."

So far I have probably 97% of the research done: over 1000 pages and that includes room for pictures. As near as I can tell, there will be Volume One-Lures, Volume Two-Dealer Items and Volume Three-Rods, Reels and Line. I see the book as having a hard cover, glossy pages and nice photo reproduction. It is mostly scans of the pictures in the catalogs. I will use real photos where no catalog pictures exist and also to fill in blank spaces.

As of this time Volume One is nearly all edited and almost ready for print at 600 pages. I have over 2000 scans for this volume alone and I still need to take about 100 pictures in the museum for items with no cataloged pictures and for filler, if needed. Once it is "all ready" then I will find a publisher.

I AM STILL MISSING DEALER INFORMATION, A FEW CATALOG COVERS AND SOME ADS TO MAKE THIS BOOK COMPLETE. There are some items I have copies of, but they are not good enough for printing in the book [and I can't remember who gave me the b/w copies], so I am looking for originals on the list below.

## NEED ALL PAGES OF:

New Goods for 1926 or it may say "New Tackle for ..."  
 New Goods for 1930 or it may say "New Tackle for ..."  
 New Goods for 1935 or it may say "New Tackle for ..."  
 New Goods for 1936 or it may say "New Tackle for ..."  
 New Goods for 1937 or it may say "New Tackle for ..."  
 New Goods for 1938 or it may say "New Tackle for ..."  
 New Goods for 1939 or it may say "New Tackle for ..."  
 New Goods for 1940 or it may say "New Tackle for ..."  
 New Goods for 1941 or it may say "New Tackle for ..."  
 New Goods for 1950 or it may say "New Tackle for ..."  
 New Goods for 1952 or it may say "New Tackle for ..."  
 New Goods for 1956 or it may say "New Tackle for ..."

Need Trade Catalog or Dealer:

1968 Trade

Need Cover Shots only Of Regular Catalogs- Not Dealer Covers.

1925 regular

1927 regular

1929 regular



Need Small Size Catalogs covers:  
1949 ?  
1963-68 [I have a 1969]  
I don't know if there are any after 1969.

Need full Page Scans Of the originals listed below...I cannot use a copy of a copy:

1904 F, L & A cat.pg 402

1904 or 1905 ad showing Heddon Dowagiac Minnow

1904 Standart Bros Ltd. pg 6

1908 color or b/w pictures from any catalog [except have 1908 ABBEY & Imbrie]

Mar-1-08 Hibbard, Spencer & Bartlet in color pg. 2134E

Need the date verified on Bullard & Gormley Co. catalog p. 38 / 39 and a good scan.

Dated 1920 catalog of any kind with color or b/w pictures of Heddon lures [except have 1920 ABBEY & Imbrie]

1933 insert: "7 lures for 6"

1951 catalog inserts –invitation and order blank only

1952 catalog – Lou Caine sport fish book insert only

1953 catalog inserts–invitation and order blank only

1954 catalog inserts –invitation only

1955 catalog inserts –invitation and order blank only

I need your help. If you could:

Scan it at 300DPI and it needs to be saved to the .Tif extension: If you have any problems with this, please let me know and I can help you.

If you do not have the capabilities to scan or you do not want to take the time, please let me know and I could borrow the item and do the scanning myself....or sell it to me for the Museum library,

Take a good [at least 8 megapixels] photograph /non shiny white background and email it to me

Take a good [at least 8 megapixels] photograph/non shiny white background and mail it to me.

I will give credit with your name under the photo/scan...or not if you wish...please tell me which you want.

Please contact me first to make sure I haven't already received the information before you go to the trouble to scan and send.

I can be contacted by phone at 269-782-5698-home, 269-591-4841-cell, by email at heddonmuseum@lyonsindustries.com or by mail at 204 W. Telegraph St., Dowagiac, MI 49047.

Thank you all for your time and help. Anything you can do to help is greatly appreciated so this can be the best research book made. If you know of anyone who is not a NFLCC member, please pass this on.

Joan Lyons, Heddon Museum co-curator

P.S. Please don't ask me "When will the book be done"...I've never done this before. I'm trying to work on it as much as I can...and there is A LOT to organize and make sure it is RIGHT. 

# The Keystone Item of a Collection

by Ed Slane

This story has taken sixty-five years to mature. Perhaps it can't be told in just a few paragraphs. Hoping not to slide over anything pertinent however, we'll try.

It begins in 1946 when your writer attained the age of 12 years. My first job was offered at a rather prestigious sporting goods emporium in Freeport, Long Island New York. Schultz Sporting Goods was the name of this first class establishment and John Schultz was at the helm. I was to be the company's worm man. Joe O'Neill, the store manager, would notice me every Friday night during his walk home, on the library lawn; on hands and knees picking night crawlers for Saturday's trout expedition to the

reservoir. Subsequently he asked if I'd like to make some money doing it for his place of business. Friday nights now became six nights a week. They needed 500 worms a week. At one cent each, that amounted to \$5.00 a week. I was in business for myself! The worm story has already been told in great detail elsewhere. That's not what this is about (see The Reel News – ORCA, March 2007).

John Schultz was a dashing and well known figure

6-10-58 The Winning Crew  
 from left to right: Buddy Merritt, standing George Mathews,  
 Fred Voss Jr and kneeling Charlie Hayden alias  
 split tail Charlie





1958

Soaking wet - Buddy Merritt  
at the Bimini Big Game Club.  
It's a Bahamian custom and  
tradition that the winning capt.  
in a tournament be unceremoniously  
introduced to the water. He  
avoided Bimini Bay only to  
be caught by George Mathews  
and submerged in the club  
pool. This became a common  
occurrence to Buddy.

in Freeport. John and his wife, Betty travelled in the best of company and the most elite of social circles. They numbered among their friends Lillybelle and Guy Lombardo, Etta and George Sarant, Joe Van Blerck, Sr. and Jr., movie actor Leo Carillo and the list goes on. John and Betty were socialites in the truest sense. Even at age twelve it was not difficult to notice the beauty and vivacity of Mrs. Schultz. She would frequently pop into the store in tennis garb on her way to or from a match, give her husband a hug and kiss and be off. She never failed a kind word, a smile and a pat on the head for "the worm kid" as she called me. Now you're gonna get your first clue where this story is going. Betty Schultz was actually Betty Merritt Schultz of the very famous fishing and boat building Merritt family. Betty only left us two weeks ago at age 96 and still called me the "worm kid". What a great title to carry for all those years. No foolin! Just to be remembered by this beautiful lady was all anybody would ever need. Betty lived in a lovely Florida style home on the boatyard property in Pompano Beach, Florida surrounded by her very caring family.

