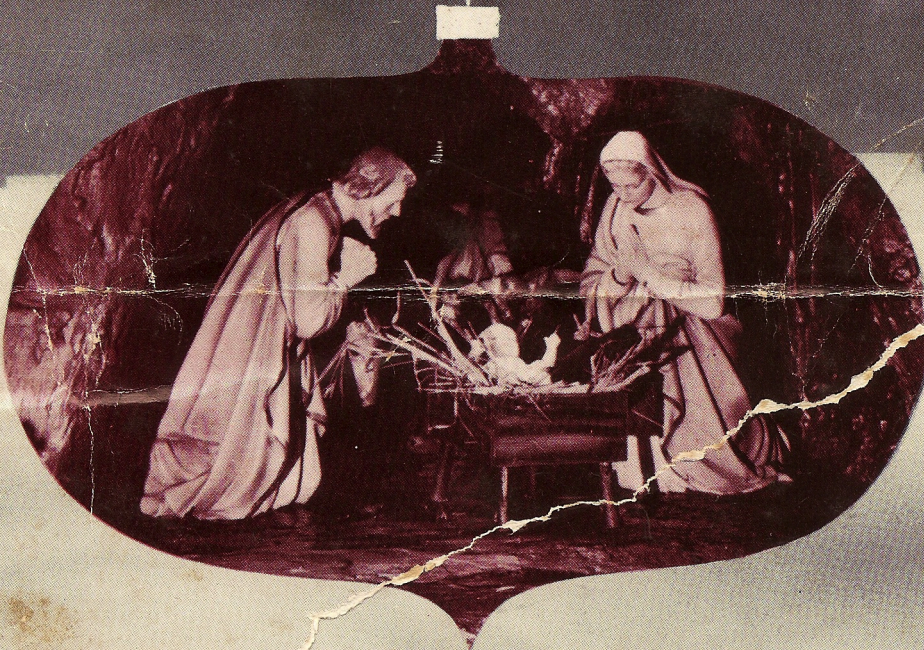


DECEMBER  
1954

# TRUCKING

SAFETY - COURTESY - SERVICE



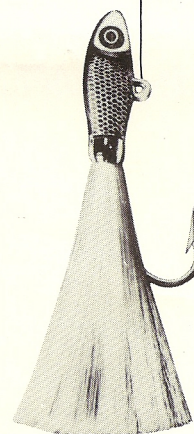
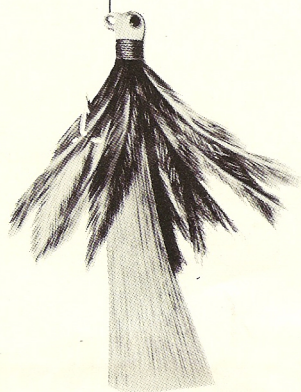
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SERVING SIX SOUTHEASTERN STATES



# he fished his way to fame



Ever so often comes along a natural pairing of a man and a business, or a man and a sport. A young Jim Ryder gets involved with a truck; that Jones boy called Bobby meets up with a golf ball.

The results, in such cases, are predestined.

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 1928 when the three-way wedding came about down in St. Petersburg, Fla. That was the year when ardent fisherman Reynolds be-

came general manager of the then fingerling-sized Florida Fishing Tackle Mfg. Co., Inc.

As we've said, Reynolds was an old hand with a fishing rod. Even then, his friends said Jack Reynolds had some strange communion with the finny denizens of the south's surf, streams and lakes.

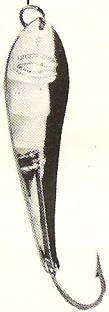
What he knew, Reynolds channeled into the business. He picked employees and executives by hand, taking care to select men who, like himself, knew the fishing field and would take personal satisfaction in putting only tested and proven fishing gear on the market.

It wasn't long before Jack was joined by his brother, Carl. Then B. 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; B. T. is vice president.

Even back in 1928 the artificial lure business was highly competitive. Then, as now, fishermen were swamped with lures, all rated by their makers as "sure killers". Then too, as now, fishermen often bought in high expectation, only to repent later, when their latest lure proved a dud.



