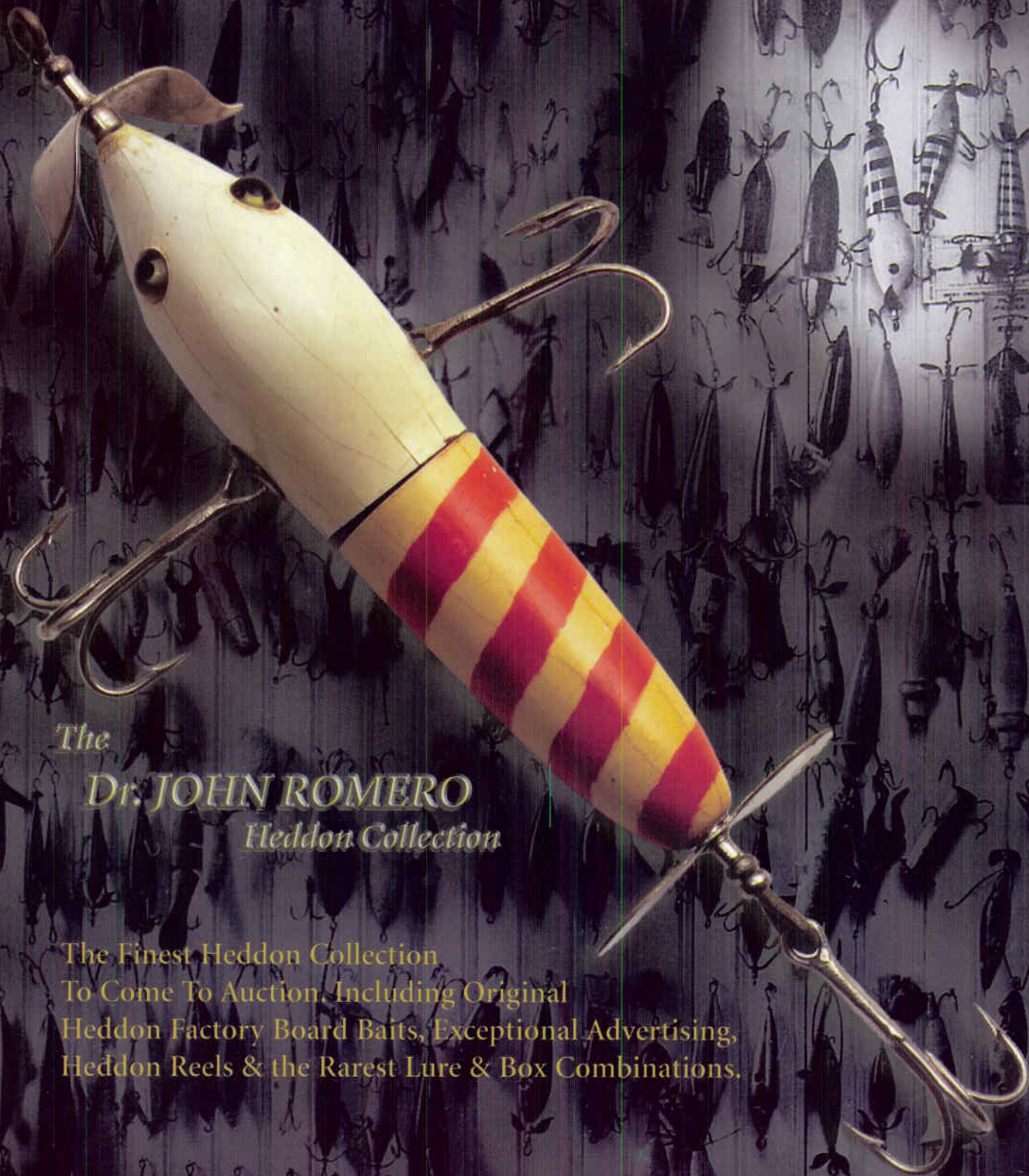


LANG'S

Sporting Collectables, Inc.
The World's Leading Fishing Tackle Auction

April 20 & 21, 2007

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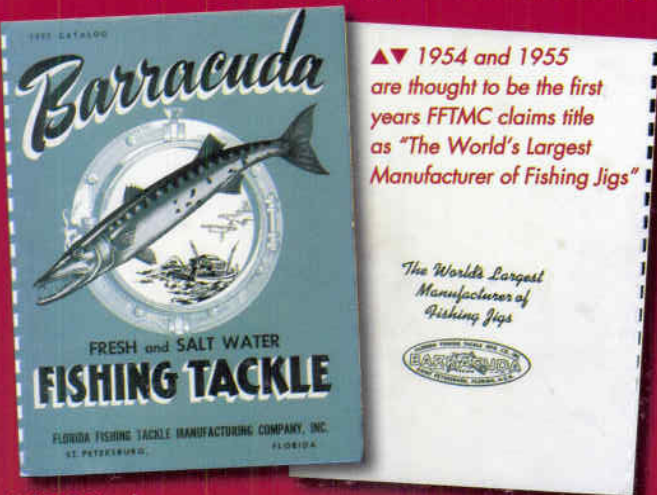
▲ Jobber Catalog 2J 1950

Second Jobber catalog featuring two color and black cover, Nutting signature still missing, same Super Midget ad on back cover in a different color, contains only Barracuda Brand tackle and is much smaller than the Catalog 1D, 1950 version.