Back in Freeport everyone involved in fishing spoke of the Merritt boys, Allen and Buddy. Buddy was four years older than Allen and Allen was a charter boat Captain at age 14. The Caliban fleet was their trademark. Their dock on Woodcleft Canal was known as "The Home of the Calibans". Franklin "Buddy" Merritt was a true fishing innovator. In a fishing family he was known as number one. Buddy's specialty was giant blue fin tuna and he caught them all over the world. He was also a prolific bill fish guy and led in numerous tournaments. Needless to say, he was one of my early heroes, long before I'd even met him.

More recently I have been made welcome as "part of the family" by brother Allen Merritt. Roy, Allen's son who now runs the boatyard is such a joy and credit to his dad. Fran Merritt Pinnell is also involved in this fantastic boat building family business; manufacturing for 90 plus years the finest custom built sport fishing boat extant. I know for a fact that without her attention to detail, three or four additional employees might need be hired.

On October 25, 2011 I found myself seated next to Allen Merritt at the family table for the induction



of Buddy and Allen into the prestigious IGFA Hall of Fame. The thrill of being there will never leave me. My heroes were finally being recognized by their peers, and the rest of the world. Bravo IGFA!

Two weeks ago, on the very day of sister Betty's passing, an invitation to join Bob Nicholson and Tom Green for lunch came to me. Bob is a retired state trooper and Tom a well known tackle store owner and fishing consultant. Following lunch Tom said he'd just acquired and would make available to me, a Bimini King rod by Tycoon with provenance not to be believed. Both Tom and Bob are FATC members, so I had to believe what I was hearing. When we returned to the tackle shop after lunch Tom handed me the rod! First thing I noticed was a rather prominent set. Next was, that the rod had obviously been re-varnished – maybe several times but not rewrapped or in any other way been refinished. Looking slightly northward on the rod, there it was. Buddy Merritt! This was, to me, the Holy Grail. Tommy said it had to come my way. The next morning at 10 AM a visit to Custom Rod

*Father and son; Allen and ~~Allen~~ <sup>Roy</sup> Merritt examine Buddy's Bimini King with your writer, on the boatyard dock with a lineup of 80' Merritt Sportfish in the background.*

and Reel, Tom Green's shop produced a change in ownership. My next stop was only about two miles distant. The Merritt boat yard was in my sights. Upon display of the old stick to Allen he

commented, "I remember the day we bought these. Buddy got one and I got another. They were all we could afford. At that time, no charter boats had equipment of this quality." The gleam in Allen's eye told me he remembered the rod and as he held it on his lap he began to talk of where they'd all been together.

Buddy Merritt went to a better place in 1971. He was only 53 years old. Lou Gehrig's disease claimed him much too early in life. With this old Bimini King in my hands, I feel a closeness to that great fisherman.

Collecting is so much more than just gathering stuff. This fine work of art, like so much more of my collection will never be for sale as long as I live. I hope all who read this can achieve the same personal satisfaction with their collecting. 🐟

# Minutes from FATC Board of Directors

HOLIDAY INN EXPRESS, BARTOW, FLORIDA • JUNE 16, 2012

Members present: Dennis McNulty, Ed Weston, Ron Gast, James Duncan, Mike Hall, Chuck Heddon, Larry Lucas, Paul Snider, Norm Pinardi, Sally Jett, Butch Carey, Rick Vaughn and Sheila Quinn

President Ed Weston called the meeting to order at 7:07AM.

Ed Weston thanked Larry Lucas for keeping everyone updated through emails and Sheila Quinn for helping.

Secretary's Report: Minutes of March 3, 2012 Board of Directors meeting were presented. An error in Paul Snider's last name was pointed out. The minutes were approved as corrected.

Treasurers Report: Sally Jett presented the Treasurer's Report. It was moved by Chuck Heddon and seconded by Dennis McNulty to accept the Treasurer's Report as presented. The motion carried.

Old Business: Dick Braun had suggested making FATC Business Cards or fliers to pass out for the club. Since collectors are collecting for themselves, they probably wouldn't want to pass out cards and then sellers would contact the club leaving them out of the picture. The idea was tabled for the present time.

Ed Weston mentioned we have 38 Sunshine Orange Crackleback Club Mouse Lures to sell. He asked permission to be able to sell the rest of the lures to anyone wanting one. The Board approved the suggestion.

New Business: Four New Shows

Chuck Heddon - Altamonte Springs, FL - October 6,7,8 - 2012

Larry Lucas - Daytona Beach, FL - March 1,2,3 2013. Larry negotiated a room rate of \$105.

Mike Hall - St. Augustine, FL - June 7,8,9 - 2013

Ron Gast - St. Pete Beach, FL - August 2013 No exact date has been set.

We are looking for a show for next Fall 2013.

Ed Weston passed around the Prototype of Sunshine Orange Crackleback Cuda Lure made by Roth Kemper for next year and suggested making only 76 lures next year. Ed Weston entertained a motion to accept the lure and have 76 made. Paul Snider seconded it and the motion passed.

Ed Weston brought up that next year is the FATC 25th Anniversary. A lengthy discussion on patches and lures ensued. Ed Weston entertained a motion to have one 25th Anniversary patch for next year, seconded by Paul Snider. The motion carried. It was moved by Dennis McNulty and seconded by Mike Hall to have an Antique Lure on the patch. The motion carried. Doug Brace will order the patches. It was suggested that when people sign up for registration that they can pay for the patch at same time and the patch will be included in the welcome package when they arrive at the show. All will be done through PayPal.

It was moved by Paul Snider and seconded by Dennis McNulty for a Barracuda Pop Eye Frog lure to be placed on the Patch. After much discussion Larry Lucas made an amendment to Paul Snider's motion to replace the Pop Eyed Frog with the Eger Frog Skin Darter on the Patch. Norm Pinardi seconded it. The motion passed. Next year's patch will have an Eger Frog Skin Darter.

Ron Gast brought up the problem with the record of payments at the Bartow show. It was suggested that Sally or show Chairman have access to the updated PayPal record as of the show date. Sally Jett will discuss this with Bonnie Saliba. We will address this at the next meeting.

