

NEWS OF OUR CLIENTS



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ACME® TACKLE COMPANY — “MASTERS OF METAL” FOR MORE THAN 55 YEARS

Passion For Fishing and Successful Jewelry Plating Business Combine to Create Leading Family of Metal Lures

You could say that the Acme® lures story began as a gleam in the eye of Art Lavalley, Sr. — a gleam reflected in the metal jewelry he and his brother Al electroplated and polished at their successful company formed following World War II. An avid angler, Art took some of this jewelry and used it to fashion his own fishing lures, bending and changing the shapes to create unique fish-catching actions. The success of these early lures sparked an idea in Art's mind to combine his passion for fishing with his metal plating skills, leading to the creation of Acme Tackle Company of Providence, Rhode Island in 1952.

Over the past 55-plus years, the angling world has seen amazing advances, from high-modulus graphite rods and computerized baitcasting reels to fluorocarbon leader and braided “superlines,” Yet Acme lures are still manufactured where it all started, with the same care, attention to detail and jewelry quality finishes that made Art's early lures so successful. This dedication to quality resulted in an extremely loyal following among lure fishermen. Nearly six decades later, Acme spoons continue to be the “go-to” lure of top anglers fishing in streams, rivers, lakes bays and oceans around the world.

Many anglers associate the Acme name with the venerable Kastmaster®. While it's true this original slab-sided spoon helped make Acme a household name (at least among serious fishermen), it actually began life as the EDA Splune, a relatively unknown lure developed by Engineering Design Associates of Severna Park, Maryland. Lavalley acquired rights to this lure and immediately began looking for ways to improve its fish catching abilities. Along the way he made some important modifications, elongating its shape and giving it the jewelry like finish that has become an Acme trademark. The result has withstood the test of time: The Kastmaster continues to be the company's top seller and one of the most popular metal lures in the world. The Kastmaster is known worldwide as an extremely versatile lure that is highly effective when cast, trolled or jigged — there is virtually no “wrong” way to fish a Kastmaster. With sizes ranging from 1/12-oz. to 4 oz. and dozens of available finishes, there is a Kastmaster to catch any fish in fresh or salt water.

— Continued on Reverse —

The fish-catching success of the Kastmaster helped pave the way for other metal lures over the years, many of which have become fishing catching standards. One example is the Acme Fiord[®], a slim-profile spoon patterned after a centuries-old design first used by the Scandinavians, the world's foremost lure fishermen. The long and slender shape of Acme's Fiord imparts a frantic wobble that triggers the attack instincts of predatory gamefish in fresh or salt water. Five sizes (1/12 oz. to 1 oz.) and a range of brilliant metallic and painted finishes mean that the Acme Fiord is an important addition to every angler's tackle box.

The Acme Phoebe[®] is another popular that has helped redefine the art of lure fishing for decades. With its unique hydrodynamic curvature, the Phoebe has a full-bodied look and action that leaves other metal lures flat. Lifelike fins and deep-cut scales add to the natural appearance and reflect underwater light in all directions. Five available sizes and a choice of 10 plated and painted finishes help anglers match conditions and local forage when light tackle fishing in fresh or saltwater.

These are only three examples of the array of proven lures that have made Acme the Masters of Metal for generations of fishermen. Familiar lures like the Little Cleo[®], Side-Winder[®], and K.O. Wobbler[®] have their place of honor in tackle boxes alongside newer Acme spoons like the Fishhawk, Dixie Flash[®] and Thunderbolt[®]. Today's Acme family of metal fishing lures includes 16 different models for all styles of fishing. Anglers can be confident that every Acme lure has been designed by knowledgeable fishermen, carefully manufactured and field tested to provide fish-catching action.

This level of angler trust is something that Acme will never take lightly. Today, when so much fishing tackle comes from overseas factories, Acme continues to build, assemble and package all of its lures at its Providence, Rhode Island facility. More importantly, it does so under the daily management and supervision of seven of Art Lavalley, Sr.'s sons and daughters — ensuring that his tradition is carried on each time an Acme metal lure is tied on.

To learn more about Acme Tackle Company and its entire catalog of premium quality metal lures for fresh and saltwater angling, contact: Acme Tackle Co., 69 Bucklin St., Providence, RI 02907 • Telephone: (401) 331-6437
• Or visit online at: **www.acmetackle.com**.

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