▲ 1954 Catalog

New Stanley Nutting barracuda/porthole artwork, includes Blooper, Squid Dude, Super Dude, Flat-Top Dude, Spin-O-Dude, Baby Dude, Spark-A-Lure, Spark-A-Midget, Spark-A-Wiggle, Special Value Spinning Kit, New Shear Pin Counter Display ad, Barracuda Sinker Counter Display ad, May Wes marketed to Great Lakes fishermen in fresh water colors, final year No. 60 Torpecuda is pictured with glass eyes, Scobo is no longer listed, includes 8 page price list in back of catalog.



▲▼ 1954 and 1955 are thought to be the first years FFTMC claims title as "The World's Largest Manufacturer of Fishing Jigs"

▲ 1955 Catalog

First metallic ink cover, Dalton Special arrives in four sizes! Tiny Dude, Baby Super Dude, Bali Dancer, Eel Jig, Gold Panner and Golden Bassier introduced, first year No. 60 Torpecuda shown with painted eyes, includes 8 page price list in back of catalog.

Nutting logo featuring a left facing, downward barracuda overlapping a ship's porthole. Through the porthole, the cabin cruiser "Marion" can be seen trolling the waters, with palm trees on the distant shore and clouds in the sky. The barracuda no longer appears with a Reflecto Spoon in its mouth, and we are left to wonder how the fish got away! Only Mr. Nutting's last name shows in the waves, with one of the waves possibly doubling as the letter "S", presumably for Stanley.

The author's 1955 catalog duplicates this new logo, and a 1956 catalog is in route, but as of this writing, has not been received. Therefore, 1956 and 1957 are missing, but we know the porthole logo would continue through the 1961 – 1962 catalogs. The good ship "Marion" continues to plow the waters, further adding to the Nutting mystery. Was the "Marion" owned by the Reynolds brothers, or was it Mr. Nutting's personal craft?

With each successive year, Nutting's name still shows up, but the detail withers more and more as the printer's plate became worn. For 1954 and 1955, "Barracuda" is in large script across the top, "Fresh and Saltwater Fishing Tackle" appears under the porthole, and the company name and "St. Petersburg, Florida" is listed. By 1958, the "2100 First Avenue South" address had been added and the company began listing the number of years it had been in business above the Barracuda script (1958 catalog OUR 31st YEAR). This measure of longevity would continue through the 1970 – 1971 catalog, at least (OUR 44th YEAR).

A 1962 – 1963 catalog cover was revealed by Allegra Print & Imaging's talented graphic design team, when our original 1964 catalog cover proved to be only a minor modification of the prior year. The 1964 version had red ink overlaid on the green ink bars describing the year of the catalog, and its position in the timeline. These bars were swapped and new white ink lettering added for the 1964 version.



Two printed bars on the 1964 catalog (shown on page 16), enhanced with the computer to reveal the older, underlying 1962 – 1963 type.

The 1962 – 1963, and the slightly modified 1964 catalog sport a new logo displaying the same barracuda from 1954 – 1962. However, it now faces to the right and down, with **air bubbles** on a two tone half and half background offering more streamlined lettering and a contrasting color ¾ oval. A black and green plaid gridwork pattern is printed over a white background. The porthole, cabin cruiser, fishermen, palm trees, and clouds are no longer illustrated. The words "QUALITY PRE-TESTED TACKLE THAT CATCH FISH" (please note catch, not catches) are displayed in the lower left. The company name and address is listed on the bottom. Discovering the catalog cover overprint provides further insight into the fortunes of FFTMC, and one of the methods they used to cut printing costs. "The Fabulous 50s" were finally over.

The binding for the catalog has changed over the years. The 1949 and 1950 Jobber Catalogs were smaller and staple

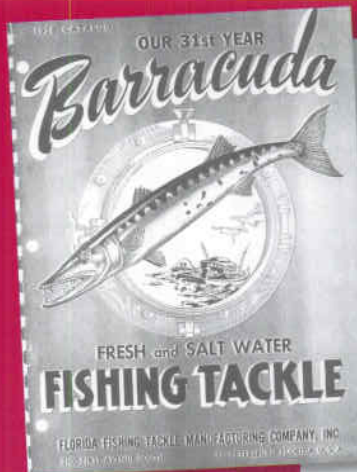
bound, while the large 1950 ID catalog had a glued and stapled backbone binding similar to a hardcover book. 1954 is the only year we have an example of the folded tab binding, and 1955 introduces the plastic spiral binding that was used in various colors (we have examples of red, and white) each year through at least the 1970 – 1971 year.

The size of the catalogs vary greatly over the years, with the largest being the 82 page (including covers) 1950 ID catalog, and the undated catalog No. 6P from 1948 or sooner, with 68 pages including covers (for the purposes of page count, only pages containing copy are counted, while blanks are not). The 1970 – 1971 catalog is the smallest with 16 pages including covers, followed by the 1964 catalog containing 22 pages including covers. The 1950 Jobber Catalog 2J offers 32 pages including covers. Catalogs for 1954 through the 1959 – 1960 version consist of either 34 or 35 pages including covers, plus an 8 page price list at the end of the catalog, and are bound with the same plastic spiral. In the 1960s, the catalog reduced to 32 pages including covers, then to 22 pages including covers for 1964, and rallied to 27 pages for 1968 – 1969. We can only surmise that the size of the catalog might be a good indicator of the prosperity of the company, as larger catalogs offered a wider array of choices for the fishermen and highlighted innovative new lures as they were brought to market. It is expensive to inventory and market this much variety, and the demand must have been strong to warrant FFTMC “gearing up” for it!

