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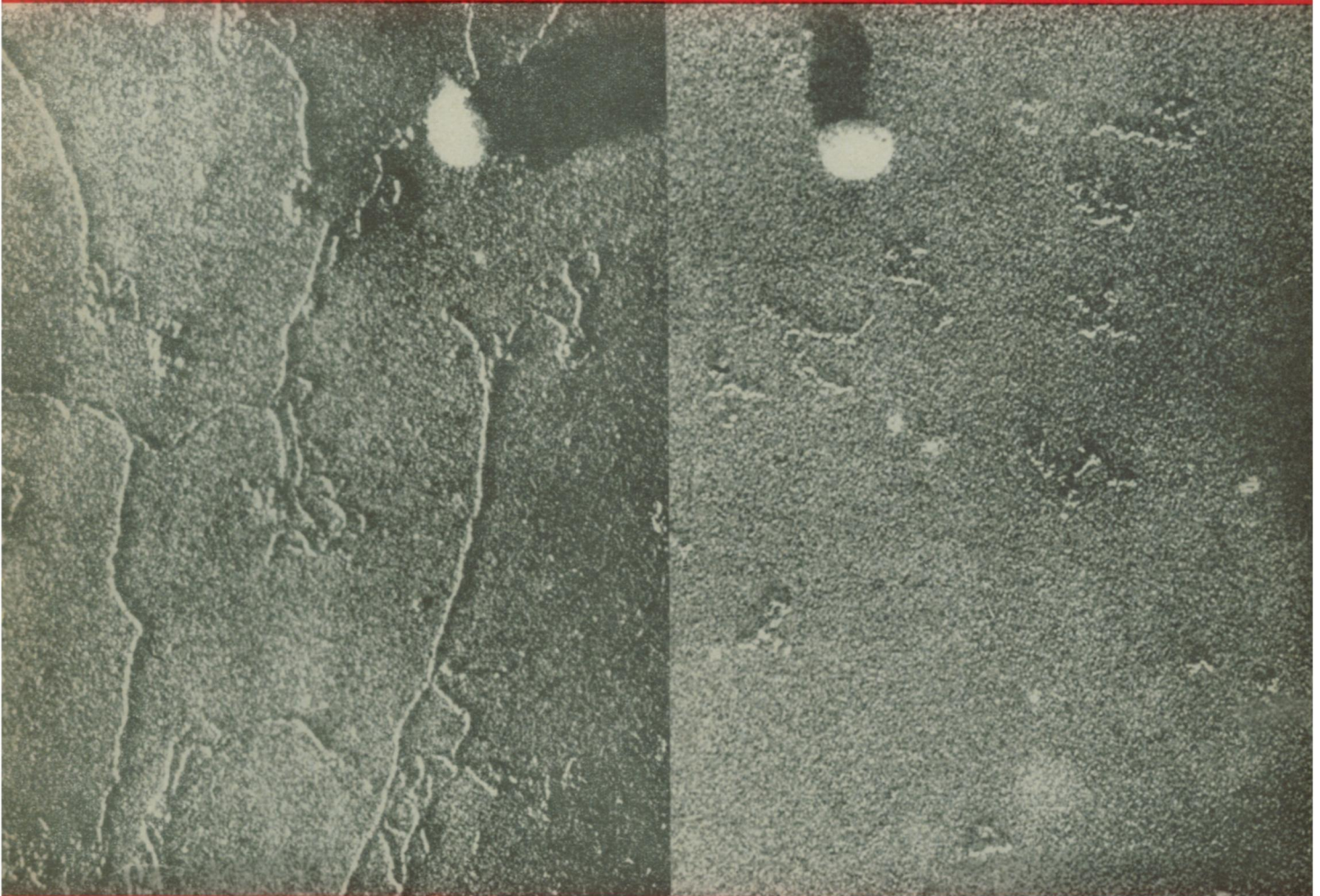
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SCIENCE NEWS LETTER

®

THE WEEKLY SUMMARY OF CURRENT SCIENCE



DNA Molecules

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A SCIENCE SERVICE PUBLICATION

FISHERMEN!

