

## **Bill Edgar**

**By Bruce Dyer and Rich Trembl (1988)**

Bill Edgar is the President of Lucky Strike Bait Works, Ltd., in Peterborough, Ontario, Canada. Lucky Strike is one of Canada's oldest and largest tackle manufacturers.

Lucky strike was founded by Bill's father, Frank Edgar, who began making lures in 1929 in his basement workshop. Broom handles and hardwood were used at first but cedar soon became the norm for bait bodies. The wooden lures used glass eyes until 1939 when Hitler's invasion cut off the supply from Czechoslovakia. Later, lures used a metal washer and tack arrangement for eyes.

In response to a May, 1954, industrial survey by the Peterborough Public Library, Lucky Strike noted production of "180 different baits for fishing" including wobblers, wigglers, June Bugs, "transparent plugs", wood plugs and "trawling spoons" plus such articles as leaders, snaps, fish stringers, disgorgers, floats, landing nets, rods and "high class reels". The company then had a staff of 14 employees.

Today, 32 workers make a variety of products, most notably plugs, spoons, spinner baits and landing nets. Of all the distinctive styles developed by Lucky Strike perhaps the most interesting was the Submarine Plug of the 1940's and 1950's which was designed for variable depth running. The original Pi-kee continues to be the top seller. The company was recently profiled by the Toronto Globe and Mail, Canada's national newspaper, as a progressive and expanding player in the angling market.



**Lucky Strike Submarine Transparent Plug**  
Photo courtesy of [Ontario Lures](#) web site!

Bill Edgar, born in 1929, began working as a tool and die maker in the family tackle business in 1950. Shortly afterwards, he became a foreman. In 1970 he bought his parents' shares and succeeded as President. His parents, however, stayed on with the firm and retired gradually.

Both Frank and Bill Edgar have taken an active role in designing and testing new lures. Frank Edgar died in 1978 at the age of 75. Lucky Strike continues to be a family business with the involvement of Bill's wife Cora, who has supervised assembly, sister Marilyn who works in the office, and daughter Mary who with husband Kim Rhodes works in the plant.

Lucky Strike completed a move to larger facilities on Whittington Drive at R.R. #3, Peterborough, in February, 1988. The previous plant was at 505 Sherbrook Street, Peterborough. It had grown from the workshop and had experience a couple of fire as well as enlargements, notably in 1939 and again in 1949. For a short time, beginning in 1945, a branch plant operated in Cobourg, Ontario, as hooks, swivels and split rings had not been obtainable from England or Norway during World War II.

Lucky Strike Bait Works, with Bill Edgar as its President, continues to be one of Canada's largest and most successful tackle companies.

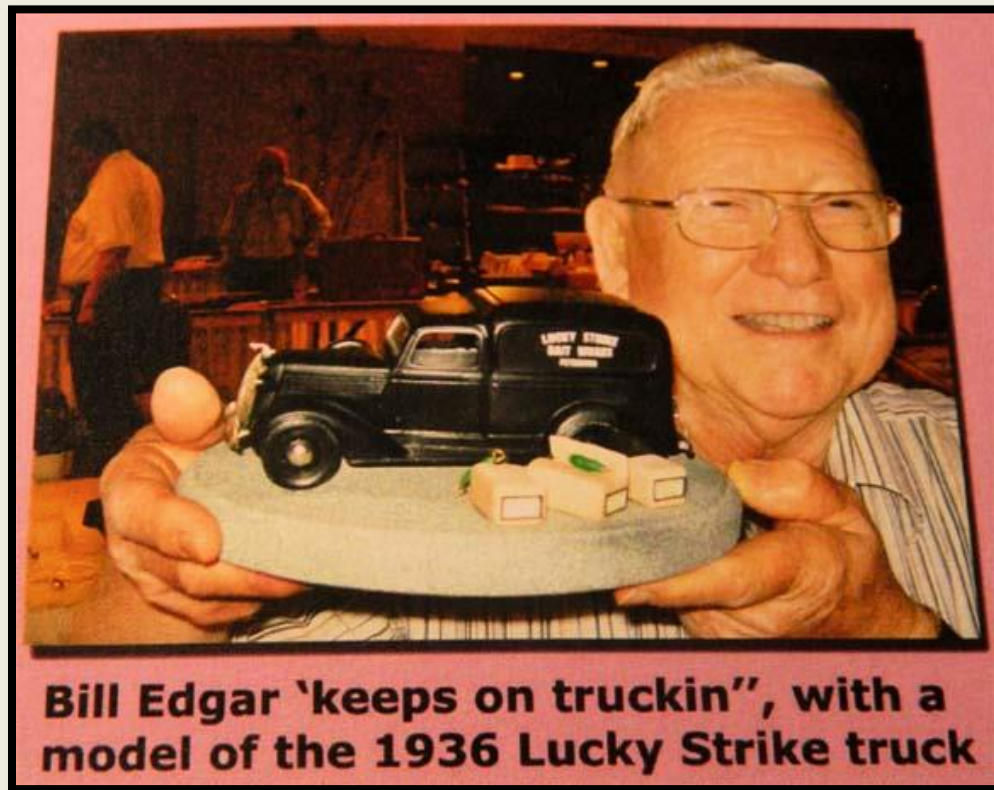


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