



45th
Anniversary
2007 Catalog



The World's Top Tournament Frog!



New!

THE FROG WORKS!

Everything you need to create your own secret weapon!

Do it yourself customizing kit for frogs, mice, rats and other lures.

The Pros have been doing it for years. They know a tweak here and a change there will give them the edge they want. The Frog Works lets YOU apply the same type of custom changes that will give you the advantage. And The Frog Works components will work with any hollow-body frog, mouse or rat and many soft-body lures as well. How-to tips from the pros including special techniques will make your next day on the lake your best one yet!

Kit includes: Special tools for changing out skirts, threading hooks, Super Glue, weights, rattles, bells, and a big-eye needle. Featuring Gamakatsu EWG hooks and Spike-It brand garlic-scented dye markers. A tips and techniques booklet brings it all together in a convenient 7" x 11" tackle box. Get the advantage today!

#61 The Frog Works!



Innovation

New!

Bleedin' Frog

Fish can't resist the Bleedin' Frog!

That's because the red hook makes the frog look like wounded prey, automatically triggering the strike reflex. They can't help themselves, and you will catch more fish! The hook design and position in the frog allows for better penetrating hook-ups. More fish! Even better, the Bleedin' Frog "walks" right out of the package. The redesigned body provides effortless side-to-side movement due to the unique weighting system. Great for open water and great for fishing the snaggy, weedy places where the big ones hide and feed. The Bleedin' Frog will bring you more strikes and catch more fish—guaranteed!

#6100 Series	
6100 BLACK	6105 CHARTREUSE
6107 PEARL	6167 CHICKLET
6127 MOSSBACK	6129 WATERMELON



OWNER
PERFECTION IN MOTION
EWG Red Hooks!

Pro Series Poppin' Frog

Fatter and heavier for beefier big fish bites!

Sporting premium Owner™ double hooks and a new silicone skirt that won't matt or melt in your tackle box. The spitting popping action is ideal for causing commotion and drawing attention from picky bass. Transitions from open water to thick weeds with ease.

The Poppin' Frog will spray and pop water with every twitch of the rod. Can be cast in the thick weeds, sparse vegetation or any shoreline structure as well as open water. The spraying, popping action combined with the premium Owner hook gives you a Popper that will call in the hawks and land the trophy! Available in 4 fish getting colors: black, green, chartreuse and white.

#4200 SERIES	
4200 BLACK	4205 CHARTREUSE
4202 GREEN	4207 WHITE





Pro Series

Wiggly Wog

Part Swim-bait, Part Frog!

Featuring a premium 4/0 Owner™ double hook, internal glass rattle and kickin' paddle tail. This lure has great action and is really versatile. Nothing else is like it! Fish it slow, it floats! Fish it fast, it swims! Ideal for swimming over emergent weeds, around and over blow holes and through thick hydrilla. The area between the bank and floating weeds is a natural place for the Wiggly Wog. Fish will wallop it in open water too!

"This possibly could be one of the best baits that's come out for tournament fishing in a long time because you've got so much you can do with it and it is a big fish bait. Come Tournament Time, there's going to be some money won using this one."

— Charlie Ingram

3/8 OZ. #6800 SERIES	
#6806 FIRETIGER	#6827 MOSSBACK
#6818 SMOKE	#6829 WATERMELON
#6824 CHAW	#6865 CHARTREUSE SPARKLE



Pro-Series Tournament Frog

for Extreme Frog Fishing!

One of the hottest lures on the market! The Pro Series Tournament Frog has changed the face of frog fishing and is a must have for the serious topwater angler. All of the style and fish-catching ability of the original tournament Frog plus premium Owner™ double hook, internal glass rattle and fresh new colors. This Frog increases your hookset by 30% and is your ticket to a winning catch!

