Field Find Tales...
WHERE UNTOLD TREASURES ABOUND!

Cox’s Sporting Goods Company
A Pictorial Array of the Known Promotional Labels of Grover C. Cox’s Early Tampa Store

A Kid, A First Bass
and the Magic of the Tackle Box
EXHIBIT WINNERS:

President’s Award:
John Mack

Educational:
Frank Carter (Florida Time-line)

Topical:
Stephanie Henry (Fly-fishing display)

Florida Lures:
Lewis Townsend (Florida Lures)

Outstanding Display:
Billy Crowley (Georgia Lures)
Gene Meisberger (Shakespeare Winners)
Larry Barnard (South Bend)
Steve Knier (19th Century Reels)
Barry Brunges (Bagley LB4)
David Apple (Bagley)
Rob Mallard (Jim Pfeffer)
Luther Tilghman (Pflueger Pal-o-Mine, Scramble)
Bob Dennis (Creek Chub)
Russell Griffin (Miscellaneous)
Gary Robinson (Eger)
Mark Cotterill (Pflueger Argyle)
Ed Slane (Edward vom Hoffe Reels)
Craig Swearingen (Florida Lures)
Al Helms (Florida Boxes)
Kenny Bryan (Darters)
Arthur Edwards (CCBCO Tarpon Lures)
Charles Tanner (Fish Scalers)
Mike Sims (Al Foss)
Ralph Hecht (Fly-rod Lures)
Jack Fenwick (Florida Lures)
Ralph Acker (Al Foss)
Worley Pruitt (Black & White Lures)
Clarence Smith (Wright & McGill)
Ed Bauries (Florida Lures)
Mark Hostetler (Heddon Lures)
Lloyd Jett (Rainbow Lures)
Jeff Henry (Florida Lures)
Luke Pemberton (Florida Lures)
Roth Kemper (Florida Lures)
Jim Hall (Early Fred Arbogast)
Craig Comjean (Bagley)
Steve Cox (Bender & Flynn, Bender)
Jim Duncan (Creek Chub)
Billy Prince (Heddon Big Bug Lures)
John Campbell (Paw Paw)
The Newsletter of the Florida Antique Tackle Collectors, Inc.
June 2010
Volume 24, No. 2

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Cover Art: Who could have foretold the massive Tampa skyline when they walked into Grover C. Cox's Sporting Goods store 80+ years ago to purchase a lure? Thankfully, some of those lures and their boxes, adorned with Cox's store label, still exist today.

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The Cox household has a new addition in our lives; Hazel, an adorable, now 18 week old boxer puppy named by Haley, our youngest angler in the family! Hazel is so full of life, so affectionate, mischievous, and enthusiastic. She will be a fitting tribute to Nicki’s boxer, Roxie, who loved us faithfully for 12+ years, until recurring malignant tumors finally took her to canine heaven.

I am encouraged by the puppy’s blossoming personality, and Claudia and Haley have patiently worked with Hazel. She will now sit, lie down, and shake hands on command, and is 100% housebroken! She reminds me of Roxie and Pumpkin, Dottie, George, and Queenie; other dogs who have been honored pets in my life.

As a staunch advocate for nostalgia, and all things nostalgic, it is perplexing when innocuous events such as a new puppy can stir strong memories of bygone times. Webster’s New Collegiate Dictionary defines nostalgia as: (1) the state of being homesick, or (2) a wishful or excessively sentimental, sometimes abnormal yearning for a return to or of some past period or irrecoverable condition. I admit to suffering from both varieties.

For example, I was sitting in my porch swing yesterday morning, drinking a cup of coffee and reading our ever-shrinking newspaper, the Panama City News Herald. Our house is less than one mile from the existing airport, and I could hear the familiar revving/feathering of the 6 a.m. commuter turbo-prop in the distance. I savored the noisy moment, realizing that within a month the sound would be but a memory. Some of you may know that the mighty St. Joe Company has pulled off a coup of immense proportions, relocating our airport to a new 4,000+ acre wetlands that the mighty St. Joe Company has pulled off a coup of immense proportions, relocating our airport to a new 4,000+ acre wetlands site approximately 15 miles northwest of town. The old airport’s runway was deemed too short for safety, and needed to be extended into the bay. This extension would have the net effect of supplanting 30 to 40 acres of environmentally sensitive sea grass.

A well-meaning but ill-advised band of local “seagrass huggers” whipped the issue into a frenzy, and St. Joe came riding up to the rescue on a big white horse! The company donated thousands of dollars, and no longer able to tend to the store. I rushed down to the great old local bookstore, “The Ageless Book Shoppe”, was on the verge of closing its doors, signaling the end of an era that started in 1875. Immediately, I drifted back to days fishing on Dead Lakes in Wewahitchka with my grandfather. Anyone who’s ever been to Gulf County would agree that James Dickey’s outstanding novel-turned-movie thriller “Deliverance” could have been filmed on location in “Wewa”.

Granddad always brought cans of sardines and potted meat, along with packs of Saltine Crackers for our lunch. We fished in a small wooden skiff, a rented scow from one of the numerous derelict fish camps that dotted the shoreline of both river and lake. Granddad would clump his white 1959 Johnson Seahorse 3HP outboard to the transom, and off we’d go. It wouldn’t be long before Granddad would insert the key and peel back the lid on a rectangular can (before pop tops), and we’d chew down.

Now, whenever I open a can of either, the unmistakable smell and taste reminds me of days fishing with him. I still bring these lunch treats with me when I fish in Wewa, and I can fit right in with the banjo pickin’ porch rockers. It is unsettling to have yet another nostalgic pleasure taken away.