It is interesting to note that in 1950, FFTMC offered many other manufacturers’ tackle in addition to their own. The ID Catalog index reveals Arbogast, Brooks, Heddon, Manning, Hildebrandt, Johnson, Virgin Mermaid, Mack’s, Peck’s, and Weber lures, flies, and spoons listed, as well as Barracuda. Reels and rods by Bronson, Coxe, Heddon, Kalamazoo, Langley, Ocean City, Shakespeare, Actionglas, Bristol, Montague, and True Temper are all available for a price! Miscellaneous fishing items by Gates, Saunders, Uncle Josh, My Buddy, Floating Pal, Roll-A-Tray and other recognizable names helped FFTMC maintain its claim as the largest supplier of fishing tackle in the South.

The back covers prove to be an excellent barometer of the company’s willingness to spend large sums of money to print a showcase catalog, which were then distributed to a number of their best customers and/or dealers. The Reflecto Spoon, the Bull Nose Jig, the Florida Shiner, the Super Midget, the Dalton Flash and even Carl Reynolds holding up a large stringer of bass are all featured on the back cover of the catalogs. The inside front covers typically provide photographs of company officers C.J. “Jack” Reynolds, Carl Reynolds and B. T. Reynolds, various sales and district managers and representatives, and the manufacturing facility at 2100 First Avenue South in St. Petersburg. The fabulous 1950 ID catalog also offers photos of the die casting section, the tool and die department, bait assembly and inspection, the bait fishing department, the shipping department and the show room. The inside back covers usually offered space to illustrate various lures, jigs and spoons, but a few were also left blank.

Barracuda catalogs have always been colorful, and it would be a disservice to attempt to describe them all, when we have a number of beautiful examples to show you. Some of the color combinations are unusual, and one can glean additional information about the relative success of the company by the types and quantities of colors represented year by year. 1955



Back Cover Unavailable

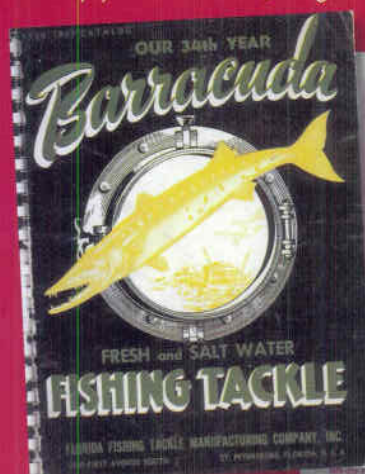
▲ 1958 Catalog

First evidence of “longevity timeline” touting FFTMC’s number of years in operation (Our 31st Year), 2100 First Avenue South address is added to bottom of the front cover.



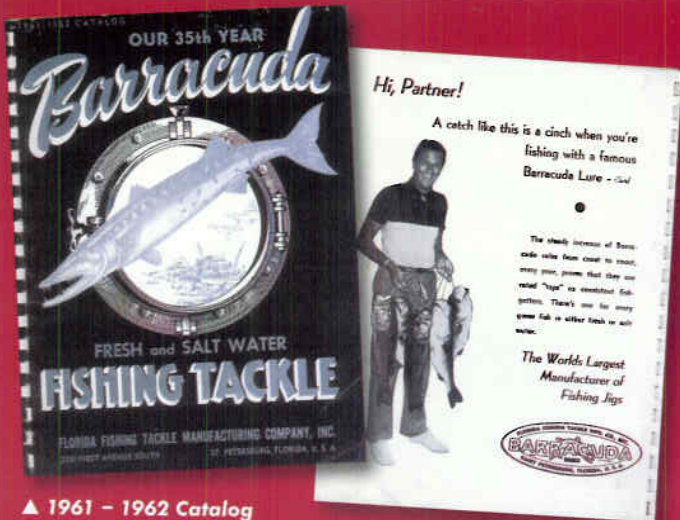
▲ 1959 – 1960 Catalog

First biannual catalog, Dalton color chart showing colored lure bodies, Dalton Flash introduced, Reynolds Spoon, Dude Flies, Tiny Spoon Fly, Jig-A-Bu, small Golden Falcon ad listed with Big Eye Dude, Rudy Dude, and Shark Face Jig, new streamlined Barracuda fish logo on bottom of inside pages, 8 page price list included. #80 and #100, have been renamed Slim Jim, and #40 is now the Jerk. #10 Topsy Cuda and #40 J Dangle-Back are no longer included.



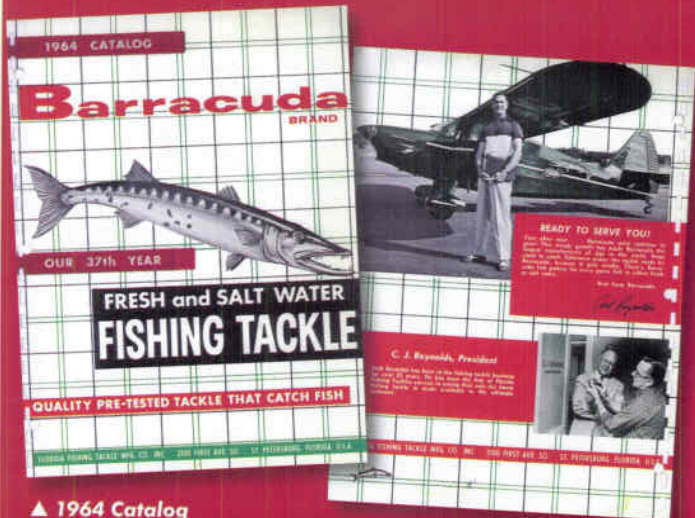
▲ 1960 – 1961 Catalog

Front cover ink combinations are varied, jigs now touted as “Packaged in New Blister Pack”, Reynolds Spinner Spoon ad, 8 page price list is gone.