The meeting adjourned at 7:53A 

## New and Revived Members

George Bobko  
1000 Kings' Highway #200  
Port Charlotte, FL 38980  
941-764-9219

Ray Burge  
700 Brighton Blvd., NE  
St. Petersburg, FL 33704  
727-417-7205

Steve Gold  
PO Box 2708  
Winter Haven, FL 33883  
863-207-5000 Cell  
863-299-2461 Office

Pam Houle  
2240 Sherwood Ave.  
Clearwater, FL 33764

Jamie D. Hill  
2110 Saddlewood Drive  
Bartow, FL 33830  
863-899-0650  
jdhillrolltide@yahoo.com

## Member Address Updates & Corrections

John A. Gavin  
389 Madeina Circle  
Tierra Verde, FL 33715

Ed Prichard  
PO Box 3  
Jupiter, FL 33468  
561-748-7508  
561-818-1081 Cell  
reeltackle@aol.com

Worley Pruett Jr.  
PO Box 246  
Ormond Beach, FL 32175  
386-672-6628  
386-527-3689

Doug Williams  
14325 SW 74th Ave.  
Palmetto Bay, FL 33158  
305-255-6188  
doug@thedougwilliamsgro  
up.com



President: **Ed Weston**, 561-301-9062, enotsew@hotmail.com

Vice President: **Chuck Heddon**, 407-862-7562, cheddon@mpinet.net

Secretary: **Sheila Quinn**, 772-281-0001, sheilamquinn@comcast.net

Treasurer: **Sally Jett**, 850-442-9084, lsjett@tds.net

Auction Chair: **Jay Zuhlke**, 321-749-0615 (Cell), candyz@bellsouth.net

Awards Chair: **Chuck Heddon**, 407-862-7562, cheddon@mpinet.net

**Ed Weston**, 561-301-9062, enotsew@hotmail.com

Advertising: **Paul Snider**, 850-458-2111, paulsnider@cox.net

Show Coordinator: **Bonnie Saliba**, 386-257-2530, bsaliba@me.com

Directors: **Dennis McNulty**, 757-576-6221, macslure@cox.net, At Large

**Norm Pinardi**, 841-792-1671, njpinardi@aol.com, W, **Rick Vaughn**, 941-223-8996, fishboy6500@yahoo.com, SW

**Jim Duncan**, 561-575-7956, duncan694@aol.com, E, **Paul Snider**, 850-458-2111, paulsnider@cox.net, NW

**Mike Hall**, 904-424-7071, flalake@aol.com, NE, **Butch Carey**, 305-745-1873, butchcareykw@aol.com, SE

**Ron Gast**, 407-496-7940, ron@luresnreels.com, Central

FATC Newsletter Editor: **Gary Simpson** 1631 NE 55th Blvd., Gainesville, FL 32641

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## Florida Antique Tackle Collectors, Inc.

A NON-PROFIT EDUCATIONAL ORGANIZATION  
DEDICATED TO THE PRESERVATION OF OUR ANGLING HERITAGE

Florida Antique Tackle Collectors, Inc. (FATC) is a non-profit, educational corporation, incorporated in the State of Florida. The purpose of FATC is educational through the collection and distribution of historical and technical data regarding fishing equipment, its development, its inventors and manufacturers from the earliest times through the present day, and to assist other groups and individuals having a similar purpose. In order to enhance the knowledge of these subjects, the collection and preservation of examples of fishing tackle is to be encouraged for the benefit of present and future generations.

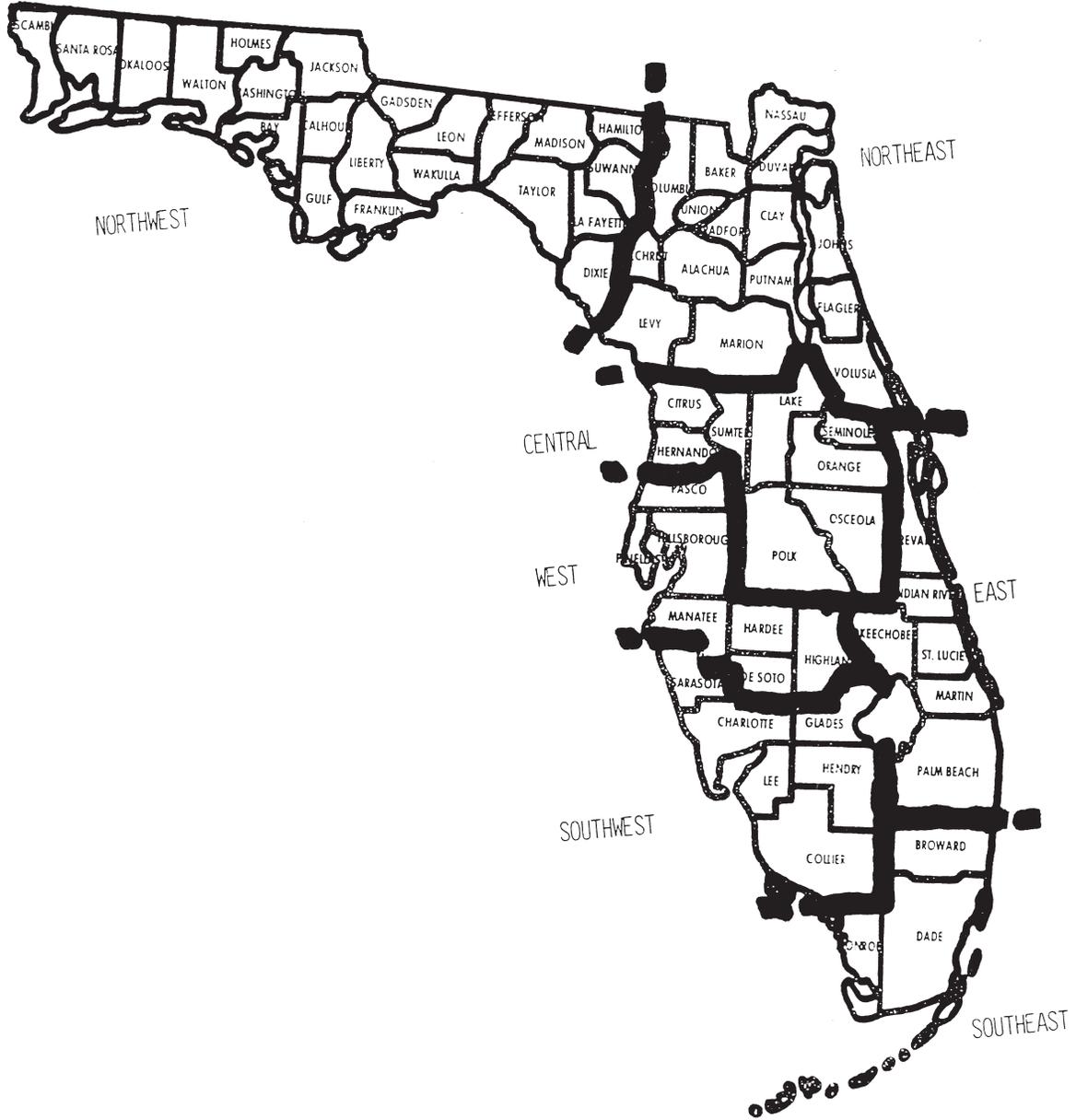
FATC was founded in 1987. The founders felt that a state-wide organization would provide additional opportunities for residents of Florida and others to learn more about the history of angling in Florida and elsewhere. FATC sponsors four exhibitions, open to the public, annually at different Florida locations. At the exhibitions members display their

