

FEB 20 1978



industry news

from **AFTMA**

by Bob Lorz

American Fishing Tackle Manufacturers Association

■ For those who make their living selling tackle and other fishing equipment, 1978 promises to be a year of continued growth and prosperity. Wholesalers, jobbers and retailers harboring doubts about sales prospects this year have only to look at the size of the market. According to Department of Commerce figures, total retail sales throughout the U.S. in 1977 topped \$518 billion and some \$15.8 billion was spent by sport fishermen who paid out more than \$500 million for tackle and accessories alone!

At present, the number of active anglers in the U.S. is estimated at 85 million. To take full advantage of this leisure market, everyone in the sport fishing industry must realize that practically every opportunity this year will be hedged by special challenges. Increased sales aren't just there for the taking, and no one realizes this better than the 400 plus manufacturers who enjoy membership in the American Fishing Tackle Manufacturers Association.

Positive Influence

Throughout our 45-year history, AFTMA has been dedicated to expanding the tackle market by thoroughly acquainting the public with the excitement and contentment of the wonderful outdoor world. With a charter like that, we can't possibly limit ourselves to manufacturing superior products and then relaxing once they go to market. To really justify our organizational existence, AFTMA keeps exerting a positive and continuing influence on the total marketing environment. In this context, advertising, optimum, point-of-purchase sales

techniques, special promotions, unique packaging, sales training, youth education, rational fisheries management, legislative activity and, above all, protection of our natural environment, will continue to be grist for the AFTMA mill in 1978.

During the coming year, AFTMA plans to redouble its efforts to help America curb and eventually eliminate chemical pollution of our national waters. Obviously, this New Year's resolution will call for all-out involvement on many fronts. In most cases, however, the association will be doing everything possible to alert governmental bodies, regulatory agencies and the general public to the fact that polychlorinated biphenyls (PCBs) and other toxic compounds can't be banished by jumping on the panic button. The sensationalism has to go. In the process, decision makers in every section of the country must realize that the issue of chemical pollution transcends special interest bickering. Somehow, a lasting balance must be achieved which assigns equal importance to public health, environmental quality and economic necessity.

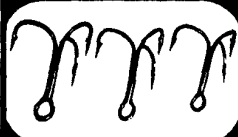
Forceful Implementation

Starting with the premise that public health standards come first, AFTMA's Toxic Substances Task Force will continue to conduct on-site investigations whenever regional fisheries are jeopardized by chemical pollution. Going beyond separate incidents of regional pollution, AFTMA will continue to push for forceful implementation of the Toxic Substances Control Act which finally went on the books last year. In this area, support of a no-non-

sense abatement and enforcement program is a foregone conclusion. But in a much broader sense, AFTMA intends to support, encourage, and conduct the kind of ongoing research which will provide accurate medical data which can serve as a much-needed substitute for wild speculation.

(continued on page 42)

MONS 000875



- **Sharp,** *precise point*
 - **Excellent Quality,** *top hand-crafted needles, chosen materials*
 - **Lowest Prices,** *due to*
direct importation
- Our needles are *strong, sharp, reliable*
and *available in every size and thickness*
you could need *in the size*
range that best fits your specific
needle use.

DOHLLOMI & CO., LTD.

WINE & WORMS
we'll keep them fresh

you catch the fish

This strong, low cost bait bucket comes in a variety of sizes.

Dealer inquiry invited

Formart
CONTAINERS, INC.
P.O. BOX 46, (344) 577-3500
CEDARBURG, WI 53002



For More Data, Use Return Postcard, Circle 42

A-Way™

lost and dear

...that really works!

[illegible][illegible]

See A Way other stuff
 that's just as good as
 possible. It's the only
 program that's been
 proven to work.

510 A Way

points in car, van

510 A Way

counts in a host

Figure 1

$$f_0 = \frac{1}{\pi} \int_{-\infty}^{\infty} f(x) dx$$

© 2000 Blackwell Science Ltd *Journal of Internal Medicine* 247: 111–117

1. *Journal of Management Studies*, 1996, 33, 1, 1-14.

100

Turn Postcard, C1

MON

AFTMA News

(continued from page 41)

To illustrate the degree of confusion surrounding the toxicity of PCB's, marine biologists frequently make the point that it would take a 20-year latency period to establish a definite link between consumption of PCB's and detection of cancer in humans. This is why AFTMA constantly admonishes state and federal regulators to avoid arbitrary imposition of unrealistic "action levels" governing PCB content in fish.

At the moment, none of these limits can possibly be justified by scientific fact. Until they are, AFTMA intends to urge a sensible middle course which will protect the health of this country's citizens without destroying the sport fishing industry.

AFTMA and its Sport Fishing Educational Foundation have joined with the Sport Fishing Institute and other concerned organizations in urging continued study of the potential effects of PCB's and other toxic derivatives. The Association intends to support retention of the present five ppm (parts per million) action level for PCB's and establishment of Food and Drug Administration guidelines for safe consumption of fish containing PCB's. These guidelines should clearly indicate how often fish containing PCB's can be eaten and how much fish can safely be consumed in a given period.

By advocating these steps, along with a plea for suggested methods of preparing and cooking fish, we feel AFTMA will be pursuing a course that is both safe and sensible. More importantly, it is a course which permits the individual angler to make individual choices without surrendering his favorite pastime to a pervasive fear of eating "poisoned" fish.