3/8 OZ. #6600 SERIES		1/2 OZ. #6700 SERIES	
#6606 FIRETIGER	#6627 MOSSBACK	#6760 YELLOW-HEADED BLACKBIRD	#6752 WILD BULLFROG
#6629 WATERMELON	#6632 JUNEBUG	#6706 FIRETIGER	#6727 MOSSBACK
#6665 NEON YELLOW	#6677 PEARL WHITE	#6729 WATERMELON	#6732 JUNEBUG
#6690 BLACK W/ RED DIAMOND	#6691 BLACK W/ BLUE DIAMOND	#6765 NEON YELLOW	#6777 PEARL WHITE
		#6790 BLACK W/ RED DIAMOND	#6791 BLACK W/ BLUE DIAMOND



Bobby's PERFECT FROG

The secret's out!

Western Pro Bobby Barrack has been using Snag Proof Frogs for 13+ years with tremendous success. However, he would always make a few modifications to each frog before tying it on. Those days of modifying the frog are gone. Snag Proof is now manufacturing the exact bait that Bobby's been throwing.

This Frog is Perfect right out of the package. Just tie it on and throw it. Many of the largest bass have been caught in open water while "walking" the bait next to boat docks or over submerged vegetation or wood.

Always great in moss, "cheese", weedbeds and lily pads, the Perfect Frog is even more versatile in that it "walks" like a stickbait in open water! Anglers will now be able to "walk the frog" like the pros. Here's how: Point your rod tip down straight to your feet aimed at the frog. Twitch from 8:00 to 6:00 with enough slack at the end of your rod to make a "C" not a straight line. If the line is straight, the frog will move straight. Repeat this process and the frog will move left and right, left and right.

The big difference is in the elimination of the "thighs" of the frog. This allows the nose of the frog to move more freely. Believe it or not this frog will walk easier and tighter than any other frog out there.



Tips from Bobby

- For open water frog fishing, it's very important that you use 30 to 50 lb. braided line. The smaller the diameter of the line the easier it is to walk the frog. Heavier braided line won't work in open water.
- For heavy, matted vegetation, use 50 to 80 lb. braided line.
- Thinning and feathering the legs gives the frog, at rest, a bird or dragonfly silhouette. To thin the legs, clip the skirt where it leaves the rubber band inside the frog. To "feather" the legs, hold the frog upright, cut straight up the outside of the skirt.
- Evaluate the intensity of the strike before you set the hook. If the strike is a subtle slurp, allow the fish to load the rod a bit before you swing. If the strike looks as though someone threw a large boulder in the water, then swing immediately. Grab a stout rod 6'6" to 8'. Get some 30lb.+ braided line and a new "Perfect Frog" in your favorite color. You are now ready to tangle with the biggest bass in the pond.

1/2 OZ. #6300 SERIES	
#6331 MINK	#6351 BROWN BULLFROG
#6361 SPARROW	#6307 WHITE
#6372 CICADA	#6360 TWEETY
#6367 CHICKLET	#6300 BLACK
#6352 WILD BULLFROG	#6327 MOSSBACK

Good fishin'!

Hot!

New Natural Colors!



SK Series



The Weed Demon

Now you can "walk the dog" anywhere! With the Weed Demon you have the advantage of fishing the weeds as well as open water. Dance the Weed Demon on and off the edges of weeds or zigzag it through stands of lily pads, reeds or tules. The soft hollow body protects the hook from snags and feels natural to the fish, so they hold on longer. The Weed Demon makes it easy to "powerwalk" anywhere and bring home the big ones! It's a natural!

3/4 OZ. #8000 SERIES		
#8000 BLACK	#8006 FIRETIGER	#8008 BLACK SHAD
#8005 CHARTREUSE	#8007 MOSSBACK	#8012 BLUE SHAD

SK Frog Ultra

Surface frog lure with action skirt. Made especially for use in the thick lily pads. Cast it back under shoreline willows, cattails, or hop it across top water moss. Tear drop shape gives excellent hooking action. 1/4 OZ. spin size. Now with Rattle and Mustad Ultra-Point double hook.

1/4 OZ. #2000 SERIES		
#2000 BLACK	#2005 CHARTREUSE	#2007 WHITE
#2002 GREEN	#2002 YELLOW	

Harry's Round Frog

Featuring Mustad treble hooks, the Round Frog gives you triple the hooking power in a weedless presentation. The oval shape gives this lure a more erratic wobble than other frog shapes. The soft, hollow body lends itself to the use of attractant gels or pastes leaving a scent trail. Try it as a tandem lure tying two on the line with 6" spacing.