Only the week before, I read that Mrs. Ann Cook Humphreys’ great old local bookstore, “The Ageless Book Shoppe”, was having a going-out-of-business sale and would be closing its doors in four days. Ann, now in her late eighties, is in declining health and no longer able to tend to the store. I rushed down to the sale and found her daughter, Laura, a high school classmate of mine, supervising the editorial carnage. We reminisced for a few minutes, and I purchased the two remaining used city directories in stock (1983 and 1993).
The topics discussed were as follows:

Chuck Heddon, Paul Snider, Mike Hall, Mike Sims and Ed Bauries. Morrow, Larry Lucas, Ed Pritchard, Sally Jett, Lloyd Jett, Ed Weston, 20, 2010. Those present were: Dennis McNulty, John Mack, Don Morrow, Larry Lucas, Ed Pritchard, Sally Jett, Lloyd Jett, Ed Weston, Chuck Heddon, Paul Snider, Mike Hall, Mike Sims and Ed Bauries. The FATC Board of Directors (BOD) met in Daytona Beach on February 20, 2010. They discussed the following:

1. Motion made to approve the Secretary’s report from 10/31/09. Motion approved by the board.
2. Motion made to approve the Treasurer’s report which was reviewed and approved by the board.
3. Old business discussed; topics are as follows:
   - FATC “non-injury” insurance:
     The FATC will be purchasing “non-injury” liability insurance at a cost of $900 per year.
   - Newsletter advertising:
     Paul Snider has volunteered to be the contact representative for newsletter advertising. Thank you, Paul.
   - Savannah Show:
     We still need an FATC member to act as a coordinator for the 2010 Savannah show. Arthur and Karen Edwards, along with David Lindsay, will be representing the CATC.
   - Virtual Newsletter discussion:
     Ed Weston presented a proposal for the board to review. Steve Cox gave a rebuttal concerning the online newsletter proposal, and provided an alternate printing configuration cost analysis.
   - Membership renewal:
     Steve Cox checked with the printer to get a cost on a sending a billing reminder to our members. We are getting ready to send out the new directory and newsletter as well as the latest newsletter; many members may be unaware that they are behind in their membership renewal. Currently, 64 members are past due for their renewal. That translates to $2,240 in uncollected revenue, which could be used to pay the cost of creating and mailing

This issue is going to press three months after a very successful Daytona show, and right in the middle of our Spring meet in St. Augustine. Included, is the final installment of “The Quarantine Baits”, chronicling Major Greenwood Gay’s exploits, and some great tackle experiences from FATC member Gary Simpson’s “Field Find Stories”. While at Daytona, new member Rol Steinhauser was inspired to request that we reprint his story about fishing with his grandfather, and Bill Stuart serves up an interview with long-time FATC member, Norm Pinardi. Nostalgia is well represented with an expanded “Past and Current Notes of Interest”, and Ron Gast and I wrap up the magazine with some cool photos and boxes showcasing Grover C. Cox and Cox’s Sporting Goods.

A return to St. Pete Beach is slated for the summer show, August 6-8, and a new Tallahassee venue October 22nd-24th will round out the year in style. One more issue for late August/early September and I’ll have completed 5 years as your editor of FATC News. I think they’ve been good ones, and hope you do too.

Quit Wishin’… Go Fishin’

Steve EDITOR
Happy Spring!

I am writing this a few days into season. It’s a welcome time, since we’ve come through the coldest winter in my memory. In looking back, we had a successful Daytona Show in February. Our two auctions on Friday and Saturday night generated in the neighborhood of $38,000.00 for the two widows who trusted our club with their late husbands’ collections. In gratitude, Mrs. Glenn sent the club $700.00 for a life membership and Mrs. Funderburk sent the club $500.00 to do with what we want. Since Jack was a Creek Chub collector, I would like to propose a Funderburk award that would go to the best non-Florida display each year at Daytona.

A huge thank you is in order for Don and Betty Morrow, who have handled our auctions for years and are retiring. Don has also been a valuable member of our board of directors. They have both taken what it means to be an active club member to a new level, and I am forever grateful.

The list of people who made the Daytona show special is too long to print here, but I would like to acknowledge Dennis McNulty, new Vice President Ed Weston, Chuck Heddon, and Lloyd and Sally Jett for all their hard work putting this huge auction and awards ceremony together. I would also like to publicly thank Gary Simpson for doing more work than anyone will ever know.

Thinking back on the auction, I realize we all must take action now to tell our loved ones what we wish to have done with our collections when we’re gone. Nobody wants to dwell on this topic, but we owe it to our families to discuss it. The two club members that passed away were both fairly young and had fantastic collections. Neither one left instructions to their families about what their collections were worth, or possible venues to liquidate them.

Our club did a good job for them, but it was really only luck that we were contacted to begin with. Each of you have probably given this topic some thought, as I have. Taking the time to catalog all my lures, boxes and paperwork, and marking the price I paid, along with an approximate current value, I sat down with my wife. Showing her the book and giving her the names of some trusted collector friends, I then explained the different ways to sell collections and gave her my current preference.

We all know that collections and our ideas about them evolve over time, so it’s necessary to have this talk every few years. Take the opportunity to sit down with your loved ones this weekend and have a discussion. You will be doing them a great service and probably will ensure that your collection will be passed on to someone who appreciates it as much as you.

A hearty welcome is extended to Jim Duncan, our newly elected Board member representing the East Region. As mentioned earlier, Ed Weston was elected Vice President, and all the other Board members were re-elected to their posts during our annual meeting February 21st. Your officers and the Board are here to make this club better for you. Please share your ideas with us. We all see things from different perspectives, so the more ideas we have, the better job we can do.

During the Daytona show, someone was giving me their opinion in a very loud voice. Another club member overheard this exchange and commented that the member was being very rude to me. I take it all in stride. We all have unique ways to communicate our opinions. The important thing is not to keep them to yourself, but to share them with those having the ability and desire to bring about change. No leader will ever make everyone happy. In any organization, 10% of the members love you, 10% hate you, and the remaining 80% are just happy they don’t have your job. I’m proud to be your president for another two years and hope to continue to promote growth and passion for our hobby.

