A HISTORY OF
Barracuda
Advertising
(PART III) Page 9

"AN ANSWER TO A FISHERMAN'S
PRAYER - AND UNFAIR TO THE LARGE
AND SMALL MOUTH BASS."

RAINEY'S SECRET Page 15

Shakespeare IN FLORIDA?
Page 16

Et tu, Billy!

No. 100
COE's Real Frog
Skin Baits
The World's Best Bait (PATENTED)

COE's Real Frog
SKIN BAITS
On Sheep and Billy Wannabe®
Co., Inc.
100 3rd Ave., S., Suite 308
Baltimore, MD 21201

Et tu, Billy!
Award winners from left to right: Lloyd Jett, Steve Cox, Ed Baurles, Roth Kemper, Mark Hosteller, Stephanie Duncan, Mike Mais, John Zuhlike, Jim Duncan, Bill Stuart, and Virgil Stumbo. Not pictured, Doug Brace, Dick Laneau, and Larry Lucas.

PORT RICHEY SHOW & AWARDS

Mark Hosteller’s beautiful Heddon lure display in Strawberry Spot.

Larry Lucas compiled this great collage of historic literature touting fishing in Daytona Beach.

Chuck Heddon’s Heddon collection? What a novelty... we wouldn’t expect anything else!

B3, 117, N39, G50, 061... BINGO! Auctioneer Dan Morrow, assisted by granddaughter Jessica Morrow, strategically placed under the K of C scoreboard.

Mike Mais and John Zuhlike teamed up to showcase their Boone lure collections in a side by side presentation, complete with baby blue back drop. Did we ever find out who was behind the blue curtain???

Lloyd Jett, with a new batch of Jett Made Lures.

Stephanie Duncan’s Mouse Bait extravaganza!

John Campbell’s rare and desirable Pow-Pow Casters.
President... Ed Pritchard, Jupiter, FL
Vice President... Larry Lucas, Holly Hill, FL
Secretary... Ron Gast, Kissimmee, FL
Treasurer... Lloyd and Sally Jett, Quincy, FL
Directors...
  Mike Sims, Ft. Lauderdale, FL
  Norm Pinardi, Bradenton, FL
  Ed Weston, Palm Beach Gardens, FL
  Don Morrow, New Port Richey, FL
  Chuck Heddon, Longwood, FL
  Mike Mais, Ocala, FL
  John Mack, Birmingham, AL
  John Stephenson, England
  Paul Snider, Pensacola, FL

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Cover photo: Roth Kamper’s only known Eger box labeled with a Shakespeare model number for the Frog Skin Bait. A famous line from Julius Caesar, Act III: Scene I, hints of the ties between William Shakespeare and William “Billy” Eger, as well as Shakespeare’s associations with other Florida lure makers. See Doug Brace’s article starting on page 16.

Contents

Deluded [Diluted?] Digressions......................... 4
Port Richey Award Winners........................... 2, 6
President’s Message.................................... 5
Membership Update.................................... 6
Record Price Paid for Dalton Special!.................. 8
A History of Barracuda Advertising.................... 9-14
Rainey’s Secret........................................ 15
Shakespeare in Florida?............................... 16, 17, 19
Past and Current Notes of Interest.................... 18
FATC Contact Information............................. 20
Gone Fishing.......................................... 23

CALENDAR OF EVENTS

FATC Fall Show
October 26 - 28, 2007
Bartow Civic Center, Bartow, FL
Show Host: Bill Stuart, 863-533-7358

Lang’s Auction
315-841-4623, langsAuction@aol.com, www.LangsAuction.com

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

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

NFLCC Regional Meet Calendar

October 20 - 21, 2007, Allentown, PA... 570-574-1474 or 610-759-7240
November 3, 2007, Osage Beach, MO... 636-272-5152 or 573-793-3303
January 12, 2008, Carthage, MO... 317-358-5116 or 417-623-7112
March, 2008, Noblesville, IN... 317-580-9622 or 317-877-4767
March, 2008, Palmyra, NY... 315-597-4793
April, 2008, Temple, TX... 254-778-8459 or 254-884-1967
April 19, 2008, Effingham, IL... 217-644-2294 or 217-868-2427
May, 2008, Kansas City, MO... 816-350-0255
July, 2008, National, dates and location TBA
Having attended over forty tackle shows, including 10 consecutive Nationals, I've come to understand that they are all microcosms of life itself. At every show there are favorable experiences and opportunities to learn, tempered with self doubt, reflection, and the occasional disappointing and sad reminder that all this is fleeting, temporary and precious. This year's Louisville NFTCC show was no different, when I was happy to see good friends Rob and Tammy Lucal, only to learn a few minutes into our conversation that Art Kimball had passed away several weeks earlier. A conversation with Frank Baron confirmed the bad news about Art, and I felt a heaviness about the hobby that I had not experienced before.