1/8 OZ. #2500 SERIES	
#2500 BLACK	#2507 WHITE
#2505 CHARTREUSE	#2508 SILVER

ULTRA Popper

Original popper equipped with Mustad Ultra-Point double hook. Connecting link keeps body from interfering with hookset. Lets you fish the weedbeds, rushes, lily pads and moss without snags. Rides high in water... pops and gurgles on retrieve. Pulls easily across top of moss... brings out the big Bass and Pike.

1/8 OZ. #4000 SERIES		
#4000 BLACK	#4005 CHARTREUSE	#4007 WHITE
#4002 GREEN	#4006 YELLOW	

Snag Proof Colors



Classics



Frogzilla for Monster Bass

The BIG FISH Frog!

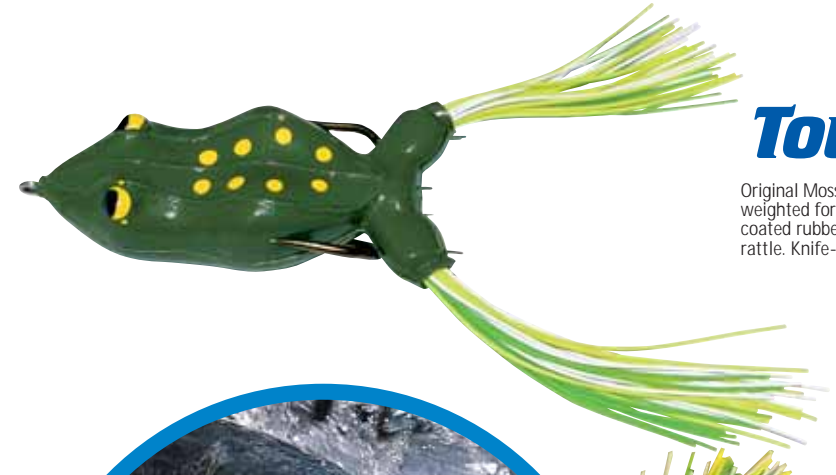
If you want to catch the *really big fish*, you've got to have the right approach. Think like a big fish. You want to hang out in the cover, yet near deep water. You don't want to spend the energy to chase some fast-moving, shiny, little thing that wouldn't even be a mouthful. You want something that looks like dinner instead of a snack! And you want it to come to you. You want Frogzilla! Frogzilla is big, weedless and effective in open water as well as heavy cover. Great for Big Bass, Big Pike, and Big Musky!

- 3/4 OZ., 6" Nose to Toe
- Swimmin' Legs and Noisy Rattle
- Extra Large, Very Sharp 7/0 Single Hook

3/4 OZ. #6900 SERIES	
#6900 BLACK	#6905 CHARTREUSE
#6901 BROWN	#6906 BULLFROG
#6902 GREEN	#6907 WHITE

Moss Master Tournament Frog

Original Moss Master! Designed by pros, this is the frog for trophy bass! Specially weighted for more accurate casting, it sits in the water like a real frog. Silicone coated rubber skirt has colorful action with no matting or melting. Built-in rattle. Knife-edge double hook. 100% weedless and very effective!



1/4 OZ. #6400 SERIES WITH CONTRASTING SKIRTS	1/2 OZ. #6500 SERIES WITH CONTRASTING SKIRTS
#6400 BLACK	#6500 BLACK
#6401 BROWN	#6501 BROWN
#6402 GREEN	#6502 GREEN
#6405 CHARTREUSE	#6505 CHARTREUSE
#6407 WHITE	#6507 WHITE
#6410 PUMPKINSEED	#6510 PUMPKINSEED



Tournament Popper

Pops! Dives! Floats! Weedless!

Fish it in short slurps for attracting scattered fish or with a big pull, and it pops, and dives, then wriggles back to the surface. You haven't seen this type of action in a popper ever before! Knife-edge double hook guarantees good hook-set.

