Weakley & Thomas lead 1245: E. Board returned

Business Manager Ron Weakley and President Leland Thomas Jr. have been returned to office in a local union election which saw all incumbent Line Officers and Executive Board Members emerge victorious, the Election Committee reports. Some new faces will be on the Advisory Council.

President Thomas polled more votes in defeating Colbert Simmons than any other single candidate. The final count certified by Election Committee Chairman Richard Hollister was 2856 to 1182.

Business Manager Ron Weakley defeated Alfred Hansen by a vote of 2417 to 1689.

Marvin C. Brooks led a field of five candidates for Vice President, gaining re-election with 1635 votes as opposed to 888 for Art Barson, 651 for William Hendrix, 464 for Mike Escobosa, and 352 for Robert Lamas.

Treasurer William Miller out-pollled William Yochem by a vote of 2572 to 1354.

In the Recording Secretary's race, incumbent Andy Clayton received 1869 votes, followed by Bob Hancock with 1266, and John Zapian with 831.

All the incumbent Area Executive Board Members were returned to office:

- In the Northern Area, Jim Fountain received 714 votes as opposed to Odie Walters' 390.
- In the Central Area, Jim Lydon led a field of five (with 370 votes) followed by Pat McEvoy (293), Kay Cole (255), John Pickens (222) and Rocco Fera (116).
- In the Southern Area, Albert Callahan came in with 556 votes, followed by Ralph Van Meter with 241, and Don Corbett with 226.
- Tony Boker ran unopposed for the Executive Board Member-at-Large post.

A number of new faces will appear at the Advisory Council's next meeting:

- Stockton Division and the City of Lodi — Lester Liblidi, with 80 votes, squeezed (continued on page seven)
14(b): a contradiction

The inconsistency of Section 14(b) of the Taft-Hartley Act is a major argument for repeal of a section which allows the States to contradict federal public policy and The Constitution of the United States.

A good example of this inconsistency is the situation where a State uses Section 14(b) to prevent a union shop from being negotiated to include all people in the bargaining unit as union members, but there is no section to exempt these non-union people in the unit from getting the other results of negotiations. This is the "no representation without taxation" argument. And many members of Local 1245 can tell you of the bitterness associated with non-members getting the benefits from bargaining, but refusing to pay their share of the costs involved.

As AFL-CIO President George Meany has said in connection with his testimony before a House Labor Subcommittee in support of H.R. 77 which would repeal Section 14(b):

"A union shop or similar union security arrangement serves as a sort of guarantee by the employer that he is not going to try to break the union. The employer may continue to be a hard bargainer, but once some sort of union security arrangement has been negotiated, it is rare indeed for the employer to set out to break the union."

Federal public policy has for 30 years (with the sole exception of Section 14(b)) encouraged free collective bargaining.

"Experience has proved that protection by law of the right of employees to organize and bargain collectively, safeguards commerce from injury . . . and promotes the flow of commerce by removing certain recognized sources of industrial strife and unrest, by encouraging practices fundamental to the friendly adjustment of industrial disputes arising out of differences as to wages, hours, or other working conditions, and by restoring equality of bargaining power between employers and employees." (Section 101.1 of the Taft-Hartley Act).

From this concern for the flow of commerce came the membership which is still growing.

It occurs to me that one thing we lack is proper understanding concerning the history and achievements of Local 1245. Too many people take for granted the many advances in wages, conditions and benefits that our people presently enjoy. Too many people assume that the employers simply dished out these “goodies” as a paternalistic handout without any struggle whatsoever.

This problem results, in my opinion, from lack of a real public relations program within our own house to put the truth and the record into proper perspective.

A great many people have made many sacrifices to build this Union to its present strength and position. They deserve to be honored, not forgotten.

In 1966, we shall reach our 25th birthday and it seems to me that a nominal celebration of our Silver Anniversary is in order. It could be tied with an internal educational program to bring to the membership a real sense of belonging to a fine service organization which has a very practical impact on personal and family advancement and protection.

During the balance of 1965, your employees are going to have some vacation breaks as they handle current assignments and get set for 1966—a year of wide open contract negotiations all over our jurisdiction.

I wish to thank all of those who expressed confidence in my ability to continue to serve our fine Union and I shall do my best to justify that confidence.