collections, interact with the public, and engage in other activities in keeping with the purpose of FATC. FATC publishes a newsletter tri-annually, and an annual membership directory. FATC is not affiliated in any way with the National Fishing Lure Collector's Club (NFLCC) or the Old Reel Collectors Association, Inc., (ORCA) but encourages FATC members to support those organizations.

FATC annual membership dues are: \$35 domestic, \$40 Canada, \$45 Foreign or \$700 (Domestic) Life Membership, \$800 (Canada) Life Membership, and \$900 (Foreign) Life Membership (20x annual dues). Please direct membership inquiries or applications (with your dues) to the FATC Secretary listed below. For membership applications visit our web site at: [www.fatc.net](http://www.fatc.net)

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

# FATC REGIONAL DIVISIONS



# THE TYCOON TACKLE STORY

Review by Joe Castillo

The collecting of vintage fishing tackle is highly diversified. From fishing lures to reels, you name it and there is a collector out there to cherish these artifacts of fishing history.

As a collector of vintage big game fishing tackle I am attracted to the history and the time when a thousand pound fish was tackled with primitive angling tools that matched the brute strength of an angry fish and the skill of the angler.

I grew up in South Florida and I remember the first time that I saw the huge fishing tackle used by the charter boat captains out of Pier 5 marina in downtown Miami.

Miami was the birth place of the Tycoon Tackle Company. Under the genius of Frank O'Brien a revolutionary fishing rod was created after years of careful trial and well thought out engineering. More IGFA records were made with Tycoon rods than with any other rods well into the 1950's.

I knew that a book on Tycoon Tackle was in the making. I waited patiently for over two years until the book was published. I purchased my copy of the best angling books to come along in a long time.

The book begins with a wonderful review of the history of the sport, and the "Gilded Age of Angling". [1935-1941]. The chapters flow into the development of the Tycoon rods, answering most of the questions a collector would have on the subject.

During WWII Tycoon tackle stopped the production

of fishing rods. The outstanding dedication to serve our nation earned the company the prestigious Army-Navy E award.

This book was extensively researched. It has a four page bibliography, which gives the reader an ample source of information to further research the subject.

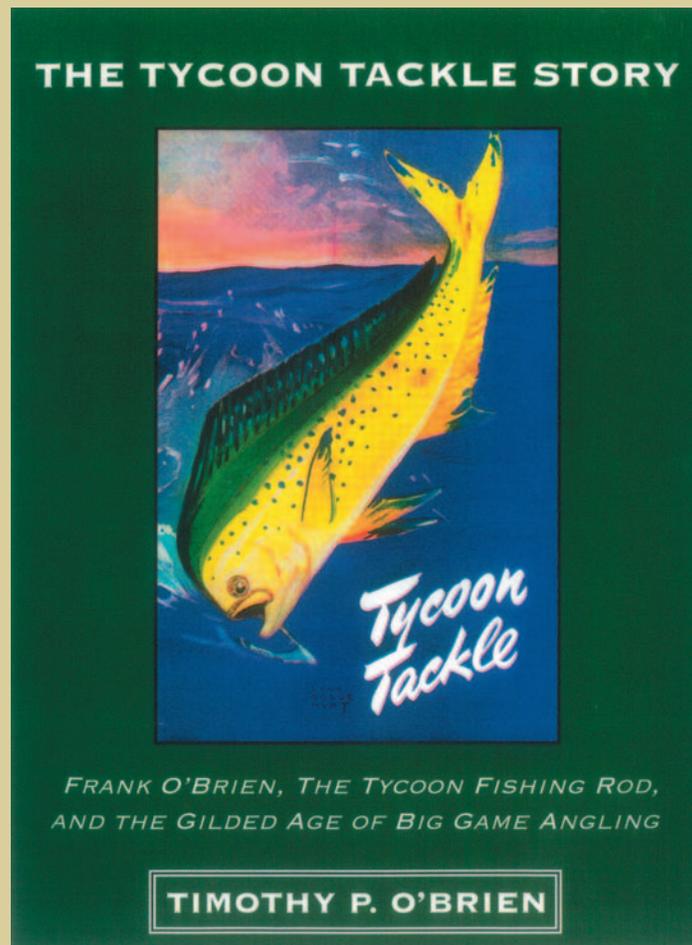
What I like about this book is how well it was researched, planned and written. This is by far one of the best publications out there for the collectors of vintage fishing tackle. The book reads easily and it involves the reader in a way that one feels part of the Tycoon Tackle history, of Frank O'Brien's character, his skill as an angler as well as a business man.

There are a number of interesting photographs that clearly depict the era and show what the tackle looked like as well as some of the interesting personalities of the time.

There is something else in this book that has nothing to do with angling and that is the love and admiration the author has for his father most clearly in a photograph of the author at a very young age going fishing with his dad.

To culminate the extensive work that Tim O'Brien put into this publication, its release coincide with his father being inducted into the IGFA Hall of Fame.

I encourage you to pick up your copy and read it, you won't be disappointed! You will come back over and over to relive this magnificent story. 🐟



# Meet the Maker: Featuring Scott Morgan

By Jesse Furman



Scott Morgan - the artist with some of his creations

The word 'antique' is defined as a work of art that has a high value because of its age. Lure maker Scott Morgan has been hand crafting fish enticing masterpieces for close to 30 years and his Bass baiting Botticelli's are some of the most unique lures available today. Morgan has crafted a feature not seen on your average lure. A singular ingredient in his lure art that might have been slithering in your lawn just yesterday: snakeskin. That's right...and what a sight to behold!