Mr. Kimball was a pioneer in the art of identifying and collecting antique tackle, and had achieved an almost mythical reputation as the elusive, unapproachable, and unquestioned genius about all things old and fishable. Being the naive "greenhorn" that I was at the time, I took the brash step of calling Mr. Kimball out of the blue and saying "I was in Milwaukee, and could I possibly stop by and introduce myself? Oh yes, and by the way, do you have any old lures for sale or trade?" Mr. Kimball started me by saying "Sure, come on up to Boulder Junction, and when you get there, call me and I'll give you directions to my house." Wow, I thought... how lucky can a novice collector be? I hurriedly punched out of my planned home office meeting schedule in Lake Geneva, and drove my rental car 5 1/2 hours through scenic rural Wisconsin, arriving just before dark and checking into a nice cabin style motel. I called Mr. Kimball, got directions and drove to his beautiful rustic home on a great muskie lake.

I was greeted by a huge friendly dog, and Mr. Kimball introduced me to his wife, Annie. I immediately felt like family, which is a tribute to the Kimball's hospitality. Amazed, my eyes wandered through every nook and cranny of the Kimball's lakeside home. The place just oozed neat old decoys, lures, fish mounts, minnow traps, reels, landing nets, bait buckets, critters, and all manner of cool stuff that makes a collector's heart race. There I was, sitting at a serving bar, as Art brought out Native American ice decoys, Pflueger Wizard Wigglers, A South Bend "Two-Oreno", a Julius Von Hofe bait casting reel, commercial decoys by Randall, Bruell, Bear Creek, and a brace of Brown's Fisherettes. Art even told me that he'd always hoped to find a "Kirwan's Bad Egg", and I realized that all of us have unattained goals that keep us learning, trading, collecting...

Three hours later, I had completed my first real crash course in antique tackle, conducted by the maestro himself.

I left that night with lures, decoys, and books, including Art's Early Fishing Flugs of the U.S.A., and signed copies of the hard cover leatherbound The Fish Decoy series written by Art and his sons, Scott and Brad. I noticed that each book was dedicated to Annie, and I later learned that she was an extremely talented authority on Native American folk art in her own right.

I stayed in touch with Art over the years, receiving his carefully numbered newsletters and accompanying photos; purchasing decoys and lures when I could. I was fortunate to acquire an extremely rare Pflueger wooden ice deceny from Art, and it now resides in Dan Basore's magnificent collection. Obviously, Art Kimball was the first true tackle heavyweight I had the privilege to know, and one never forgets their first professional coach, teacher and mentor. I'm not sure Art knew that he was all those things to me, because I don't recall taking the time to tell him so... but he was, and is, nonetheless; and I am forever positively impacted by his knowledge, experience and kindness. The hobby has lost a real giant, but he left a written legacy in his wonderful reference books; which have not to date, nor will they likely, be surpassed. Art insisted that I call him by his first name, but, out of respect and admiration, he is still remembered as Mr. Kimball.

This issue marks the completion of my original two year agreement with Bill Stuart to serve as Editor of FATC News, and it has been a combination of fun and frustration, elation and aggravation, and most of all, a lot of time and some degree of work. At the enjoyable Port Richey show, hosted by Don and Betty Morrow, FATC leadership indicated that the club is challenged by declining revenues and increased costs, and the magazine is expensive to print in its present size, length and quality. If you like the direction FATC News is now taking, please take the time to let your club officers and board members know. Also, be sure to make it to our upcoming fall show in Bartow, October 25-27, hosted by past president and editor Bill Stuart. Many thanks to all of you who have contributed to the cause, and thank you for allowing me to serve FATC.

