

20th Anniversary Issue!

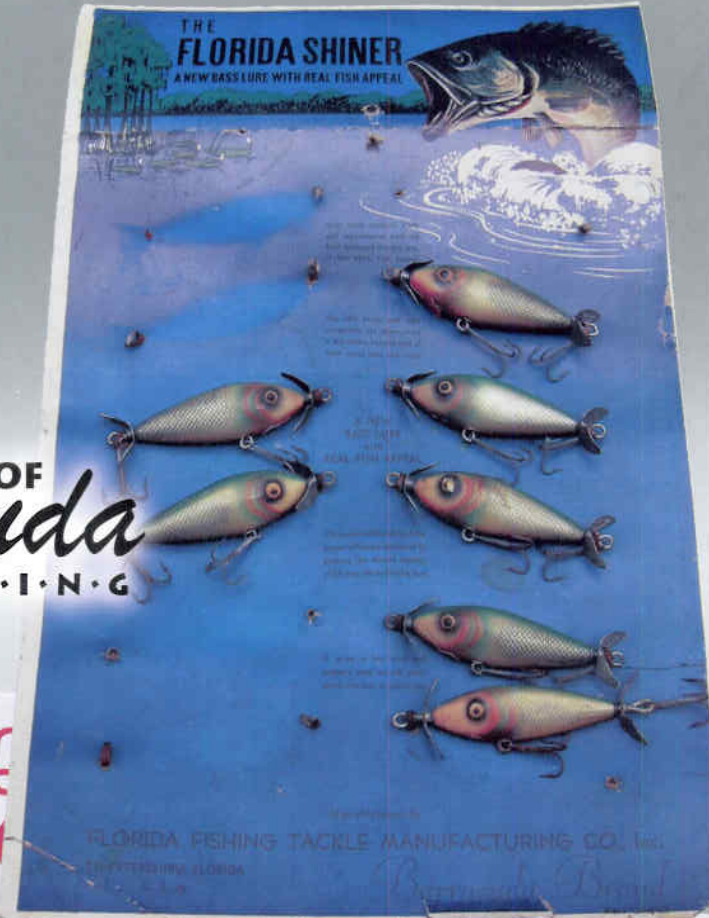
F.A.T.C. NEWS

Florida Antique Tackle Collectors Quarterly Newsletter

Volume 22, Number 1



DO-ALL BAIT
Manufacturing Co.



A HISTORY OF
Barracuda
A·D·V·E·R·T·I·S·I·N·G
(FINALE)



**FLORIDA LURE
POKER**

PENNY ANTE? HARDLY!



BARTOW SHOW & AWARDS

▶ Right: President Pritchard's 50th birthday cake



◀ Left: Fast and furious action on the Bartow show floor.

▶ Right: A typical lure show table of neat stuff for sale

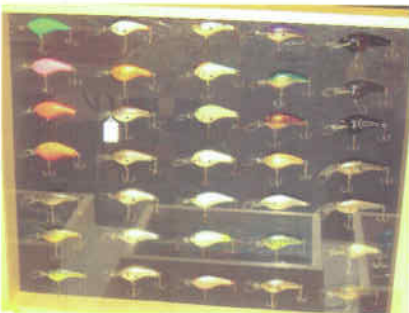
▶▶ Far Right: Frank Carter's Ted Williams Display



◀ Left: Bob Dennis' Buck Perry Spoon Plug layout

▶ Right: Paul Snider's hook remover display

▶▶ Far Right: A fine assortment of shrimp baits



◀ Left: Dave Apple's Bagleys, Killer B style

▶ Right: John Mack appraising some Flood "Shinners" for the public

▶▶ Far Right: A portion of Jack Fenwick's great Eger collection



◀ Left: A nice display of Jim Pfeffers

▶ Right: Luke Pemberton's sampling of H. O. Price and accompanying photo

▶▶ Far Right: Check out all the Creek Chubs in silver flash!



◀ Left: Bob Cumbie's Bang-O-Lure bonanza!

▶ Right: A buffet of baits, Florida style

▶▶ Far Right: More Florida goodies from Bartow



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F.A.T.C. NEWS

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

January 2008 Volume 22, No. 1

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Cover Photo: A DO-ALL Trojan in the box promises a great feature article by Doug Brace, while a few old playing cards tease the reader into the Florida Lure Poker story. A wonderful point of purchase Barracuda Florida Shiner display found by Frank Carter in 1998 at a members-only fish camp, the Breakaway Lodge. Operated by Fenton Jones, on the Ochlockonee River northwest of Sopchoppy, FL, the Lodge was open from the 1930s through the 60s.

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DO-ALL BAIT MANUFACTURING CO.

By: D.J. Brace



Illustrated boxes came with a cellophane top. Shown here is the 5000 series Trojan for casting and trolling at 3-3/4in.