Morgan's homage to Pfeffer

Growing up in the 60's and 70's next to a swamp in southeastern Florida, Scott Morgan learned at an early age how to catch a snake. Morgan has close to 200 snake skins in his collection, some skins dating back decades to the very first ones he ever caught. While attending technical college in the early 80's, Scott put his reptile hunting talents to good use and started making wallets out of his vast array of skins. This time in his life coincided with the brief stint he spent living in the servants quarters of a Palm Beach mansion. Part of his rent included helping to clean out various parts of the mansion and that is where he stumbled upon some Vom Hofe reels and their tortoise shell cases. He was offered \$200 for the reel and the case. He later found out they were valued in the \$1500 range and a serious fishing collector was born. This passion for fishing antiques collided with his precise skill at working with snake skins and the perfect artistic storm was created.



A closer look at one of Morgan's snake skin lures

Morgan's baits run the gamut of lure styles: rats, shrimp, mice, frogs, minnows, shiners, torpedos, and ploppers. He even has a lure styled in a homage to Pfeffer's Sunfish he calls Scott's Sunfish. Dozens of styles to choose from and a wide variety of skins to go on each bait, makes each lure truly unique. Morgan carefully crafts his lures in a vast array of reptilian wraps, from poisonous varieties such as the Florida Diamondback and the Coral snake to the sea dwelling Krait snake. These folk art beauties are each hand crafted with impressive details such as the 30# Ande monofilament used to enhance shrimp lures to the glass eyes carefully placed on each bait. He even makes the cardboard boxes by hand and every Morgan lure has a stamp on the bottom and like a fine wine, each lure box is dated with its year of creation.



A wide variety of Morgan's creations, note the details of the monofilament in the shrimp



All of Morgan's cardboard boxes are limited edition, most lures are now sold in a plastic case

Morgan estimates it takes him two weeks to complete a lure, with lures made in batches of 12 at a time. Morgan's peak year was the 300 lures he made in 2003. This year he estimates he will create around 60 baits, and he has

created close to 2,000 different lures dating back over 25 years. Morgan's beauties are featured in Brace, Riddle and Stuart's "Florida Lure Makers" and Morgan has become a fixture at the Daytona shows each year. Not only do these lures appeal to man, they also appeal to fish. Morgan used a single Banded Water Snake model to catch 75 fish, including two fish on once cast! Scott custom makes baits and will mix and match lure styles with a snake species to create a one of a kind just for you.

Fast forward to the year 2042. My son, Miles will be 33 years old and attending the Daytona International show. While negotiating with a fellow collector in a trade, he will pull out a 2012 Scott Morgan Snakeskin mouse in a limited edition

cardboard box his Dad bought decades ago. He will be tempted to barter with it for a lure and box he has had his eye on for the past few shows, but decides against it, because Morgans are just too rare. 

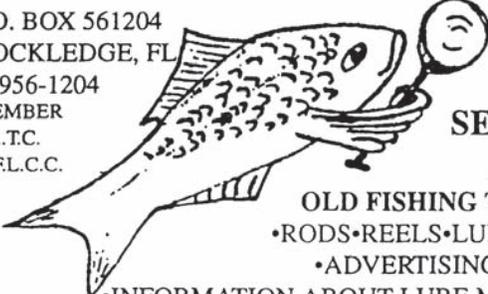


Note the wide variety of lure styles offered.



A sampling of Morgan's handiwork.

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**ACCOMMODATIONS:** Howard Johnson Plaza Hotel 1-407-862-4455

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**TABLE AND REGISTRATION:** Registration is \$ 15.00 per member.

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**QUESTIONS:** Contact Chuck Heddon (show host) by email [cheddon@mpinet.net](mailto:cheddon@mpinet.net)

