

FISHING PLUGS CATCH FISHERMEN NOT FISH

In November 1963 (just before Kennedy was shot), Sam took a hunting and fishing lease in South Texas abutting then Governor' Briscoes' ranch with another of the County Commissioners that sat on the Commissioners Court with him, A.J. Ploch, ... arguably one of the cleverest, most conniving men I've ever met ...

but he was a fabulous hunter/fisherman and Sam, liked cutting up with him whenever they were on the same political side ... which was "sometimes" ... and Ploch taught Dad a lot about hunting and fishing.

So Sam sent me to Bowman's Tackle Shop to outfit his tackle box with the "right" freshwater fishing tackle and artificial baits.

So I asked the clerk "What are the bass 'hitting on' these days?"

and the clerk went into a long sales pitch about how the fish had switched "hitting" on the old familiar-to-me baits ... and were NOW hitting on a particular bait design called a "Sonic"... painted, in the then, "Very Best Color" ... ie., Black - with a White Lightning Bolt painted on the side of it.

So, in case we got into a mess of actively feeding fish, and then lost a bait to an underwater log or the like, I bought 4 baits ... 2 for Sams tackle box and 2 for my tackle box (I still have one of mine).

So on November 22nd, 1963, on the drive down to the hunting lease, I was driving ... with Sam in the passenger seat ... and we were driving along, idly chatting ... and he asked me what I had bought for his tackle box ... and I repeated the "Black Sonic" sales pitch the salesman had put on me.

And I asked Sam ...

"Dad, How come all the Black Bass, in all the fishing tanks across South Texas simultaneously KNOW that they are supposed to stop hitting on one particular bait ... and suddenly start hitting on Black Sonics with a White Lightning Bolt on the side?"

Without missing a lick, Sam said

"Why, Son, You just don't understand ... fishing baits are not supposed to catch FISH ... they are supposed to catch FISHERMEN."

I'll never forget this lesson in my whole life ... and the next day, John Kennedy was shot.