Steve

---

Idea: Let's spread the word about our hobby! Present an antique tackle program to a local service club or civic organization... each of us is qualified in our collecting specialty, and we may recruit new members or find new tackle leads!

**LEAD THE WAY**

**PROGRAM:** Steve Cox - Editor of Fla. Antique Tackle Collector's Club

---

This Blokley cartoon first appeared in the February 1961 issue of Florida Sportsman. Some things never change...
President's Message

What a wonderful summer show! Hats off to Don Morrow; you're the greatest! Don's show in Port Richey was one of the nicest small shows we have ever had. I, for one, am glad I was able to attend. Don and Betty had the show running as smooth as silk and everything went off without a hitch. Lots of good tackle, friends and restaurants, and even a nice reel in the auction for me. Don and Betty, thanks again for all your hard work.

Speaking of reels, I was cleaning out one of my drawer, the other night when I ran across my "Real Want List", which had been eluding me for about a year and a half. You see, I made this "Dream Real List" about eighteen years ago when I first started getting serious about collecting big game reels. Yeah, right, not much of a stretch to imagine me as a list maker. Sure, I'm organized, but I would not go so far to say that I am anal or anything. Yes, I have an underwear drawer that is reserved specifically for you, guessed it, underwear. No, I do not meticulously fold the fellows, nor do I label them Monday thru Sunday; I just open the drawer and shove them in quite randomly; no muss, no fuss. This is probably more than you wished to know about my underwear storage habits and hey, I can't blame you. However, the point I'm trying to make here is that, much like my underwear, I have tried to keep some semblance of order to what I want to add to my collection. When I first put pen to paper, I tried to come up with the "Dream Team" if you will, of big game reels. The list started out with ten reels, and two were added to the list as the years went by. Doesn't sound too ambitious, does it? Find twelve reels over an open-ended, indefinite amount of time. Not much there to keep a "short attention span" mind whirling about, right? Yeah, right!

While looking for the "Big 12", I found a big rod and I thought perhaps one of my big reels would look nice mounted on it and hung on the wall. I was so right, it did look fantastic! My room had enough wall space to hang ten big game rods and reels around the top, near the ceiling. Now I had to find more big game rods to complete the room décor, along with a few nice pictures, a couple of teasers, harnesses, and some trophies, which might look nice too...

Underwear is a personal thing. Some guys like briefs, the young studs seem to prefer bikinis, but I like the feel of good old fashioned cotton boxers. I started off as a kid wearing briefs, but switched to boxers sometime after college, just because they felt more comfortable. When I first started collecting tackle, I was a miscellaneous lure collector and had (what I thought at the time) quite a nice collection. I remember coming home from work and eagerly digging through my mail looking for a lure list (pre internet times) to order a nice bait. On weekends, I would wake before dawn and head off to the garage sales and the Homestead or Key Largo flea market looking for a new lure to put in my display case, but all I would find were reels, stupid reels; never any good lures. Fate was subtly tapping on me and I was oblivious. Reels started finding their way into my house and then into my heart. Finally I began selling off some of my "list purchased" lures to add some good "field find" reels to my collection, and the scales started to tip in the other direction. The cycle was complete, and reels became my new boxer shorts. I was feeling quite comfy in my new environment.

You might be asking right about now: Where is he going with this? Well, I guess the point is I'm just not sure where it's all headed. I seem to be bouncing around enjoying the hobby, not only trying for the "Big 12" but also finding some nice go alongs and other bits that make me feel good. I've picked off eleven of the "Big 12" on my list and I know where a nice example of big 12 is, but I haven't been able to budge it. In the mean time, I have acquired lots of nice rods, teasers, catalogs, pictures, and other fun stuff to go along with the "Big 12", and my direction keeps shifting this way and that. I have also found a group of tackle friends that fit just like my favorite pair of boxers. Now please don't feel insulted because I have just compared you, my fellow club members, to a pair of underwear. I only make the comparison in the nicest possible way. Buying fishing tackle, collecting, and making life decisions in general are just like making a good underwear selection... Who knows where it is all headed? You just gotta find the pair that's most comfortable for you, and away you go.

