



# C.A.T.C. NEWS

October 2012

THE CAROLINA ANTIQUE TACKLE COLLECTORS NEWSLETTER

VOL XV NUMBER 4

## President's Message

by Walt Maynard

The Myrtle Beach show is right around the corner so if you have not sent in your reservations to Gene McIntyre (910)395-4424 or email Wil-mEyeSpy@aol.com please do so. You can also make room reservations at the Springmaid Resort & Conference Center by calling (866) 764-8501.

As has been stated before, this is a great opportunity for quality time for the family at an ocean front resort at really attractive prices. Plan an extra couple of days beyond the show to explore the many attractions in the Myrtle Beach area.

Elections for Vice President and three directors will take place during our business meeting. For specific details please read the information at the top of page two of this newsletter.

See ya,  
Walt Maynard  
President CATC



## Springmaid Beach Resort Renovations

When we called the Springmaid Beach Resort several weeks ago to make reservations for the upcoming Myrtle Beach show, the clerk told us about some renovations that have been completed on the property since last year. I looked on the Springmaid web site and it sounds like they have been very busy.

Renovations in the Live Oak wing where most CATC guests will be staying include:

- Five Diamond Series mattresses with plush bed toppers, pillows and linens
- Flat panel televisions
- iPod / iPhone alarm clock docking station
- Granite countertops throughout room
- Contemporary beach themed artwork
- All new lighting package throughout room hosting energy efficiency and convenient outlets for charging mobile devices
- New window treatments
- New wooden cabinetry
- Wall Coverings with new cooler tones to compliment décor
- New carpeting and porcelain tile flooring
- Updated ceilings with energy efficient enhanced lighting
- High quality decorative balcony area flooring and ceilings
- New entrance doors

Additional renovations have been made throughout the property, including:

- High quality decorative corridor flooring
- All new property-wide enhanced resort signage
- Landscape enhancements with new vegetation
- Renovated pool areas resurfaced and tiled water features, re-surfaced decorative pool decks and new pool furniture
- Upgraded fitness center with all new equipment including treadmills, elliptical, exercise cycle and nautilus weight machines, gym flooring and wall coverings
- Enhanced General Store for all of your vacation needs
- Harbor Oaks miniature golf course renovations

The main resort restaurant, Marlin's, has received a number of upgrades. Those who will be fishing on the pier on Friday will get to enjoy the "newly constructed tackle shop perfect for Springmaid Pier fishing needs". In addition to some physical upgrades, Barnacles restaurant on the pier has "enhanced menus" and "happy hour specials". Additional renovations are planned throughout the resort.

It sounds like the excellent bargain afforded us by the Springmaid Beach Resort has gotten even better. Good luck finding a better ocean view room for \$49 + tax anywhere.



Come on down. I'll see you on the pier!

-JLY-

## CATC Elections to be held at the 2012 Fall Show in Myrtle Beach

Elections for the club Vice President and three Director positions will be taking place in November at the Myrtle Beach show. The current VP is Elizabeth Yates, who has been nominated for another term, and has stated she is willing to serve again. However, Liz has also stated that she realizes the benefits of having other members involved in managing club affairs, and is willing to forgo a second term if others would like to serve.

There will be one Director each elected for North Carolina and South Carolina, and one Director for the other states combined. Jack Gallagher and Harry Matthews are the current respective Directors for South Carolina and the at-large states, and have been nominated to serve again. Bill Holbein has been nominated to serve as the North Carolina Director and has agreed to be considered by the membership.

Nominations for all these positions are still open. If you would like to serve the CATC, or nominate another member, please contact one of the club officers. They are listed on the inside cover of the CATC Directory you received a few weeks ago, 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!

## Saturday Lunch Provided to Members & Spouses at Myrtle Beach Show

The CATC will offer a box lunch and drink again this year to registered members and a guest on Saturday. This is the club's single largest expense associated with the Fall Show. In order to continue this tradition and not adversely affect our regular dues, registration, and table rates, there will be two new fund raisers added to the agenda.

A lunch cash bucket will be placed near the registration table for anyone who desires to throw in some change or a buck or two. This is strictly voluntary!!

Also, there will be a special auction in which members can offer items for sale, with the proceeds going to the club and earmarked to help defray lunch costs. Again, this is voluntary and may give members the opportunity to get rid of some tackle box grunge or lesser baits you have taken to shows for years, and don't want to place into the regular members auction. . This does not replace the regular members auction, where you can continue to sell your items with no buyers or sellers premiums, just as we have in the past.