...we get letters

International Brotherhood of Electrical Workers
Local 1245
Eureka, California

Dear Union Members and Friends:

This is to acknowledge and thank you all from the bottom of my heart for the check which was given to me after the December hool.

Your remembrance to me and my husband will never be forgotten.

The experience of losing one’s home is very heart-breaking so your thoughtfulness was very kind.

Sincerely,

Carol Lee Ackerman
June is a month of weddings, and weddings often are the beginning of money problems. This is not supposed to be a joke. Various bankruptcy referees, bankers and other credit experts, have reported that young couples are one of the major groups afflicted with heavy debts and other money problems.

Some of our readers also have written us expressing real worry that their youngsters are getting married without the slightest idea of how to handle money, and not much apparent interest in learning.

Judging from the experiences of family agencies as reported by the Family Service Association of America, money problems of young couples are both widespread and startling.

"We see many young people in almost hopeless debt situations," reports Mrs. M. S. McKay of Toronto Family Service. "Sometimes this is the result of factors beyond their control: sickness, loss of job, etc. With others, we find two young people who have had little parent guidance in spending, who perhaps go into debt for the wedding, including the rings, go overboard buying furniture and a car, without having figured out the monthly payments. If they have any qualms, their immaturity, manifested in inability to postpone satisfaction, allows them to go ahead."

Today's young couples have little chance to get any financial experience before they are plunged into responsibilities. Over 40 per cent of today's brides are still in their teens, and more first babies are born to girls of 19 than any other age.

The new family heads are similarly young and financially inexperienced. Currently, most new fathers are in their twenties, with the greatest increase in the "fatherhood rate" among men 20 to 24.

Money problems have an especially damaging effect on the husbands in "young escapist marriages", reports William Piehl, of Family Service Association of San Jose, Calif. "In many young marriages (age 17 to 20) social pressure forces the couple to over-indebtedness to buy a car, house, etc. When a baby comes along unexpectedly, debts soar, and the young husband tends to stay away from his wife and infant, unable to accept his heavy burden."

Even newlyweds with $7000 to $10,500 incomes have been seeking help with money problems, Family Service of Racine, Wis., reports. The reason is that these youngsters want a level of living like that of their parents, though their parents may have worked years to reach it.

One young couple made a down payment on a $6000 trailer, bought a second car, since they were both going to work, and an $800 hi-fi-TV and radio combination, reports Walter Johnson, Director of Family Counseling Service of Foughkeepsie, N. Y. All these installment payments, plus weekends at ski resorts and other entertainment, proved too much. They were about to go to a finance company for a loan but at this point decided to come to the family agency.

Rather than parents stepping in to help, it's important for a young couple to get a sound money plan themselves, especially since money arguments can cause strains at a time when they must make other adjustments.

There is help available and an overall program a young couple can develop even if already in money trouble. Catherine Arzovino, Director of Family Service of Tacoma, tells about a boy of 17 who had married a girl of 15. He was a school dropout, untrained, and making $300 a month for a family of four. They had gotten $1500 into debt, mostly for home equipment, a used car for the husband's work, and medical expenses. Over an eight-month period, the agency helped the young family to stick to a strict budget, to use free or low-cost medical services, and upgrade the husband's job skills by night school vocational training.

As well as family agencies, and the money-management courses the Y's have long given, churches and home-extension economists are expanding classes and financial education for young couples.

First step is to make a budget or spending plan. Sometimes young couples have no concept of the real value of money, reports Ethel Pantzer, of Nashville, Tenn. Family Service. One couple felt there were no limits to their purchasing power when the husband began making $6000 a year. Only when you make a realistic estimate of your expenses can you know how far your income actually can go.

A couple without experience to guide them should expect to make many adjustments in their initial estimates before they develop a plan that works, advises home-economist Edith Tafttonen, of Community Service of New York. A daily spending record is especially helpful to test your estimate against actual expenditures. A minimum of three months of such record keeping will show you the pattern, Miss Tafttonen advises.

We have worked out a sample budget for a young couple, based in part on Bureau of Labor Statistics data. This budget, which assumes a working wife, would cost a little over $300 a month if the wife were not working. The Community Council of Greater New York estimates that a working wife's expenses may add about $50 a month for additional clothing, personal care, laundry, etc., reports home-economist Luise Addis, in a study of working wives' job-related expenses. A sample plan includes these extra costs.