Please take a moment at the next show and give Steve Cox a pat on the back. He goes over and above in his job as editor, and I know our club is better for having him in this position. One of my goals is to get our wonderful club magazine back up to 4 issues per year, and to help achieve this goal, Board member Paul Snider has taken on the task of increasing advertising revenue. You may receive a call from him asking you to place an ad in the newsletter. Please consider doing this for the club. If we are successful, a return to a 4th issue may be possible.

Our Summer show is going to be right on the waterfront, at the Dolphin Beach Resort in St. Petersburg Beach, on August 6th, 7th and 8th. This is a great venue for a show, overlooking the Gulf of Mexico. The pool is beachside and the resort is close to dozens of great restaurants. Your host and contact for this show is Ron Gast. Then we are heading to Tallahassee for the Fall show. The Fenwick, Carters and Jetts will be co-hosting this show on October 22nd, 23rd, and 24th. Flyers for both are included in this issue.

In February, 2011, we are back to Daytona. Regrettably, the flyers passed out at this year’s show announcing next year’s schedule had the wrong dates listed. Please correct your calendars to mark the revised dates of February 25th, 26th and 27th, 2011, at the beautiful, ocean-front Plaza Hotel. As always, you can go to our website, www.fatc.net, and find all the details to upcoming shows and pictures from previous ones. I would also like to let you know we have a page on Facebook now. More than 50 of your collecting friends have registered and are on Facebook. Give it a try!

Matt Young has expressed an interest in filling the vacancy on our Board as a result of Don Morrow’s retirement, and we appreciate Matt’s desire to serve the club. Matt lives in the Tampa area, and meets the geographical requirement to represent the West region on the Board. By an email vote the Board has approved his nomination. In other club news, someone is needed to co-host our Savannah show in the spring of 2011 with C.A.T.C. Please contact me if you wish to assist with this event.

I have a lot more to say, but I need to save space for all the great articles in this edition of your F.A.T.C. News.
**2010 FATC SUMMER SHOW REGISTRATION FORM**

Dolphin Beach Resort, 4900 Gulf Blvd., St. Pete Beach
August 6 – 8, 2010

Hotel: Phone 1-800-237-8916 ask for the Florida Antique Tackle Collectors Block or G/FATC/0806. Rates are $89 (standard) and $109 (poolside) 30 days prior.
Website: www.dolphinbeach.com

**2010 FATC FALL SHOW REGISTRATION FORM**

- - October 22 & 23, 2010 - Tallahassee, Florida - -

<table>
<thead>
<tr>
<th>Show Location</th>
<th>Hotel Location</th>
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| National Guard Armory  
1225 Easterwood Drive  
Tallahassee, FL 32311 | * Cabot Lodge  
1653 Raymond Diehl Road  
Tallahassee, Florida 32308 |
| Get Map & Directions » | Direct toll free to hotel: 800-255-6343 |

* **Hotel:** Ask for the FATC Room Rate of $79 single or double. Room block/rate good until October 8, 2010, then rooms and rates as available.

**Show Schedule and Activities**

<table>
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<tr>
<th>Friday</th>
<th>Saturday</th>
<th>Sunday</th>
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| Cabot: 6:30 AM - Free Breakfast  
Show: 8 AM - 5 PM Members only  
Cabot: Free Happy Hour - 5:30 to 7:30PM | Cabot: 6:30 AM - Free Breakfast  
Members Show - 8 AM to 5:30 PM  
Show open to public - 9 AM to 3 PM  
Members BBQ lunch - Noon  
Cabot: Free Happy Hour – 5:30 PM | Show Tear Down - 8AM to 11AM |
### 2010 FATC SUMMER SHOW REGISTRATION FORM

Make check payable to FATC and mail to:
Ron Gast
2306 Leeward Cove
Kissimmee, FL 34746
Phone: 407-496-7940
Email: ron@luresnreels.com

Friday: Members Only 9AM – 7PM
Saturday: Members 8AM – 7PM
Open to Public 9AM – 5PM
Sunday: Exhibit tear-down

You must be a member of FATC to be admitted on Friday, exhibit or trade.

Name: ________________________________________________________________
Address: ________________________________________________________________
Telephone # & email address: ___________________________________________________
Guest Name(s) _____________________________________________________________

Tables:
_____ Wall Tables @ $35 Each: ________
_____ Aisle Tables @ $35 Each: ________
Membership Dues (if unpaid): $35 ________
Prepaid Member Registration Fee: $15 ($20 at Show) ________
TOTAL ENCLOSED: ________

### 2010 FATC FALL SHOW REGISTRATION FORM

Make show registration check payable to FATC and send with this registration to:
Lloyd Jett / FATC, 2891 Juniper Creek Road, Quincy, FL 32351
Phone: 850-442-9084  Email: lloydjett@aol.com

For additional information you may call or email:
Jack Fenwick: 850-926-7788 - fenwickj@comcast.net  - or - Frank Carter: 850-574-9718 - fandl@comcast.net

Show Registration Fee: $25 - Includes Sonny’s catered Bar-B-Q Lunch (Saturday only) -- $ ________
Additional Lunch(s) are $9 each ............ ............ I need _____ Lunch(s) @ $9 each = $ ________
Tables: cost of 1st. table is - $30 ............ ............ I need one or 1st. table @ $30 -- $ ________
Additional Tables: are $20 each ............ ..... I request _____ additional table(s) @ $20 = $ ________
Total Enclosed: $ ________

Name: ________________________________________________________________
Address: ________________________________________________________________
Telephone # _______________________ Email Address: _________________________________
Guest Name(s) _____________________________________________________________

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Additional Tables: are $20 each ............ ..... I request _____ additional table(s) @ $20 = $ ________
Total Enclosed: $ ________
The other day, I was going through my old tackle box, straightening it out, sharpening hooks, and arranging lures. You know every tackle box has its own unique smell. Believe it or not, the odors of old pork rind bottles, pike slime and “6-12” oil bring back fond memories of many years ago at Crescent Lake, near Rhinelander, in Oneida County, Wisconsin.