I visited the Kingdom of Bhutan this summer and stepped back in time a few hundred years. The people in this tiny Himalayan country measure their wealth not by gross national product, but instead by gross national happiness. They live that philosophy. Seriously! Sit down and think about that for a while.

See you all in Bartow!
Zever,

Ed
MEMBERSHIP UPDATE

New Members
Capt. Tom Contino
18615 Autumn Lake Blvd.
Hudson, FL 34667
727-862-2908
tom@bitetracker.com

Bill Hope
1515 June Ave.
Brooksville, FL 34601
352-796-5874

David IZZI
6424 Louisiana Ave.
New Port Richey, FL 34653
727-844-3900
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193 Bay Rd.
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Steve Ochsner
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Clearwater, FL 33762
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12651 Merle Ave.
Cedar Key, FL 32625
775-771-4900
jspatti6078@aol.com

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6216 4th St.
Vero Beach, FL 32968
772-770-2239
baitmates@gmail.com

Jim Pruitt
5018 River Lake Rd.
Winter Haven, FL 33884
863-324-2277
863-287-5951
Prui5018@aol.com

Terry Swift
698 Pinecrest Dr.
Largo, FL 33770
727-581-2042
justfishintoo@aol.com

Jim Terrell
630 Lake Elizabeth Dr.
Winter Haven, FL 33884

Address Changes
Bob Caskill
2715 Alhambra Cir.
Coral Gables, FL 33134
305-567-1005

Ron Koehler
14035 Village Pond Dr.
Ft. Myers, FL 33908
rksk@earthlink.net

Award Winners
AT THE PORT RICHEY SHOW
August 2007

EXHIBIT WINNERS:
Best Florida .................................................. Steve Cox (Eclectic Fl Display)
Best Educational .......................................... John Zuhle (Boone)
Best Topical .................................................. Mark Hostetler (Heddon)

Special Recognition
Jim Duncan
Ed Baueries
Lloyd Jett
Bill Stuart
Virgil Sumbo
Roth Kemper
Dick Laneau
Doug Brace
Stephanie Duncan
Larry Lucas
The most comprehensive collection of fine Derrydale Books and related ephemera to ever come to auction - spectacular examples of Jennings and Phair Specimen Books, Derrydale Stamps, personally owned Connet items, original Manuscripts, Derrydale Art, etc.

Famous owner items including Franklin D. Roosevelt, Herbert Hoover, Grover Cleveland, Joe DiMaggio, Ted Williams, Bing Crosby, Robert Montgomery, Zane Grey, Al Clements, Norman MacLean, Sparse Grey Hackle, Edward Hewitt, Ray Bergman, Lee Wulff, etc.

315.841.4623 · LangsAuction@aol.com · Auction Catalog 207.797.2311 or Order Online: www.LangAuction.com

Proceeds from the sale of this historic and important collection are to benefit the Carter Center
In the early 1990s this writer was having a conversation with former F.A.T.C member Randall Glenn. The topic of the conversation revolved around some of the history behind the famous Dalton Special fishing lure, patented in 1939. During the discussion it was revealed that hanging in a hair salon in Tampa, was a framed Dalton Special from the 1940s. Reportedly, the lure came directly from a relative of P.P. Dalton, maker of the Dalton Special.

Fast-forward in time to the recent F.A.T.C. Show in Port Richey hosted by Don and Betty Morrow. Due to the Club's advertising, a Tampa resident and former hair salon owner consigned to the Club auction the very same framed lure that had been discussed many years earlier!

Porter Dalton's granddaughter (from Dalton's son Johnnie), was Catherine Dalton Gillen. During the 1980s, Catherine was a customer of "Mr. Eugene's" hair salon. The salon was located at 6751 N. Armenia Avenue in Tampa.

In 1984, Catherine presented Gene Bramer, the salon owner, with a Christmas gift. The present was a framed Dalton Special made by her grandfather, P.P. Dalton. The backside of the frame contains a personal notation from Catherine to Gene, in addition to the dates 1942 and 1984.

The framed 4-inch lure Dalton's granddaughter presented was not the standard production Dalton. This body tapered gradually and lacked the girth of Dalton Specials normally seen.