Paul M. Takeshita was one of more than 100,000 Japanese-Americans living in the U.S. which were forced into government internment camps by direct executive order in February of 1942. Takeshita was born in Hawaii on February 11th, 1906. At the

age of twelve, he was sent to live in Japan with his grandfather, a Japanese feudal lord. His grandfather schooled Takeshita in martial arts and in the code of the samurai. Years later, Takeshita earned an engineering degree at Tokyo University. In 1938, Paul came to the United States and took up residence in California. In time, he went into business and along with his wife Edith, raised two daughters and a son.

Life changed abruptly for Takeshita and his family with the implementation of President Roosevelt's Executive Order No. 9066. Per U.S. Government policy, he was given only two days to sell his business and the family's personal belongings. They were then forced to relocate to an internment camp in Arizona, one of many that had been constructed by the U.S. government in western states to detain Japanese-Americans.

As time passed at the camp, internees learned of Takeshita's martial arts abilities. He was asked to teach them his skills, whereupon a makeshift school was set up in one of the camp's barracks. This was actually a continuation of a practice he had begun in California. Eventually, Takeshita came to be looked upon as the camp's spiritual leader by the other internees.

The close of World War II in 1945 brought an end to these camps, and by 1946 all internees had been released. It was at this time that Takeshita and his family tried living in Chicago. However, they found the climate too cold for their liking, and by 1949, a decision was made to come to south Florida.

They settled in northeast Miami in an area known as Pinewood Park. There, in the garage of the family residence located at 1151 N.W. 100th Street, Takeshita began his lure-making endeavor. Hook hardware was ordered from Herter's, but other



A group of DO-ALLs, with the Trojan, Seven, and Nofulin featured, along with 3 additional unknown DO-ALLs at middle left, bottom left, and bottom right.

metal parts were crafted by Takeshita himself. Such was the case with the diving lips and multiple line ties which were used on the series No. 4000 and No. 5000 "DO-ALL" Trojans. He created numerous paint masks used in the variety of color patterns spray-painted on the baits. As help was needed, Paul was able to draw upon family members, with some coming from California. His brother, Cliff, who operated Capt. Cliff's Bait & Tackle Shop located on Miami's Tamiami Trail, became one of the retail outlets for "Do-All" lures. His son, Richard, recalled a location near the Miami Shores Golf and Country Club, where the Biscayne Canal opened into Biscayne Bay. "My father tested his lures here - it was a great spot for snook!", said Richard.

A four page leaflet, printed with lure photos and packaged with the individual lures, describes four different wood-bodied baits; the "Do-All Seven", "Trojan", "NoFulin" and the "Crown". However, at least four additional body styles are known to exist in private collections. With the exception of the "NoFulin", each of the listed baits was offered in both a spinning and casting size. The "NoFulin", available in one size only, was an ingenious offering for the angler. A sliding hook attached to a metal bar and two line ties provided the angler with a dual-purpose plug - it could be pulled from either end! On September 11th, 1956, Takeshita was granted Patent No. 2,276,156 for the clever "NoFulin" body style.



The DO-ALL "TROJAN" No. 4000 - According to the enclosed leaflet, each hole of the line tie gave the lure a different action. Two sizes were offered; this is the spinning version, which came with a feathered hook. The wood body measures 2-7/8in.



The DO-ALL "SEVEN" - Finger-tip operation adjusted the movable lip for 7 different desired actions. The bait came in series No.'s 1000, 2000, and 3000. The leaflet implies No. 2000, which came in frog back; came with a frog leg!



The DO-ALL "NOFULIN" - Advertised for spinning, casting or trolling, this lure could be pulled from either end! Additionally, a metal bar allowed the interchangeable hook to slide freely. The NOFULIN was patented September 11, 1956 (2,276,156).



DELUDED (DILUTED?) DIGRESSIONS

By Steve Cox

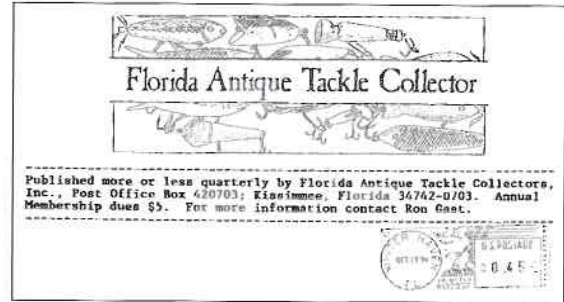
Embarking upon my third year as FATC News Editor, it is gratifying to be a part of the twentieth anniversary of FATC. The club was started with a flash of initiative by a handful of fun loving NFLCC rogue collectors seeking to be a catalyst for change. After they sobered up, it became apparent that a lot of hard work must follow if FATC was ever to be a reality. To their credit, club pioneers Steve Fussell, Ron Gast (FATC's first president), Jim Frazier, Norm Pinardi, and Ed Weston rolled up their sleeves, organized a club, hosted some shows, started a newsletter, and **persisted**. They compared their collections, pooled their knowledge, authored some tackle books, scrounged at flea markets, garage sales, estate sales, tag sales, yard sales, and **persisted**.

