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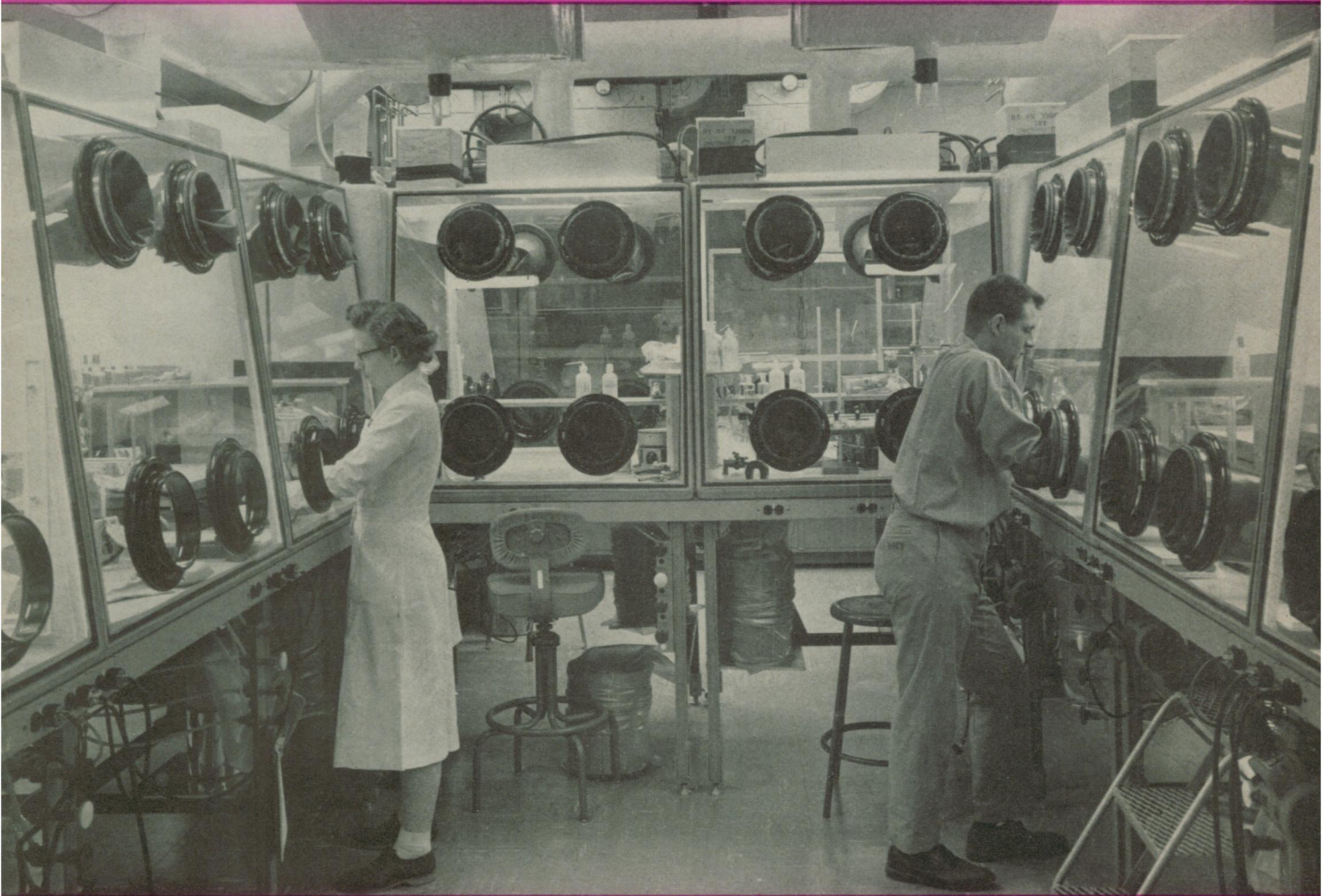
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SCIENCE NEWS LETTER

®

THE WEEKLY SUMMARY OF CURRENT SCIENCE



Argonne National Laboratory

Laboratory in Plastic
See Page 210

A SCIENCE SERVICE PUBLICATION

"TOY" FROG MURDERS BASS

So Many Giant Catches Outdoor Life Published 4-Page Article Featured on Front Cover — Sports Afield Ran 6 Pages — Fur-Fish-Game 6. On Radio, on 200 TV Stations.