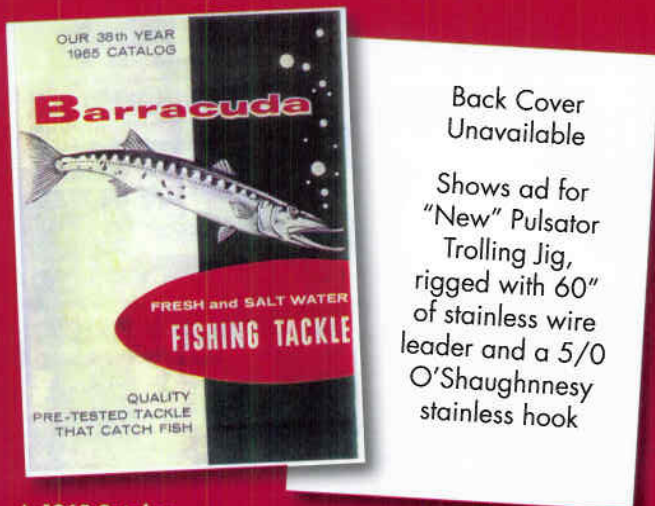
▲ 1961 - 1962 Catalog

Metallic silver ink adds flash to cover, a fifth size Dalton Special is announced, Carl Reynolds becomes a featured participant in more and more FFTMC ads, final year using the Stanley Nutting barracuda/porthole cover.



▲ 1964 Catalog

New cover artwork with fish reversed, overprint of 1962 - 1963 catalog with pricing edits, return to yearly issue, Pot Belly Dude, Bullet Head Dude, Hex Dude, and PF-109 Dude (JFK memorial?) introduced, Dalton Twist featured on inside back cover, Carl and Jack Reynolds are highlighted on back cover, with Carl posing by his Barracuda Stinson airplane.



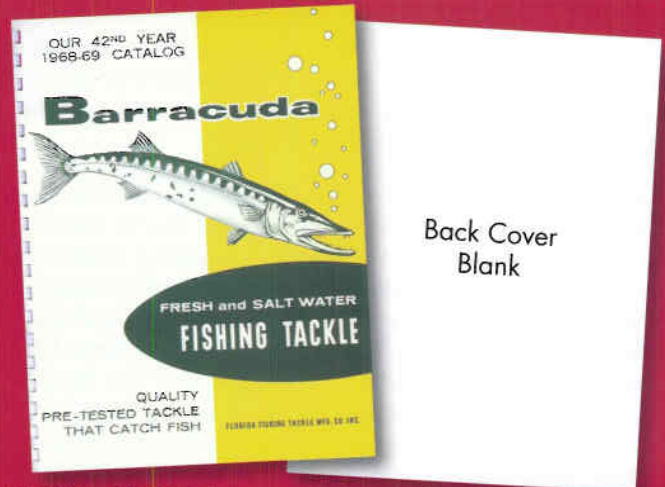
▲ 1965 Catalog

Two tone half and half cover with 3/4 contrasting oval and air bubbles rising from fish's mouth.

is the first year expensive metallic inks are used and that year's metallic mint green cover is an outstanding example. The 1961 - 1962 catalog also uses metallic ink, this time with silver on a black background. The 1960 - 1961 catalog boasts three separate colors overlapping a white background, and must have been very expensive to print. Please excuse the use of those catalogs for which are only available as a photocopy, but they are offered as well so the reader can at least view a representative for that year.

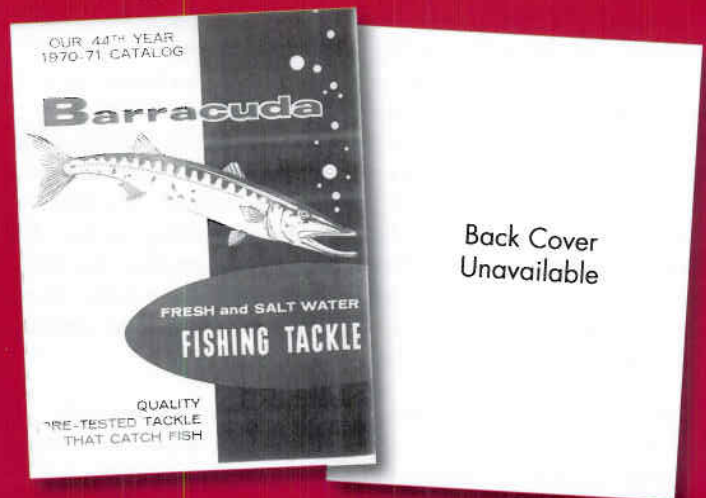
Special acknowledgement and appreciation is extended to these FATC members for their generous loan of this wonderful assembly of FFTMC "Barracuda Brand" promotional material: Doug Brace, Ron Gast, Roth Kemper, Robert Pitman, Gary Robinson, Gil Sorensen, and Bill Stuart.

Stay tuned for part 2!



