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ACME® TACKLE CO. CELEBRATES 60 YEARS AS “MASTERS OF METAL”

Launch of New Website for 2012 Makes it Easier for Anglers to Learn New Techniques, “Hook Up” With the Best Acme Spoons for Their Fishing Needs

Back in 1952, the Korean War was raging on, Harry S. Truman was still “giving ‘em hell” in the White House and gasoline was selling for 25 cents a gallon. On the fishing front, Art Lavalley, Sr. started Acme Tackle Company that year, bringing the angling world iconic metal lures that would forever change the way sport fishermen pursued their quarry in fresh and saltwater.

It would be an understatement to say that much has changed in the 60 years since Lavalley first brought iconic lures like the famous, slab-sided Acme Kastmaster® to the market with the motto “Action Makes the Difference™.” What hasn’t changed over all this time, however, is that action still does make the difference — and it’s a key reason why Acme lures continue to catch fish today.

Still a family owned and operated company (headed today by Art Lavalley, Jr.), Acme has used its lure-fishing expertise and input from top anglers around the world to introduce successful lure after successful lure, staking its rightful claim as “Masters of Metal.” In addition to the world-renowned Kastmaster, Acme has produced a wide range of deadly fishing spoons, each building its own legend in the hearts of serious lure fishermen. Lures like the Little Cleo®, K.O. Wobbler®, Wob-L-Rite®, Kamlooper®, Phoebe® and others have become trusted partners for fishermen chasing everything from sunfish to stripers. These lures have literally become treasured possessions among anglers, passed from father to son as a fishing right of passage. And throughout the years, Acme has introduced innovative new products like the Thunderbolt®, Need-L-Eel® and Kastmaster XL, developed for specific angling techniques and sharing one common trait — proven effectiveness.

To mark the occasion of Acme’s 60th Anniversary, Acme has revamped its website (www.acmetackle.com), with the goal of making it as easy to learn about Acme spoons as it is to catch fish with them. “It’s no surprise that fishermen today rely heavily on the Internet for information, not just on products but on how to become more proficient anglers,” said Art Lavalley, Jr. “Our new website is filled with useful new information and it is designed to make it easier for anglers to find what they want — from selecting the best Acme spoon model, size and finish for their needs to learning expert-tested techniques to catch more fish,” Lavalley added. The new site is scheduled to roll out during 2012.

“We’re honored to have reached this important milestone in the fishing tackle industry,” added Lavalley. “Our family takes pleasure in the fact that our lures — many of which can be traced back to my father — still catch fish like they did when they were first introduced. I guess that even after six decades, gamefish around the world still haven’t gotten wise,” joked Lavalley. Given Acme Tackle Co.’s track record and commitment to the idea that when it comes to metal spoons, action makes the difference, they never will. And that would suit Art Sr. just fine.

To learn more about the company’s full line of famous metal lures for all types of fresh and saltwater angling — contact Acme Tackle Co., 69 Bucklin St., Providence, RI 02907 • Telephone: (401) 331-6437 • Or visit the company’s new website at: www.acmetackle.com.

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