Bolstered by a second wave of enthusiasts, including Charlie Price (our 2nd FATC president), Wade Holt, Lloyd Jett, Doug Brace, Don Morrow, Bill Stuart, Bob Strassburg, Bob Gibson, Russ Riddle, Bernie Schultz, Fred Kerr, Jim Pitt, and others, they became experts in their field. Developing into hard line negotiators with show hotels, conference centers, Knights of Columbus and American Legion Halls, municipal civic centers and all manner of appropriate (and sometimes inappropriate, as in no air conditioning) gathering places, they displayed their wares. They **persisted**. The printing shops, the graphic artists, the auctioneers, the custom embroiderers, the wait staff, the security guards, the advertisers; all succumbed to the **persistence** of the founding FATC volunteers.

These Club pioneers experimented with different auction formats, including amateur auctioneers, professional auctioneers, silent auctions, shoe box auctions, and auctions that would last until the wee hours after midnight, and even Sunday auctions. Did the members respond? Absolutely, and the public responded, as well. In time, our Daytona show became the pride of the club and the envy of the hobby.

Therefore, when we celebrate this twentieth anniversary of FATC, please take a moment to reflect on how far our club has come, and the **persistence** of its founders who made it all possible. Is FATC's future bright? Only time will tell, but we can assure that it is so, if we **persist!**

This issue features Doug Brace's insightful story on Do-All Bait Manufacturing Co., the final installment in the Barracuda Advertising series, and a whimsical "what if" piece on Florida Lure Poker. There are also highlights from the great Bartow show hosted by Bill Stuart.



On final bit of trivia is begging to be discussed, that of our FATC Newsletter Volume numbering sequence. You may be asking, if this is our twentieth anniversary, why is this issue Volume 22, Number 1? The answer is locked in the soup of our primordial past, but a clue was offered by Doug Brace when he dipped into his archive. He found at least two separate instances where a fifth quarterly issue occurred, in 1991 and 1995 (see above). Most of us still endorse the novel theory that a year has four quarters, and a quarterly publication would therefore be printed four times per year. Was the original newsletter issued bimonthly or did the frequency change in the early days from month to month and year to year?

Furthermore, Doug produced a copy of an issue postmarked October 1990 (also above), which admitted in its heading that the newsletter was published "more or less" quarterly. Apparently, the early volumes and issues were all over the board. We may never know for sure, but suffice it to say that when I inherited this job, the same sequence Bill Stuart passed on when he retired as editor was continued.

So, say hello to Volume 22, Number 1, with a few additional issues thrown in for grins; some extra candles on our FATC 20th Birthday Cake!

Steve 



AT THE BARTOW SHOW

October 2007

EXHIBIT WINNERS:

- Best Florida**..... John Mack (*Flood*)
- Best Educational** Bob Dennis (*Buck Perry Spoon Plugs*)
- Best Topical**..... Larry Bernard (*South Bend*)

Honorable Mention

- | | | |
|-----------------------------------|---------------------------------|------------------------------------|
| Mark Hostetler (Heddon) | Bill Stuart (Fly Rod Lures) | Gil Sorenson (Barracuda) |
| Dennis McNulty (Baby Zara Spooks) | Jack Fenwick (Eger) | Larry Lucas (Porter) |
| Lloyd Jett (FL Lures) | Frank Carter (Ted Williams) | Norm Pinardi (Reels & Early Hooks) |
| David Apple (Bagley) | Doug Brace (FL Frogs) | Jan Cummings (Handmade) |
| Johnny Garland (Diamond Jim) | Bob Cumbie (Bagley) | Mike Mais (Griner) |
| Ralph Hecht (Fly Rod Lures) | Steve Cox (Barracuda) | Charles Tanner (Metal Rods) |
| | Jim Duncan (CCBCO Tarpon Lures) | |

President's Message



It seems that I always have something to say "thank you" to Bill Stuart for. The guy's always up to something that invariably leads me around to saying "Thank you, Bill", and so for the umpteenth time I will say it again: Thank you, Bill! Also, thank you, Bill, from everyone in the club who had the good sense and were fortunate enough to attend the wonderful show you hosted in Bartow this past October. It was a great show for me. I saw lots of new faces, picked up two great reels, and had "Happy

Birthday" sung to me by all of my very good friends. Let's not forget the birthday cake Steve Cox brought; it was delicious.

Unlike some of our past fall shows, this show was very well attended. There was lots of great tackle to be had, both for sale and via trade. The new Holiday Inn Express was great; so nice, in fact, that I hardly missed watching the film crews set up over at the old Davis Brothers Motel to make adult movies.

The Bartow Civic Center was just the right size for one of our club's smaller shows, and we should return there often. Bill, you are not only a gentleman and a scholar, you are also now the proud owner of a vintage giant sea turtle decoy, and are therefore eligible for membership in the prestigious NVGSTDCC. All you need to do is send a check for \$500.00 to Ed Pritchard – President of the National Vintage Giant Sea Turtle Decoy Collectors Club and again I will say... thank you, Bill, thank you, thank you.