We also have included a special fund of $100 a month for gradually buying home equipment. 'This allowance is based on furniture industry estimates that the average couple spends $3500 to furnish its first home. The $100 a month would make possible accumulating these needs over three years or less, depending on what equipment you start with.
McCloud-Pit Project

This is the site for the McCloud earth fill dam, which will store McCloud River water and divert some of it through tunnels to the Iron Canyon reservoir, the McCloud Pit Powerhouse, the new Pit River 6 and 7 Powerhouses, and finally into Shasta Lake where it will mix with the original McCloud River water backed up against U.S.B.R.'s Shasta Dam.

New Plants Tested

Two new lakes have formed behind major dams on the Pit River and turbines are spinning generators for the first time in Pacific Gas and Electric Company's $100 million McCloud-Pit project.

Units at both the Pit 6 and Pit 7 powerhouses of the hydroelectric development are undergoing startup tests and work is proceeding on other phases of the two-river project.

Included are two other major dams — one on the McCloud River and the other on Iron Canyon Creek. Work on McCloud-Pit Powerhouse, the largest of three new PG&E plants, is to be completed by year's end. The tasks of lining 10 miles of tunnels driven through Shasta County mountains and constructing the McCloud-Pit penstock also continue.

PG&E engineers, 18 contractors and a skilled army of men and equipment have been participants in McCloud-Pit, the company's largest single hydro project. It has been under way for more than two years, with manpower ranging above 1,200 and payrolls exceeding $1 million a month.

At the moment, manpower stands near the 1,000-mark.

The project will increase the number of PG&E's hydroelectric power plants to 67.

The three new powerhouses will have a combined generating capacity of 330,000 kilowatts. This much power could serve all of the needs of the cities of Oakland and Berkeley.

McCloud-Pit's completion will boost the capacity of PG&E's Pit River power chain to 725,000 kilowatts. Powerhouses now in the chain are Pit 1, Pit 3, Pit 4, Pit 5 and two small Hat Creek installations.

Through tunnels 17 and 18 feet in diameter — 13 and 14 feet after lining — and huge pipe sections, including a mile-long penstock, water diverted from the McCloud River will be carried to the Pit. Its first use to generate electricity will be at the McCloud-Pit Powerhouse, which is situated upstream from the existing Pit 5 plant. The new plant's generating capacity will be 155,000 kilowatts.

Downstream, the turbines of Pit 6 Powerhouse will drive generators with a capacity of 74,000 kilowatts and Pit 7 will have a capacity of 101,000 kilowatts.

Below Pit 7 an afterbay dam for re-regulation of the river is being constructed at the head of the Pit arm of Shasta Lake.

Work has been under way also on new 230,000-volt transmission outlets to carry the power produced by the new units.

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Pit 3 Powerhouse is shown in the foreground with the penstocks leading from the tunnel through to Lake Britton in the background.

Here is a night shot of Pit 1 Powerhouse.

Pit 5 Powerhouse. This is Pit 4 Powerhouse.

Cloud-Pit Powerhouse under 1245 for the switchyard which is built by Local 1245 under the act. Detail shows the pull-off location for the transformers.

2 rivers meet again

McLeod, I Presume

It isn't known for certain how the Pit got its name. But one explanation is that it came from jug-shaped pits dug by Indians in the region to capture enemies or game. Some early-day maps misspelled it as Pitt, thinking it was named for William Pitt, the English statesman.

The McCloud River preserves, under an altered spelling, the name of a Scotsman, Alexander Roderick McLeod. He led the first trapping expedition of the Hudson's Bay Company into the area in 1827. The party narrowly escaped starvation during a severe winter.

Utility Reporter—June, 1965—Page Five
NEW APPLICATIONS

The Secretary pointed out that 31 states with 70 per cent of the population today have such freedoms and he pleaded for uniformity in labor-management laws.

The chief opponent of outright repeal of the section is Rep. Robert Griffin (R., Mich.), co-author of the 1959 Landrum-Griffin Act. He has introduced a bill which would provide for repeal if labor was ousted from any activity not directly related to collective bargaining.

Meany did not have an opportunity to confront Griffin — the Michigan Congressman failed to show up when the AFL-CIO president testified.

