

Jason Lucas—Legendary Fishing Editor of Sports Afield Magazine—Reveals How To

Catch More Bass and Bigger Bass

...Return to the Dock Loaded with Bass—Even on Days Other Fishermen Keep Coming Back “Skunked”

How would you like the inside tips, the know-how tricks, the quick, simple techniques that mean more bass more often, more sporting fun from each bass caught, more sure fishing pleasure every day of your fishing life?

How would you like down to earth, practical, plain word, man to man answers for just about any bass situation you may ever encounter?

How would you like the kind of brass tacks information which must lead to your catching more fish?

“Miraculous” Catches From Knowledge of Bass and Their Ways

Reports keep coming in of astonishing increases in catches caused by fishermen simply following the tips of Jason Lucas. Of veteran fishermen getting bass of a size and in numbers that *before* seemed impossible. Of beginners learning *more* of the fine points of the game in one season than some old timers in fifty.

How would you like to know the right method that brought a phenomenal catch in the spot that the wrong method with the same lure failed to produce even a weak strike? Or what to do in the boat before even starting to fish to jump your fish catching chances?

The Secret is Fishing Science Made Simple

How would you like easy and simple scientific, thermo-dynamic tricks to keep from fishing where no fish can possibly exist... and to learn where and when summer fishing is most likely to be profitable... and at worst why not to expect good fishing during summer in a certain lake.

How would you like to glance at the countryside and have a pretty good idea of the kind of fishing to expect in the nearest lake.

Or how about tricks with pork rind which, as far as Jason knows, have never been described by anybody else—or tricks Jason used to catch 865 fish in three months, or tricks of how to play a fish.

Or, the kind of retrieve which causes a bass to hook himself? And the retrieve that seems to work on the bottom if anything will, discovered by Jason Lucas by accident many years ago? Even he cannot explain why it is so deadly at many times, especially to lunkers.

How would you like Jason Lucas constantly by your side with just the advice you need when you need it? All this is now possible because the secrets of Jason Lucas are now available in book form.

Jason Lucas Never Stops Telling You More Secrets How to Catch More Bass

Here are peculiar tricks of late fall, spring and summer fishing. Here's a way to locate groups of large lunkers. Here's advice on lures that are deadly at one time of year and are useless at others, and when those times are.

Here's what to do when a bass rushes your lure like a downcoming express train, and what to do when he rises so slowly it looks like movies in slow motion.

Here's a kind of trick that in certain kinds of water *always* lands more fish... with a new pleasure... a satisfaction from fishing you've never known before.

How would you like to find a small good spot not bigger than your bathroom floor in the middle of a barren stretch of water but where you pull bass after bass out of your spot of water... while nearby your buddies catch nothing all day long.

The trick is the fish-locating method of Jason Lucas, that quickly tells you the truth about fishing conditions in a strange lake and how to find the best parts of the

lake instead of wasting half or even all your time on water unlikely to contain *any* bass whatsoever as many fishermen do?

It's all here... where small mouths are and large mouths rarely are... where large mouth are probably not feeding and can't be tempted with any lure... where bass mainly stay during the first part of the fishing season and where they go when many more anglers than they prefer are out... even where to try to find the old granddaddy lunkers in a hard fished lake... or even how you may cause a comparatively poor lake to furnish you superbly good fishing.

Jason Lucas' fish-finding method is so simple anyone can do it easily the first time he tries it... and sometimes turn up an astonishing number of lunkers even in a completely “fished-out” lake.

Here's Jason's way... when you discover places where the big ones frequently congregate probably known to nobody else... to find this exact spot the next time even years later.

Takes Mystery Out Of Buying Equipment

Do you spin cast? Use an open face reel? A casting reel? Or are you a fly fisherman? Or, finally, are you not quite sure what method will work best for you?

Jason Lucas frankly and bluntly advises on the special equipment for each situation, and the simple basic equipment on which 95% of all bass are consistently caught... what gives most sport with each bass hooked.

Warns you against the kind of tackle in which fishermen have *practically no chance* against the fish... yet are often misled to buy.

He gives you the truth as he sees it about the right rod, reel, and line for each type of fishing situation and individual fisherman. He tells of the type of reel that failed in Europe 60 years ago yet is successful here... and why it actually works for *some* people.

Here's how to buy tackle and avoid advice from “green” clerks... or being talked into buying items that aren't selling.

He tells you about the kind of reels that costs a lot less than others yet which many experts *prefer* for practical fishing purposes.