The CATC tries to operate as efficiently as possible to hold down the costs of your membership. As you know, there have been no increases to our regular fee structure in spite of rising costs for club essentials like postage and paper. Our dues and show fees compare very favorably with those charged by other collector organizations and privately conducted events. With the addition of the two fund raisers mentioned above, hopefully we can continue the lunch tradition for many years to come.

<b>September 1, 2012 CATC Financial Statement</b>	
Beginning Balance January 1, 2012...	\$6,124.74
<b>Receipts</b>	
2012 Spring Show (Notes 1 & 2)	\$2,445.22
2012 Fall Show	\$1,245.00
Dues	\$1,400.00
Newsletter Advertising	\$125.00
CATC Patches	\$10.00
<b>Total Receipts</b>	<b>\$5,225.22</b>
<b>Expenses</b>	
Website Fees	\$71.29
Materials & Supplies	\$143.96
Newsletters	\$395.70
Directory	\$346.71
Postage	\$547.60
2012 Spring Show (Note 2)	\$3,713.95
2012 Fall Show	\$7.00
<b>Total Expenses</b>	<b>\$5,226.21</b>
<b>Net YTD 2012 Receipts and Expenses</b>	<b>(\$0.99)</b>
Ending Balance September 1, 2012...	\$6,123.75
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  
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Email: wallypm@aol.com

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

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

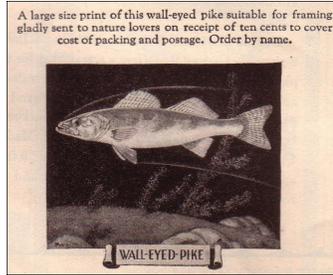
The C.A.T.C. News is published 4 times a year and is the official publication of the Carolina Antique Tackle Collectors. Articles and stories for the newsletter are welcome and should be sent to:  
Newsletter Editor  
Joe Yates Email: jyates@ix.netcom.com

# True Temper's Art of Tackle Advertising

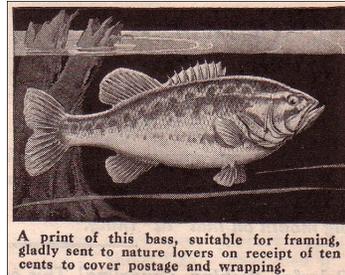
By Joe Yates

In 1929 the American Fork and Hoe Company of Cleveland, Ohio bought the fishing lure business started by Al. Foss some fourteen years earlier. Its True Temper division took over production of Al. Foss lures. Foss advertised his fishing lures heavily in major national sporting magazines with new advertisements appearing nearly every month. That practice was continued by American Fork and Hoe.

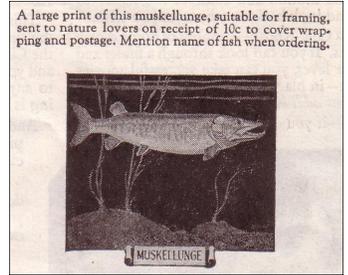
Hardware Age magazine reported in 1930 that American Fork and Hoe was responding to demand from sportsmen by publishing attractive fish prints used by the company in some of its ads. True Temper offered the fish prints for sale by mail order in advertisements in various sporting magazines from 1930-1931.



Field & Stream - May 1930

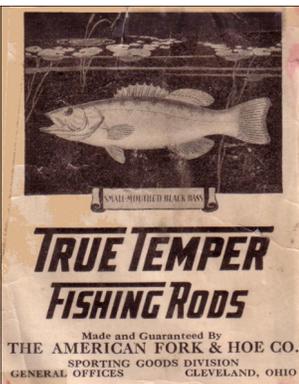


Hunting & Fishing - May 1930



Outdoor Life - June 1930

The 1930 True Temper box catalog announced that six different game fish prints could be ordered by mail. The print of the Small-Mouthed Black Bass appeared on the catalog cover.