Meany said that H.R. 77 "is not just a trade union bill... It will practically eliminate a form of wasteful, unproductive conflict that has divided Americans for too many years. And it will make a positive contribution to the kind of social and economic progress represented by President Johnson's Great Society."

Spokesmen for the National Council of Churches, National Catholic Welfare Conference and the Central Conference of American Rabbis testified before the subcommittee, too, stressing the moral as well as the human and economic need for repeal.

Two employers association representatives — one from the electrical contractors and the other from women's apparel — emphasized that Section 14(b) penalizes the union employer.

Representatives of civil rights groups were also, emphatic for repeal. They said that "work" laws had one, primary objective: to hold down wages and union organization of all workers, Negro and white.

The following new applications were received in this office May 1 through May 21, 1965.

NEW -A- APPLICATIONS

SIERRA PACIFIC

Michael A. Kunde
Richard A. Logren

SACRAMENTO M.U.D.

Loren H. Allinder

GENERAL CONSTRUCTION

James D. Askins, Jr.
Carl E. Burton
Terry R. Hansen
Nick G. Horton
Harry A. Johnson
Raymond W. Sanford
Melvin Schieman
Harry H. Strike

NEW -BA- APPLICATIONS

SAN JOAQUIN

Thomas W. Cravens
Thomas W. Flinn
Roland D. Grissom
Donna F. Hanakenberry
Fred R. Owen
Alfred L. Pierro
Jeanne L. Sanders
Delmer H. Sands

David S. Speck
Ronald C. Waddell
COAST VALLEYS

James W. Cady
Roy H. Edwards
Everett F. Lane
Bruce C. Whitmer
PIPELINE OPERATIONS

George K. Bailey
SAN JOSE

James S. McLaughlin
Gary N. Minkler
John J. Peterson
Richard J. Smith
Richard Suthern
Randy L. Zierau
John F. Zieke

SAN FRANCISCO

Earl E. Blanchat
Robert C. Hanson

EAST BAY

David M. Armstrong
Barry R. Dugan
John M. Howard
J. F. Kennedy
Darryl R. Land
James S. McLaughlin
Gary N. Minkler
John J. Peterson
Richard J. Smith
Richard Suthern
Randy L. Zierau
John F. Zieke

NEW 1245 MEMBERS

James F. Keane
Ozy L. Smith

STOCKTON

John L. Williams
HUMBOLDT

E. James Knox

SIERRA PACIFIC

SHASTA

Donald L. Gravitt
John D. Harper
Marvin E. Long

SIERRA PACIFIC

Robert E. Conitzer
Jan Gofter
Erling J. Kane
Jerry Mallie
Charles R. McQuerry

DE SABLA

Marvin Brogden
Denny L. Sjordal

NORTH BAY

Gary J. Basque
David Flo
Marcella E. Stice
Russell Swaney
Robert C. Wallace

SACRAMENTO M.U.D.

Robert H. Neubauer, Jr.

ALAMEDA Cty.

NORTH BAY

Citizens Utilities

George G. Brunnnell, Jr.

BERKELEY

Frank G. Hall

EAST BAY

Richard R. Myers

OAKLAND

Elmer K. Eichhoof

CONTRA COSTA

Charles H. Judly, Jr.

RANCHO CORDOVA

Gary J. Basque

SACRAMENTO

Barry R. Dugan

El Dorado Cty.

Irene L. Slayton

ELK HORN

Frank G. Hall

BARON ET AL.

Denny L. Sjordal

DOUGLAS

James R. Anderson

HERNDON

Helen W. Harper

JACKSON

Oscar T. Loder

JUDY

Rosebud C. Bright

KEARNEY

Clyde V. Scott

LAKE

Harold D. Sinner

MAYO

Ezra Tuckett

NAPA

Randy Taylor

Napa Cty.

Utility Tree Service

Max E. Hardin

Utility Reporter—June, 1965—Page Six
Perils and promises

Automation’s end: 98% “unemployed”

The perils of automation outweight its promise according to most of the experts in a conference sponsored by the Northern California-Nevada Council of Churches, May 8th in the U.C. Student Union, Berkeley.

The real unemployment effects of cybernation (automation) have not been felt yet but when they are, they will be “far reaching,” said Dr. Stephen Laner, the conference’s first speaker. When cybernation has run its full course around the start of the 22nd century, the American economy will be running with 2 per cent of our present labor force, Dr. Laner estimated.