BY PAUL STAG — The Weekend Fisherman

A "toy" frog stumbled on by accident by Bill Plummer, a New England Fisherman, catches such giant bass for him . . . so many bass, so often . . . so fast it has changed his fishing life . . . and for others who use his frog . . . experts . . . average fishermen . . . beginners . . . even children . . . it murders bass. Here's how it can for you.

The Secret Of Catching Lunker Bass

For 22 years Bill Plummer fished bass the hard way . . . but studied their habits . . . how they love weeds . . . and devour every frog they can get.

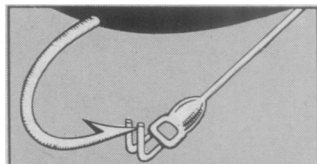
Finally Bill tested simulated frogs of every color, shape, size and material he could find . . . but even perfect replicas when motionless were so unnatural in water as to prove useless. Every lure Bill used . . . even so-called "Weedless" ones . . . fouled or snagged in weeds . . . until he invented his own weedless hook . . . diagram below shows why.

Then he found it . . . a toy frog of soft rubber and long trailing, thin triple-jointed hollow rubber legs. This toy frog changed Bill Plummer's fishing life and can yours. Here's how.

Twitches Of Rod Drive Bass Crazy

Bill seized the frog, put on his weedless hook and rushed to the nearest weed covered lake. Once cast, the frog sat with just its eyes above water. When Bill twitched the rod tip, the frog's legs kicked backward in exact imitation of the real thing. Before Bill could give a second twitch, something green, black and white blew the pad apart to get at the toy frog. Scratch one bass. Here was a lure that looked, acted, moved . . . felt so natural to bass it proved irresistible. Bill could make it sit motionless on a pad . . . move s-l-o-w or fast . . . on or below the surface. With a twitch of rod tip he could make it look frightened, hurt . . . anyone could do the same. He could move that lure through the heart of weed "jungles" as safely as if it lived there.

Bill Plummer sculptured one body after another out of sponge rubber. To get the precisely right shape, size and weight for perfect casting . . . worked on hook arrangement to get perfect weed guard action with *positively* no interference with the hook after the strike . . . solved the problems of action and buoyancy . . . tested and retested the fish catching powers of his frog.



Why Frog Casts Safely Into Thickest Weeds

1. "Side arms" extend down on either side of hook point . . . eliminate "open gap" usually found at hook point on weedguards.

2. Bulb deflector "hops" frog over stumps and branches.

3. Resilient flexible wire keeps guard aligned, wards off obstructions.

Weedguard holds U. S. Patent No. 2,789,387.

Guard deflects instantly during strike . . . does not interfere with hooking.

Frog Irresistible To Bass

Bill could show anyone in five minutes how to use the rod with his frog.

He'd inch his frog ahead . . . suddenly sweep forward . . . make his frog slip quietly off the pad into the water . . . race across the moss . . . looking terrified and the bass struck without caution.

Bill would make his frog dart . . . jump . . . dive . . . struggle in water as though drowning . . . jump temptingly along the surface. He'd catch bass when his buddies would come home skunked. With his frog, Bill began to catch all the bass he wanted . . . throw back all bass under four pounds . . . in New England before his frog Bill rarely caught bass over four pounds. Now he began to catch bass twice as big. He was able to fish in places huge bass hid in. He'd boat and release bass after bass.

One Fisherman Tells Another

After newspapers wrote two and three column stories of the Frog, after magazines wrote multi-page articles on it and radio and TV interviewed Bill about it, thousands of fishermen wrote Bill about his Frog — forced him to quit his job as flying instructor . . . just to manufacture frogs for other fishermen.

From all over reports came in of astonishing catches . . . bigger, more bass caught than ever before . . . fishing in weeds made easy as a game . . . even for beginners for whom it was frustration before.

"Best all-round surface lure I ever used" — "Best lure I ever used." — "Weedguard superior to any on market" — "Since my first frog more than doubled my catch of 'big ones'."

Bill's frog worked for more and more kinds of fresh, even salt water fish. Proved sensational in rock quarries for small mouths. Underwater the frog proved extremely effective.

