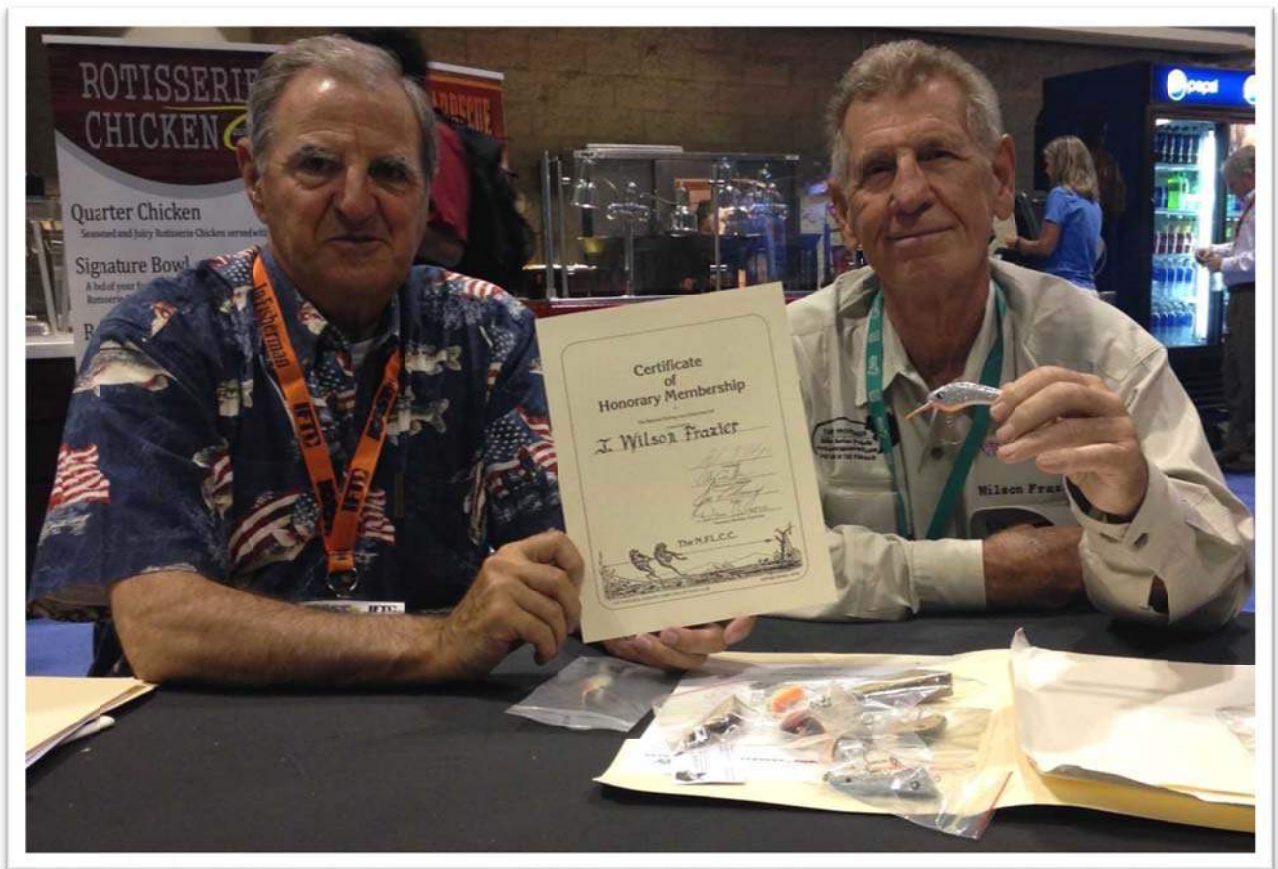


Wilson Frazier

by Dan Basore, Honorary Member Chairman



Wilson Frazier (left) receives Certificate of Honorary Membership in the NFLCC from Dan Basore

NFLCC member Robert "Bob" Lane nominated Wilson Frazier who was written about by Don Wirth in Bassmaster magazine years ago. His report and others were used to learn more about this man.

While he lived in Memphis in 1970, he began to hand-carve fat crank bait lures as did so many Volunteer State anglers that owned a pocket knife and

blocks of wood. This was during the frenzy over Fred Young's Big "O" lure when demand far exceeded the supply of these great bass catchers.

Wilson Frazier then became a music business manager in Nashville, Tennessee and continued his lure making. After carving a group of lures for friends he had a small half-inch wide piece of balsa left over.

At the time the only flat-sided crank bait he knew about was the Storm Thin Fin. Not wanting to waste the wood he made some flat-sided crank baits of his remnant.

A few days later he was in a bass tournament on Lake Enid in Mississippi. "Besides black bass I caught white bass, crappie, drum and even catfish" he said, after winning the contest with his new creation.

Word spread fast and he was swamped with orders for the bait he named "BASSO." Many top pros added them to their arsenal while keeping quiet about their new weapon.

It took over 50 steps during a nine-day period to produce a finished BASSO. Many different finishes were made but Wilson's favorite was white/ silver glitter.

He's still very involved in fishing. In 2004 Frazier, with over 30 years of Pro-Staff and technician work for Lowrance, developed products for anglers forming the Frazier Marine Group. He offers a number of products and services on his website, www.sonargpsuniversity.com.

Honorary Member - 2014
