Bradford's departure are unknown, it had to cause a tremendous ripple in the company's marketing efforts. "Boots" had been affiliated with Tycoon Custom Rods prior to joining FFTMC. The loss of his contacts and many years of experience proved to be a significant impact to the company.

The size of the catalog fluctuated in the late 60s and early 70s. The 1968-69 issue consisted of 27 pages and offered the last documentation known for a new product introduction, that of the Banjo Eyes Luminous Head jigs. The 1970-71 issue had dwindled to only 16 pages including the cover. The 1972-73 catalog was apparently the last Barracuda catalog, according to Florida Lure Makers and Their Lures, and offered only the standard product line with no additions.

The death of Jack Reynolds in October 1974 proved to be the final blow to FFTMC. The resulting IRS seizure in February 1975, a mere 103 days later, effectively killed the company. The subsequent liquidation of FFTMC assets and the sale of most of the company trademark and manufacturing rights underscored the tragic end of a great tackle firm. This "snuffing out" of a bright spark of entrepreneurship is a loss to us all.

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, Frank Carter, Ron Gast, Al Helms, Roth Kemper, Steve Linkous, Robert Pitman III, Gary Robinson, Gil Sorensen, Bill Stuart, and Ed Weston.
Florida's Hand-Filling Card: Constant-Payroll Industry

By DON MIRER

The idea of playing cards in a business office may be surprising, but it's actually quite common in the fishing industry. The cards are used to keep track of the sales and inventory of fishing tackle. The salesperson uses the cards to mark off the items sold and the customer uses them to track their purchases. This system helps ensure that the inventory is accurate and that customers are satisfied with their purchases.

FLORIDA'S HAND-FILLING CARD

In this article, Jack and Carl Reynolds talk about the early days at FFMC and how the brothers worked together to design and manufacture the famous Barracuda Brand line of fishing tackle so popular with collectors today.
Editor's Note: Numerous pages of the 1964 Annual Catalog were overprints of the same pages from the 1962-63 catalog, an obvious cost saving measure. Without a complete 1962-63 catalog for comparison, one can only guess whether pages occurring in the 1964 catalog had previously appeared in the 1962-63 version, or if some were exclusive to the 1962-63 year alone.

1961-62 Annual Catalog, A rearrangement of the jig ads with the Big Eye Dudes, Cheesy Dude, and Shark Face Jigs included on the same page, and the J Jigs and Eel Jig together on a separate page.

1964 Annual Catalog, the Pulsator Trolling Jig.

1964 Annual Catalog, with the Sales Reps expanded to a total of nine.

1964 Annual Catalog, Introducing the new "Selling Sensation", the Pot Belly Dude.

1964 Annual Catalog, A full page ad for the Dalton Twist.

1964 Annual Catalog, A new Dalton Twist/Flash combo ad.

1964 Annual Catalog, Carl and Jack Reynolds on the back cover, with Carl posing by the company Stinson airplane.
1964 Annual Catalog, Another jig ad, this time with the new PT-109 Dude (our only copy, a black and white scan).

1968-69 Annual Catalog, "Boots" Bradford is noticeably absent from the sales staff; Jack's son Charles B. Reynolds, is now VP.

1968-69 Annual Catalog, A slight revision in the jig chart ad, with "standard pattern color" wording on a thin red flowing ribbon across the page.

1968-69 Annual Catalog, The new Banjo Eye Dudes, with Luminous Head finish. The last known new product introduced by FFTMC.

FTMC Famous Barracuda Brand stationery, altered from the old phone number 77709 to display the new number with area code.

1970-71 Annual Catalog, Last known listing of the sales team in print at FFTMC.

Charles Reynolds, 71, Started Tackle Company


A native of Abbeville, Ala., Mr. Reynolds came here 50 years ago from there. He was manager of Campbell Hardware Co. before he opened his tackle company in 1930. He was also co-founder and director of H.J. Reynolds Enterprises Inc.

DURING WORLD WAR II, Mr. Reynolds received a citation from the Navy Department for parts produced by his company that were partly responsible for the sinking of five enemy tankers and warships.