What This Means To You

Simply this. No longer need you helplessly fish edges of weeds, when bass are not ventur-

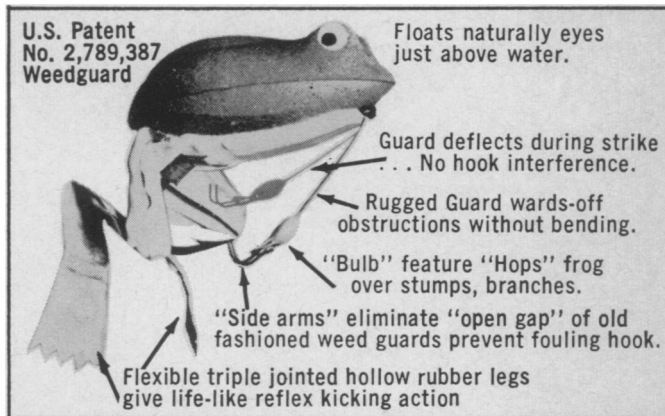
What Frog Did To Bill Plummer

1. Creel census men of Massachusetts Fish & Wild Life Commission sent photographs of his catches to papers who published Bill's picture and 2 and 1 column stories.
2. Radio and TV Stations interviewed Bill about his frog's giant catches.
3. Outdoor Life ran a 4-page article on frog and Bill — featured on front cover. Sports Afield ran 6 editorial pages . . . Fur-Fish-Game ran 6.
4. General Motors filmed him using his frog, showed it on 200 TV stations.
5. Thousands of fishermen heard of frog, ordered it — forcing Bill into business and out of his job as flying instructor . . . then users reported fabulous catches using Bill's frog and method.



Catches Bass Twice As Big

Bill Plummer using "toy" frog below now catches bass like lunkers shown . . . on average twice as big as before.



ing out . . . waste untold hours fishing countless acres of barren water . . . lose valuable tackle in weeds you're not equipped for . . . be content with puny bass, with a fraction of your limit or even getting skunked simply because you can't safely go after bass in shelter of weeds, pads and moss.

Now you can fish into center of weeds . . . over submerged logs, through matted bush, in underwater thickets, through weeds, grass, pads . . . make frog crawl . . . race . . . dive . . . sit motionless . . . dart away — use obstacle to help you that used to hurt you — overhanging branches . . . half submerged logs and rocks . . . moss and weeds so thick you can't see the water. Now you can catch bass as never before . . . bigger bass, more bass, more often.

Amazing Trial Offer

Try Bill Plummer's frog at our risk. Fish in worst weed trap area you know . . . where bass have been caught but you've been skunked or caught practically nothing . . . over logs, around rocks, through matted weeds. Unless delighted, return for no cost. You must catch more bass, bigger bass, more different kinds of game fish, more often . . . must have more fun fishing where bass are . . . in the weeds . . . or no cost.

First Come, First Served

Demand is so great Bill Plummer has turned over manufacture and marketing to Harrison Industries, but it may take months to get production up. This advertisement may not be run here again. Act now! Rush coupon below.

MAIL AMAZING 6 MONTH TRIAL COUPON TODAY

HARRISON INDUSTRIES, INC. Dept. 4-SN
250 PASSAIC ST., NEWARK, NEW JERSEY

Yes, I want to try Bill Plummer's BASS FROG lures on AMAZING 6 MONTH TRIAL OFFER. Send me set of two Bass Frogs, including one 1/4 Oz. and one 3/8 Oz. for only \$2.98. If BASS FROG does not catch bigger bass for me . . . make bass fishing more fun . . . if BASS FROG is not the greatest bass lure I've used, I can return it within 6 months for full purchase price refund.

() PAYMENT ENCLOSED. Enclosed is \$2.98 (cash, check or M. O.).

Ship me set of 2 BASS FROGS postpaid. I SAVE all C.O.D. charges, Money-Back Guarantee.

() SEND C.O.D. I will pay postman \$2.98, plus C.O.D. charges. Same Money-Back Guarantee.

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In Canada order from Harrison Tackle Co., 675 King St., W, Toronto, Ontario (Ont. Res. Add 3% Tax).