## Prints of Game Fish for Framing

*We have had so many requests from anglers and nature lovers for reproductions of the drawings of game fish, shown in our advertising, that we have arranged to reproduce them in larger size.*

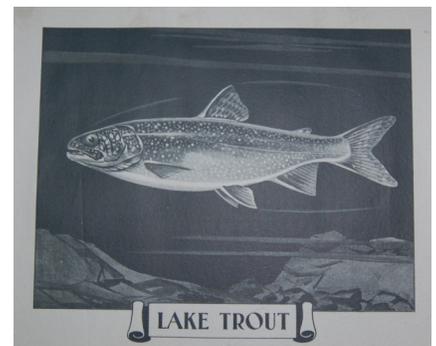
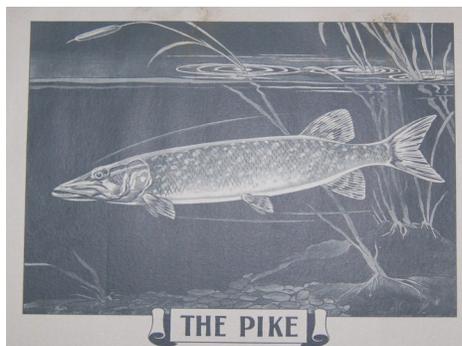
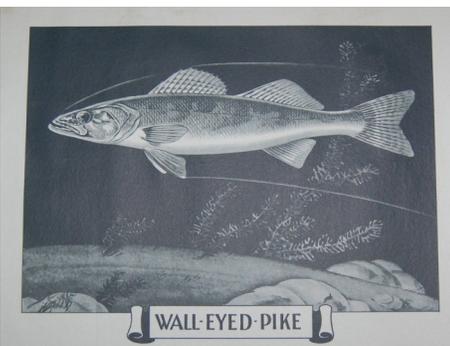
*On receipt of ten cents in stamps or coin to cover cost of wrapping and postage, we will send you a print, suitable for framing (approximate size 9 x 12 inches) of any of the following fish. Order by name.*

*Small Mouth Bass  
Muskellunge*

*Large Mouth Bass  
Wall-Eyed Pike*

*Great Northern Pike  
Lake Trout*

Each True Temper print bears a 1930 copyright by The American Fork and Hoe Company, Cleveland, Ohio. A complete set of the True Temper prints surfaced recently and the images are shown here. This set had been sent to a dealer as a promotional item.



## A Sign of the Times

By Joe Yates



I was in New York several weeks ago and reading Dr. Todd Larson's Fishing For History blog on my laptop. The headline about a very old tackle shop closing made me think of Byrum's General Store before I even opened the article. A quick search in the online edition of the Charlotte Observer confirmed my fear: yet another mom and pop tackle shop was falling by the wayside.

Byrum's was not just an old store. It was a **very** old store. According to the history on Byrum's web site,



*The first time Lester Byrum opened the doors of Byrum's General Store, Benjamin Harrison was president. Over on the east side of the state at Kitty Hawk, Orville and Wilbur Wright were still 13 years away from proving that man could leave the ground in powered flight. The year was 1890, and the store sat in what was then the countryside west of Charlotte....*

Much has changed in that part of Charlotte since Byrum's General Store opened. Most of the countryside has been replaced by houses, strip malls, interstate highway, and a busy airport. The store is now closer to Walmart than it is to Lake Wylie.

Much changed at Byrum's itself, as it evolved over many years from a general merchandise store to a 21st century tackle store. Hardware and dry goods were replaced by an inventory of thousands of different fishing tackle items.

I visited Byrum's store the day before it closed its doors on Saturday, September 8, 2013. There were about a half dozen customers shopping that Friday morning. Everything was marked 50% off and the store was still full with just about anything a fisherman might need. I bought a spinning rod and several packs of soft plastics.

A uniformed police officer walked out the front door as I stood taking a few pictures. He asked if I had bought a hotdog and commented that they were the best around. I laughed and told him that I had just finished my dog in the truck before picking up my camera. We exchanged a few memories before we both left for the last time.

Lunchtime hotdogs had become a big part of Byrum's business over the last few years. It seems that a lot of fisherman went there to grab a quick bite to eat and to share fish tales. They actually bought most of their fishing tackle at the big boxes like Walmart or Bass Pro Shop or they just bought it online. After all, you could usually buy the same fishing tackle there for less money than at Byrum's.

I must admit that I did the same thing. It was hard to justify paying the higher prices that a small local business man had to charge to keep his doors open. I knew in the back of my mind that the real price I was paying must include the cost of eventually losing places like Byrum's. You just don't think about that sort of thing even though you see it everywhere you go. There just aren't very many mom and pop fishing tackle shops around these days. Heck, there aren't very many mom and pop anything shops around these days.

Thanks to Byrum's for some good memories. There's not another place like it around here any more.