Well, what do you know; it's my last president's message (FATC that is, I'm just getting started at the NVGSTDCC). Has it been four years already? It's really hard for me to believe. Was it four years ago, or was it just yesterday, that I was pondering how my oldest son was a freshman in high school, and if I finished two terms as FATC president without being booted from office, he would be a freshman in college when my time as president would (applauded by all) come to an end? And, what do you know? He just got home yesterday from his first semester at University of Florida, and here I am writing my last president's message. I don't know which comes as a bigger shock, that this is my last president's message, or that my son is a Gator. To further explain, my presidency was always supposed to last four years, but my son will be a Gator FOREVER! FOREVER... I only had to serve two terms, but forever, that's more like a life sentence. Perhaps if I had paid a little more attention to him over the last four years, instead of spending all my time being so presidential... Yes, it's "kinda" hard for a 'Cane like me to swallow, but I guess I'm going to have to get used to him being a Gator. Pinardi, I know you must have had something to do with this, but I can't quite put my finger on it.

Four years as your president, and now twenty years as a club. That's right, it's our twentieth anniversary and we as a club should do something special to commemorate it. There are symbols that are associated with all different types of anniversaries; however, more often than not they are associated with wedding anniversaries. For one year of marriage the symbol is paper, for fifty years the symbol is gold, seventy-five is diamond. It all seems a bit backwards to me that over the long course of a marriage the symbols would be getting "harder"...but no one consulted me on all this, and I won't presume to speak for the "Symbolic Founding Fathers", as I have no idea of what was on their minds at the time.

More to the point, being a club mostly made up of lure collectors, perhaps we should consider having different, more appropriate milestone symbols for our special anniversaries. We could establish our own FATC scale, so to speak. As your president, (even if it is only for a couple more months) I could simply decree which scale I prefer as the official club scale; however, I believe it would be more magnanimous to throw a few ideas out there, ask the members for their opinions, and then go ahead and select the one I like best anyway.

So, here we go. Let's adopt the "Old Lure Eye" anniversary scale. Five years would be our "teddy bear glass eye" anniversary, ten years would be the "pressed eye" anniversary, twenty the "tack eye" anniversary, and fifty the "glass eye" anniversary. A show of hands for this scale, please (not that it matters what you think anyway).

If you're a Heddon collector, perhaps you would prefer a scale commemorating anniversaries by hardware. So, for you Heddon guys; five years would be the "surface rig" anniversary, ten years the "two piece rig" anniversary, twenty years the "toilet seat rig" anniversary, thirty years the "L-rig", and of course, fifty years would be the "cup rig" anniversary. Sorry, Heddon guys, but this second system will never get my approval. On a personal level, I'm pretty sure I don't want to be remembered as the president that presided over the club's "toilet seat rig" anniversary.

Being a reel collector, I think the "Raised Pillar" or "Hard Rubber" anniversary sounds swell (those "Symbolic Founding Fathers" have nothing on this boy). I also think the "Gold Anodized Aluminum with Lever Drag and Freespool" anniversary sounds "reel" good for our twentieth.

I'm not sure about a scale for you Florida lure guys, since I have never been able to tell one Florida lure from another (you must know by now that they all look the same). One thing I do know is I don't want to be around when you guys celebrate your "Reyhu" anniversary.

Unaware of all the time I had spent concocting my wonderful "tackle anniversary scale", Steve Cox, our illustrious newsletter guru, came to me with the "fresh" idea of commemorating our 20th year by trimming our anniversary edition newsletter cover in metallic platinum ink. Both platinum and china are considered the traditional symbols for a twentieth anniversary. I immediately jumped on the bandwagon, never mentioning to Steve that I already thought of doing a special anniversary edition long before he mentioned it to me. Yes, part of being presidential is being a sensitive guy, and being the sensitive guy that I am, I did not want to rain on Steve's parade. I don't mean to blow my own horn, but, "toot toot", my first big idea, prior to the "tackle anniversary scale", was to make our 20th anniversary newsletter out of china. Imagine how much fun it would have been to glue together the hundreds of tiny little shards from your newsletter just to read this message. Well worth the hassle, no doubt. Talk about your collector's edition!

Seriously, fellow club members, I just want to thank you all for placing your trust in me over the past four years as president of the Florida Antique Tackle Collectors Club. Thanks to everyone who has helped to make the last four years a pleasure by doing all the hard work so I wouldn't have to. Thanks to all the folks who hosted shows while I was in office. Please think about hosting more in the upcoming years because you all did a great job. Thanks to Steve Cox for taking over the helm as our newsletter editor; you're doing a great job, Steve. Just think, you could have been eating off this newsletter while you were reading it. Thanks to my old pal, Don



Morrow, and his lovely assistant Betty for calling all our auctions; and to Dennis McNulty, who stepped in when you couldn't. Thanks to Team Zuhlke, John, Jay, and company, for putting all of our fantastic auctions together.