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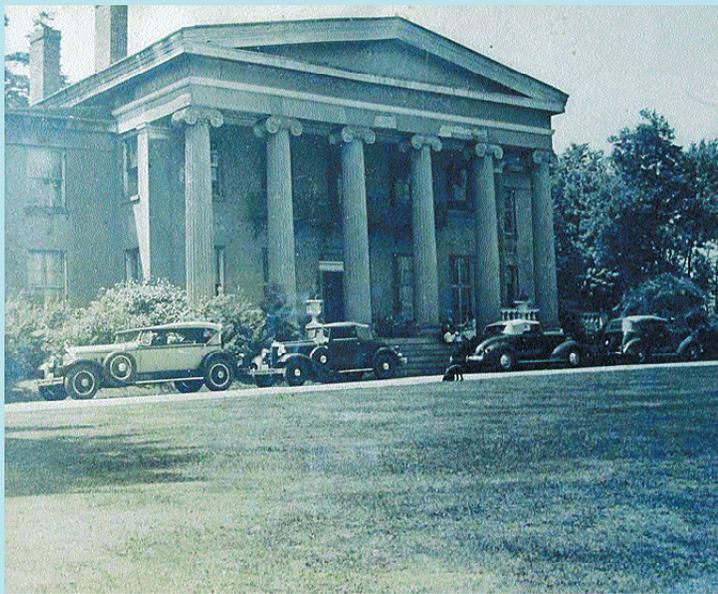
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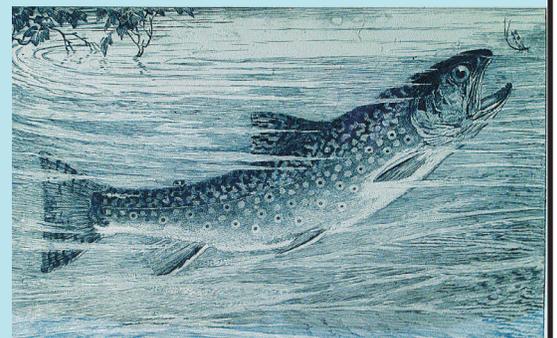
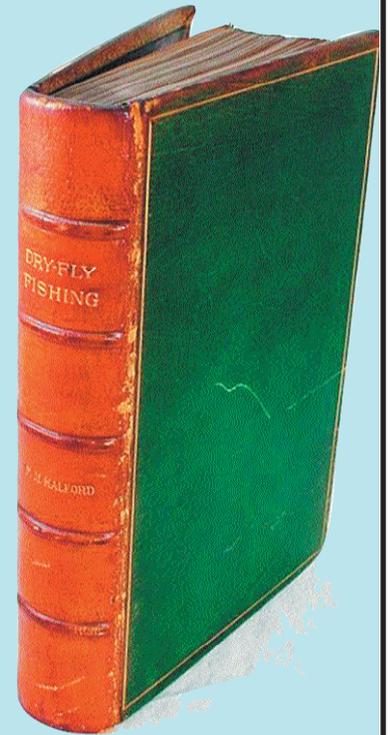
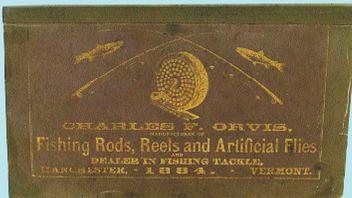
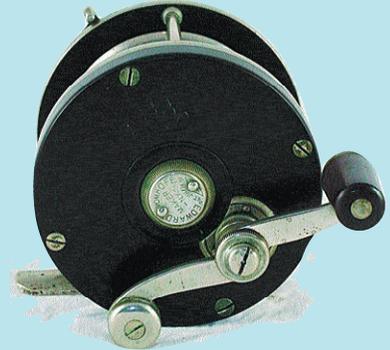
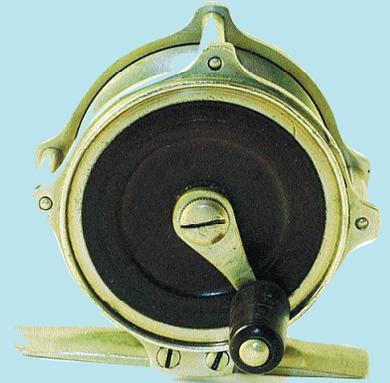
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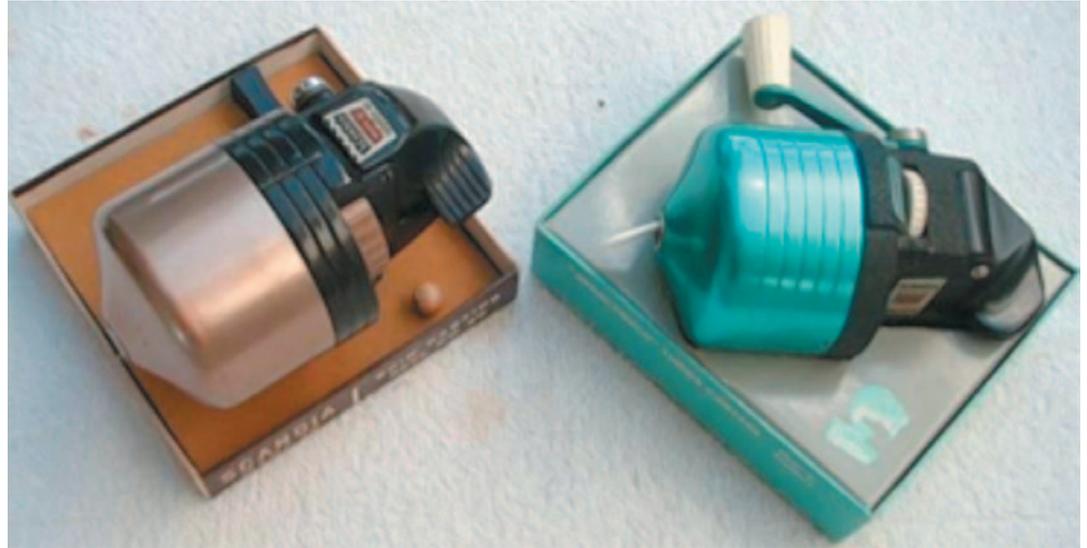
# Special Guest Visits the Bartow Show

By Dick Braun



Mr. Kelvin Krotzer, past president of the South Bend Tackle Company and longtime employee of the Heddon Tackle Company, made a special trip up to the FATC Bartow show. There, he graciously chatted with a couple of the Heddon collectors and a couple of the South Bend collectors. Kel resides in Punta Gorda, and was a member of the little club that I tried to start locally, the CCATC Charlotte County Antique Tackle Club. Kel came to most of the monthly meetings for about a year until it became clear that we just couldn't draw enough interest locally to keep it going.

You don't often get to meet the inventor of a reel. Kel is credited with two that he developed while working for Heddon: [www.google.com/patents/USD192430](http://www.google.com/patents/USD192430) and [www.google.com/patents/USD193515](http://www.google.com/patents/USD193515). See pictures to the right. Do some checking around your neighborhood. You never know...an important figure in tackle history could be living next door. 🐟



# The Trouble With Quibbles: A Review of Vera Bagley's Bagley Tale

By Dr. Todd Larson

I've reviewed dozens of books before in my academic career. I was a founder of one of the very earliest on-line academic journals, History Reviews On-Line (HROL), which eventually became the history book review section of the popular H-Net. Five years ago I was even asked by Keith Elliott, editor of Britain's Classic Angling, to pen an article for his publication on how to properly write a book review, an article which appeared in March 2007.

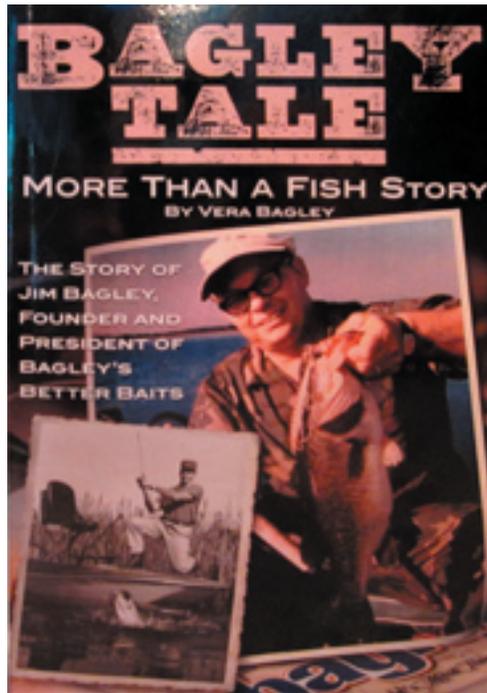
So why am I boring you to death with these seemingly irrelevant details? Because I've come across a book that has been the most difficult book to review I have found in all my days. It's called *Bagley Tale: More Than a Fish Story*, and it was written by Vera Bagley, the wife of the legendary lure maker Jim Bagley.

Now, some books lend themselves to being reviewed better than others. The easiest book in the world to review is one that is entirely awful, and there are a surprising number of books with no redeeming quality. I once read a review by a noted professor that eviscerated such a book by using, in the first line, the scathing quote from the noted German physicist Wolfgang Pauli: "Not even wrong."