# Al Pflueger “Go Withs”

By Joe Yates

One of the things I brought home from the recent Lang’s auction in Bouckville, NY is this tarpon mount. Though I don’t collect fish mounts and don’t get to fish for tarpon, I have always been amazed by the beauty and powerful acrobatics of the giant Silver King. This piece appealed to me for a couple of reasons. It is a small fish, measuring about 22”, and is easy to display. Most important, the beautiful mount was done by Pflueger Taxidermy, which makes it a nice “go-with” for my Florida lure collection.

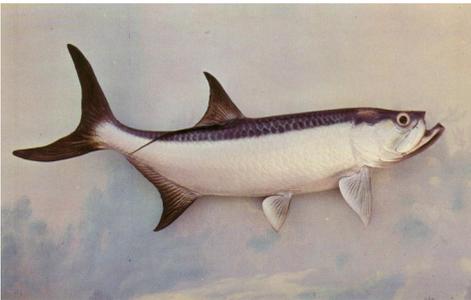


Al Pflueger, Sr. opened his taxidermy business in Hallandale, Florida in 1926. At that time fish mounts were made by wrapping a plaster cast with fish skin and sewing it into place. The result was a fish which was heavier than the original and not entirely lifelike. Pflueger developed a new process, which he patented in 1933. His new method transformed the entire taxidermy industry.

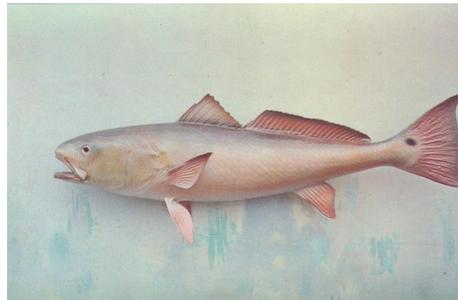
Pflueger used a hollow mold process in which the fish skin was inserted into a concave mold that resembled the size and shape of the actual live fish. A sheet of a mud like “mache” material invented by Pflueger was inserted through a slit in the back side of the skin and reinforced with gauze and sawdust. Enough material was packed into the back of the skin to allow it to form to the shape of the mold. A wood plate was attached to accept mounting screws and the slit in the skin was sewn up. After attaching fins and priming the body, craftsmen would meticulously paint the fish in its natural colors. A single mount usually took five to six months to complete.

Al Pflueger, Sr. passed away in 1962. His son, Al Pflueger, Jr., who was already active in the business, took over its operations. The company grew to become the largest taxidermy business in the world. Pflueger Taxidermy employed over 200 people in 14 departments. There were often as many as 8,000 different works in progress at one time. Pflueger Taxidermy eventually completed over one million fish mounts for clients that included several U.S. Presidents and many international celebrities. Many of those mounts were fiberglass replicas, rather than skin mounts. The live release mount trend became popular in the 1970’s due in large part to the conservation efforts of Al Pflueger, Jr.

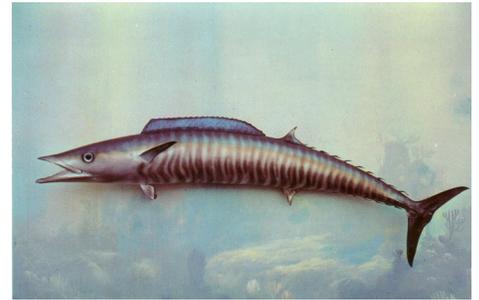
Photographs of Pflueger fish mounts were used in a number of post card collections depicting Fish of Florida. The beautiful pictures make another “go-with” for my Florida lure collection. Here are a few examples:



Tarpon



Channel Bass—Red Fish



Wahoo

Al Pflueger, Jr. was, and still is, a world class fisherman. He is regarded as a master angler, specializing in salt water fly and light tackle fishing, and he holds several world records. Pflueger also designed a wooden fishing lure and that is the element of my Florida collection that brings all these “go-withs” together.

The Pflueger Plug was actually made by Shakespeare Fishing Tackle, which acquired Pflueger Taxidermy in the late 1960’s. Shakespeare had already acquired the operations of the famous Pflueger Fishing Tackle Company begun by Ernest F. Pflueger in the late 1800’s. That Ohio business was eventually run by four Pflueger brothers. Al Pflueger was not related to the Pfluegers of Ohio, though Shakespeare brought them all into the same family, which was known as the Pflueger Division of Shakespeare Fishing Tackle Company. The corporate offices of Pflueger were located in Hallandale, Florida, along with the Marine Taxidermy Division.