A 32nd Degree Mason, Mr. Reynolds was a member of the A.A. Temple Shrine, Tampa, and the St. Petersburg Yacht Club. Former state director of the Junior Chamber of Commerce, former vice president of the Anglers Club, former director of the Sportsman's Club of America, and past president of the Dragon Club. He was a member of St. Peter's Episcopal Cathedral.

He is survived by his wife, Klineke Blanding, two sons, Charles B. and Robert W., a daughter, Miss Carol D. Reynolds; a brother, Carl K.; two sisters, Mrs. Arthur (Verd) Forgang, all of St. Petersburg, and Mrs. George Caudill, of Lake Alfred, and four grandchildren. Donations to a favorite charity are suggested by the family.

John S. Rhodes, East Chapel is in charge of arrangements.
Florida Lure Makers and Their Lures Vols. I – VI
price for US delivery Vol. I – V, $42 includes ph&i (Vol. VI, $49 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

Francis Fly Co. Catalog & other information
E. H. Peckinpah Fly 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
Peckinpah Doodle Bug (a.k.a. Lucky Bug)
Pony (any breed)

Bill Stuart
The Museum of Fishing
PO Box 1378
Bartow, FL 33831

tele: 863-533-7358
Bstuartmol@aol.com
The FATC News is the quarterly publication of the Florida Antique Tackle Collectors, Inc.
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### Classified “Tackle Box” ads
- $3.50 1x
- $12.00 4x

### Business Card ads (black & white)
- 10.00 1x
- 50.00 4x
- 90.00 4x
- 160.00 4x
- 200.00 4x
- 275.00 1x
- 300.00 1x
- 375.00 1x
- 525.00 1x
- 450.00 1x
- 850.00 1x

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**Florida Antique Tackle Collectors, Inc.**

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

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

FATC was founded in 1987. The founders felt that a 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 quarterly newsletter, 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: $35.00 domestic, $40 Canada, $45 Foreign or $700 (Domestic) Life Membership, $800 (Canada) Life Membership, and $900 (Foreign) Life Membership (20x annual dues). Please direct membership inquiries or applications (with your dues) to the FATC Secretary listed in the box above.
WANTED TO BUY OR TRADE
SOUTHERN BAIT COMPANY,
FLORIDA LURE BOXES, LURES OR
LITERATURE

Frank Carter, Tallahassee, FL
850-574-9718  email: fandl@comcast.net

HELP WANTED:

Need information, ads, catalogs,
fly lures, etc. on Basil Gilmore; the
Naturalure Bait Company of Kansas,
Missouri; Gilmore Tackle Company
of Windsor, Missouri and the
Natural Fly Company of Windsor,
Missouri. Your help and assistance
will be gratefully appreciated.

Ralph Hecht
1-561-848-2922
email: krhet@aol.com

WANTED:
FOR CASH OR TRADE
BENDER & FLYNN AND TOUGH
COLOR BENDER BAITS AND
EARLY BOXES;
ALSO, PT-109 JIG NEW IN PKG.,
NICE BARRACUDA GLASS AND
PAINTED EYE LURES/BOXES
STEVE COX  swcoxclu@knology.net
or  econfinatacle@knology.net
850-769-5585 (O) 850-769-5594 (H)

Ron & Judy Schelfo invite you to visit ...
RON'S TACKLE BOX, LLC
The Old Angler's Antique Gallery

380 S. Lake Shore Way
Lake Alfred, FL 33850
Phone: (863) 956-4990
Fax: (863) 956-2525
Email: tackleguy@tampabay.rr.com

Mon - Sat 6am-6pm

Secure Dealer Space Available
Great Opportunity for Specialized Dealers to Display in a “Unique” Environment

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

JACKS OR BETTER TO OPEN, TRIPS TO WIN, 3 BUMP MINIMUM, EVERYONE IN?

by Steve Cox

Approximately five years ago, I was basking in the glory of my self-inflicted quest for the rarest of the rare in Florida Lures, including the Ammie Lee, the Costa Hammerhead, the Kinney Bird Prototype, the Dazzle Vance, etc. It occurred to me that this was starting to get into some money; no, some serious money. I was reminded of the elder statesman from Illinois, Senator Everett Dirkson (back then, we actually had some politicians who were statesmen, but no more). Senator Dirkson was arguing about the cost of a particular bill on the Senate floor. In his unmistakable deep voice that was gravelly and yet smooth at the same time, Senator Dirkson argued, "a billion dollars here, and a billion dollars there, and pretty soon, we're talking serious money!" I seem to recall that Johnny Carson got some mileage out of a parody of the Senator's comments on one of his Tonight Show monologues.