This is followed in ease of review by books that are almost entirely great, although they can be tricky to write about as the accusation of hagiography can often be leveled at the reviewer. Most books, however, are a mixed bag, with some merit and some drawbacks.

*Bagley Tale* is a maddeningly frustrating book to review not because it is all bad (it isn't), or all good (it isn't this, either). It's a frustrating book because one section is so historically inaccurate that it detracts significantly from the remainder of the work. We'll get to this section in due course.

The book is really a two-part work; the first section



appears to be from an unpublished autobiographical manuscript written by Jim Bagley himself and then revised by his wife Vera after his passing to read in the second person narrative. The second section contains chapters written largely or almost entirely by Vera Bagley herself, and these are penned in the first person singular.

What this book does well is to humanize Jim Bagley, a man who rose from the most humble beginnings to preside over a legendary corporation. Growing up in the Great Depression in Florida, Bagley's father ran off to California when he was very young. Jim stayed home and caught the fishing bug (and his first bass) due to the guidance of his grandfather.

Jim was an active and intelligent child, winning awards for model airplane design and becoming active in the Boy Scouts of America. He graduated high school in 1941 and moved to Miami to be an arborist, but World War II broke out and changed his life.

The section on Jim Bagley's war years are excellent, and based largely on the previously published history of his bomber group. Amazingly for a man who was colorblind, he managed to become a crew member on a B-24 Liberator bomber in the 465th Bomb Group (780th Bomb Squadron). It was hazardous work. As Bagley writes, "On one of Jim's missions, a member of his crew got his knee shot off....There were a couple of close calls for Jim. Shrapnel [once] hit his helmet in the ball turret. It dented his helmet and knocked him out..." Jim was proud of his service and remained in touch with his fellow aviators his whole life.

Upon returning from the war, Jim Bagley became involved in a grocery business, but left this field to become an electrician, which proved more lucrative. He also developed a great love of the outdoors, spending as much time as he could

fishing and hunting, often with his two sons. This would prove to be the turning point in his life.

While these early years make for an interesting story, most readers will be primarily interested in Jim Bagley's career as a lure maker, and the early years are covered in some detail. The author utilizes snippets from interviews with former employees and friends of Jim Bagley to supplement these sections. It does not appear that the author tried to verify these interviews with primary research – understandable, as many of the documents from the 1950s and 1960s that could corroborate the interviews have been destroyed. Although it doesn't hurt the book at this point, this lack of follow up research will prove a major problem for the book before long.

The best part of Bagley Tale details the founding and rise of the Jim Bagley Bait Company. The book is not intended to document the company's lures (Johnny Garland's Bagley Collector's Guide more than fills that role, and was used by Vera Bagley to fill out the details of the various Bagley lure models discussed). It does, however, explain how the Bagley Company worked. How reliant all tackle firms were on tackle reps, for example, comes out clearly in this book.

As the book enters into the later years of Jim Bagley's life, it naturally becomes a document about the relationship between Vera and Jim. As this is the time period in which the author has direct experience and knowledge, there is some interesting insight into such things as the Silver Thread years, as well as their close personal relationship.

Here, too, is where problems begin to seep into the book. The author uses almost exclusively one employee's testimony as to the state of the Bagley Company around 1985 to the time it was sold in 1989. While certainly this employee has a right to their opinion, no opportunity for rebuttal – and no effort to verify this story – appears to have been made. The other employee interviewed from this time offered no compatible information to the first interview.

Therein lies the rub, and the "trouble with quibbles," as this review is titled. What transpires in a subsequent chapter, entitled "Selling His Baby," is an absolute travesty. It purportedly details the sale of Bagley to Bill Stuart of Bartow, Florida. What it

actually does, however, is spread misinformation and innuendo on a nearly shocking scale.

I won't list everything that is incorrect or only partially true, but I will go over a few examples. Vera directly declares that Jim Bagley was "disappointed" that Bill Stuart did not seek his advice after purchasing the company, writing that "Jim would have been delighted to have been asked for advice." According to Bill Stuart himself, this is incorrect. Bill sought out advice from Jim Bagley but, unfortunately, as the new owner he wanted to make changes, and Jim simply was not able to live with any changes made to his "baby." Stuart is on record as stating that this personally disappointed him greatly.

Additionally, Vera Bagley writes, "As Bill Stuart took over the reins at the bait company, he started firing the higher paid employees... Ted Jennings happened to be the first to go, since his salary was the highest." Direct from Bill Stuart himself, I discovered this was entirely wrong. He did NOT fire the highest salaried employees, and Jennings left Bagley for reasons other than those stated in the book.

Even more egregiously, she writes that the last two companies that Bill Stuart had run "had filed bankruptcy" and that his life-long friend and noted lure designer Bill Bryan "had been involved with both of these deals." This is simply not true on any level. Not only has Bill Stuart not put any company into bankruptcy (a simple matter of checking public records), in his more than half century of business leadership he has never even been associated with a company that has gone into bankruptcy. As an aside, Bill Bryan was a high school principal and varsity football coach for eighteen years in Bartow, Florida. He never had any administrative position at Bagley, and despite their close friendship, Bill declares that he never sought out his opinion on administrative matters. It is a disservice to Bill Bryan's memory to spread such mistruths.

The most frustrating thing to me about this terribly bad chapter is the following statement. Vera writes "One thing Bill Stuart did during his years at Bagley Bait was to open a museum to the public. To this day, many people think it was Jim's idea, but Jim would never have had time for a museum. He was too busy running a bait business. Anyway, museums don't put food on the table in Polk

County.” For the life of me, I can see absolutely no reason for this statement to have existed as it offers absolutely nothing to the book except spite (as an aside, in all my years I have never met a single person who thought Bill’s museum was Jim Bagley’s idea). And while it may be true that Jim Bagley would not have opened a museum, he nonetheless cared enough about fishing and tackle history to work many long hours on his own memoir, and not long before his passing to have taken the time and energy to critique the information that Bill Stuart himself provided for Vera’s use in writing about Jim Bagley’s history and legacy.

This illustrates the final irony of Bagley Tale. The author relied on information freely provided by Stuart, but in the critical chapter on the sale and purchase of the Bagley Bait Company, did not bother to contact the man who bought the company himself for the details—information that would have avoided this horrific mistake of a chapter which remains the perfect definition of “not even wrong.”