Each year, my family was expected to put in an appearance at Grandpa’s (Edward Steinhauser) cabin in the north woods. It seemed that from age four or five, July would find our family spending one or two nights with my grandparents at their cottage. We would normally be camping at such magical places as Big, Star, Butternut, or Big Muskellunge lakes. But when the time came, we would pile into the ‘49, ‘51, or ‘53 Nash to go up to see Grandpa at Rhinelander. On the way we were told to mind our manners, stay out of trouble, to be polite, and eat everything that was given to us, and especially, don’t fall in the lake!

We were reminded of “old” Route 8 and “new” Route 8 and the tornado that had passed through a couple of years ago. For us kids, Grandpa’s cabin was like a magnet and we anticipated it with every mile.

We would usually get there at about 3 p.m. Immediately, beers were opened for the adults, and pop for the kids. Sometimes Uncle Rudy would be there with Aunt June and their children.

Dinner would be served, and because the summer light lasted long after 6 p.m., we kids couldn’t wait to be excused from the table. We were allowed to run down to the lake to look for frogs and crayfish. Maybe, we could also get a peek into the live box that Grandpa almost always had some finny representatives confined in.

Sooner or later, darkness would fall and the inevitable “come on in,” was heard. Generally, this would be synonymous with a chilly bath in the metal wash tub with ice cold well water, and then off to bed above the rafters, where we would fall asleep listening to the popping fireplace and, you guessed it, fish stories. These tales could be either true, exaggerated, or sometimes totally invented and fabricated. Occasionally, the evening would be livened by a bat coming in from the outside!

When I was nine, I was invited to fish with my father and Uncle Rudy after dark for walleyes near the portage to Emma Lake. I never caught a walleye, but was able to catch my first “legal” bass (a keeper) on a red and white “Pikie Minnow”, which my uncle swore was the premium night lure. To celebrate after our return, I was given my first “short” (and I mean short) glass of bitter stuff called Rhinelander beer. Grandpa became excited and had to open his massive metal South Bend tackle box.

When I saw it opened and noted its magic aroma, I think I was hooked and destined to be a fishing addict. One by one he pulled out the lures, explained their names, usage, and what they were meant to catch. His favorite, by far, was the “Bass-Oreno”, but others like the Shannon “Twin Spinners”, “Pikie Minnow”, “Injured Minnow”, Paul Bunyan “Vamp”, “Basser”, and probably dozens of others, were shown and discussed. After the lures, naturally, the rods and reels made an appearance. Grandpa usually fished with a South Bend steel 5 1/2 foot casting rod, black dacron line, and as you might surmise, a Pflueger “Supreme” reel. He used the rod so often, he literally destroyed its metal tensility and sent it back with a letter, and yes, South Bend sent him a new rod. Maybe that’s why they went out of business...

Grandpa had six weeks each summer to spend at Crescent Lake, and he fished almost every day. He was an expert on Crescent. He would fish for walleyes, bass and northerns, but his favorites were muskies, of which he caught many. His biggest was his last... said to be a “47 class” (could be pounds, could be inches). His love for the sport was unending. And his tackle box demonstrated it.

My grandfather was a musky fanatic. Yes, he caught walleyes, bass, and northern pike, but it was kind of Old Man and The Sea with him when it came to muskies. His favorite
lure was a green crackle-back “Musk-Oreno”. (Knowing more now, I believe he must have special ordered them from the factory.)

As you can see from the photographs, he rowed his aluminum boat out to his secret fishing spots. He had no depth finder, GPS, or contour maps. He knew where he wanted to fish and he caught fish. In his later years, my dad and uncle purchased a Neptune “Mighty Mite” outboard motor for him to use on his aluminum ten foot “john boat”. I believe he used it once, and then went back to the oars. He was kind of eccentric, but made his own rules and then followed them.

His last and largest, most treasured fish was caught on an October evening in the 1960s. There’s a story about that one; he caught the fish while alone in his small boat (as usual). He did not have a gaff or landing net, and I believe he was going to try to “beach” it. That didn’t happen, and because of his failing eyesight and the low light of the evening (after 7 p.m.), he took out one of the oars and whacked it. He did too good a job and killed it. It sank to the bottom of Crescent Lake in front of his cabin. Depressed and disappointed, he arose the next morning and rowed out to see if he could find that fish. He did, and after diving into the frigid waters and spotting it, he brought it in.

Later he took it in to the Rhinelander Bait and Tackle Shop to be weighed and measured. He did not have the trophy fish mounted. He took the head and a cross-section of the fish skin, and those, along with pictures, were his bragging rights. (I have seen the head and the skin, and the pictures are included with this article). He would not tell anyone where he caught the musky, or on what bait, as was his habit. That part of Crescent Lake was “his” and he wanted it for himself, with no “interlopers”.

I have in my own collection, his “True Temper” rod and Pfleuger “Supreme” reel with its box and case, but do not have the green crackle-back “Musk-Oreno” lure. I know it is a rare one, but it would complete the rest of Grandpa’s story. Does anyone out there have one for purchase?

In February, 2010, my wife accompanied me to the Daytona Beach FATC show, (her first), and did we have fun seeing all the old familiar lures from Grandpa’s tackle box! For her, it was back with old friends, since she grew up in a fishing camp in the Boundary Waters canoe area of northern Minnesota in the ‘40s, ‘50s, and ‘60s, on Basswood Lake. She could say “I caught an 8 lb. northern on that “Pikie Minnow”, or a 4 lb. walleye on this orange “Flatfish”, in such-and-such part of Basswood,” with great delight. There were so many great lures and so much interesting tackle and equipment, we had a fantastic weekend there. And to think it all started when I was hooked by the magic of Grandpa’s tackle box!
This November 1920 copy of The American Angler contains several relevant subjects for Florida collectors. A rare advertisement for H. A. Kinney and a book by noted fly specialist Louis Rhead promote these fishing legends. Two appealing articles and a clever poem by J. W. Harper are also reprinted, and provide an interesting perspective on the state of the art of fishing 90 years ago.