I honestly don't know what I would have done without all the hard work Sally Jett put into our bookkeeping and making suggestions; I never knew what I was getting when I asked Lloyd to take the job. Thanks to Paul Snider for cooking the books before the Jetts took them. Thanks to Ron Gast for all his secretarial skills, show hosting abilities, and priceless one-liners. Thanks to the board for going along with most of my ideas and putting up with my long-winded meetings. Thanks to Mike Mais for being my first vice president, hosting shows, and for all his special "make the show ledger balance" skills. Thanks to Chuck Heddon, Ed Weston, and Jim and Stephanie Duncan for taking care of the awful business of deciding who brought the best displays.

Finally, it comes around to this, just as I knew it would, again. I find myself saying "Thank you, Bill", for getting me into this rewarding mess to begin with, and your mentorship through it all. Along the way, you edited our newsletter to new heights, toured the state with me trying to find a new location for the Daytona show (we ended up just down the street), hosted a couple of shows, and even stopped by the house for a visit this year. I guess, with my days as president numbered, your guilt for "making me presidential" was finally abating, and you could stop by the house with a somewhat clear conscience, knowing I was going to survive this ordeal.

While we're on the subject of guilt, I guess it's my turn to carry that awkward burden, with its only benefit being this timely sedge way into thanking the final person on my list... Larry Lucas, the man who has taken our Daytona show under his wing and made it the finest show in the country, our club vice president, and the man who has graciously agreed to take over the reins as our club's next President. Larry has a big heart, as well as a good head on his shoulders, and we can all feel comfortable knowing he will keep the club headed in the right direction. On the plus side for you, Larry, according to the Bill Stuart Scale of Remorse, I won't mentally be able to come rolling up into your driveway for about 3 1/2 years.

So, having said all that, I would just like to wish the club a very special and official "Gold Anodized Aluminum with Lever Drag and Freespool" anniversary, and I'll see you all in Daytona.

Zever,

Ed 



Forever!



P.S. Don't forget to order your own personal autographed copy of my new book, *Fin-Nor – The Legacy Years*, which will be available by the time this newsletter hits the streets.

MEMBERSHIP UPDATE

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Florida Fishing Tackle Mfg. Co.

"BARRACUDA BRAND"

Catalogs and Advertising Through the Years

By Steve Cox

Editors Note: This is the fourth and final in a multi-part series and will continue to focus on the catalog ad pages from 1956 through the end of the FFTMC era, with a few miscellaneous items from prior years thrown in for good measure.

~ Part IV ~

1956 brought a continuation of the Eisenhower optimism of post World War II and Korea. Seeking to soothe international (a.k.a. foreign) fears of an escalating Cold War, a strong and stable domestic economy exuded confidence, allowing companies like FFTMC to prosper. The Reynolds brothers had been shocked by the loss of company vice president B.T. Reynolds in a tragic December 1948 hunting accident. However, under the leadership of Jack and Carl Reynolds, FFTMC steadied itself.

The company had recently completed the purchase of the rights to Philip Porter Dalton's famous Dalton Special line, which it was already manufacturing for Dalton after his dispute with Shakespeare. FFTMC also built a new annex, which housed the "modern Bait Finishing Department and a Die Casting and Lead Smelting Department for the rapidly increasing demand for Barracuda jigs and lead products".

The Balsa Float Department was also included in the new building. FFTMC then launched its most ambitious marketing effort for a single fishing item, the Golden Falcon Jig.

The Golden Falcon was the brainchild of Barracuda's Paul Staake and Eastern Airlines sales rep Frank Boyce. Teaming up with Eastern Airlines president and former flying ace and war hero Captain Eddie Rickenbacker, FFTMC introduced its new jig. Named after the Eastern Airlines flagship Douglas DC-7B Golden Falcon, the company designed the custom jig and raised the curtain on the new lure with great fanfare.

Eastern agreed to exclusively endorse the Barracuda jig when it opened its new Golden Falcon Service, the Flying Fisherman Club. "The Club" promotion came complete with membership card, customized cocktail glasses signed by Mr. Rickenbacker, and other Golden Falcon promotional items. Barracuda in turn plugged Eastern through its network of jobbers, distributors and sales reps. Later, Eastern followed with an upgrade of the DC-7B, the new luxury Lockheed Electra L-188. The Electra, a state-of-the-art turboprop airliner powered by four wing mounted Allison 501-D13 engines, was also named the Golden Falcon and was Eastern's top-of-the-line aircraft.

Barracuda's jig was first offered in a full page color ad in the 1956 catalog, with its beautiful black and gold metallic ink cover. However, by the time the 1960-61 catalog appeared, the jig was only mentioned briefly and was gone altogether shortly thereafter. A similar fate awaited the Lockheed airliner.

The first prototype Electra was test flown December 6th, 1957, and placed into service by Eastern on January 12th, 1959. It was also selected and scheduled for popular routes by American Airlines later that same month. Unfortunately, the loss of several Electras in unexplained, high profile crashes in 1959 and 1960 caused the airliner's safety to be questioned. The L-188s underwent a massive recall and extensive wing and engine modifications to correct the cause of the crashes, an unusual type of self-induced propeller wind shear called "whirl mode". However, by the time these upgrades had been completed, the Lockheed was surpassed by the new and faster jetliners offered by Boeing and Douglas. The Golden Falcon and its Flying Fisherman Club faded away, along with the Barracuda jig.