▲ 1968 - 1969 Catalog

Return to biannual issue, Charles B. Reynolds pictured as Vice President, catalog is reduced in length, Torpecuda, No. 80 and No. 100 Slim Jim, No. 9999 Convict, May Wes, Pee Wee, Florida Shiner and No. 40 Twichin' Cuda/Jerk have all disappeared, "New" Luminous Head Banjo Eyes jigs introduced.



▲ 1970 - 1971 Catalog

Final available Barracuda catalog, only photocopy of cover supplied at time of printing.



Juanita as a young lady, aboard her stepfather's shrimp boat.

Mrs. Juanita Latta

MASTER FLY TIER AND PIONEER FOR GAINES POPPERS

"LATTA LURES"

By
John
Zuhlke

Juanita was first employed as a seamstress when in 1958, at the age of 30, she married and then moved north to Galeton, (Potter County) Pennsylvania, a small community only about 5 miles from Gaines, Pennsylvania. Neighbors soon learned of her sewing abilities. One, working for the Gaines Company, suggested she apply for a job at the factory, since she was so good at small detail work with her hands.

Mrs. Juanita Latta is a true fly fishing tackle "Pioneer". It has been said that she was one of the first ladies to enter the man's world of fishing tackle. She holds this place in fishing history by being the **first** woman employee hired by the manufacturers of Gaines Poppers, and was their **first** maker and tier of popping bugs. Furthermore, she was one of the first in the rare ranks of women to enter into the fly tying profession, to be good enough to be accepted for her abilities, and to have orders coming for her to supply both tackle shops and fishing guides for many years to come.

The Gaines Company, then owned by Tom Egger, had been in the fishing tackle business for a number of years, and was well known for it's fishing flies. The company was just starting to manufacture a popping bug, and was searching for someone who could tie the poppers correctly. Juanita applied, and was accepted by Gaines based on her excellent manual dexterity. She was the first employee hired to learn to make and tie their poppers. Juanita was taught the art of tying flies and bugs by Gaines' master fly tier, Russell Garlic.

Mrs. Latta was born Juanita Curls on October 14, 1928, in Moultrie, Georgia. Her stepfather was a shrimper by trade. She and her family moved throughout the South following his commercial shrimping career. This included relocating to other port states of Florida, Alabama, Louisiana, and South Carolina. Two of her brothers also became shrimpers. From this family background of being involved with the fishing community, her interest, knowledge, and appreciation of fishing developed.

The new popper series was named the "Gaines Popping Bug", and Juanita was given the task to oversee and fill Gaines' first major commercial order. The order was sold by sales representative Hank Bruns, and was shipped to "Robbie's", a large sporting goods distributor for the southeast, located in Atlanta, Georgia. Mr. Bruns came to Gaines with a Robbie's fly design, which they called the "Jet". This design was the basis for what is now known as the "Sneaky Pete". Over the years, the "Gaines Popping Bugs" have been made in many different sizes and hundreds of patterns and colors. Juanita continued to work, making Gaines poppers for the next eight years. When she left Gaines in October, 1966, the company had expanded their work force for the production of popping bugs to 10 employees.



▲ The above fly/jig has the word "Barracuda" written in pencil on the back of the header, probably for use in catching the specific fish.

▶ Right; Bright orange feathers are featured on this Latta Shark Fly

Juanita moved from Pennsylvania to Islamorada, Florida, in late 1966. She started working for George Hammel, in his famous Florida Keys store "World Wide Sportsman", located in Islamorada. In 1970, she moved to Key West, where she continued to tie flies for his store out of her home. It was about this time that she "changed her name to J. C. Latta, to disguise the fact that it was a woman making these flies, and that a woman owned the business."

In addition to flies, Juanita also made jigs. The most popular of these was a large jig with buck tail, while one of her custom designed jigs was made for John Mortimer and George Renamc, co-owners of "Anglers" at the Sears Town mall in Key West. Another top selling jig was the "Brown Boxing Glove".

Juanita also made freshwater flies for tackle shops and fish camps along the Florida/Georgia state line, where many of the Georgia fishermen would travel to Florida to fish for crappie. One of her most highly prized and sought after designs was her "Snake Eye" fly. Her favorite jig was called the "Pink Lady".

Juanita's husband, Harry Jennings Latta, was a draftsman by trade and he designed her "Latta Lures" logo, for the headers which she used on her fly rod lure packaging. Still working from home, she placed her advertisements in several magazines. Some of these included: *American Angler, Fly Tyer, Saltwater Fly Fishing, Warmwater Fly Fishing and Fresh Water Sportsman*. Juanita's ad requested potential buyers to send a self addressed and stamped envelope, in which she would send a brochure and order form.

J. C. Latta
513 13th Avenue, SE
Moultrie, GA 31768
(903)983-0277

MAIL ORDER ONLY

1/2 2.00 1/2
Tommy Work

Shipped June 2, 1979
J. C. Latta

Sneaky Pete
Pattern 2501
Size 8
Price \$ 2.50

To order: Show quantity of each size, of each pattern you wish.
Make check payable to J. C. Latta.
Bill within 30 days and check into envelope provided and mail.