I started to hyperventilate, and in the ensuing anxiety and panic attack, I wondered, "What if the bottom falls out of the Florida Lure Market? What if I paid too much to get these choice baits? What if I need to liquidate my collection? What if no one ever wants them? What if I'm a total idiot?! A couple of Glen Morigans later, and with my nerves calmed somewhat, the truth became obvious. We are all gambling with this collectible tackle! But then, life itself is a series of gambles, on education, career choices, relationships, marriage, children, investments, retirement, mortality tables, and so on. With the new TV craze of international poker tournaments and the related "Texas Hold'em" catch phrases of "the flop", "the river card", and "busted", my idea for a Florida Lure Poker tackle show display was born.

Theorizing which lures would be aces and face cards, and the right combination of lures to represent a full house, a flush, a straight, three of a kind, and other poker hands, my mind wandered. It was obvious that my collection held some aces, and perhaps the "Jokers" as well.

I toyed with the plan for some time. Unfortunately, due to a series of unforeseen economic events, I sold a number of my "trump card" lures, and realized the display would never be the same without them. Shortly thereafter, Bill Stuart asked me to fill in as editor, and the idea to write a story about Florida Lure Poker in the magazine seemed to offer a suitable alternative to a cool show display.

I discussed my idea with Lloyd Jett and he then emailed a survey to a number of the members in the club polling them for their opinions on the ten best Florida lures of all time. After a consensus was reached, Lloyd passed on the results of the survey to those who had participated in it. Little did we know that he was also cooking up his own surprise, a "one off" double five pack of the winners. Of course, when I saw the twin boxes of "Royal Flush" poker hands meticulously crafted by Lloyd, I had to have them. Lloyd was kind enough to offer them to me at a very reasonable price, and I bought them both without batting an eye. This was as close as I'd ever get to having all ten at one time, even if they were reproductions!

My interest in Florida lures is ever changing, and Barracuda and Bender are my favorites at this time. Whatever preference you have, it's fun to design poker hands out of different lures and manufacturers. Who can say a full house of three glass eyed Torpeducas over a pair of Bender Rainbow Tigers is a better or worse hand than three glass eyed Florida Specials over two Jack Haley Spot Kings? One thing is for sure; there's a very limited supply of classic Florida baits, and their values continue to increase and surprise us all. Beauty is in the eye of the beholder, and the point is to collect what you like, and like what you collect. As long as we can do that, we've all hit the jackpot!
Special thanks to Robert Pitman III, Jack Fenwick, Lloyd Jett and Roth Kemper for the great poker hand photos of their lures.
FATC wishes to express its sincere sympathy to the family and friends of these members and fellow collectors...

Bill Stuart notified us that Johnny Garland's dad, Richard, of Johnson City, Tennessee, died January 24. Richard, 81, was born and raised in Johnson City, where he was a mechanic and affectionately known as the "Carburetor Man." Richard was a long time member of Berea Free Will Baptist Church. He is survived by his wife Helen of 62 years and their 3 sons: Roger, Terry and Johnny and their families. The members of the FATC extend our deepest sympathy to Johnny and his family.

Grady L. Cox, father of editor Steve Cox, passed away unexpectedly at his home in Panama City, Florida January 7th, 2008. Grady was born in Youngstown, Florida, and was a stand-out football player at Bay County High School, which earned him an athletic scholarship at the University of Alabama. Grady joined the US Navy in February 1951 and served as a gunner's mate on the USS George E. Davis, DE357 in the Korean War. After the war, Grady was employed with Arizona Chemical Company, retiring in January 1993 after 38 years with the company. He enjoyed every minute of his 15 years of retirement and he will be missed by his entire family.