It is not known how many Barracuda Golden Falcon Jigs were produced, but it

20—St. Petersburg Times Friday, December 9, 1955

YOU SCRATCH MY BACK . . .

Tackle Firm, Airline Cooperate In Promotion

Competition may be the life of trade, but it is cooperation that wins the day.

This was the theme of talks yesterday before the Exchange Club of Frank Boyce, sales representative of Eastern Air Lines, and Paul C. Staake, director of sales and advertising for Florida Fishing Tackle Co.




BOYCE STAAKE

Both ardent fishermen, Boyce and Staake designed a fishing lure which they named the "Golden Falcon," after EAL's "Golden Falcon," called by Boyce the fastest, most luxurious and beautiful airplane in commercial aviation. To-day the lure is on display in many EAL offices, while Florida Fishing Tackle promotes the airplane through its 400 jobbers and well over 100,000 retailers in the United States.

Staake, former president of Weber College in Babson Park, related similar experience of cooperation between competitors he encountered during 15 years as head of his own advertising agency in Kalamazoo, Mich.

Boyce said the Golden Falcon

airplane, which cost \$2,500,000, has four 3,250 horsepower engines, giving a normal cruising speed of 370 miles per hour and a top of 415 miles per hour. Its interior, designed by Harley Earl, vice president of General Motors' design division, is blue, gold, silver and white.

The Golden Falcon lure is to the fishing industry what this airplane is to the aviation industry, Boyce declared. It has a golden head, embossed to resemble a golden falcon, and a nylon skirt of shrimp pink and black.



A sample of a Barracuda Brand stationery envelope with the early logo; note the 1 cent postage stamp!



An early invoice from 1946 for May Wes and Bull Nose Jigs. It features the leaping bass logo, which was an unusual choice of fish for the Famous Barracuda Brand

is now thought that with their unusual coloration, they were meant to be a limited edition item, and never intended to be a big seller to the fishing public. It is unfortunate that FFTMC's timing in joining Eastern Airlines coincided with the Electra's public relations nightmare. The jigs, however, are exceedingly rare now and are highly desirable as Barracuda collectibles.

The 1956 catalog also introduced the Reynolds Spoon and companion Razorback Pork Rind, the Dude Flies and a new smaller sized Dalton Special, the Tiny Dalton. A new ad featuring the Tiny Dalton and the expanded Dalton color chart helped to maintain the popularity of P.P. Dalton's masterpiece. All in all, the year proved to be an exciting one for FFTMC.

Unfortunately, a copy of the 1957 catalog has not been located, and our 1958 catalog is not complete. However, a catalog ad announcing the Dalton's new iridescent plastic composition and color process, the Dalton Flash, is evidence of its introduction at the time. Further promotional ads changed the artwork of the old standby Reflecto Spoon ad, and an impressive collage of successful fisherman surrounding an attractive lass with a nice pair (of largemouth bass) offered Barracuda's effort at advocacy of the equality of the sexes, at least where fishing was concerned!



The 1959-60 catalog was the first to combine two years as a biannual publication. New color ads freshened up the jig line, and the New Tiny Spoon-Fly/Jig-A-Bu Combination ad was introduced. A new streamlined Barracuda logo, a sneak preview of which was displayed in the 1958 fish photo collage, appeared at the bottom of this combo ad. The number of sales reps had increased to a total of six by this time.

1960-61 catalog cover sported 3 different color inks. New for the jig line, the Big Eye Dude, Rudy Dude, the Shark Face and "New Blister Pack" jig packaging were touted. 1961-62 offered the Reynolds Spinner Spoon ad and reintroduced the metallic ink cover, this time in black and silver. The Dalton Special line was again expanded to a fifth smaller size, the Wee Dalton.

1962-63 and 1964 catalogs provided a hint of the new austerity program at FFTMC, with the 1964 version being a cost saving overprint of the 1962-63 artwork. A PT-109 Jig, thought to be a tribute to JFK, was introduced in 1964. The Dalton Twist debuted in a full page ad, and a Dalton Twist/Flash combo ad appeared as well. The Pot Belly Dude and Pulsator Trolling Jig rounded out the new items in the line. The sales rep team at Barracuda now numbered nine, with "Barracuda Booty" Boots Bradford still representing much of the prime southeast US territory.