The second speaker, Reverend William R. Grace, emphasized the danger of automation rendering our working people unnecessary. Even the exploited were needed, he pointed out. From oppression to uselessness is an explosive step for the low status groups most affected by automation. We cannot ignore these people!

Rev. Grace said we must prepare our people to head off a social revolution and retraining them for jobs which may or may exist is merely “spinning our wheels.” He attacked an economic policy which has never recognized the real right to work (“the right to have a job in this country,” as the late President Kennedy defined it). We have rationalized a 3.5 per cent unemployment rate as “the best we can do,” said Rev. Grace, the Director of the Urban Church Department of the United Presbyterian Church.

The link between the worth of an individual and the social value of his job will have to be broken, the minister declared. Work and worth are what we define them to be. People have a right to be human even though they do not have a job and this right to an adequate income if society will not provide jobs as we know them, he said.

Our cities of “filing cabinet architecture” were criticized as unsuitable environments for our increasingly urbanized population. Our cities should provide for face to face contact, but they should also allow a chance to disappear.

Reverend Grace concluded his dynamic statement by again warning against automation’s ability to render “unnecessary and unwanted” the low status people in our work-valued society. It may be the most fruitful type of retraining for an automated society will be in giving service to the unemployed—an increasing segment of our society we can no longer afford to consider without social status simply because they are without work. We must give everyone an opportunity to “engage in non-economic pursuits.”

Dr. Raymond Miles of the University of California at Berkeley pointed to the mixed blessings of automation: better wages and jobs as opposed to damaging side effects on even those who are still employed in the newly automated jobs. These side effects include fear and insecurity: from having gone through automation; from the increased responsibility of the automated jobs; from the increased ratio of supervisors to workers as a result of retaining supervisors and laying off workers; from hazards to health; and, from no outlet for working off tension, frustration and anxiety in the automated situation.

A promise of automation could come true for those still employed, he said, if the improved information from the computer were communicated to the employees so they could become more involved in the organization’s activities. Professor Miles concluded by urging capital expenditures on human resources as well as computer hardware.

Another speaker, Paul Schrade, Western States Regional Director of the U.A.W., quickly defined the conference’s title to “Automation: Peril and Promise,” rather than peril or promise.

(continued from page one)


Some new faces on Ad Council

Daniel W. Ball retired on May 1, 1965. Brother Ball had been in Sierra Pacific Power Company.

Charles E. Best retires on July 1, 1965. Brother Best has been in Sacramento Division.

Charles P. Fisher retires on July 1, 1965. Brother Fisher has been in Stockton Division.

Sam Gault retired on April 1, 1965. Brother Gault had been in Central Stores Division.

Robert D. Parkin retired May 1, 1965. Brother Parkin had been in Sierra Pacific Power Company.

Attending the Salinas Shop Stewards’ Conference we see, foreground and clockwise around the table, Monterey Unit Chairman Demos Cotenas, Francis Agusto, Bill Show, Al Taylor, Lou Harnesa, Ben Coleman, Lachlan Van Bibber, Darrell Williams, Royce Herrier, John Zeagler, Wilbur Mitchell and Dick Clark.

Retired Members

New Stewards

William Lipp, General Construction.

Robert J. Ziecone, General Construction.

Ruth A. Anthony, General Office.

George W. Rodgers, General Office.

Harold A. Keelan, Jr., North Bay Division.

Marshall S. Fraschold, North Bay Division.

Sohnrer Tree Service, Inc., Boyd G. Spivey.


De Sabla Division — Mark Burns, Jr. won the job left vacant by Charles Hasty, defeating Delbert Laurence 101 to 36.

Lawrence P. Stallions, General Construction.

Robert R. Briley, General Construction.

Raymond D. Dillard, General Construction.

The following Shop Stewards were appointed during March.

Outside Construction:

Lawrence P. Stallions

Pacific Gas & Electric Company:

Edwin M. Horn, East Bay Division.

Robert R. Briley, General Construction.

Raymond D. Dillard, General Construction.

Attesting to the Urban Church Department of the United Presbyterian Church.

We can also have promise, “if we have the will,” he said. The question is no longer whether we have a “good job for everyone”—but whether we have a “good life for everyone.”