A photo collection of Grady L. Cox, from his birth in Youngstown, Fl, through his high school and college football days, to his service in the US Navy during the Korean war.

Grady Cox Right Guard

Grady Leon Cox

Cox

Men of Panama City, Fla., who served in the US Navy during the Korean War and a member of First United Methodist Church of Panama City. He served in the US Navy during the Korean War. He was an operator at Arizona Chemical for 38 years, retiring in 1993. He was preceded in death by his parents, Delbert and Elsie Maulbets Cox, brother, Kenneth Cox and daughter-in-law, Lauren S. Matlock. He is survived by his wife, Besie "Hi" Byrum Cox, three sons, Steven W. Cox and wife, Claudie, of Panama City, Kenneth Cox and wife, Paula, of Northport, Ala., and Ronnie Matlock of McPherson, Ill.; two grandchildren, Natalie Mathews and husband, Rusty, Nicki Cox and husband, and sister-in-law, Edie Cox of Arcadia, Fla.

Funeral services will be held at 11 a.m. Friday, Jan. 11, 2008, in the Wilson Funeral Home chapel with the Rev. David Warren officiating. Interment will follow in Greenwood Cemetery. The family will receive friends from 6 to 8 p.m. today, Jan. 10, 2008, at the funeral home.

These obituaries may make memorial donations to the First United Methodist Church Family Life Center in memory of Grady Cox.
FATC member Tim Shirley passed away June 22nd, 2007. His sister-in-law, Kay Shirley, notified FATC News in her letter of August 1st. Mrs. Shirley told us of the importance of lure collecting in Tim's life. A copy of her letter appears with her permission, along with a letter of response from the editor.

Longtime friend and fellow collector, Shelly Spindel, passed away November 29th, 2007. Shelly was a member of the FATC, and for many years senior editor of Sporting Classics Magazine. He fished and hunted around the world. Most of all he loved collecting. He is survived by his wife Rose and their children. He will be missed by many! - Ken VanDerlaske

A poem offered to attendees at the Celebration of Life dinner held in Shelly's honor, courtesy of Doug and Barbara Brace
Published by the Florida Antique Tackle Collectors, Inc. Send Dues check or money order payable to: FATC, P.O. Box 420703, Kissimmee, FL 34742-0703

See Doug Brace in Daytona to purchase these two new collectible Florida Lure patches!

**CALENDAR OF EVENTS**

**FATC Florida International Show**
February 22 - 24, 2008
Plaza Resort and Spa, Daytona Beach, FL... 800-874-7420
Show Host: Larry Lucas, Larry@flowerscentral.com
386-254-5179 or 386-295-7281

**Lang's Spring Auction**
April 25, 26, 2008
The Holiday Inn, Boxborough, Massachusetts
Phone: (978) 263-8701 - Route 495 Exit 28

**FATC Spring Show**
May 2 - 4, 2008
Mark W. Lance National Guard Armory, St. Augustine, FL
Show Host: Mike Hall, fliaala@aol.com
904-725-0785 or 904-727-5011

**FATC Summer Show**
August 22 - 24, 2008
Dolphin Beach Resort, St. Petersburg Beach, FL
Show Host: Ron Gast, rkgast@ffl.rr.com
407-933-7435

**NFLCC Regional Meet Calendar**
February 15-16, 2008, Dewey, OK... 918-333-7536
March 7 - 8, 2008, Indianapolis, IN... 765-653-3670
April 4 - 5, 2008, Kelso, WA... 360-274-8045 or 206-526-5814
April 19, 2008, Effingham, IL... 217-644-2294 or 217-868-2427
May 3, 2008, Kansas City, MO... 816-350-0255
August 23, 2008, Rochester, MN... 765-557-9313 or 262-632-4735
September 26 - 27, 2008, Decatur, AL... 256-355-6726 or 256-565-8191
October 4, 2008, Wisconsin Dells, WI... 715-877-3328
Oct. 31 - Nov. 1, 2008, Kelso, WA... 360-274-8045 or 206-526-5814

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

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