The wonderful cover art on this November 18th, 1922 copy of The Florida Grower emphasizes the true-to-life action of a bug and bass. Combined within the magazine is the full-page ad foretelling the future growth and development of the Bay area and the planned new Gandy Bridge Project. The privately owned and funded bridge opened in November, 1924, and cut the distance between Tampa and St. Petersburg from 43 to 19 miles.
NEWSFLASH!

World’s Largest Legoland Amusement Park to be built at the former site of one of Old Florida’s premier attractions, Cypress Gardens.

New park scheduled to open by the end of 2011. Merlin Entertainment Group, parent company of SeaWorld and Universal Studios, announces acquisition of the property and plans to preserve the gardens and waterskiing shows along with many new attractions.

This Winter 1952 issue of Florida Speaks features waterskiers from Cypress Gardens on the cover. Fast-forward to 2011, and a waterskiing Lego-man just might be the new star of the show. Earl Gresh was a regular contributor to Florida Speaks, and the above ad is taken from this issue, along with a succinct poem by Gertrude S. Phillips-Howard.

This nasty little taste treat is also advertised in the same issue of Florida Speaks; surely one of Old Florida’s culinary secrets that should have remained secret, especially with such a “lusty” description!
It is a term that somehow seems a bit unfitting, but few two-word phrases can elicit more pleasant and hopeful thoughts among tackle collectors than “field find.” Some apply the term to their purchase from another collector, or from online auction sites. For me, a “field find” is a piece or accumulation of fishing equipment that has been stored for years in an attic, basement, shed, closet, or even an active tackle box. The key is that it hasn’t been owned by another collector.

It’s probably true that the most exciting field finds are made… well, in the field. There’s nothing like a lead, a road trip, and the anxious moment when the tackle box lid opens to a collector’s eyes for the first time. Much of the thrill is truly in the chase. We collectors all have a healthy bit of treasure hunter within us, and it’s alive and pulsing when we’re out on the prowl. The occasional success suddenly makes a hundred dry runs worthwhile, and keeps the field find fire stoked.

It’s not bad at all to be in a place that attracts old tackle like a magnet. Sometimes it just seems too easy when folks actually bring their old fishing stuff right to you. Luckily, I spend my days in just such a situation.

I had graduated from high school in early 1976 and was attending community college when I was hired at The Tackle Box in Gainesville. As an already serious angler, the fit seemed natural for a summer job at a storied hub of area fishing since the 1950s. I was just starting to dabble in bass tournament fishing, and this job would, at least, provide me with discounted equipment. But something strange happened… an almost unexplainable connection with the atmosphere, the tackle, and the people—co-workers and customers.

A few years later, I discovered tackle collecting and came to recognize that I was in a top-notch place and situation to acquire these “field finds.” With that realization, thoughts of moving on to another line of work slipped back to a burner at the rear of the stove of life. After 34 years, I remain happily at the old tackle store… admittedly, a poster child for underachievers, but unceasingly thrilled with the benefits.

In one of my custom tackle cases built by Arthur Edwards to display Florida-made lures, resides a unique, walnut-size, frog skin covered misfit with a single hook hanging off its rear. It’s a pretty tough bait to find, and it is one of my favorites. The first time I laid eyes on the rare gem, it was literally bouncing across a glass Tackle Box counter top towards me. A customer had walked in the door and casually pitched the odd-looking lure in my direction. It’s funny how fast the mind of an avid collector can process something dear to his heart, but in that second or so, I recognized the bait as an Eger “Feathered Frog” and scooped it up halfway through its trip across the counter. Fortunately, the painted tack eyes had not been damaged by the rough treatment. “Like that old bait?” the man asked. When I responded in the affirmative, he chuckled.

This rare Eger “Feathered Frog” made its way to my case of frog skin baits, by bouncing across the glass counter at my tackle store, The Tackle Box.

