



C.A.T.C. NEWS

July 2012

THE CAROLINA ANTIQUE TACKLE COLLECTORS NEWSLETTER

VOL XV NUMBER 3

President's Message

by Walt Maynard

Just got back from a trip to Myrtle Beach and while I was there visited Springmaid Beach. Our contract is in place for the Fall

show and I'm pleased to say Springmaid is giving us the same rate of \$49 for rooms for 2012. This provides a room with an Ocean view, dinette area with seating for two, full size refrigerator,



microwave, coffee maker plus many other amenities. Regular price for these rooms is \$99 in November and well over \$100 in season. Resort facilities include beach, fishing pier, swimming pool(heated), miniature golf , restaurants and all of **Myrtle Beach**. In 2011 the Resort and rooms were renovated and updated. So in addition to the show take advantage of the Resort for the whole family.

This year's show will be our 4th and will include a fishing contest on Friday at the Resort fishing pier, over 120 tables, auctions, show awards and raffle drawings. Heavily advertised in the Myrtle Beach area, items will be appraised and auctioned off as brought in off the street.

This year's show hosts will be Gene and Susan McIntyre (910-395-4424) assisted by Hack and Sharon Hensley and TD Norman. To see pictures of last years show as well as a flyer on this year's show check the club website:

<http://www.carolinaantiquetacklecollectors.com/>

Membership continues to be a concern of our club. As we meet at our various shows it becomes obvious that most of us are aging out. Therefore to keep our club active and viable we need to continue to take every opportunity to find and get new members involved. Please remember to invite any collecting, fishing buddies or whomever to come to the CATC Myrtle Beach show.

See ya,
Walt Maynard
President CATC

Greenville Recap

The CATC Spring Show was held in Greenville, SC on the weekend of April 13-15, 2012. Show hosts Hack & Sharon Hensley and T.D. Norman did an outstanding job. The show was well organized and well attended. Among the attendees were two of CATC's "founding fathers", Kae and Dennis Fleming. It is always good to see old friends.



Award winners at the Greenville show included:

- Mike Squires—Best Historical / Company Display
- Hack Hensley—Best Rod / Reel Display
- Scott Owens—Best Lure Display
- Bob Dennis—Best of Show

Thanks to everyone who shared some of their collection at the show.



Walt Maynard and T.D. Norman present Best of Show Award to Bob Dennis.

Secretary / Treasurer Message—Steve Barrow

The CATC Newsletter Needs Your Help!! – CATC publishes an eight page newsletter quarterly, and **the club needs your input for articles and other items of interest.** Our club has about 150 members, all of whom have collections, knowledge, stories, and pictures that would be entertaining and informative to the other members. Please consider sharing these by submitting information to Joe Yates, Newsletter Editor. It could be of a historical nature, favorite or recent field finds, experiences using old tackle, or any other subject relating to CATC’s Mission: “Enhance and promote the collection and preservation of antique fishing tackle and memorabilia.” All submissions will be considered!

Elections for CATC Directors - Elections for the three Director positions will be taking place in November at the Myrtle Beach show. There will be one Director each elected for North Carolina and South Carolina, and one Director for the other states combined. If you would like to serve in one of these functions, or nominate another member, please contact one of the club officers. They are listed on the first page of the CATC Directory you received last August, and are also shown elsewhere in this newsletter. The CATC board believes the club would benefit from a greater level of participation in club affairs by members, including holding office, volunteering to host and co-host shows, providing content for the newsletter, and so forth. Please consider helping your club by volunteering your services!

CATC Strives to Provide Value for Your Investment

– As we all know, these are tough financial times. That is one reason CATC tries to operate as efficiently as possible to hold down the costs of your membership. The club has been successful in doing this, which I believe this is one reason our membership levels have remained strong and even increased in recent years. Our dues and show fees compare very favorably with those charged by other collector organizations and privately conducted events. There are no planned increases to any of our dues or fees, and the CATC board is seeking ways to increase the value of being a member.