Copies of the 1965 front and back cover are all that we currently have evidence of, and the years 1966 and 1967 are missing. By 1968, major changes had occurred to the sales staff, with Bradford noticeably absent and Jack's son, Charles B. Reynolds, now featured as vice president. While the circumstances of



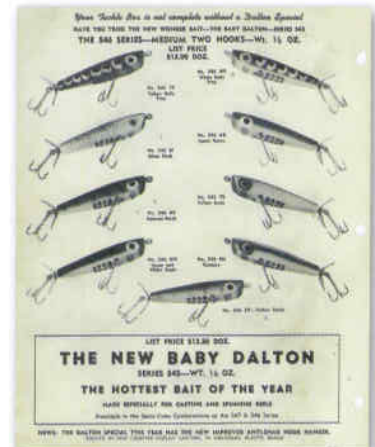
An early Barracuda jig ad from a unknown sports periodical



A rare Baby Shiner/Scobo combo ad found in a late 40s Outdoor Life sporting magazine



(Obverse and Reverse) The only known P.P. Dalton Special ad insert modified to reflect FFTMC as the new distributor, and the address changed from Tampa to St. Petersburg





Barracuda Brand
Presenting the Officers of
FLORIDA FISHING TACKLE MANUFACTURING CO.
INCORPORATED

Carl S. Reynolds
Rube Allen
B. T. Reynolds

Barracuda Brand

Rube Allen's 1948 Dictionary of Fishes with the original sales lineup, including Staake and Bradford; B.T. Reynolds prior to his death

Barracuda
GOES AHEAD!

To The Trade

ORDER POLICY: Barracuda Tackle is happy to supply through established terminals orders.

PRICE: C.O.D. in Payment, Please, subject to credit without notice.