The paint pattern was similar to Barracuda's NW (natural wood) but with some exceptions. There was no chevron near the eye and the gold hash marks down the back, normally done on a green stripe, are painted on bare wood. Additionally, the belly dot pattern customarily painted red is painted gold. While holes were drilled for surface hardware, none were attached. The line tie and rear hook hanger (no hooks), are brass. The belly is stamped in black, "Dalton Special Tampa Fla."

In 2001, numerous early Dalton Specials, along with what could be described as prototypes, were brought to the F.A.T.C. Daytona Show. Among the Daltons were single and double-hook weedless baits. The hooks were soldered to a metal strap that ran from the line tie to the tail hook. One weedless example sported a Reflecto Spoon trailer! Also among this early sampling, were several "blanks" identical to the framed lure Dalton's granddaughter had given as a gift years ago. The framed lure brought to the Port Richey Show sold for $300 at the Club's auction!

With reference to the above picture: Because of lighting, the writing and paper mounted to the burlap, as well as the burlap, has faded over the years. Just another indicator of why art work should not be exposed to fluorescent lights.

Supplement: The FFTMC Fish Lure Charts pictured below were mentioned in the previous issue's article on Barracuda advertising part II, but due to space constraints, we were unable to picture them at the time.
Editors Note: This is the 3rd in a multi-part series and will spotlight the numerous ad pages from the 1948 through 1955 catalogs, and various media publications utilized by FFTMC throughout the late 1940s into the late 1950s to market their many products.

~ Part III ~

As documented in Parts I and II, FFTMC "ramped up" marketing and advertising within a few short years after the end of World War II, and by 1948 - 1950, the company introduced an impressive assortment of new products and methods to sell them. The full page artwork used in the Master (ID), Jobber (J) and annual catalogs corresponded well with the growth in print media such as magazines, "how to" manuals, brochures, flyers and other material. The U.S. economy was booming, and the general public found themselves with dollars to spend, and leisure time to avail themselves of outdoor hobbies such as fishing, hiking, camping, golf, etc.

FFTMC procured large advertising exposure for the company, and it’s "Super Midget" lure and "Super Stout" Burma cane boat rods, were featured in Rube Allyn’s 1948 first edition Dictionary of Fishes, which sold for a whopping $1.00 per issue. In addition, a 1 1/2 page ad for the "Special Value Barracuda Spinning Kit" has been found in a 1951 issue of Sporting Goods Dealer Magazine. Jack Reynolds touted the benefits of manufacturing in St. Petersburg, Florida, in a 1/2 page ad in the April - May - June 1954 issue of Florida Speaks. In December 1954, a feature story on FFTMC ran in Trucking, a southeastern U.S. shipping trade publication. Smaller ads for the "Super Dude" jig, the "Reflecto Spoon", "Dude Flies" and other Barracuda items appeared regularly in Florida Sportsman (and News), Florida Outdoors, etc.

While examples of every catalog page ad have not yet been found in other print publications, their existence has documented in the catalogs themselves. FFTMC often relied on their previously paid-for ad layouts to minimize the high price in redesigning artwork from year to year. Therefore, an array of these similar but different ads and products follow, and they are listed chronologically when they are first known to have appeared, for the reader’s review and enjoyment.

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

he fished his way to fame

Even so often comes along a natural pairing of a man and a business, or a man and a sport. A young Jim Ryker gets involved with a truck; that James boy sailed Ryker up with a golf ball. The results, in such cases, are predictable.

With C. J. "Jack" Reynolds, the central figure in this story, it was a triple combination — of a man, a business and a sport. It was back in 1938 when the three-sixteens wedding vows were exchanged in St. Petersburg, Fla. That was the year when artful fishermen Reynolds became the manager of the then struggling-branded Florida Fishing Tackle Mfg., Inc.

As we've said, Reynolds was an old hand with a fishing rod. Even then, his likeable Jack Reynolds had some strange conversation with the forty dollars of the month's rent, expensive and tahles.

What we know, Reynolds continued in the business. He picked up experience from his old man, a tackle salesman in St. Petersburg, and he knew the fishing field and how to promote the right kind of tackle in the right market.

It wasn't long before Jack was joined by his brother, Carl, and R. T. Reynolds, a third brother, joined the firm, and all the company's stock was in the Reynolds' hands. Today Jack is president; Carl is secretary-treasurer; R. T. is vice-president. Even back in 1938 the artful business was highly competitive. Today, as now, fishermen were spoiled for choice, all trolled by their makers as "sure killers." Then, as now, fishermen often bought in high expectation, only to repent later, when their latest lure proved a dud.

