

# FROG MURDERS BASS

## Catches Such Giant Bass — So Many Bass, So Often and So Fast!

Like to catch bigger bass, catch bass when they're not biting for anyone on the lake for any lure or bait? Like more fun fishing than ever in your life before? The next 60 seconds reading will show you how.

By **BILL PLUMMER**  
as told to Paul Stag  
the Week-End Fisherman

A "toy" frog I stumbled on by accident catches such giant bass for me . . . so many bass, so often . . . so fast it has changed my fishing life . . . for others who use my 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 I fished bass the hard way . . . but studied their habits . . . how they love weeds . . . and devour every frog they can get.

I tested simulated frogs of every color, shape, size and material I could find . . . but even perfect replicas when motionless were so unnatural in water as to prove useless.

Every lure I used . . . even so-called "weedless" ones . . . fouled or snagged in weeds . . . until I invented my own weedless hook . . . diagram at right shows why.

Then I found it . . . a toy frog of soft rubber and long, trailing, thin, triple-jointed, hollow rubber legs . . . this "toy" frog changed my fishing life and can yours. Here's how.

### World's Most Natural Lure in the Weeds

I seized the frog, put on my weedless hook and rushed to the nearest weed covered lake.

Once cast, the frog sat with just its eyes above water. When I twitched the rod tip, the frog's legs kicked backward in exact imitation of the real thing.

Before I 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 . . . even *felt* so natural to bass that it proved *irresistible*. I could make it sit motionless on a pad . . . move s-l-o-w or fast . . . on or below the surface . . . with a simple twitch of the rod tip I could make it look *frightened* and *hurt* in its action . . . anybody could do the same.

And I could move that lure through the heart of the weed "jungles" bass love as naturally as if it lived there, and so surely I could *forget* the worry of losing snagged lures.

### Reflex Kicking Action Works Instantly

For months I sculptured one body after another out of sponge rubber. I got the precisely right shape and size and weight for perfect casting . . . worked on the 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 power of my frog at every step. Now it was perfect. Every time, for anyone, a twitch of the rod tip would cause the flexible legs instantly to kick out as life-like as imaginable, as it darted ahead.

### Frog Irresistible to Bass

I could show anyone in five minutes how to use the rod with my frog.

### Read What Happened to Me

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

I'd inch my frog ahead . . . suddenly sweep forward . . . make my frog slip quietly off the pad into the water . . . race across moss . . . looking as terrified as if running for its life — and the bass struck without caution.

I'd make my frog dart . . . jump . . . dive . . . struggle in water as though drowning . . . bump temptingly along the bottom — I'd catch bass when my buddies would come home skunked.

With my frog I began to catch all the bass I wanted . . . throw back *all* bass under four pounds . . . in New England *before* my frog I rarely caught bass over four pounds. Now I began to catch bass twice as big as before. I was able to fish in the very places huge bass hid in. I'd boat and release bass after bass.

### One Fisherman Tells Another

I had seen 30 bass taken and released in a day's fishing . . . seen giant bass caught . . . bass caught when they were not biting for other fishermen on the lake.

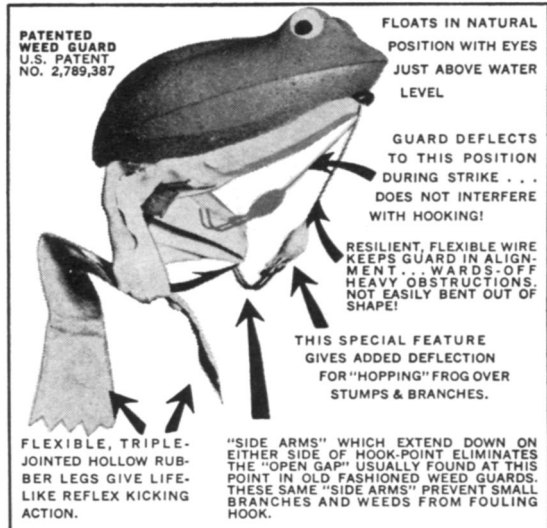
Now report after report came in. "Without doubt the best all-round surface lure I ever used." "The best lure I've ever used." "Your weed guard is superior to any on the market." "Since my first frog, more than doubled my catch of 'big ones.'"

My frog worked for more and more kinds of fresh water and even salt water fish. A non-weedless model proved sensational in clay pits and rock quarries, in clear, open and rock waters which small mouth bass frequent.

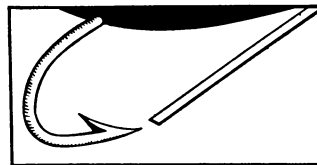
Underwater at all depths including "bottom bumping" it proved extremely effective.

### What This Means to You

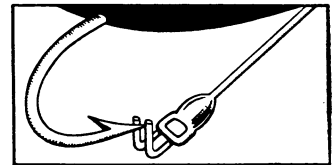
Simply this. No longer need you stand helplessly by fishing the edges of weeds when bass are not venturing out from their shelter . . . waste untold hours fishing countless acres of barren water . . . lose valuable tackle trying to go into weeds you're not equipped for . . . be content with puny bass, with a fraction of your limit or even getting skunked simply because you can't safely go after bass in the shelter of weeds, pads and moss.



Bill Plummer's unique, scientifically designed construction copes with all types of hazards while being retrieved at any speed or "dangled" in brush or stumps. Most weed guards are only effective while skimming the water surface at a rapid speed. Bill Plummer's Bass Frog can be fished at any speed and requires all of the features shown to eliminate fouling.



Shown above . . . The Achilles heel of the typical weed guard . . . The "open gap"! This is one of the greatest faults of all conventional type weed guards.



Shown above . . . my patented weed guard gives positive protection against all obstructions . . . weeds, branches, stumps . . . does not interfere with hook or strike!

Now you can fish my reflex action kicking frog into the center of weeds . . . fish over submerged logs, through matted brush, in underwater thickets, through weeds, grass and pads . . . have more FUN fishing than ever before . . . make my frog do tricks . . . crawl . . . race . . . dive . . . sit motionless . . . dart away — use every 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 . . . too treacherous to dare to fish before, but now a cinch for your frog. Now you can catch bass as you never did before . . . bigger bass, more bass, more often.

### AMAZING TRIAL OFFER

Try my frog at our risk. Fish it in

the 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 brush and 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 the bass are . . . in the weeds . . . or no cost.

### First Come, First Served

Demand is so great I've turned over all manufacture and marketing to **this fine company**, but it may take months to get production up to demand. This advertisement may not be run in this magazine again. It's first come, first served. So act now. Rush coupon below.

---MAIL AMAZING 6 MONTH TRIAL COUPON TODAY---

**SPORTSMAN'S LURES, Dept. SN5-27**  
239 Great Neck Road, Great Neck, New York 11021

Yes, I want to try Bill Plummer's BASS FROG Lures on AMAZING 6 MONTH TRIAL OFFER. Send me set of two different size (1/4 Oz. and 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 ever 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.  
 **ENCLOSED \$1 GOOD WILL DEPOSIT. SEND C.O.D.** I will pay postman \$1.98 plus C.O.D. postage charges. Same Money-Back Guarantee.

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