TERMS: C.O. D. 10, 15, 30, 60, 90, 120, 150, 180, 210, 240, 270, 300, 330, 360, 390, 420, 450, 480, 510, 540, 570, 600, 630, 660, 690, 720, 750, 780, 810, 840, 870, 900, 930, 960, 990, 1020, 1050, 1080, 1110, 1140, 1170, 1200, 1230, 1260, 1290, 1320, 1350, 1380, 1410, 1440, 1470, 1500, 1530, 1560, 1590, 1620, 1650, 1680, 1710, 1740, 1770, 1800, 1830, 1860, 1890, 1920, 1950, 1980, 2010, 2040, 2070, 2100, 2130, 2160, 2190, 2220, 2250, 2280, 2310, 2340, 2370, 2400, 2430, 2460, 2490, 2520, 2550, 2580, 2610, 2640, 2670, 2700, 2730, 2760, 2790, 2820, 2850, 2880, 2910, 2940, 2970, 3000, 3030, 3060, 3090, 3120, 3150, 3180, 3210, 3240, 3270, 3300, 3330, 3360, 3390, 3420, 3450, 3480, 3510, 3540, 3570, 3600, 3630, 3660, 3690, 3720, 3750, 3780, 3810, 3840, 3870, 3900, 3930, 3960, 3990, 4020, 4050, 4080, 4110, 4140, 4170, 4200, 4230, 4260, 4290, 4320, 4350, 4380, 4410, 4440, 4470, 4500, 4530, 4560, 4590, 4620, 4650, 4680, 4710, 4740, 4770, 4800, 4830, 4860, 4890, 4920, 4950, 4980, 5010, 5040, 5070, 5100, 5130, 5160, 5190, 5220, 5250, 5280, 5310, 5340, 5370, 5400, 5430, 5460, 5490, 5520, 5550, 5580, 5610, 5640, 5670, 5700, 5730, 5760, 5790, 5820, 5850, 5880, 5910, 5940, 5970, 6000, 6030, 6060, 6090, 6120, 6150, 6180, 6210, 6240, 6270, 6300, 6330, 6360, 6390, 6420, 6450, 6480, 6510, 6540, 6570, 6600, 6630, 6660, 6690, 6720, 6750, 6780, 6810, 6840, 6870, 6900, 6930, 6960, 6990, 7020, 7050, 7080, 7110, 7140, 7170, 7200, 7230, 7260, 7290, 7320, 7350, 7380, 7410, 7440, 7470, 7500, 7530, 7560, 7590, 7620, 7650, 7680, 7710, 7740, 7770, 7800, 7830, 7860, 7890, 7920, 7950, 7980, 8010, 8040, 8070, 8100, 8130, 8160, 8190, 8220, 8250, 8280, 8310, 8340, 8370, 8400, 8430, 8460, 8490, 8520, 8550, 8580, 8610, 8640, 8670, 8700, 8730, 8760, 8790, 8820, 8850, 8880, 8910, 8940, 8970, 9000, 9030, 9060, 9090, 9120, 9150, 9180, 9210, 9240, 9270, 9300, 9330, 9360, 9390, 9420, 9450, 9480, 9510, 9540, 9570, 9600, 9630, 9660, 9690, 9720, 9750, 9780, 9810, 9840, 9870, 9900, 9930, 9960, 9990, 10020, 10050, 10080, 10110, 10140, 10170, 10200, 10230, 10260, 10290, 10320, 10350, 10380, 10410, 10440, 10470, 10500, 10530, 10560, 10590, 10620, 10650, 10680, 10710, 10740, 10770, 10800, 10830, 10860, 10890, 10920, 10950, 10980, 11010, 11040, 11070, 11100, 11130, 11160, 11190, 11220, 11250, 11280, 11310, 11340, 11370, 11400, 11430, 11460, 11490, 11520, 11550, 11580, 11610, 11640, 11670, 11700, 11730, 11760, 11790, 11820, 11850, 11880, 11910, 11940, 11970, 12000, 12030, 12060, 12090, 12120, 12150, 12180, 12210, 12240, 12270, 12300, 12330, 12360, 12390, 12420, 12450, 12480, 12510, 12540, 12570, 12600, 12630, 12660, 12690, 12720, 12750, 12780, 12810, 12840, 12870, 12900, 12930, 12960, 12990, 13020, 13050, 13080, 13110, 13140, 13170, 13200, 13230, 13260, 13290, 13320, 13350, 13380, 13410, 13440, 13470, 13500, 13530, 13560, 13590, 13620, 13650, 13680, 13710, 13740, 13770, 13800, 13830, 13860, 13890, 13920, 13950, 13980, 14010, 14040, 14070, 14100, 14130, 14160, 14190, 14220, 14250, 14280, 14310, 14340, 14370, 14400, 14430, 14460, 14490, 14520, 14550, 14580, 14610, 14640, 14670, 14700, 14730, 14760, 14790, 14820, 14850, 14880, 14910, 14940, 14970, 15000, 15030, 15060, 15090, 15120, 15150, 15180, 15210, 15240, 15270, 15300, 15330, 15360, 15390, 15420, 15450, 15480, 15510, 15540, 15570, 15600, 15630, 15660, 15690, 15720, 15750, 15780, 15810, 15840, 15870, 15900, 15930, 15960, 15990, 16020, 16050, 16080, 16110, 16140, 16170, 16200, 16230, 16260, 16290, 16320, 16350, 16380, 16410, 16440, 16470, 16500, 16530, 16560, 16590, 16620, 16650, 16680, 16710, 16740, 16770, 16800, 16830, 16860, 16890, 16920, 16950, 16980, 17010, 17040, 17070, 17100, 17130, 17160, 17190, 17220, 17250, 17280, 17310, 17340, 17370, 17400, 17430, 17460, 17490, 17520, 17550, 17580, 17610, 17640, 17670, 17700, 17730, 17760, 17790, 17820, 17850, 17880, 17910, 17940, 17970, 18000, 18030, 18060, 18090, 18120, 18150, 18180, 18210, 18240, 18270, 18300, 18330, 18360, 18390, 18420, 18450, 18480, 18510, 18540, 18570, 18600, 18630, 18660, 18690, 18720, 18750, 18780, 18810, 18840, 18870, 18900, 18930, 18960, 18990, 19020, 19050, 19080, 19110, 19140, 19170, 19200, 19230, 19260, 19290, 19320, 19350, 19380, 19410, 19440, 19470, 19500, 19530, 19560, 19590, 19620, 19650, 19680, 19710, 19740, 19770, 19800, 19830, 19860, 19890, 19920, 19950, 19980, 20010, 20040, 20070, 20100, 20130, 20160, 20190, 20220, 20250, 20280, 20310, 20340, 20370, 20400, 20430, 20460, 20490, 20520, 20550, 20580, 20610, 20640, 20670, 20700, 20730, 20760, 20790, 20820, 20850, 20880, 20910, 20940, 20970, 21000, 21030, 21060, 21090, 21120, 21150, 21180, 21210, 21240, 21270, 21300, 21330, 21360, 21390, 21420, 21450, 21480, 21510, 21540, 21570, 21600, 21630, 21660, 21690, 21720, 21750, 21780, 21810, 21840, 21870, 21900, 21930, 21960, 21990, 22020, 22050, 22080, 22110, 22140, 22170, 22200, 22230, 22260, 22290, 22320, 22350, 22380, 22410, 22440, 22470, 22500, 22530, 22560, 22590, 22620, 22650, 22680, 22710, 22740, 22770, 22800, 22830, 22860, 22890, 22920, 22950, 22980, 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27300, 27330, 27360, 27390, 27420, 27450, 27480, 27510, 27540, 27570, 27600, 27630, 27660, 27690, 27720, 27750, 27780, 27810, 27840, 27870, 27900, 27930, 27960, 27990, 28020, 28050, 28080, 28110, 28140, 28170, 28200, 28230, 28260, 28290, 28320, 28350, 28380, 28410, 28440, 28470, 28500, 28530, 28560, 28590, 28620, 28650, 28680, 28710, 28740, 28770, 28800, 28830, 28860, 28890, 28920, 28950, 28980, 29010, 29040, 29070, 29100, 29130, 29160, 29190, 29220, 29250, 29280, 29310, 29340, 29370, 29400, 29430, 29460, 29490, 29520, 29550, 29580, 29610, 29640, 29670, 29700, 29730, 29760, 29790, 29820, 29850, 29880, 29910, 29940, 29970, 30000, 30030, 30060, 30090, 30120, 30150, 30180, 30210, 30240, 30270, 30300, 30330, 30360, 30390, 30420, 30450, 30480, 30510, 30540, 30570, 30600, 30630, 30660, 30690, 30720, 30750, 30780, 30810, 30840, 30870, 30900, 30930, 30960, 30990, 31020, 31050, 31080, 31110, 31140, 31170, 31200, 31230, 31260, 31290, 31320, 31350, 31380, 31410, 31440, 31470, 31500, 31530, 31560, 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