CATC Directory to be Distributed in August – The annual club directory will be distributed to dues paid members within a couple months. If you have not yet paid your dues for this year, please send a check for \$20 (payable to CATC) to Steve Barrow, CATC Sec/Treas, P. O. Box 487, Kittrell, NC 27544

June 1, 2012 CATC Financial Statement	
Beginning Balance January 1, 2012...	\$6,124.74
Receipts	
2012 Spring Show (Notes 1 & 2)	\$2,445.22
2012 Fall Show	\$820.00
Dues	\$1,120.00
Newsletter Advertising	\$125.00
CATC Patches	\$10.00
Total Receipts	\$4,520.22
Expenses	
Website Fees	\$71.29
Materials & Supplies	\$45.29
Newsletters	\$196.51
Postage	\$104.70
2012 Spring Show (Note 2)	\$3,713.95
2012 Fall Show	\$7.00
Total Expenses	\$4,138.74
Net YTD 2012 Receipts and Expenses	\$381.48
Ending Balance June 1, 2012...	\$6,506.22
Note 1: Show receipts include dues paid with registration. Note 2: Some Spring Show receipts and expenses were booked in 2011.	

Carolina Antique Tackle Collectors Officers

Walt Maynard
President
Email: wallypm@aol.com

Elizabeth Yates
Vice-President
Email: ebyates@earthlink.net

Steve Barrow
Secretary / Treasurer
Email: stb647@embarqmail.com

The C.A.T.C. News is published 4 times a year and is the official publication of the Carolina Antique Tackle Collectors. Articles and stories for the newsletter are welcome and should be sent to:
 Newsletter Editor
 Joe Yates Email: jyates@ix.netcom.com

Major Amos B. Hoople and his "Greatest Invention"

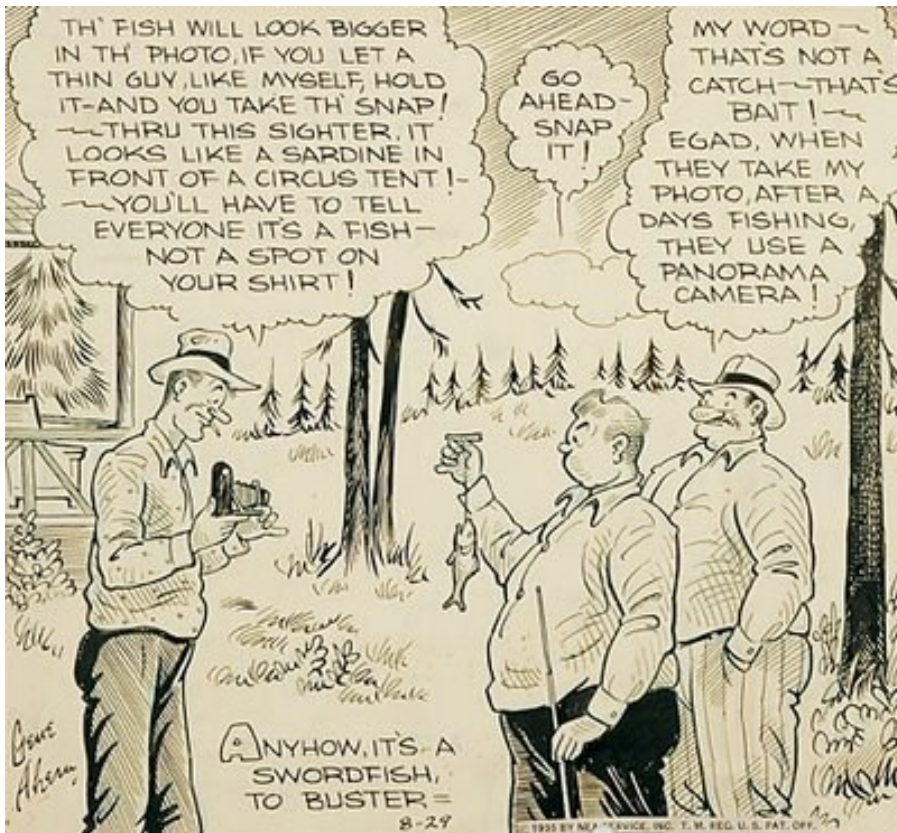
By Steve Barrow

Like many other lure collectors, I enjoy looking through older magazines to check out the fishing related articles and ads. Recently I was reading the March 1935 issue of *Outdoor Life*, and was reminded that many of the old advertisements incorporated lithographs, cartoons, and caricatures instead of using photographs. There is something about looking at those old ads that makes me happy, and this introductory packaging for the Fred Arbogast "Hula Hoople" has the identical effect every time I see it.

Although it was produced about 30 years more recently than that *Outdoor Life*, the use of a cartoon character for endorsement makes it seem older than it actually is, and more attractive to me as a collectable. Also, it begs the questions "who is that character?", "what is a Hula Hoople?" and "how did it get that name?". In short, the character is Major Amos B. Hoople, and the Hula Hoople is one of the more obscure baits produced by Fred Arbogast. First we'll address the Major, and then move on to the bait itself.

