



NFLCC Honorary Member: Verne "Frenchy" LeMay

Frenchy was a schoolteacher who moved to Oshkosh, Wisconsin in the early 1940's, where he eventually retired as a high school science teacher. By the late 1940s he had become an avid muskie fisherman. At that time, he felt that the prices of commercial muskie lures were too high, and by 1946 he was making his own baits. One of his first lures was fashioned after a Quick type bait that his barber had developed. Around 1940, Fuzzy Frie, who worked out of an Antigo barber shop developed a wide Quick type that imitated an injured walleye. By 1949, Frenchy had developed a number of baits and was active in selling them. He made a number of Globe Type lures and half/spinner globe types that he called Thumpers.

Another LeMay type was the Sneaky Joe and the larger Chair Leg. These two baits were designed after an idea developed by Frenchy's friend, Walter J. Roman. These Barney Google shaped lures were usually painted black, with either gold flitter, or gold splatter. Frenchy also made Sunfish, a Truck Oreno type, a Heddon 300 type and several sucker types, "Later" a company named Le Lure Tackle Company started remaking Frenchy LeMay designed lures. Some of these productions made at 3220 B Basler Lane, Oshkosh, Wisconsin are sold in a green limited edition collector box.

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