W.J. Kauth’s early hand-painted efforts remind me of classic Jim Pfeffer baits, and were found in his tackle box pictured on the next page.
Incredible collection; not only of antique tackle, but also of med-}
Columbus to fish a BFL Regional bass tournament. Elderly and in
whether I could also see his treasure trove of tackle while I was in
Bernie Schultz had already visited Mr. Holleman, and had asked
reel, still filled with silk line! I kept the reel for several years—until
paint, was a tiny Edward vom Hofe model 355 "Peerless" trout fly
real side were the
all-time high point. The trout basket was of excellent quality, but
Another gentleman brought in a tackle box that had belonged to
was the name "W. J. Kauth". I recognized the name as an Illinois
Nor, air. The Sunday Pantagraph
The neat and colorful handmade baits were some of his earlier
A Heddon “Giant Runt” sporting huge
glass eyes, appeared to be the top production bait, but four beauti-
hand-painted, jointed diving baits were also very interesting. They
reminded me of Pfeffers, although I was sure they weren’t. I
made the man an offer and he accepted. We thanked each other,
and I went back to selling fishing equipment. At closing time, I
looked at the tackle box a bit more carefully, and saw something
I hadn’t noticed before. Painted in red on the weathered green top,
my visit to his amazing lure room, standing amid the
Heddon “Suckers” and 5-hook “Musky Minnows”, he asked me,
with a sparkle in his eye, which my favorite was. I walked over
pointed to a rather plain “Dalton Special” look alike, and
explained that I believed it to be a heretofore-unseen Florida lure.
Henry Holleman smiled, took the Four Tees bait off the wall, and
handed me the lure, which has become my favorite.
Occasionally, I have been privileged to obtain the fishing effects of
a famous angler, a well-known personality, or an old-timer friend. It
has often occurred to me that it would be neat to create a display of
these items honoring their previous owners. I try to keep the items
in these tackle boxes together, pretty much as found, just in case I
have the space needed to put the idea into reality someday.
These are especially treasured pieces, most of which would not be
considered very rare or valuable. Their importance to me has to do
with the circumstance around which they came my way... or memo-
ries I have of their maker, or former owner.
Mr. Holleman’s lure heads the “treasured pieces” list, and the Kauth
cache certainly qualifies, but there are many others. The creations
of Gainesville-area lure makers Preston Roundtree, Sid Menge,
and Max Clarke rank highly, as I was privileged to know all three
men. Kirby Huff was killed by a rattlesnake before my time, but his
prominence in early lure manufacturing in Florida is legendary,
and I am fortunate to have many of the beautiful lures he
personally made.
There are lures cast by noted Gainesville
fisherman, Emerald Robinson. Also rep-
resented is outdoor
writer, Frank Philpott, whose angling effects were graciously passed
on by the late Jack Funderburk. These three wonderful fishermen are
friends I also miss.
Every old rod, reel, and lure tells a story. If you’re ever in a posi-
tion to extract any part of that story from the previous owner, that
definitely adds to the aura of the piece. It was years after I ac-
quired the Menge tackle, that Sid’s nephew, Tom Prevost, mentioned
that his uncle had taken his largest-ever bass in Lake Santa Fe, with
a unique bait. And, yes, it was a lure that still sat in one of his
tackle boxes. Thanks to the offhand comment, the stature of that
hand-painted scramble-finish “Pal-o-mine” rose tenfold in my eyes.

As collectors, we tend to value our field finds according to mon-
etary worth, and this is understandable. In some cases, however,
the measure has to be different. I would have
a tough time, indeed, pricing the aforemen-
tioned favorites. When the time comes for
another collector to own them, though, I will
be sure to pass on every detail. Thirty-four
years of hanging around old fishermen has
instilled in me the value of story telling... an
often overlooked aspect of tackle collecting
and field finds.
The "Quarantine Baits - The Final Chapter"

A TRIBUTE TO MAJOR GREENWOOD GEORGE GAY AND THE 93RD BOMBARDMENT GROUP

BY STEVE COX

As a final salute to Major Greenwood Gay’s heroic and exhilarating military career, we alternately admire and humor him with a full reprint of “Saga of 970 "J" for Jenny". This was typed by Gay and blurs the lines between fact and fiction with the account of his near-death experiences and imprisonment in Stalag Luft 1. Many of the details he provides obviously come from his own first hand knowledge, and yet he seems to stretch the facts surrounding the entire encounter with information contrary to official military records of his ordeal.

He leaves us wondering which adventures are true and which are those that may be interlocked with factual events, embellished by Gay. Perhaps his imagination allowed him to cope with the harsh realities he was exposed to during the war. Whatever the reader’s final verdict is, there is no doubt Major Gay was a charter member of the Greatest Generation.

A right side reel, left side reel, and full profile rod view of Major Gay’s J.A. Cox model 2-52 nickel silver bait casting reel, and the split bamboo Union Hardware casting rod with its agate guides. This is the item of Greenwood’s tackle find which I will always keep in my collection.
Special thanks to Russell Scarritt for invaluable first person anecdotes and documents on Major Greenwood Gay, and the opportunity to learn the story of the man, as well as his fishing tackle. University of Florida graduate student and history detective Nicole Cox, and fellow UF graduate student and resident techno-sleuth Ryan Keith, have been of great assistance uncovering the web sites, contacts, and archive data for this compelling story. Fred Preller, Don Morrison, and Phyllis and Joe Duran have all been very kind in sharing their knowledge of the Fighting 8th Air Force and the 93rd Bombardment Group. Jenifer and Bob Landman have also assisted by passing on additional details of Greenwood's experiences as a POW to Russell Scarritt, as told by Greenwood and reprinted in this issue.

For additional historical data, don't pass up the opportunity to visit these websites:

http://mighty8thaf.preller.us/php/1Unit.php?Unitkey=93
http://aad.archives.gov/aad/record-detail.jsp?dt=893&rid=446976
http://www.93rdbombardmentgroup.com/
http://www.merkki.com/photo.htm

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Frenchy Chevalier Wooden Box & Lure

Contact Bill Stuart, The Museum of Fishing, PO Box 1378, Bartow, FL 33831; tel: 863-533-7358; leave a message; email Bstuartmof@aol.com
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: $35 domestic, $40 Canada, $45 Foreign or $700 (Domestic) Life Membership, $800 (Canada) Life Membership, and $900 (Foreign) Life Membership (2x annual dues). Please direct membership inquiries or applications (with your dues) to the FATC Secretary listed below. For membership applications visit our web site at: www.fatc.net

One time ads will be given a 3% discount for prepayment and three time ads will be given a 10% discount for prepayment.

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

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An Interview with Norm Pinardi

by Bill Stuart

Editor’s Note: FATC Member, Bernie Schultz, suggested a “Twenty Questions” style interview series with long time members as a resource to those of us who weren’t around the hobby a quarter of a century or more ago. Bernie felt that we could all benefit from learning more about these sages of antique tackle collecting. I agree wholeheartedly, and hope this series becomes a regular addition to FATC News. Emphasis will sometimes be placed on the collection, and other times on the collector, without much regard for the actual number of questions and responses having to equal twenty. To start the series off, two legends of FATC contribute an eleven question interview, this time with Bill Stuart quizzing Norm Pinardi. Enjoy, and please continue to communicate your comments, thoughts and suggestions...

Bill: “Norm, whatever possessed you to collect fishing reels?”