Major Hoople began his cartoon career in 1922 when he joined the existing cast of *Our Boarding House*, which had been created the previous year by cartoonist Gene Ahern. The strip was produced by Ahern and a succession of other artists for 60 years, ending in 1981. The Major and *Our Boarding House* had a good run for a newspaper comic strip, and I'll bet Arbogast wishes that the Hula Hoople could have stayed in production that long. At the beginning, in September of 1921, Major Hoople's wife Martha ran a boarding house, with interactions between Martha and the residents being the primary topic of the cartoons. But in 1922 the new character Major Hoople was added to the mix, when he returned into Martha's life after a mysterious and unexplained ten year absence. The Major soon became known for talking at length about his previous exploits, adventures, and accomplishments, but he never seemed to have much going on at the current time. Generally thought to be a blowhard and windbag, he nonetheless was liked by the readers and was considered to have a heart of gold. One of his favorite expressions was "Egad!", and he also frequently used non-words such as "harrumph", "fap", "awp" and "kaff". He would scatter these throughout the long winded descriptions of his prestigious past.





In addition to lasting six decades as a newspaper comic strip, *Our Boarding House* and Major Hoople could claim other successes. There were knockoff comics produced, including *Mister Gilfeather* which was done by Al Capp for the Associated Press, and *Room & Board* which starred the Major Hoople inspired character Judge Puffle. There was also a book entitled *Major Hoople & His Horse*, and a Canadian rock band *Major Hoople's Boarding House* which enjoyed some success in the late 1960's, and can still be viewed on YouTube. Also, there is the derogatory adjective "hooplehead", which is an unflattering description of a person who may exhibit some of the Major's traits.

And of course there was the

Fred Arbogast Hula Hoople fishing lure, endorsed by the Major himself. Since he says it "catches just the biggest fish!", apparently the Hula Hoople was not what Buster used to snag his catch in the scene shown above.

Unlike many other Arbogast baits, the Hula Hoople is not that easy to find. I have only come across two of them in the field, including the introductory advertising package shown at the beginning of this article. I have seen a few others at shows, usually lying unidentified in tackle boxes. Of the several lure reference books that I own, only White's *Fishing Tackle Antiques and Collectables* makes reference to this bait. The Hula Hoople is not in any of the three versions of Luckey's books that I have, and it is also not represented in *Fishing Lure Collectibles – Volume Two - The Modern Era*, even though that book contains eight pages of other Arbogast lures. I believe this all speaks to the relative scarcity of the Hula Hoople, indicating it was not a commercial success, unlike many other Arbogast offerings of that day.

Below is an excerpt from the 1968 Fred Arbogast catalog that shows the Hula Hoople, with the description that it "fools the big ones", much like the Major says in his endorsement. It is listed as weighing ½ oz. and being five inches long, and was available in several colors for \$1.75, or a little more with weedless hooks. This is slightly more expensive than the introductory bait, which apparently came out a few years before 1968. You may notice that the lure shown in the catalog is not an exact likeness of the one pictured above. On the actual lure, the mouth is much smaller, and so are the eyes which are located at the end of channels grooved into the surface of the head. Also, the joint hardware on the real bait is located at the bottom of the plastic halves, not in the middle. All of the Hula Hooples I have seen, including the one in White's book, look like the one in the introductory package.



The naming of the Hula Hoople continued the Fred Arbogast tradition of sometimes using the word "Hula" in regard to their products, as in Hula Skirt, Hula Popper, Hula Dancer, Hula Diver, Hula Pikie, and perhaps others. And, it was probably no coincidence that the lure was introduced in the 1960's, when the hula hoop craze was still going strong. Seen here is the back of the introductory package, with fishing instructions for the Hula Hoople, and lithographs of some other Fred Arbogast baits that are more commonly found in the field.

Although apparently not well received by the fishing public, it is my opinion that the Hula Hoople deserves a special place in the story of 1960's era fishing tackle, based on nothing more than Major Hoople and the graphics on the introductory advertising package. As mentioned earlier, it is pleasing for me to look at, and I hope it has the same effect on you!



LANG'S

Auction, Incorporated
The World's Leading Fishing Tackle Auction

Friday & Saturday - August 10 & 11, 2012
Huge Live Audience Auction & Outdoor Sporting Show
Cider House Showfield - Bouckville, New York

Lang's Auction & Show will kick off a 10 day multi-show event in the heart of central New York's antiques community, culminating with the Madison-Bouckville Antique show on August 17-19.