There are additional problems with the book other than this chapter; it switches between Jim’s first person and Vera’s second person narrative in a confusing manner, and it could definitely have used a professional edit from someone with knowledge

of the tackle industry (such common names as Rapala, Hildebrandt, and others are misspelled, as are the names of iconic angling figures like A.J. McClane). As a self-published book it is certainly cleaner than most, but would definitely have turned out better under a professional editor, who would never have allowed a chapter such as “Selling his Baby” to go to press without careful fact checking.

Overall, this book was incredibly difficult to review. I found things I liked about it, and I certainly learned more about Jim Bagley. But how can you recommend a book that perpetuates such a litany of mistakes and mistruths? It has proven to be a real conundrum.

So my final verdict is this. The book has a number of merits, but the chapter on the sale of Bagley is so bad, and so incorrect, and does such damage to a man who has done more than anyone I know to promote the documenting and preservation of fishing and tackle history (ironically, the goal of Bagley Tale itself), that unless the book is reprinted with a revised and corrected chapter, it will do more harm than good in its present state. 🐟

# Thanks to all who helped with my collection!

*~Chuck*



Cell: 321-439-4011

[cheddon@mpinet.net](mailto:cheddon@mpinet.net)

# Bagley's Deadly Dozen

## Part 2—Honorable Mentions

by Craig Comjean

This is a follow-up to the article in the last issue of FATC news that listed the most collectible and valuable Bagley lures.



DB3 w/ Go-Devil Lip

### DB3 with Go-Devil Lip

Only two are known currently...although they were advertised in several magazines. Somehow never made it into production. Collector Value: \$1500. +

### DB2 with Go-Devil Lip

Only one known. Again, the bait never made it into full production. Value: \$1500. +



Go-Devil B2

### Bagley Extreme 201 in Blue Frog

Only four known. This lure is one of the four extreme series baits that were ordered by Shimano of Japan and sold exclusively in Japan. Value: \$1500. +



Extreme 201

### DB08 with lip on top

Referred to as the "man with a hat" by Bagley collectors. Only six were made and we know where three of them are. Value: \$1000. + (Article on this later)



DB08 w/ Lip

### 1-inch Slo-Dancer

Only two are known. This fly rod bait was too light and never made it into production. Value: ?unknown?



8 inch Diving B Flat

### 8-inch Diving B Flat

Only three known. Special-ordered by a musky fisherman out of a lodge on the Michigan/Canada border. Total number made is not known. Value: \$800+

### DB2 in uncatalogued Green with Red, Black, and yellow dots

Only seven are known of this special-ordered color. Value: \$1500-2300. New in Package

### Plastic Bang-O-Lure---Only seven known.

Jim Bagley was experimenting to see if he could make a plastic BOL fish like one made of balsa. He couldn't do it, and so the idea was scrapped. Value: \$300+



Any Bagley Bait

### Any Bagley bait in OTP color (black back on twilight pink)

These are valued at \$200-to-\$1000., depending upon the lure. The DB3 is worth the most.

### 4-inch Sinking Bang-O-Lure

Many colors available and value depends on the color. Values range from \$60 to \$150.



4" Sinking Bango

### 5-inch Small Fry Rainbow Trout (available with a variety of lips)

Value is \$135.-\$200 depending on the lip. Deep diver is the rarest.



5 Inch Small Fry Rainbow Trout

### 5-inch Spinner 007

Value ranges from \$75. to \$125. + and depends on the lure color.

### JM3R (Jumping Mullet 3 Rattler)

Only six are known to the author, in three colors (RH/Y, 959, and F795). This was a special-ordered lure and never catalogued. Value: \$125. +



Jumping Mullet 3 Rattler

### 5-inch 007

Value is determined by color, and ranges from \$50 to \$75. +

### Walkin' Torpedo

Again, the value depends upon the color and packaging.

This lure came in three different packages colored red, blue, or yellow. The red package is most common, and the yellow is the rarest. Value of lures in the package: \$75.-\$200. +

**Rat Fink**

Value \$35-800. depending on color.

**Stick-Up**

Value \$40-300. depending on color.

**5-Inch Mighty Minnow**

This lure was never put into production, and only two are known. Value: ?unknown?

**5-Inch Shallow-Diving Smoo**

Never put into production, and only two are known. Value: ?unknown?

**Any of the four Anniversary baits**

created by Bill Stuart, Jr. Values:



Anniversary Baits

**Miss Bagley with box and papers: \$300. +**

**Miss Liberty with box: \$250.**

**Florida Lotto lure with box: \$125-150.**

**Reb II lure with box, papers, buttons, and NFLCC Patches: \$350.+**  
(I'll have an article on these lures later)



Reb II Lure with box, papers, buttons and NFLCC Patches

**DB2 World Bass (smooth finish)**

only 17 known to author. Collector Value: \$350. +

**Bass N Shads in colors PK, CS4, 294, LG9T, 9S, FRT, GB, GOS, 7C4, O49S, LB9, 1G, and BRY.**

Value: \$65-125. depending upon color.

**Small Fry Bass color LBF: Value \$150.**

**Small Fry Bass color SHY: Value \$175-250.**

**Small Fry Bass color H69T: Value \$125.**

**Small Fry Bass color LBGF: Value \$700. + (Only two known)**

**Small Fry Bass color 6C9: Value \$300. +**

**Small Fry Bream color BRF: Value \$125-150. +**

Any Bagley prototype or special-ordered color would also make this list of desirables. A number of factors will dictate their values.

Happy Collecting,  
Craig



5 inch 007



5 inch Spinner 007



Small Fry Bass



5" Mighty Minnow



Small Fry Bream



Bass N Shads



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## CALENDAR OF EVENTS



### FATC Fall Show

October 26-28, 2012 - Altamonte Springs  
Howard Johnsons Plaza Hotel  
1-407-862-4455  
230 W State Road 436 • Altamonte Springs, FL 32714



### 4th Annual Myrtle Beach Antique Fishing Tackle Show – CATC Fall Show

November 16-18, 2012 - Myrtle Beach, SC  
Springmaid Resort & Conference Center  
3200 S. Ocean Blvd., Myrtle Beach, SC 29577  
866-764-8501  
\$49 per night + tax

### The Florida International

March 1, 2, 3, 2013 - Daytona Beach, FL  
The Plaza Resort and Spa  
600 N. Atlantic Avenue, Daytona Beach, FL  
800-874-7420  
\$105 per night until Jan 15



### 2012 FATC Patch

### 2012 FATC Club Lure