Norm: “Bill, I collect handmade reels, which are specimens of the finest craftsmanship of their era. Reels that are made of nickel silver endure the ravages of time, and with very little care still perform beautifully. Frankly, I enjoy holding one of them in my hands and feeling and hearing the spools and gears perform!”

Bill: “How did you start collecting reels?”

Norm: “I began collecting Kentucky reels, and especially tournament reels which had been fine-tuned by either the maker, or the tournament fisherman, to perform specific tasks such as casting for accuracy, casting for distance, etc.”

Bill: “When did you become interested in Otto Zwarg?”

Norm: “Years ago, I happened to meet a lady, Patricia Robinson, who had been the secretary of the Otto Zwarg Company in St. Petersburg, Florida. I purchased an Otto Zwarg fly reel from her. It was new in a leather case, and had been owned by her uncle, who took over the Zwarg company after Otto’s death. I also purchased a Maximo reel from her, which had been used by another uncle, and an Otto Zwarg catalog in new condition.”

Bill: “How did you learn more about the man behind the reel?”

Norm: “From my visit with her, I learned that Otto’s daughter, Inge Tucker, still lived in St. Petersburg. I wrote and called her to introduce myself and asked if she had anything related to the Zwarg company. She agreed to meet with me when her daughter, LaVone Tucker, was in St. Petersburg again. I was able to purchase a number of items from them. These included a reel made by her father when he was still with the Vom Hofe company, a black bass Vom Hofe reel he made for his wife.”

Bill: “Were you able to obtain any other Zwarg memorabilia?”

Norm: “Yes, I also purchased a 1/0 fly reel encased in acrylic, which was presented to her when the company was sold; another catalog, numerous photographs of the company, and some company forms, letters, etc. The reel encased in acrylic was being used as a door stop when I purchased it. Mrs. Tucker later moved to South Carolina to be near her daughter, and subsequently passed away.”

Bill: “Did you discover any other leads about the history of Otto’s company?”

Norm: “Mrs. Tucker’s daughter, LaVone, told me about Rudy Kramer, a man who ran the machine shop for Otto, crafting shop drawings of components for the machinists to follow. She stated her desire to see him again, but since he had dated her mother at one time and they later broke up, her mother did not wish to be involved with him. LaVone looked on Rudy as a father figure at the time.”

Bill: “Were you able to help LaVone in locating Rudy Kramer?”

Norm: “I found Rudy in a St. Petersburg phone book, tracked him down and met with him. I told him that Otto’s granddaughter really wanted to see him. I hosted a dinner for the reunion, and they were both very excited to meet again. Rudy told me he had always urged Otto to let him produce shop drawings for his various reels, but Otto vowed there would never be drawings for his reels, because he wanted each to be handmade. For many years, Otto even refused to make screws in quantity, making a screw only for a reel that had been ordered. Later, Otto relented and had his shop produce a quantity of screws.”

Bill: “Did Rudy have any special examples of Zwarg reels?”

Norm: “Most definitely! Rudy showed me a one-of-a-kind Zwarg reel in the original box, made for him upon his retirement from the company. It was a “1/2 0” reel, made by Ritchie Haertel, one of the machinists who made many of Otto’s reels. He scaled down the components of a 1/0 reel and hand-crafted the reel from scratch. He engraved Rudy’s initials on the reel. Rudy sold me a Zwarg catalog and a number of forms and pictures from the company, and identified the people in the photographs I had already purchased. After several years of friendship, Rudy sold me the reel, and it is the centerpiece of my Zwarg collection.”

Bill: “Would you say that this reel is your favorite?”

Norm: “I have to say the reel I got from Rudy is one of two favorite reels in my collection; the other one being a Meek and Milam #1 reel.”

Bill: “Norm, is there a method to your madness in collecting?”

Norm: “I am always on the lookout for Kentucky reels, but building the Zwarg collection is my primary interest at this time. With one exception, I own examples of all the cataloged reels made by Zwarg, and a 9/0 Maximo reel which is not found in the catalogs, along with the “1/2 0” one-of-a-kind reel I bought from Rudy. The only catalog reel I am missing is a Model 300 Fly reel in 6/0 size, and I continue to look for one to complete my collection.”

“In addition to owning an example of each cataloged reel, I have a Maximo reel purchased by one of the founding partners of the company for presentation to his boss, a name
that is familiar to many people. This gentleman, Mr. L. G. Balfour, was president of the Balfour company that made high school and college rings in the South. It is engraved for the owner and even the reel case has his name on it.”

“I also have a reel that had been purchased by NBC for a presentation to a comic in appreciation for a year’s programming. This work was a predecessor to NBC’s hit series ‘Laugh In’. I own the first reel made in Florida by Zwarg, marked with the serial number B-1, and having a reel cover with only the letter “Z,” made before Zwarg had received the reel covers stamped with the name of the company and ‘St. Petersburg’.”

**BILL: “When will your collection be complete?”**

**NORM: “There is really no way to complete a Zwarg collection. Ed Pritchard has a 12/0 reel made by Otto, and I have personally seen a Zwarg reel which is the B-Ocean reel once made by Vom Hofe. Who knows what other special orders Zwarg filled during his years in business?”**

**Thanks to all who helped with my collection!**

~Chuck

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Cox’s Sporting Goods Company

A Pictorial Array of the Known Promotional Labels of Grover C. Cox’s Early Tampa Store

From the Collections of Ron Gast and Steve Cox.

Relax and drift back to a simpler time. Grover C. Cox’s quaint sporting goods store front is evident in this photo, courtesy of Ron Gast. The ancient shop, dating from the late 1920s to early 1930s, serves as a stark contrast to today’s concrete, metal, and glass Tampa skyline. The side banners refer to “Our New Home”, and the right side of the building shows an advertisement for a “Music Revue”, with what is obviously a staircase for ushering passers by to another floor. To the left of the store, an early Model T or similar vehicle is parked near the rear of the building. The marquee appears to be a lighted sign which combines the letters C, O, and X in a unified emblem.