Mr. Schrade pointed out that unemployment rates state only half the story. If we counted those working only part-time and those discouraged from looking for work anymore—we would see 7 million people unemployed. He noted 2 million jobs are lost each year due to technological change and each year of the 60’s 2 million more young people are at work—most of it permanent, career work.

(Continued next month)

Service pins for 20-yr. members

Local Union 1245’s Executive Board recently took action to award L.B.E.W. service pins to all Local 1245 members who have 20 years or more Union membership.

All members who qualify may request their service pins through their Business Representative or by writing directly to the Business Office, 1918 Grove Street, Oakland, California 94612.

Utility Reporter—June, 1965—Page Seven
Lake fishermen, down on their luck, will do well to vary their technique. Here's a few suggestions along these lines:

Try trolling a "free lure," that is, a lure with nothing attached but the line—say a spinner, spoon (wobbler), or diving plug, anywhere from 10 inches to 10 feet below the surface. You may have to use a few split shots for weight to get your plug down. If so, don't place it any closer than 18 inches from the end of the line or it will destroy the plug's action. Troll just fast enough to keep the lure moving with provocative, rod-throbbing action.

Another technique I've found productive, when so-called traditional methods fail, is to troll along the shaded, lake-shore areas very slowly with naught attached to the line but a small, dark-patterned fly—say a dark caddis, a woolly worm or a black gnat, in sizes No. 10 to No. 14. I've found this method works best in the early morn' or late evening. To give life-like action to the fly, occasionally give the rod's tip section a slight rabbit punch which should provoke the fly into short, insect-like hops along the surface. If there are any near-surface feeding fish in the area, it'll drive 'em wild.

If all this fails, revert to the time-honored "watch and wait" method. Because of water conditions at the beginning of the season—namely temperature, availability of oxygen—the fish may be concentrating at certain depths. When you are still fishing from a boat, or casting with bobber from the bank, keep experimenting till you find out at what depth the fish are feeding. When you locate one, stay with that depth for a spell. The use of waders—arm-put type—are becoming increasingly popular among fishermen. Here's a few random thoughts on this gear:

Heavy wool socks, regardless of the temperature, should be worn with all waders. With the stocking-foot type, a pair on the inside and a pair on the outside. The pair on the outside protects your feet and the pair on the outside protects the wader-material from chafing.

If you are one that will be retiring your waders for any length of time after a fishing trip, I recommend that you hang them in a cool, dry place—away from sunlight. Sun destroys rubber.

To dry your waders, turn them inside out. If inside boot linings are not thoroughly dry, they will mildew and rot, causing rubber to give away.

When storing for a considerable length of time, stuff waders with paper and hang by the top. Keep away from heat!

Strong contender for the most frequently asked question among fishermen might well be: "What is the best lure to use?"

This question could obviously pertain to any type of angling and an appropriate answer, depending on many factors involved, could be anything from a night crawler to a gilded doodad. Tons of advice and descriptive brochures have been offered by the lure makers and tackle dealers, all calling attention to the greatest fish-getter of all, respectively the one they manufacture, or the one the tackle dealer is pushing. With due respect to all parties concerned, I conclude the lure, the lure itself, is not the all-important factor. What is most important is "confidence," pure, undiluted faith in whatever gimmick you happen to have at the end of the line.

I've found it a good idea to give first consideration to water conditions that prevail, then choose a lure that has proven to be a fish-taker—be it bait or hardware. Use it long enough to become acquainted with its action and in due time it'll produce for you.

Summing up the situation, I'd say, "Stay with it; fickle fishermen fetch few fish."

Address need correction?

If so, please fill out this form, clip and mail to:

Local 1245’s Mail Room
1918 Grove St., Oakland Calif. 94612

(NName)

(Street Address)

(Town) (State) (Zip Code)

Wildie F. Mullenix, right, received his retirement scroll at a recent SMUD meeting. Shown with him is Emmitt E. "Smiley" Barr, a long-time retired member of Local 1245.

Ken Wheeler Photo

Sunset on Lake Almanor

Ken Wheeler Photo

Tons of advice and descriptive brochures have been offered by the lure makers and tackle dealers, all calling attention to the greatest fish-getter of all, respectively the one they manufacture, or the one the tackle dealer is pushing. With due respect to all parties concerned, I conclude the lure, the lure itself, is not the all-important factor. What is most important is "confidence," pure, undiluted faith in whatever gimmick you happen to have at the end of the line.

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