3/8 OZ. #4500 SERIES	
#4500 BLACK	#4505 CHARTREUSE
#4502 MOSS GREEN	

Originals

Moss Mouse & Boss Rat

Hungry Bass and Pike love a nice, soft, juicy mouse — it's one of their favorite foods! Throw this mouse into the heaviest cover, fish it confidently, with no snags! Perfect for fishing the slop where the big ones hide and feed. Rolls upright when pulled across moss and weedbeds. Wiggles when jigged through open water. The natural look and feel make fish strike instinctively and run. Fun, exciting fishing! Big, weedless and made for pulling lunkers out of the slop. The weedless design provides hooks that ride up through the thickest vegetation. The soft hollow body feels natural to the fish so they hold on and actually start chewing! Add a little Scent Wax to the Boss Rat, and you've got a lure that fish just can't resist.

MOSS MOUSE
1/4 OZ. #700 SERIES
#700 BLACK
#701 BROWN
#705 CHARTREUSE
#707 WHITE
#708 GREY
#709 HOT PINK

BOSS RAT
1/2 OZ. #800 SERIES
#800 BLACK
#801 BROWN
#807 WHITE
#808 GREY
#809 HOT PINK

The Original Frog

for Explosive Action!

Bass and Pike will literally explode out of the water coming after the Frog. Its legs "kick" with every retrieve. Fish can't tell it from a swimming frog. "Twitch" it across lily pads, or moss beds and get ready for action. The most natural feel frog lure ever made. Weedless and effective. Depend on it! P.S. The frog is also great for catching frogs!

1/4 OZ. #6000 SERIES
#6000 BLACK
#6001 BROWN
#6002 GREEN
#6005 CHARTREUSE
#6007 WHITE
#6010 PUMPKINSEED

1/2 OZ. #6000 SERIES
#6200 BLACK
#6201 BROWN
#6202 GREEN
#6205 CHARTREUSE
#6207 WHITE
#6210 PUMPKINSEED



Soft Craw

Try it with Scent Wax for a can't miss combination!

The most natural feel, looks, action available in any artificial craw. Hinged "reflex" tail makes it swim backward like a live craw. Bass, Walleye, Trout, Northerns pick it up without hesitation.

CAST SIZE 1/4 OZ.
#5000 SERIES
#5001 BROWN
#5002 GREEN
#5024 CHAW

SPIN SIZE 1/8 OZ.
#5200 SERIES
#5201 BROWN
#5202 GREEN
#5224 CHAW



Super Curly

Triggers the strike reflex!

The slightest retrieve makes the entire lure come "alive." Writhing, squirming, swimming like a struggling minnow, leech, muddler or aquatic nymph. So closely matches true "live action" that fish strike instinctively. Good in open water, or for more strikes, cast into the weeds, and stumps. Be ready for solid strikes as it wiggles in and out of snaggy places.

1/8 OZ. #1000 SERIES
#1000 BLACK
#1024 CHAW
#1065 NEON YELLOW

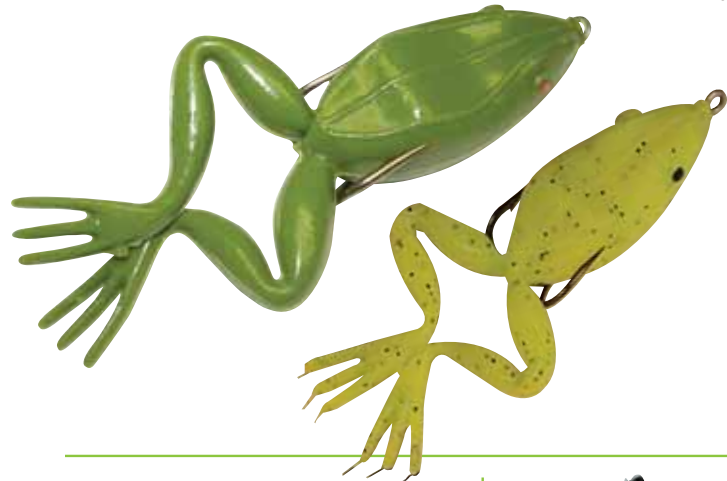


Hawg Dawg

Looks, feels and swims like a mudpuppy or salamander.