Imagine yourself as a local fisherman. You can’t contain your excitement at the prospect of a new retail establishment to shop for your fishing gear. You can even tell your lady friend you’re innocently going to the sporting goods store in your old Ford, and while you’re at it, you might stop in on the sweets at the music revue on the second floor! How our minds can wander...

These Creek Chub box lids feature similar store labels which actually cover up the CCBCO graphics. Note the variation of each box label, with the first one from Ron Gast’s collection, having a hunter and bird dog on the left, and a key on the right. The label on the second box appears with a female golfer on the left, and female tennis player on the right. Contained in it is an early Creek Chub “Pikie Minnow” in silver shiner with double line-tie and original papers, which dates this piece to the late 1920s. This lure and box is also featured in Ron Gast’s story on Grover C. Cox in Volume VI of Florida Lure Makers and Their Lures. The lure was previously owned by Bill Stuart, who later traded it to Steve Cox.
Ron Gast intrigues us with two additional versions of labels used by Cox’s Sporting Goods Co. Note that the upper example has a label on the bottom of a CCBCO box, like the Heddon box below. The label indicates the same address and uses the same primary print font for the store name, but with a different overall logo and marketing slogan. The next example to the right lists an earlier address and is much simpler in its graphics and design. Apparently the same individual that thought it wise to place the label over the CCBCO box tops from the opposite page, had been employed by Grover for some time. He was already covering the lids with a Cox’s label indicating the original store address. This version of Grover’s label actually refers to the bait as “Cox’s C.C.B. Lure”. Cox may have been attempting to take credit for Creek Club manufactured and designed baits. Was a patent dispute ever pursued by CCBCO? At least we know why Grover changed his label.

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This early “down leaping bass” Heddon box from the mid-to-late 1920s comes with a different version of the Cox’s Sporting Goods Co. label, and is matched with the same label applied to the back of a baseball scorer’s notepad. They were probably printed on a roll and cut to size prior to application. The notepad label appears to have been torn off the roll by hand, perhaps by an employee hired to plaster labels onto all merchandise in Grover’s store! Ron Gast is the proud owner of the notepad, and Steve Cox recently obtained the Heddon box from FATC member Bob Drozd. The box is unmarked, so we can only speculate as to what lure might have been inside... maybe a “no-chin Zaragossa”, looking surprisingly similar to Cox’s “no-chin Tampa Minnow”, for which production halted within a year or two prior to Heddon’s patent for the Zara. Did Cox and Heddon make a deal? For more tantalizing theories, check out Ron Gast’s story on Grover C. Cox in Volume VI of Florida Lure Makers and Their Lures.

From Club Secretary Ed Baueries

I am requesting that our membership offer any suggestions/ideas to improve member retention and renewal. The good news is we have 48 new members in the 2010 Directory who were not in the 2009 Directory. The bad news is 199 members listed in 2009 did not renew. This represents a net loss of more than 150 former members, or nearly thirty percent. This also results in a loss of annual club revenue approximating $5,300.

Club membership in all service organizations is declining, and the dismal economy is certainly responsible to some degree. However, more than a few members have reported attending the shows on Saturday, as a member of the public, without paying their dues or registration, and benefiting without paying their share. While this strategy might work in the short term, if it were adopted by a majority of club members, there would be no shows to attend, or a club to host them.

Another issue needing Board resolution is to establish a new system of invoicing the membership each year at the same time, for their annual dues. Historically, people do not write checks without an invoice for the goods or services they receive. If the club does not send one, should anyone be surprised when the check isn’t in the mail?

Additional ideas to address member retention are welcome! Please, don’t hesitate to comment to your Board members or Officers in person, by phone, email, or on the new FATC Facebook page.

Thanks,

Ed
The FATC News
P.O. Box 288
Panama City, Florida 32402

Gone Fishing...

ARTHUR J. TAYLOR

Renowned water color artist and bamboo rod builder Arthur Taylor, passed away April 25, 2010, near his home in Maine. He was a member of the FATC during the winters he spent on the West Coast of Florida.

He was 84, and is survived by his wife of 62 years, Ruth; daughters Leah Taylor and Shane Crisco of Conway, S.C., Laurie T. Brown and husband Robert, of Bangor, and Susan T. Rioux and husband Peter, of Winterport, and three grandchildren. He is also survived by one special sister, Lou Taylor of Quincy, Mass, and many nieces and nephews.

Arrangements with Clay Funeral Home, 7 Lee Road, Lincoln, ME. Contributions may be sent in his memory to the building fund for “Home on the Grange,” 53 Slipper Ridge, Lee ME 04455. Online register for condolences at www.clayfuneralhome.com.

Born and raised in South Boston, he attended the Museum of Fine Arts, and graduated from Vesper George School of Art, where he met Ruth. He had a very successful commercial art career in New York and Boston, and moved to Maine in 1966.

He always found time to help conservation groups, and his paintings and illustrations have appeared regularly in sporting and art publications like the Atlantic Salmon Journal, Fly Rod and Reel Magazine, and the Art of Angling Journal. He received the Roll of Honor award from the Atlantic Salmon Federation in 1988, and was named Artist of the Year by the Federation in 1993.

He also co-authored a coffee table book, “Penobscot River Renaissance: Restoring America’s Premier Atlantic Salmon Fishery.” Arthur was a close friend of FATC members Dick and Peggy Hall of Riverview, FL, and close to many FATC members.

Norm Pinardi

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FATC Summer Show (August 6, 7, 8, 2010)
(see flyer enclosed)
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Show Host: Ron Gast
407-933-7435, ron@luresnreels.com

FATC Fall Show (October 22, 23, 24, 2010)
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Lloyd Jett: 850-442-9084 - lloydjett@aol.com
Jack Fenwick: 850-926-7788 - tenwickj@comcast.net

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