(Continued on next page)

Like other fishing lures of the day sold by Shakespeare and Pflueger, the Pflueger Plug was manufactured in Hong Kong. The wood lure is 3-3/4" long and weighs 3/4 oz. It has plastic eyes with a black pupil and utilizes wire through rigging for its 3 x strong treble hooks. The bait was produced in three colors:

- 5803 Sparked Green Back
- 5809 Blue Bullet
- 5864 Yellow/Black & Red Spots.



Can you imagine a leaping tarpon with a Pflueger Plug in its mouth?



**PFLUEGER PLUG**

- 5803 - Sparked Green Back
- 5809 - Blue Mullet
- 5864 - Yellow/Black & Red Spots

Pflueger Plug:-

"All - round" favorite for all major species of salt-water sport fish both offshore and inshore. Also great for fresh-water; constructed of Wood balance is perfect for darting, chugging, and swims erratically when retrieved at high speed; two 3 x strong trebles are wired straight through the body of the lure for extra protection against toothy critters. Length 3-3/4". weight 3/4 oz.

Lures were packaged in plastic sleeve cardboard boxes. The end flap was printed *Pflueger Plug* and showed the lure number and size. Interestingly, the lure was only made in the 3-3/4" size.

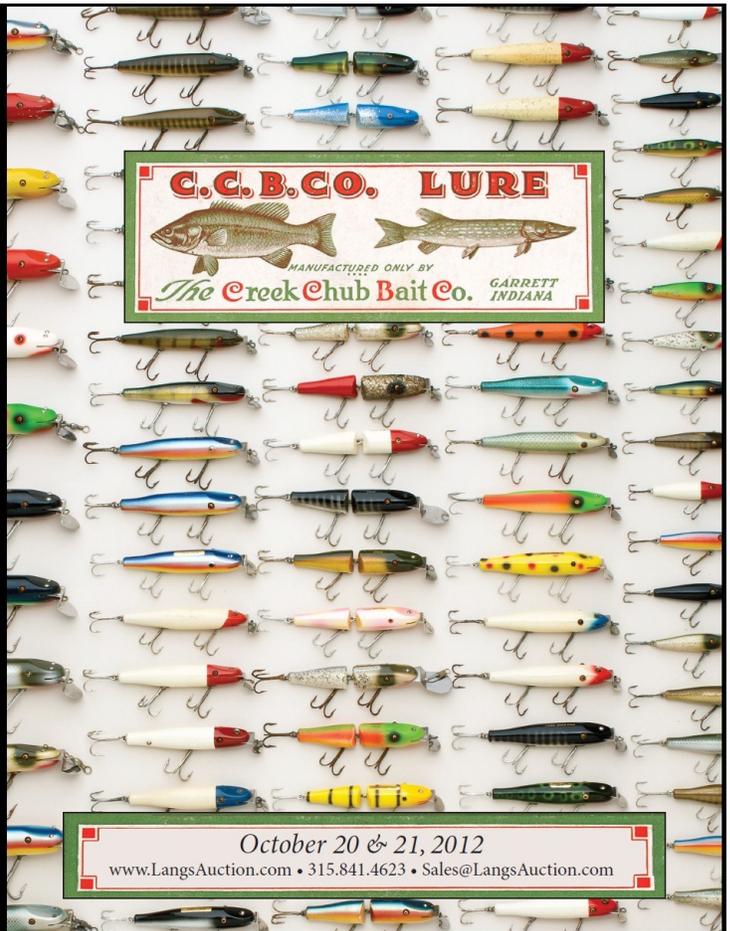
A foldout color catalog was included in the box and showed other Pflueger lures carried over from the Ohio Company.



**LANG'S**  
 Auction, Incorporated  
 The World's Leading Fishing Tackle Auction  
 October 20 & 21, 2012

*The "Ideal" Fishing Float*

Dating from the 1950s, these important examples originated from a long time employee of the Ideal Fishing Float Company of Richmond, Virginia. Employed for many years as a float painter, he occasionally created extraordinary models for himself, using stock and custom colors, and producing floats in uncataloged patterns of his own design. Many of these graphic creations are one of a kind. All can be considered extremely rare and works of art.



October 20 & 21, 2012  
 www.LangsAuction.com • 315.841.4623 • Sales@LangsAuction.com

**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

## Upcoming Shows of Regional Interest

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

January 11-12, 2013  
NFLCC Region 3 Winterfest  
Pigeon Forge, Tennessee

March 1-3, 2013  
The Florida International Tackle Show  
Daytona Beach, Florida



Florida Fishing Tackle Company Vice President Carl Reynolds shows off the Fish-Tail trolling propeller in this 1946 press photo.



**The CATC News Editor**  
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