Weedless, strike producing lizards. Lifelike swimming action brings out big Bass and Walleye—soft natural feel makes them hold on! Pre-rigged for bottom fishing, it's great for getting into and around spawning beds, rocks, weeds and stumps.

1/8 OZ. #300 SERIES
#300 BLACK
#305 CHARTREUSE
#307 WHITE



Deadly Worm

Air-filled tail and weighted head make it wiggle like a swimming eel. No other worm has its "writhing" action. Soft, hollow body protects double hooks against all snags. Deadly for Bass and Pike. Fish won't spit it out. 1/4 OZ. (6-1/2" long).

1/4 OZ. #7000 SERIES
#7000 BLACK
#7003 PURPLE
#7010 PUMPKINSEED



Leech

Big Bass & Pike love a Leech!

Weighted tail and hinged reflex body makes it "come alive." Retrieved in slow twitches it performs just like a swimming leech or hellgrammite! Steady retrieve gives it a "writhing" action. It's deadly!

1/8 OZ. #900 SERIES
#900 BLACK
#901 BROWN
#903 PURPLE



Mini-Minnow

Has a snappy, fish attracting wiggle on retrieve. Tail flutters like a live swimming minnow. Best around weedbeds, stumps, rocky places. Floats at rest. Runs medium depth. Silver glitter minnow body, with contrasting top stripe.

1/8 OZ. #3000 SERIES
#3000 BLACK
#3005 CHARTREUSE
#3012 BLUE



Cool T!

Frogs Rule — Bass Drool!

The name says it all! Front pocket t-shirt with original artwork by Joe Suroviec on the back! Largemouth Bass hammers a Tournament Frog! 50%/50% cotton polyester for durable color image and longer wear.

Snag Proof Hat

Natural canvas with blue logo and bill.



Hot Summer Days Video

If you like the excitement of topwater fishing, when the excitement of the catch is enough to be aerobic, then this video is for you. Learn the fine art of "froggin'". Learn how fish relate to structure when it comes to frog fishing. Learn when and how to fish the frog effectively. This video shows you proof that "big fish eat shallow" and love a good frog!



Scent Wax

Good on any lure —

A new approach to scent fishing. This superior blend of concentrated attractants embodies the essence of a soft-shell craw in a paste form. Stays on cast after cast. It leaves a scent trail fish instantly recognize as food. You can't buy a more potent attractant at any price. Try it on our Soft Craw for a can't miss combination!

The Pros Know

New! Snag Proof Frog Rods!

Official Snag Proof Frog rods designed in cooperation with BASS Pro Mark Rizk and 2iG-UltraStrike, BassMedics.

The perfect blend of high modulus and high strain graphite provides superior sensitivity with unsurpassed durability. High quality components such as titanium carbide guides and premium Portuguese cork, no-mark protective finish and superior American workmanship give you the perfect fishing tool!

Mark Rizk Signature Series Frog Rods

7'2" Frog Stick

Pure power for hauling big bass out of heavy matted grass, light enough to fish with all day and make super long casts. #72

6'10" Swimming Rod

The perfect mix of power and fishability for walking the frog in sparse cover. #610



"I have been fishing weedless frogs for nearly fifteen years, and I pioneered the 'Walking the Frog' technique at Clearlake, California in the early 90's. I now live near Lake Guntersville Alabama which offers some of the best matted grass frog fishing in the country.

I've long been associated with Snag Proof Lures (makers of the best weedless frogs) and we recently teamed up with 2iG-UltraStrike to bring you the best frog rods I've ever fished with: the Snag Proof, Mark Rizk signature Frog Sticks."

Signature Series Graphite Rods

These are top of the line rods made for top of the line frogs!

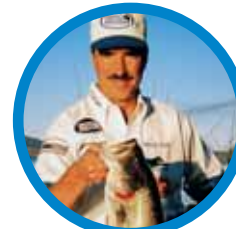
Here's what the professionals have to say about our lures...