The Reynolds firm found that men are just the skill required to make the fish-oriented Barracuda successful.

World War II found the company temporarily out of the tackle business and a full-time producer of tanks and parts for the Navy and emergency fishing kits for the Army. Carl was away for 21 months with the Navy. Jack and the late Kitty Heff carried on alone.

For awhile after the war the fishing business was continued. New products were added to the Barracuda line. As the domestic and foreign market demand for Barracuda increased, it became necessary for the company to expand all its facilities into manufacturing exclusively. That came about in the fall of 1950. Since the thousands of dealers are only supplied by established Barracuda dealers in all parts of the country.

Today the Reynolds' company is the largest maker of fine fishing tackle in the world. From a three-story plant at St. Petersburg's First Avenue South go out the world's largest supplier of tackle and spinners. And wherever fishermen gather, there is known to them as Barracuda lures, Barracuda Spoons, the Spark-A-Lure, Spark-A-Blue, and Florida Slitter. All told, more than 150 different items in various sizes and finishes pour from the plant.

Carl Reynolds is well known in sporting circles as the goodwill ambassador of his company. Each year he flies thousands of miles in his plane, the Barracuda II, visiting dealers around the country.

Fishing might be interesting in knowing which of all he makes, is Jack Reynolds' favorite lure when he stops away for a little fishing. You can bet he takes along one of his Barracuda lures. But his favorite of all, he'll tell you, is the Spark-A-Lure, a scintillating plug with two gaudy lures and a spinner.

Both Jack and Carl are as ecstatic as boys over their latest creation. They call it the Barracuda. The Dummy Motion is a duplicate and both are, most acceptable. For years the Barracuda lure designers sought that action. Only recently did they get what they sought by combining a special springy bootlace feather with the old reliable steel that the Reynolds made famous with their Doby and Super Doby.

Give Jack and Carl Reynolds the opportunity and they'll play their new lure creation into some fishy water with the same enthusiasm they did their first lure 20 years ago when they decided to turn a fascinating hobby into a life work.
Eight Spin Lures in Barracuda Kit

A new Barracuda brand spinning kit, consisting of eight select lures in a compartmented, pocketed plastic box, has been designed to tie in with the equity growing interest of anglers in spinning tackle. The assortment, with a retail value of $10, is being offered at a special introductory retail price of $6.50. Each lure in the collection won the place by a consistent record of existing fish with spinning tackle.

"We like to Manufacture in St. Petersburg"

Our Jack Reynolds, President

"Our idea of a fishing tackle company was born here, and our business grows stronger since it was established in 1938. If we have been successful for a good reason it is the quality of our products. We are convinced that there is no substitute for quality in a tackle business. Better fish are caught with better tackle. It is this philosophy that makes St. Petersburg also a leader in the manufacture of fishing lures. We are the largest manufacturers of lures in the United States. For each fish, in fact, we are sure that there is no better place to be than St. Petersburg."

CATCH MORE FISH - IN 2020, AND GET YOUR BARRACUDA

ACTION GUARANTEED DUDE FLIES

NYLON OR POLAR BEAR HAIR

The Dude Fly is the result of careful study and fabrication by the world's best fly tyers. A variety of sizes and colors to choose from. Available at your favorite tackle store or mail order.

CATALOG ADS

A fisherman's pal

FISHTAIL PROPELLER

FLORIDA FISHING TACKLE MANUFACTURING CO.

A DOUBLE WINNER IN $5 CASTING FLOATS

FOR SALT WATER

FOR FRESH WATER

NO TACKLE BOX COMPLETE WITHOUT THESE BARRACUDA BAITS
The Jig two page spread, from the 1950 ID Master Catalog.

1950 ID Master Catalog, Reflecto Spoons

1950 ID Master Catalog, B/W inside back cover

1950 ID Master Catalog, yellow Super Midget

1950 ID Master Catalog, red Super Midget

1954 Annual Catalog, Squid Dude

1954 Annual Catalog, Super Dude Artist Pallet

1954 Annual Catalog, Reflecto Spoon, version 2