Fly Size	Series	Color	Head	Tail	Hackle
1	2501	yellow	short	Class 2 rubber	black
	2502	orange	straps	" "	" "
1	2504	pearl	short	" "	" "
	2505	chart/black bush	short	" "	" "
	2506	white/black legs	white	" "	" "
	2507	yellow/black bush	yellow	Feathers	yellow
	2508	green/yellow frog	yellow	" "	" "
	2509	brown/yellow frog	yellow grizzly	" "	red grizzly
	2510	glow in the dark	yellow floss 2 rubber	" "	black

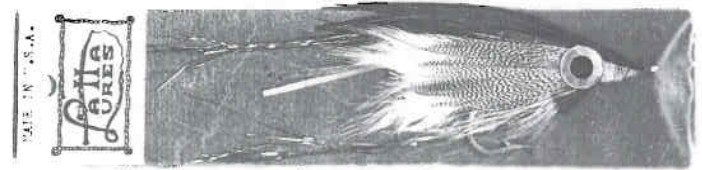
Instock patterns shipped next day, others ASAP

Juanita's order form.

She tied many of the "classic" designs, but she also developed a number of her own, with names for each of the flies. Some of her custom flies included: "Sneaky Pete", "Delph Deceiver", "The Crab", "Epoxy Fly" and "Shark Fly". Juanita noted that there were no patents for the designs. An example of her order form is included in this article, showing the various sizes and colors of her most successful and her favorite fly, the "Sneaky Pete".

Special thanks to Mrs. Juanita Latta for allowing F.A.T.C. News to print this informative article.

Juanita filled orders from all over the world. Her reputation and her quality flies became well known and in great demand, with orders from many of the tackle shops and fishing guides throughout the Keys. Some of these tackle shops and guides included:



This unknown Latta fly is very similar in design to the Shark Fly, but is smaller.

World Wide Sportsman, Islamorada; Master Angler's, Key West; Bud and Mary's, Islamorada; Naples Sporting Goods, Naples; and guides Ralph Delph and Ken Harris.

A Special Thanks To Our Daytona Show Volunteers!

A special salute to Larry Lucas and his many volunteers, some of which are pictured here. Unfortunately, Larry is camera shy... but Mike and Susan Mais, Megan Hardy, Jan Greene, Stephanie Duncan, Maralyn Belliveau, and Sally Jett certainly are not!



Note: Anyone who has purchased Vol. IV of Florida Lure Makers and Their Lures since last June please check to be sure that you have pp 866 & 867. If you do not just email me or drop me a note and I will send them to you. Thanks, Bill

Florida Lure Makers and Their Lures Vols. I - VI

price for US delivery \$42 includes ph&i

Florida Lure Want List

- Eger Pork Rind Bottle
- Eger Reel
- Eger Rod
- Eger Spool of Line
- Jim Pfeffer Sunfish
- Jim Pfeffer Pigfish
- Jim Pfeffer Mullet
- Porter Gator Bait
- Porter Orange Box
- Early Period Robinson Lures
- Early Robinson Fly Rod lures
- Dazzy Vance Wooden Box
- Dazzy Vance 2pccb Box
- Dazzy Vance Lures

Fly Rod Lure Want List

- E. H. Peckinpaugh Flies/Lures:
 - Alma bug NOC
 - Fish Getter Hopper Fly NOC
 - Jake Scott Twin Hook Pattern
 - Hickman Fly Pattern NOC
- Floating Night Bug w/ single hook
- Dick Splain Bone Fish Fly NOC
- Dick Splain Salt Water Fly NOC
- Skitter Frog NOC
- Mousie w/ cork body & Rub. Legs
- Froggie w/ cork body & Rub. Legs
- Ted Williams Spin-Pop & Fly-Pop Flies
- Peckinpaugh Doodle Bug (a.k.a. Lucky Bug)
- Pony (any breed)

Francis Fly Co. Catalog

Bill Stuart

The Museum of Fishing
PO Box 1378
Bartow, FL 33831

tele: 863-533-7358

Bstuartmof@aol.com

The FATC News is the quarterly publication of the Florida Antique Tackle Collectors, Inc.

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Classifieds up to 4 lines x 1/2 page	\$3	1 X	\$10	4 X
Business Card 1 3/4" X 3 1/2"	\$7.50	1 X	\$24	4 X
1/4 page B&W, 5" h X 3 5/8" w	\$40	1 X	\$144	4 X
1/2 page B&W, 5" h X 7 3/4" w	\$75	1 X	\$270	4 X
Full page B&W, 10" h X 7 3/4" w	\$125	1 X	\$450	4 X
Centerfold B&W	\$250	1 X	\$900	4 X
Full page color	\$300	1 X	\$900	4 X
Centerfold color	\$600	1 X	\$2,100	4 X

Visit us at www.FATC.net

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 statewide 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 quarterly, 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: \$25.00 domestic, \$30 Canada, \$35 Foreign or \$500 (Domestic) Life Membership, \$600 (Canada) Life Membership, and \$700 (Foreign) Life Membership (20x annual dues). Please direct membership inquiries or applications (with your dues) to the FATC Secretary listed in the box above.



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SOUTHERN LURES, DIXIE BAIT
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FLORIDA LURE BOXES, LURES OR
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Antique/Collectible Tackle Specialists
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*The Old Angler's
Antique Gallery*

**CENTRAL FLORIDA'S BEST SELECTION OF
ANTIQUÉ/COLLECTIBLE FISHING TACKLE & LURES**

Artist Original Carvings & Prints.

Collector Knives & Other Specialized Collectibles

Beautiful Game & Fish Mounts

Secure Dealer Space Available

Great Opportunity for Specialized Dealers to Display in a "Uneek" Environment

In addition to The Old Angler's selections, RON'S TACKLE BOX, LLC offers a huge inventory of older collectible "new in the package" lures, along with a fantastic assortment of clothing, novelty gifts, and decorative items sporting a fishing/hunting/outdoors theme. FATC Members receive a 20% discount on RETAIL PURCHASES ONLY when mentioning this ad. Hope to see you soon!!!

