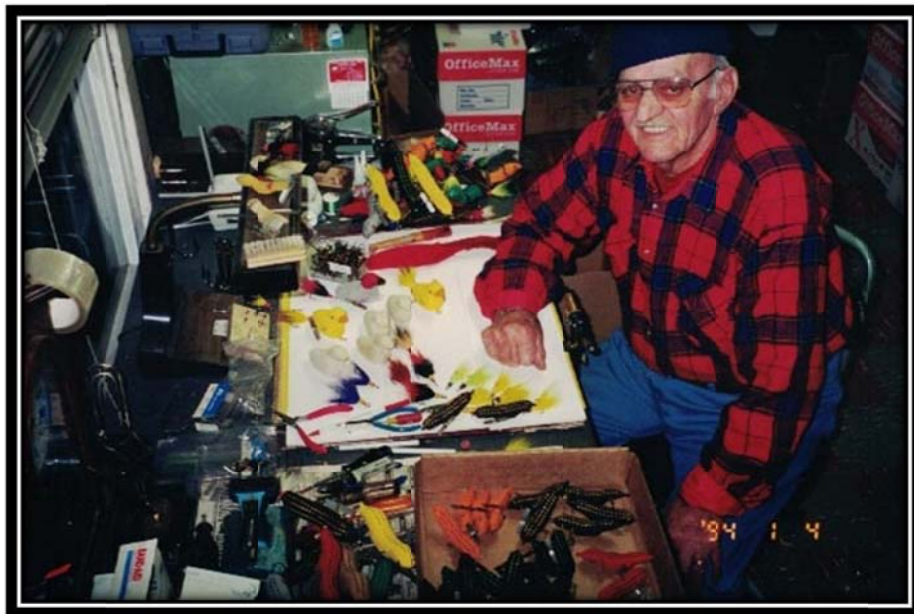


## August "Augie" Machtig

Our 3rd honorary member for 2001 is August "Augie" Machtig of Sheboygan, Wisconsin. Born on May 28, 1918 in Sheboygan, Wisconsin, Augie has always enjoyed fishing and particularly his desire to improve the performance of his fishing lures. His working life included driving for a trucking company, a production worker at the Kohler Company, and owning and operating the Sheboygan Water Conditioners, a water softener company which he continues to operate today at 83 years of age.

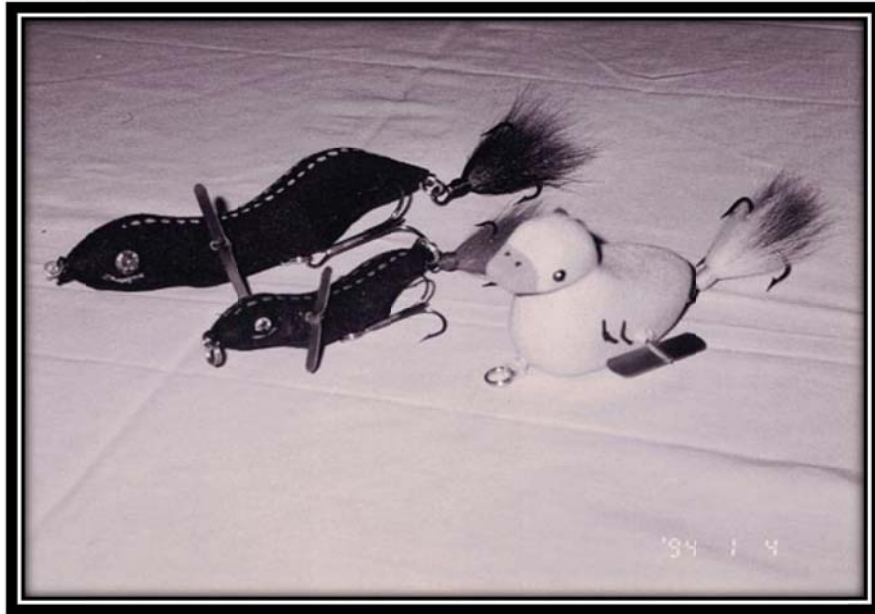
In 1950 Augie Machtig and a man named Elmer Deuster founded "The Gopher Bait Company" in Sheboygan, Wisconsin. Augie estimates that 7,000 top water Gopher lures were produced from 1950 to 1960. The Gopher Bait Company also developed two additional top water lures called "The Flock Mouse" and the "Musky Duckling" during the 1950s.



August "Augie" Machtig

In the 1950s The Gopher Bait Company acquired the rights to the "Hinkle Lizard" from Joe Hinkle of Kentucky, Also in the 1950s the rights to the Leap-R-Lure were obtained from the Brileen Company of Milwaukee, Wisconsin.

In the spring of 2000, at the age of 81 years young, Augie Machtig restarted production of an updated model of "The Gopher".



Left to right: "The Gopher", Baby Gopher, Musky Duckling

Philip Mersberger of Oostburg, Wisconsin who is Mr. Machtig's sponsor states "August Machtig's involvement in the Gopher Bait Company exceeds 50 years, and during that time his inventive and entrepreneurial skills have enabled him to offer a wide array of lures to the fishing and collecting community. His unique flock finishes and paddle action style of the various Gopher lures have insured him a place in the history of fishing lures. When you consider all of his achievements, August Machtig is qualified to become a 2001 NFLCC honorary member", and we all agree. August Machtig is our 48th Honorary Member inducted into the program.

Editor's note: For more information on the Gopher Bait Company, see *The History of the Gopher Bait Company* written by Philip Mersberger in the September, 2001 issue of the N.F.L.C.C. Gazette.

Honorary Member - 2001