If Your Time And Money Are Not Unlimited Why Not Accept The Help of Jason Lucas

Jason Lucas warns you about equipment the tackle clerk may try to sell you but that you should *not* buy—

He warns you about the “new” type of rod actions some companies have attempted to boost... and which after being tried by fishermen *flopped* around the turn of the century.

He tells you why reels often advertised as “made especially for” a certain kind of line perform far better on an entirely different type of line... and what it is.

He describes the faults of the most popular hooks... the ugly curve of hook most veteran anglers recommend... the kind top fishermen prefer for live bait... and *different* type they prefer for arti-

ficial bait. Tricks of testing hook sharpness and what to watch out for in buying hooks.

Here's a lure color almost never seen in use, so drab and ugly that not many men would buy it, and few tackle stores stock it. Yet it gets bass at a certain water level when nothing else will...

Jason even tells you what to put in your tackle box for unexpected situations. He discusses leader and how long it should be and how to taper it. He advises the easy-to-catch kind of fish to go after for beginners to learn fly casting, and the fly sizes and types to use. He recommends which equipment you should decide by personal preference and *not* advice from Jason or anyone else.

Here's the one simple rule of correct fly casting in which lies the whole secret of fly casting form.

Jason Lucas tells you his way (and usually it's the only way) to catch bass of a number or size worth considering during the middle of summer... yet which the average fisherman rarely employs.

Bass Secrets Only the Beginning

And here's a chapter of muskie tips... one on pike tips... another on walleye secrets... one chapter just on fly fishing for sun fish... and one just on spinning for crappies.

Here are Jason Lucas' theories about color from years of observation of fish and their reaction to colors and talks with scientists on the practical application of color to catching more fish.

Here are fishermen's knots you need to know and how to tie them... with diagrams... when and how to use wire leaders, snaps and swivels.

And it's all written from the experience of over 40 years' sport on streams, rivers and lakes.

Lucas on bass fishing is packed with information on rods, plugs and reels, with sections of seasonal variations. Just one glance and you'll see why veteran anglers and expert guides have long regarded LUCAS ON BASS as the definitive book not just on bass but on fresh water fishing.

Family Weekly Readers May Accept Book On Basis Below

Frankly, we would like to get LUCAS ON BASS into the hands of more Family Weekly readers. And for this reason it has been arranged that you may accept this book on approval, for a full six-month fishing season. Use the tips, know-how, techniques and suggestions of Jason Lucas. Then if you don't catch far more bass, far bigger bass, more often, catch more fish of whatever type you go after

MAIL AMAZING SIX MONTH TRIAL NO-RISK COUPON TODAY!

SPORTSMAN'S BOOKS, Dept. FW-43
Box 4453, Grand Central Station, New York 17

Rush me LUCAS ON BASS on amazing six month trial offer. If Jason Lucas does not cause me to catch more bass, bigger bass, and have more fishing fun, I can return LUCAS ON BASS for full refund.

Rush C.O.D. Enclosed is \$1 deposit.

\$5.98 enclosed, cash, check or money order. Full Money-Back Guarantee.

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ADDRESS _____

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Famous For His Fishing Techniques

The legendary fishing exploits of Jason Lucas have made Sports Afield's angling editor so widely acknowledged as being America's ablest fresh water angler.

But more important than catching a 30-lb. king salmon on a sewing thread... spending 3,000 hours fishing and studying fishing in a single year... or fishing practically every stretch of fish-inhabited water in North America is something else.

It is Jason's friendly, sincere and helpful way of conveying even starter fishermen to catch more and bigger bass than they ever caught in their life before.

Letter after letter from those following his advice reports that Jason Lucas has again and again helped them get more and larger bass than previously dreamed of.

Because his methods really lead to getting many bass... more bass... larger bass... more sport from those you do get, and because in his classic, LUCAS ON BASS, he reveals a good deal about fishing many other kinds of fish, his book is considered unquestionably the most scientific contribution yet to American fishing literature.

That's why arrangements have now been made for Family Weekly readers to accept LUCAS ON BASS on a remarkable six-month trial basis and on the basis described below.

than ever before, there is no cost. Otherwise, it is only \$5.98. Can anything be fairer?

Edition Running Out First Come First Served

It has been arranged for Family Weekly Readers to accept LUCAS ON FISHING at NO-RISK for SIX MONTHS to try out the fishing secrets of Jason Lucas for a full fishing season.

But the present edition is running out. It's first come first served so act today.