"The Tackle Box" Classifieds

Looking for that one particular lure to complete your collection? Want to sell the rare lure that doesn't quite fit with the rest of your collection? FATC News is introducing a new classified section for its members. For only a few dollars you can place a 4 line classified ad for all your fellow collectors to see in the next newsletter. Contact Steve Cox for more information or to place your ad, 850-769-5585, email: econfinataackle@knology.net

**Classifieds up to 4 lines x 1/2 page
\$3.00, 1 time \$10.00, 4 times**



WANTED:

**FOR CASH OR TRADE
BENDER & FLYNN AND TOUGH
COLOR BENDER BAITS AND
EARLY BOXES;
ALSO,
NICE BARRACUDA GLASS AND
PAINTED EYE LURES/BOXES**
STEVE COX swcoxclu@knology.net
or econfinataackle@knology.net
850-769-5585 (O) 850-769-5594 (H)

Heddon 9630 Punkinseed

Heddon makes history by bringing back the popular 9630 Punkinseed in limited production

They are distinctively marked "Heddon 9630 Punkinseed" and come with a special "Jumping bass" box

They will be offered in 50 of Heddon's toughest "Special order" colors never produced on the 9630

The original production colors WILL NOT be reissued to protect collector investment

We will offer a Master Pack/carton which will hold 12 baits and a Punkinseed POS (Point of Sale) Poster to compliment this introduction.

The first twelve lures are available now. Please visit www.heddonpunkinseed.com

Please refer questions to John Mack. 205-591-7205 or jlmack@bellsouth.net

PAST AND CURRENT NOTES OF INTEREST



TURN NIGHT-TIME INTO DAY-TIME with a flick of a switch. The water-tight, sealed-beam light units — just like your automobile — provide more light "out front" . . . where you need it during night-time docking. An added safety-factor of the Caraqu! The wider and extra strong transom is designed to accommodate the highest horsepower outboard motors available.

SPECIFICATIONS

Length overall15'1"	Beam aft67"	Freeboard aft30"
Gunwale length17'9"	Transom height10"	Weight less motor 650 lbs.
Beam forward67"	Freeboard forward30"	Draft5"

Design Patented

STANDARD EQUIPMENT STATION WAGON (Utility Model)

- Two-tone, seat covers—foam rubber upholstery
- 2 step plates
- Stainless steel screws and fasteners throughout
- Rub rail anodized aluminum
- Unsinkable—Balsa flotation
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- Head light toggle switch
- Bow eye
- LIST PRICE: including all the above standard equipment installed at factory, \$995, FOB, Ft. Lauderdale.

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DEALERS! The Caraqu is your combined attention-getter, sales getter. See a demonstration of this boat of tomorrow today in your own town. Pat Johnson, our traveling representative, will be happy to visit you. Just phone or write us — today. No obligation of any sort.

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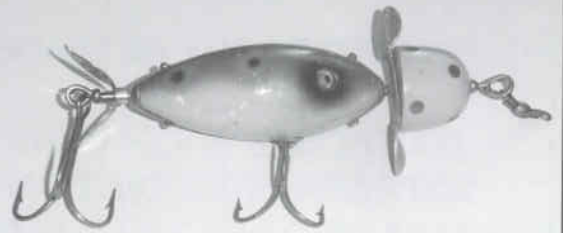


'59 Caraqu

Capable of almost racing performance, the Caraqu gives a smooth ride even on rough water. This is a beautiful, car-like runabout with sealed-beam headlights. Built of fiberglass with a satin-smooth finish. Walk-thru front seats, roomy cockpit. For more details, write to Marine Plastics, Inc., 825 N. W. 8th Ave., Fort Lauderdale, Florida.

These two cool ads showcasing the revolutionary "carAqua" station wagon runabout are listed in the February, 1959 edition of *Florida Outdoors* magazine, which was the "Special Boat Show Issue". Vibrant color options were offered for the hull and interior, along with many important features such as a transom drain plug, 3 dimensional windshield, and automobile type headlights in either 6 or 12 volts, all for under a grand! I'm not sure I'd want to go fishing offshore in this rig, but I sure wish I could find one in restorable condition to go with my lures.

Fellow FATC Member and lure carver Roth Kemper was recently featured in a *Florida Times Union* article by Jim Sutton entitled "Hooked on Lure Carving". The December 31st, 2006 article provides an informative overview of Roth's Secret Cove Artificial Bait Company and can be viewed by visiting: http://www.jacksonville.com/tu-online/stories/123106/spo_7085132.shtml



Can you identify this pair of rare and unusual artifacts discovered at the 2007 Daytona Auction? The above lure appears to be a cross between a Pflueger Globe and a South Bend Truck-Oreno, and was proudly snatched up by FATC member Ed Bauries. Could this be the elusive "Pfluck-Oreno"?



Not to be outdone, past FATC President and Editor Bill Stuart donated and then coerced Steve Cox into bidding on the equally rare statue below. Bill is confident this is a

Let the Big Dog eat, and let the little dog sleep! "Big Dog" John Zuhlke, caught checking out the Pfluck-Oreno Salesman prior to the auction.

"Pfluck-Oreno" Salesman and is worth millions. Any member wishing to purchase these items can do so for a surprisingly low price; just call Ed or Steve.

Please note that the salesman actually has a briefcase full of "Pfluck-Oreno" samples. If no one has a current interest in these items, come to Daytona next year for a chance to bid on them again.