Big Business

In a year when AFTMA is looking forward to development of many new educational programs, nothing takes precedence over the economic repercussions that stem from chemical pollution. If they have demonstrated anything, recent fishing bans on Lake Ontario catches and fish taken from Virginia's James River

AFTMA News

(continued from page 43)

mentalists and state regulators — especially in the Midwest — fully expect the natural degradation of PCB's to follow the same course as DDT after that pesticide was outlawed in 1969. At the present time the experts say there are still some 750 million pounds of PCB's in "open-ended" use in the U.S. They add that the job of cleaning up will probably take 15 years. But even as the slow process of recovery goes on, scientists are being rewarded by technical advances, enabling them to steadily build an impregnable wall of prevention that should ward off future outbreaks.

More effective sampling and measuring techniques and full scale development of so-called critical materials inventories should provide a great deal more than the symbolic ounce of protection. In an "either-or" era when industrialists and environmentalists too often turn their backs on honest compromise, there also seems to be a heartening trend toward cooperation. This is most obvious in states such as Michigan, where industry fully shares in the drafting of anti-pollution programs. In the last analysis, it is cooperative endeavors such as this that leads to a lasting victory over a national blight which can no longer be tolerated. ■



J. A. L'S JIM ROGERS WINS B.A.S.S. TOURNEY
— Jim Rogers, national promotion manager for J. A. L. Tackle, Inc. of Shelbyville, IN, displays two of the 17 he caught during the recent B.A.S.S. New York Invitational. Jim won by only one ounce in a down-to-the-wire finish with his total catch weighing in at 56 pounds, 2 ounces.

MONS 000877

clearly show how ruinous contamination of inland fisheries can be. Those who want further proof need only consult a recent statement by the Sport Fishing Institute which indicates that Great Lakes fishermen alone pump almost \$150 million into their regional economy each year when fishing conditions are normal. This is big business and it is our business. That is why AFTMA has rededicated itself to the proposition that chemical pollution can be cleaned up without "throwing the baby out with the bath."

In any event, if everyone works together to reduce and eliminate this threat, anything is possible. To do this, however, many people will have to adopt a kind of collective concern which definitely does make each person his brother's keeper. If, for example, there is no problem with aquatic pollution in your area, you are still not home free.

The absence of any immediate alarms in your own backyard should simply give you more time to help those in areas that are having problems. In most cases, this kind of assistance will be most effective when speaking to federal legislators with one voice. If done loudly enough, and often enough, national fisheries can be restored to the pristine condition fishermen enjoyed before industrialization and urban glut distorted nature's balance.

Definite Progress

Those who have a tendency to be over-awed by scare stories about the persistence of PCB's and other noxious compounds can take heart if they review recent progress in the national drive to eliminate water pollution. Since the Toxic Substances Control Act was passed in October, 1976, experts report that definite progress has been made. In areas such as Michigan and Wisconsin, extensive sampling of the 1976 catch clearly demonstrates that PCB levels are steadily dropping. Moreover, even in hard hit areas such as the counties on the southern shore of Lake Ontario, small retailers are hanging on despite severe drops in demand for all types of fishing equipment.

Now that the only manufacturer of PCB's (Monsanto) has ceased all production of the chemical, environ-

(continued on page 44)

18604

AFTMA News

(continued from page 41)

To illustrate the degree of confusion surrounding the toxicity of PCB's, marine biologists frequently make the point that it would take a 20-year latency period to establish a definite link between consumption of PCB's and detection of cancer in humans. This is why AFTMA constantly admonishes state and federal regulators to avoid arbitrary imposition of unrealistic "action levels" governing PCB content in fish.

At the moment, none of these limits can possibly be justified by scientific fact. Until they are, AFTMA intends to urge a sensible middle course which will protect the health of this country's citizens without destroying the sport fishing industry.

AFTMA and its Sport Fishing Educational Foundation have joined with the Sport Fishing Institute and other concerned organizations in urging continued study of the potential effects of PCB's and other toxic derivatives. The Association intends to support retention of the present five ppm (parts per million) action level for PCB's and establishment of Food and Drug Administration guidelines for safe consumption of fish containing PCB's. These guidelines should clearly indicate how often fish containing PCB's can be eaten and how much fish can safely be consumed in a given period.

By advocating these steps, along with a plea for suggested methods of preparing and cooking fish, we feel AFTMA will be pursuing a course that is both safe and sensible. More importantly, it is a course which permits the individual angler to make individual choices without surrendering his favorite pastime to a pervasive fear of eating "poisoned" fish.

Big Business

In a year when AFTMA is looking forward to development of many new educational programs, nothing takes precedence over the economic repercussions that stem from chemical pollution. If they have demonstrated anything, recent fishing bans on Lake Ontario catches and fish taken from Virginia's James River

MONS 000879



Art

■ For those who make their living selling tackle and other fishing equipment, 1978 promises to be a year of continued growth and prosperity. Wholesalers, jobbers and retailers harboring doubts about sales prospects this year have only to look at the size of the market. According to Department of Commerce figures, total retail sales throughout the U.S. in 1977 topped \$518 billion and some \$15.8 billion was spent by sport fishermen who paid out more than \$500 million for tackle and accessories alone!

At present, the number of active anglers in the U.S. is estimated at 65 million. To take full advantage of this leisure market, everyone in the sport fishing industry must realize that practically every opportunity this year will be hedged by special challenges. Increased sales aren't just there for the taking, and no one realizes this better than the 400 plus manufacturers who enjoy membership in the American Fishing Tackle Manufacturers Association.

Positive Influence

Throughout our 45-year history, AFTMA has been dedicated to expanding the tackle market by thoroughly acquainting the public with the excitement and contentment of the wonderful outdoor world. With a charter like that, we can't possibly limit ourselves to manufacturing superior products and then relaxing once they go to market. To really justify our organizational existence, AFTMA keeps exerting a positive and continuing influence on the total marketing environment. In this context, advertising options, point-of-purchase sales

MONS 000880