"This Is The World's Finest Fish Catcher!"

By Paul Stag

How would you like to catch more fish than you ever caught in your life? How would you like to catch fish when they're not biting for other fishermen on the lake? How would you like to never come home empty handed?

I've been fishing for over twenty-five years. I've tried just about every kind of lure I've ever seen in a store or in an advertisement. And just like you, I found that they caught some of the fish some of the time, but most of the time they caught nothing. But now I have found an imported lure that catches fish better than any lure I ever used!

I've caught fish time after time when other fishermen have come home empty handed. I've caught fish on the Vivif when even live bait failed! Vivif has caught fish for me at all hours of the day . . . in all kinds of weather. This amazing lure made fish bite. And now I've gotten the exclusive rights to introduce this lure in America and I'm out to prove my statement: "This is the finest lure ever invented."

A French Invention

This amazing lure was invented in France by a French sportsman who named it "Vivif." He spent years testing every possible kind of lure on fish and watching how they reacted to each lure under water! Who ever did that before? From those years of testing this Frenchman developed Vivif . . . the patented lure with the "Live" tail. When he started selling Vivif in



750,000 Vivif Lures Already Being Used!

Seldom if ever has a fish lure received such an exciting reaction from fishermen. Amazing catches have been reported from all over the world. In England Vivif holds a British record! In 25 foreign lands Vivif is catching fish like magic. Already reports from fishermen in this country are pouring in . . . reports saying Vivif is the greatest lure they have ever used. Fishermen in 25 countries can't be wrong. "Vivif is the finest lure I have used in 25 years of fishing!"

France it became one of the largest selling fish lures in Europe! Soon its fame spread to 25 foreign lands! From all over came incredible reports of how Vivif caught fish.

Vivif holds a British record in England. It has made amazing catches in Australia, Denmark, France, Germany, South Africa and Canada.

Last winter I started importing Vivif to America. I gave it to expert, experienced fishermen to test. They reported, "We didn't believe it but it's true. Vivif caught fish when other lures failed." That's what hard boiled experts say.

But even more important to you is what other average fishermen say. Here's a typical letter . . . from Mr. Robert Hilton of Jacksonville, Florida. "I have used artificial lures from Canada to Florida and have worn out four spinning reels. The VIVIF is far superior to any lure that I have ever used. The day I used Vivif the bass were not biting, even on live shiners. I caught 6 bass on the lure and then lost it to a large bass. The bass broke water three times trying to throw the lure after he broke my 12-pound monofilament line."

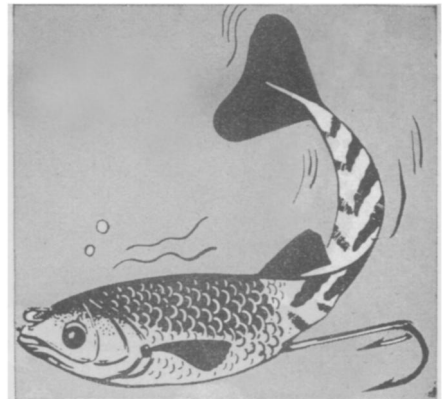
From everywhere come their reports of how Vivif makes fish bite like magic . . . of the magic appeal it seems to have . . . of how it out-fishes and out-catches any lure they have ever used.

Why is this true? Frankly I don't know. All I know is that Vivif is different from any lure you ever used. It's the world's most lifelike lure in the water. It even keeps moving on a slackened line! And it is pure magic with bass, pickerel, pike, trout and other game fish.

Think what this means to you. Now at last you can catch just about every kind of fresh water gamefish and panfish as well as many salt water fish. You can do away with digging for worms, catching bugs, frogs or minnows. You can cast, troll, shore fish . . . all with equal success. You can go out after . . . and come back with large-mouth bass, smallmouth bass, pike, pickerel, perch, trout, and walleyes and do it time and again without previous experience and whether you are an expert fisherman or using a cane pole . . . or your money will be refunded at any time!