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An Idea For New Members...

by Larry Lucas

We all agree that new membership is the lifeblood of all organizations, but what are we really doing to help new club members feel welcome? In 1988, I attended my first F.A.T.C. meet at the Hilton in DeLand. I walked in the door, joined the club, and was thrown to the wolves. I carried an old tackle box full of baits that belonged to my grandfather and it was literally grabbed from my hands as 6 or 7 guys tore into it. That was the last show I attended until 1998.

A few of us were brainstorming during the Daytona show about the best way to handle new members. We determined that it would be wise to have a club member take a few minutes with them, find out where they were from and what type of

tackle they were interested in. From there, we would pair them up with a club member having similar interests. This person would act as a mentor for the new member. The mentor would give the new member advice and point them in the right direction.

After I rejoined the F.A.T.C. ten years later, I was fortunate enough to have a couple of long time friends involved with the club. I can remember following them around like a puppy, asking questions at my first Daytona Show. They, in turn, introduced me to someone that also collected the same lures I did, and I was hooked for life.

For us to continue to grow, we need to nurture new members, encourage them to attend

our shows, buy tables, and display what they collect. It takes the average new member several years to put together a collection they feel comfortable showing. If we can start this policy now, we could have a lot of "new blood" at our show in just a few years.

As Vice President, I would like to proceed with this effort and I am willing to take responsibility for organizing the mentor program. If you have an interest in helping our club to flourish, while at the same time encouraging the development of future buyers for our collections down the road, please contact me at (386) 295-7281 or llucas3@cfl.rr.com



The FATC News

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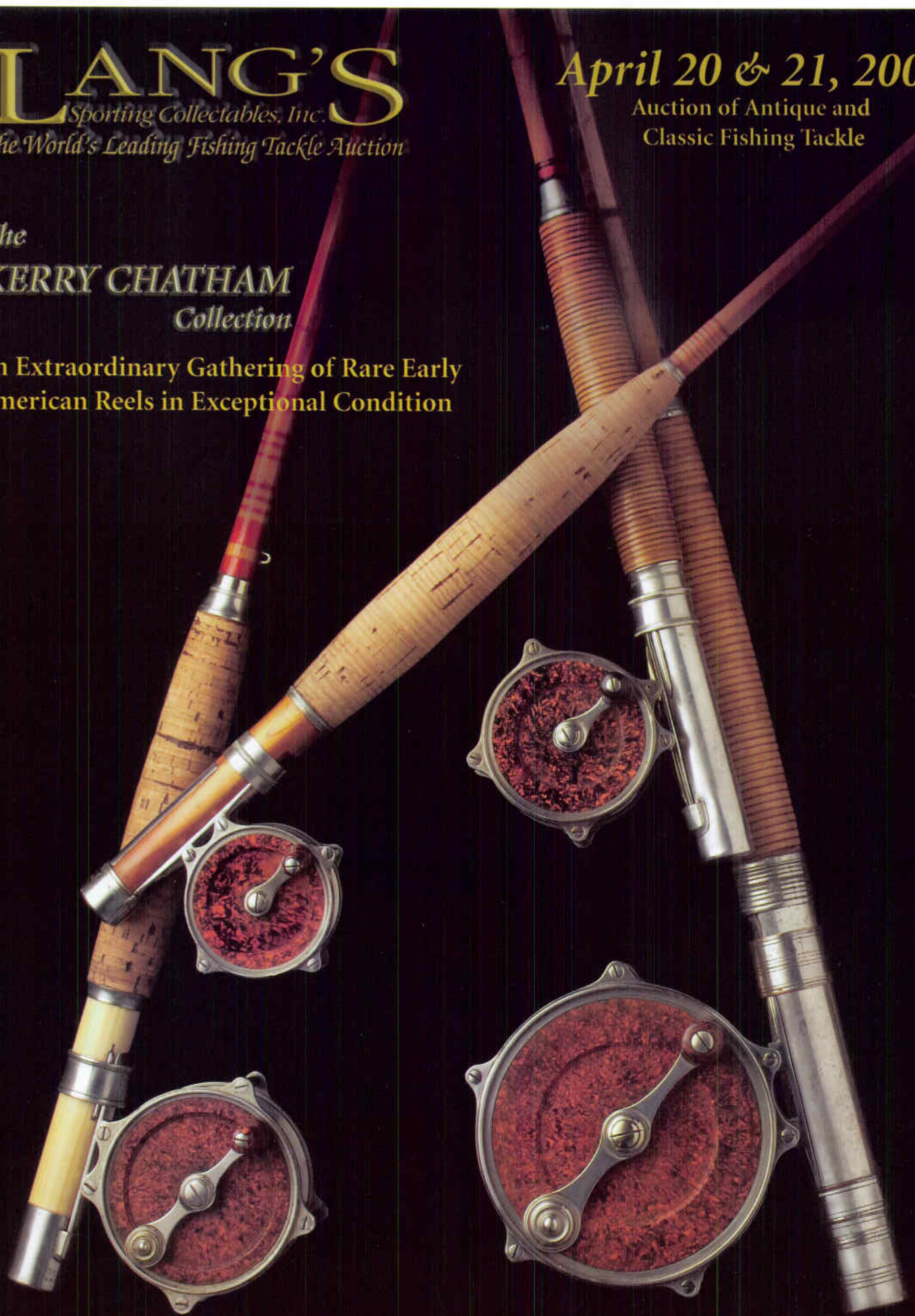
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