Lang's "Discovery" Auction

Auction Start: 11:00am both days
Preview: 9:00am - viewing throughout the auction

The largest Live Audience attended Fishing Tackle & Outdoor Sporting Auction in the World ~ more than 2,500 lots including every category of fishing and hunting antiques and collectibles.

Lang's Outdoor Sporting Show

- *Free Public Admission
- *Dealers and Buyers enter at 7:00am - Selling during setup
- *10' x 20' booth - \$85.00 - limited space

Reserve your booth today!



Please visit our website for more information on the Auction, Directions, Dealer Contracts and Area Accommodations
www.Langsauction.com ~ (315) 841-4623 ~ Sales@Langsauction.com

Did you know?.....

Did you know that July 4th is "free fishing day" in North Carolina? The N.C. Wildlife Resources Commission is reminding the public that July 4 is a "free fishing day" in North Carolina when everyone — residents and non-residents — can fish in all public waters, including coastal waters, from 12:01 a.m. until 11:59 p.m., without purchasing a fishing license.

While everyone can fish in public waters without a license, all other fishing regulations, such as length and daily possession limits, as well as bait and tackle restrictions, apply.

Authorized by the N.C. General Assembly and started in 1994, North Carolina's annual free fishing day, which always falls on July 4, was created to promote the sport of fishing.

Speaking of Bouckville

Notice the aerial photo of the Bouckville, NY antique festival in the Lang's ad above. The festival is a large event that has been held in NY for the last 40 years.

I have attended the festival twice, though it has been about a dozen years since I was there. A local friend moved here from Syracuse and asked if I wanted to go with him. He told me that I would likely find some fishing tackle for sale. We spent most of the week tent camping at nearby Chittenango Falls State Park and hunting for treasure at the antique festival. He acquired an Adirondack guide boat and a moose head, among other things. I found more than enough fishing lures to keep myself entertained.

Elizabeth and I are heading there in August and I hope to have some pictures and stories to share in the next issue.

- Joe -

Are Your 2012 CATC Dues Paid?

It's easy to tell whether or not your 2012 dues have been paid. Just look at the area near the mailing label on the outside of this newsletter. If your dues have not been paid there will be a small "\$20 DUE" stamped in red near your name and address. If you see the "\$20 Due" stamp, please send a check for \$20 (made out to CATC) to Steve Barrow, CATC Sec/Treas, P.O. Box 487, Kittrell, NC 27544.

4th ANNUAL

Carolina Antique Tackle Collectors

MYRTLE BEACH **Antique Fishing Tackle Show**

November 16-18, 2012

*Auctions
Show Award
Raffle Drawings*

SPRINGMAID RESORT & CONF. CENTER

3200 S. Ocean Blvd., Myrtle Beach, SC 29577

www.springmaidbeach.com

866-764-8501 (\$49.00 + tax)

Mention CATC for group rate

SHOW TIMES & EVENTS

Friday, Nov. 16 (11-4 pm Fishing Pier Tournament)

Saturday, Nov. 17 (7-9 am Set-up)

10-5 pm Open/Public—6 pm Show Closes

Sunday, Nov. 18 (8-12 Noon Open/Members Only)

SHOW HOST

Gene McIntyre

910-395-4424

WilmEyeSpy@aol.com

CATC 2012 Myrtle Beach Show Registration Form

Name _____ "Nick Name" _____
(Name Badge Info)

(Spouse/Additional Family Member Attending)

Address _____

City/ State/ Zip _____

Phone _____ Email _____

Collector's Interest* _____

**Example: Heddon River Runts, Creek Chub Dingers (Info used for show roster)*

Total tables:

_____ 6' Aisle Tables @ \$15.00 each \$ _____

_____ 6' Wall Tables @ \$20.00 each \$ _____

Show Registration Fee \$ 10.00

CATC Membership (\$20 if due)* \$ _____

Total Amount Enclosed \$ _____

Mail to:

Gene McIntyre
320 Wimbledon Court
Wilmington, NC 28412

Make check payable to "CATC"

Upcoming Shows of Regional Interest

July 19-21, 2012
NFLCC National Show
Fort Wayne, Indiana

September 28-29, 2012
NFLCC Region 3 Fall Show
17th Annual River City Antique Tackle Show
Decatur, Alabama

October 26-28, 2012
FATC Fall Show
Altamonte Springs, Florida

November 16-18, 2012
4th Annual Myrtle Beach
Antique Fishing Tackle Show
Myrtle Beach, SC



Sketch of a hapless fisherman from 1886 issue of
Fishing, Fish Culture & The Aquarium



The CATC News Editor
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