Bobby Barrack California

Winner — 10 Fully Rigged Bass Boats Thanks to Tournament Frog • 5-Time Delta Region WON Angler of the Year • 3-Time Delta Region WCB Angler of the Year • 4-Time Redman Regional Qualifier • \$74,740 winner West Coast Bass, Big Bass Derby

"The secret's out. When the fish are in the weeds, and the money's on the line, you'd better be throwing a Snag Proof Frog. It is by far the greatest summertime bait I've ever used!"



Mark Rizk Alabama

2000 B.A.S.S. Classic, 2nd Place • '99 B.A.S.S. Classic Qualifier, • Louisiana Delta • '97 Winner WCB Forrest Wood Delta Open • '97 Winner WCB Folsom Pro-Am • '96 Winner WON Bass Delta Pro-Am

"The best topwater weedless bait on the market. Wins tournaments right out of the package!"



Ish Monroe California

2 time Bassmaster Classic Qualifier • BFL All American Qualifier • BFL Regional Champion • Several Top 10 BASS finishes

"The Snag Proof frog is the best frog right out of the package. No alterations necessary — just tie it on and hold on. Its my 'Danger Bait' — you're in danger of getting your arm broken by a big fish trying to take it away from you."



Joe Thomas Ohio

1990 Red Man All-American Champion • 5-Time Qualifier Bass • Masters Classics • Author — Diary of a Bass Pro • Ranked Top 50 Past 14 Years

"The popping sound of Snag Proof's new Tournament Popper draws fish out of the heaviest cover, and because it's Snag Proof I can fish it in places where I could never throw a conventional popper with treble hooks!"



Alfred Williams Mississippi

Central Division Tournament Champion • 2-Time Qualifier Bass Masters Classic • 3-Time Regional Qualifier Operation B.A.S.S. • 3 Top Ten Finishes in B.A.S.S.

"Take it from the 'Frog Master', Snag Proof Frogs and Tournament Frogs reliably lure monster bass from the weedbeds to your livewell."

Snag Proof is a proud member of



Sales Representatives

Southeast	Tim Hunter & Associates P.O. Box 250 • 1955 McCalla Road Conyers, GA 30012 770-483-8712
Central States	HMT Marketing Inc. 4800 Park Glen Road Minneapolis, MN 55416 952-922-8823
Midwest	The Hammond Group 225 East Hellen Road Palatine, IL 60067 847-359-9372
Western States	KT Morris & Associates 22805 Pacific Highway South Seattle, WA 98198 206-824-5490
TALO States	Frontier Marketing P.O. Box 5480 Katy, TX 77491 903-592-1495
Northeast	R.D.O. Marketing 78 Londonderry Turnpike • Unit E-4 Hooksett, NH 03106 603-644-2995
Canada	A.J. Pope Sports Agency 783 Pitt Street Innisfil, Ontario L9S 2W5 705-431-2271

Nationally Advertised in Top Magazines!

Snag Proof lures are fast moving. National advertising and consumer demand bring many repeat sales. Fair discounts to the trade and a price affordable to a wide consumer base means good profits and few, if any, SKUs at the end of the season. Low competitive prices and a great value for catching fish and not weeds, results in Snag Proof lures literally selling themselves!



Order Today! 800-762-4773 www.snagproof.com



45th Anniversary

It was the late 1950s when Harry Ehlers, an avid fisherman and advertising executive for the maker of Totes rubber rain boots, first saw a boot mold being dipped into plastic. He'd been looking for a way to pull the big bass from weedy farm ponds, and at that moment his vision of a soft, hollow-bodied frog lure was born.

Encouraged by his fellow outdoorsmen, Harry began working at night developing the lure. After a few months (and more than a few ruined pots and pans) melting and molding rubber in his kitchen, he perfected the design - the world's first weedless frog! Advertising in the classified section of Field & Stream soon brought in enough orders to make Snag Proof a full time business, and the company moved into its current facility outside of Cincinnati, Ohio.

Today, Harry's kids (Harry Jr. and Connie) carry on the Snag Proof tradition. They are continuously improving on this American original, offering more than 25 varieties of fish-catching weedless lures, and helping fishermen everywhere enjoy the thrill of a monster bass blowing up through the lily pads.

Order Today!

800-762-4773 • 513-489-6483

513-489-0387 fax

www.snagproof.com