*Before his Barracuda trademark goes on a lure, Jack Reynolds makes sure it gets fish. That's how he's become the south's top tackle-maker.*



*C. E. Reynolds is the secretary-treasurer.*

The Reynolds brothers determined early in the game to produce only artificial baits that they knew were fish-getters. Their first product, the now-famous Barracuda Reflecto Spoon, was a most happy choice.

The spoon has been popular ever since the day a tablespoon was accidentally dropped into the water and, as it twisted and wobbled toward the bottom was seized by a fish. Nothing could imitate an injured minnow better. Nothing casts better into the wind than a fishing spoon.

Before they brought out their spoon, the Reynolds studied every one then on the market. When they concluded they could improve the lure with a series of stepped-up ridges to better refract the light, they went into production. Today the Reflecto Spoon is catching fish around the world.

It wasn't until 1933 that the Barracuda trademark began appearing on the company's tackle. It came about after much thought was given to the selection of a "right" name. Anyone who has tangled with a barracuda on the business end of a line is familiar with the fish's characteristics of ruggedness, strength, stamina and sporting qualities. The bar-



*Florida Fishing Tackle Mfg. Co's President C. J. "Jack" Reynolds.*



*The House of Barracuda*

*As the firm's good will ambassador, Brother Carl flies thousands of miles yearly in his plane, Barracuda II.*







*The Reynolds have found that women have just the skill required to assemble the far-famed Barracuda lures.*

racuda, therefore, is a "right" symbol of good tackle.

Times have changed since men first began going down to the fishing spots with plugs. Today's lures are greatly refined over those first huge wooden monsters that were plunked into the grass to provoke the charge of a nesting bass.

Lures are better and they have to be; for today's much fished-for fish are wiser than those which long ago ended up on a stringer.

The Reynolds have always given primary consideration to the elemental question, what makes a fish strike? That they know, from many hours of observation and from studying what other experts conclude.

Following their successful spoon came a series of casting and trolling lures that won their place quickly on the select list of the nation's best fish-getters.

From a start with but five employees in a small one-story building, The Florida Fishing Tackle Mfg. Co. grew steadily. In 1930, when its dealers began asking for many items not made in the St. Petersburg factory, the Reynolds took on several leading jobber lines.

World War II found the company temporarily out of the tackle business and a full-time producer of torpedo parts for the Navy and emergency fishing kits for the Army. Carl was away for 21 months with the Navy. Jack and the late Kirby Huff carried on at home.

For awhile after the war the jobbing business was continued. New products were added to the Barracuda line. As the domestic and foreign market demand for Barracuda items grew steadily it became necessary for the company to convert all its facilities into manufacturing exclusively. That came about in the fall of 1950. Now the thousands of



*That Reynolds' Super Dude is popular with fishermen is apparent by the size of the shipment shown above.*

dealers are only supplied by established Barracuda jobbers in all parts of the country.

Today the Reynolds' company is the largest maker of fine fishing tackle in the south. From a three-story plant on St. Petersburg's First Avenue South go out the world's largest supply of feather and nylon jigs. And wherever fishermen gather, there is known such names as Barracuda jigs, Reflecto Spoons, the Spark-A-Midget, Super Dude, Spark-A-Lure and Florida Shiner. All told, more than 100 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 jobbers around the country.

Fishermen might be interested in knowing which, of all he makes, is Jack Reynold's favorite lure when he slips away for a little fishing. You can bet he takes along one of every Barracuda lure. But his favorite of all, he'll tell you, is the Spark-A-Lure, a scintillating plug with two gang hooks and a spinner.

Both Jack and Carl are as exuberant as boys over their latest creation they call the Bali Dancer. The Dancer's action is squid-like and to a bass, most agreeable. For years the Barracuda lure designers sought that action. Only recently did they get what they sought by combining a special springy backbone feather with the old reliable nylon that the Reynolds made famous with their Baby and Super Dude.

Give Jack and Carl Reynolds the opportunity and they will plop their new lure creation into some fishy water with the same enthusiasm they did their first lures 25 years ago when they decided to turn a fascinating hobby into a life work.





*With air brushes and steady hands, employees of the paint finish department add the final touch to the lures.*

*Shipping Clerk Paul Koerner, (l.) sees Charles Morissey deliver a shipment to our Driver Ray Ledford (c.).*