Marvel of Design

Not just another stiff plastic or wood lure that "looks good" but doesn't work. Vivif is made of lifelike latex and is the world's most lifelike lure in the water . . . works better than live bait! Color combinations have been scientifically selected in actual tests. Perfectly balanced, Vivif doesn't spin . . . never twists your line. Acts and wiggles like a live minnow even on a slackened line.



HOW VIVIF WORKS!

Fish have never seen anything like this lure before. It attracts fish from far away by its vibrating tail that sends "sound waves." It is the world's most lifelike lure in the water. Fish can't resist it . . . and when they grab the lure it "feels lifelike"—doesn't warn them to spit it out before you can sink the hook in! Read this article and learn the amazing story of this imported lure.

AMAZING TRIAL OFFER!

No longer do you have to come home empty handed from your fishing trips. Try amazing Vivif . . . the French lure designed to attract and catch fish . . . without risking a penny.

All you do is mail the amazing no-risk trial coupon below. When you receive your Vivifs, use them anywhere you like . . . use them as often as you like . . . to prove its fantastic fish-catching powers.

Use it to catch bass, trout, perch, pike, wall-eyes, plus salt water fish . . . any sport or panfish you like to catch.

Let your children and friends fish with Vivif. Put Vivif to every test. If you don't agree it is the finest lure you've ever used . . . if it doesn't catch more fish and bigger fish, you have used it entirely free. It won't cost you a penny.

VIVIF IS IMPORTED SUPPLIES ARE LIMITED

To get your Vivifs now, mail the Amazing no-risk trial coupon below. U. S. supplies are still limited. Order now to be sure you'll have your Vivifs in time for your next fishing trip. Only if you act at once can I guarantee to fill your order immediately. Don't delay. Mail coupon today.

MAIL AMAZING NO-RISK TRIAL COUPON TODAY

Harrison Home Products Corp., Dept. 5 SNL
Fishing Tackle Division
8 Kingsland Avenue, Harrison, New Jersey

Please send VIVIF's checked below on AMAZING TRIAL OFFER. If VIVIF does not catch more fish . . . bigger fish . . . and make fishing more fun—if VIVIF is not the greatest lure I've ever used you will refund my money immediately . . . including postage.

Quan.	Size	Weight	Color Comb.	Price
.....	2 1/4"	1/8 oz.	Green-Silver-Red	@ \$1.35
.....	2 1/4"	1/8 oz.	Black & Gold	@ \$1.35
.....	2 1/4"	1/8 oz.	Green-Gold-Red	@ \$1.35
.....	2 1/4"	1/8 oz.	Red & White	@ \$1.35
SAVE! ALL 4 THIS SIZE FOR				\$4.95

.....	3"	1/3 oz.	Brown-Silver-Red	@ \$1.65
.....	3"	1/3 oz.	Black-Silver-Red	@ \$1.65
.....	3"	1/3 oz.	Green-Gold-Red	@ \$1.65
.....	3"	1/3 oz.	Red & White	@ \$1.65
ALL 4 THIS SIZE FOR				\$5.95

.....	5 1/2"	2 1/2 oz.	Green & Yellow	@ \$2.49
.....	5 1/2"	2 1/2 oz.	Red & White	@ \$2.49
.....	5 1/2"	2 1/2 oz.	Blue & Silver	@ \$2.49
ALL 3 THIS SIZE FOR				\$6.95

PAYMENT ENCLOSED. Send VIVIF's Post-paid! I save all C.O.D. Charges. (Money Back Guarantee on all VIVIF's.)

SEND C.O.D. I will pay postman price of VIVIF's plus C.O.D. postage. (Money Back Guarantee on all VIVIF's.)

NAME.....

ADDRESS.....

CITY.....ZONE...STATE.....

SPECIAL OFFER **ONE OF EACH SIZE VIVIF LURES ALL FOR ONLY \$4.95**