

I Tested The Fish-Catching Discovery Illegal in Six States!

BY LEONARD HARTMAN
Holder of 26 World Fishing Records

Not long ago I was given a startling assignment! I was asked to test-prove a fishing product that uses an appeal so irresistible to fish that it is against the law to use it in Delaware, Idaho, Iowa, Utah, Minnesota and Wyoming.

But fishermen in every other state are still permitted to use it...

The product is a remarkable chemical discovery called LURE GLOW. It makes any lure or live bait light up with a bright eerie glow the instant it hits the water.

Because of this glow, fish can see your lures and bait up to twice as far away depending on local water conditions, even on pitch black nights — even at depths of forty feet where the big ones hide.

Also, because a lure sprinkled with this powder can be seen so far away, it actually "draws" sight-feeding fish right to your hook. Its eerie glow irresistibly attracts fish like bass, pike perch, trout, musky, walleyes and dozens more.

I was astonished

It sounded too good to be true. BUT EVEN THESE PROMISES PALELED COMPARED TO THE ACTUAL RESULTS I GOT! After my own fish-catching experiences with this revolutionary new discovery, I had to report that the company's claims for it had been actually understated! That this amazing Lure Glow powder had, in fact, produced FAR MORE DEVASTATING RESULTS than they had said it would. Results like these:

1. In actual tests, I found that a sprinkling of Lure Glow made the difference between the exact same lure producing fabulous catches — or catching little or nothing at all.

2. I found it drew fish in to one single fisherman's hook out of an entire group — even when the other fishermen were standing right by his side — even when they had the same skill, the same equipment, the same lures!

Yes! In trial after trial, Lure Glow worked after everything else we tried virtually failed. It proved its worth to me once and for all when it drew in a huge 38-

pound muskie — so big that it had become a local legend — that had survived for years by outwitting everyone that had cast for him — YET WAS SO DAZZLED BY the sprinkling of Lure Glow on my bait that he struck with such savage abandon he couldn't pull himself loose!

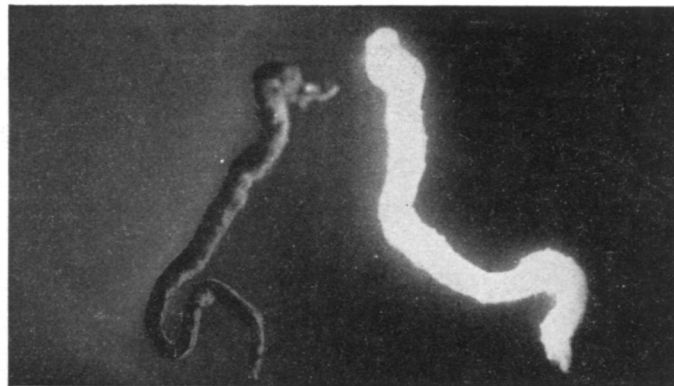
Another Thrilling Example

One day my wife and I were fishing on the Gulf Coast in Central Florida. The wind was NW and the surf had lathered to a near golden brown. After two hours without a single nibble, we went back for the Lure Glow. Applying it to the same lure I had been using — but not to hers — we cast in the very same spot we had been fishing before I caught my first fish on the second cast. Within an hour I had 27 fish, including jacks, ladyfish, redfish and a small grouper. Oh yes, my wife still hadn't taken her first fish... Need I say more?

Huge Catches Produced By Lures That Had Failed Before

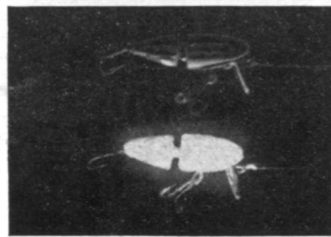
My experiences were not unique. Other fishermen also reported amazing successes. They found that Lure Glow works whether you fish in a lake, a pond or a stream — whether you go after bass, pike, perch, crappie, bream, trout, walleyes and many other fresh and salt-water fish. They found it works whether you use plugs, spinners, live bait, or lures especially suited to the fish you're after. It simply makes whatever bait you use more visible through more water — makes it attract fish from further away!

Pete Thompson, Rochester, N.Y. Writes: I am an avid fisherman who does most of his fishing in the Finger Lakes region, and until using Lure Glow, I had only average luck. One day I bought a box of Lure Glow powder and the bass in Canadagua Lake would not leave my bait in the water for more than a few minutes before they would hit it and wind up on my stringer. I used your fabulous LURE GLOW on both worms and crabs while my fishing partner was using plain worms and crabs. After watching me catch fish for half an hour, he tried some Lure Glow on his



Works on Any Lure or Live Bait

These photos show two identical lures — but in each case, those treated with Lure Glow glow brightly in dark water! This fantastic scientific discovery now makes any lure, plug, spinner or live bait many times more effective when you use LURE GLOW.



SPORTSMAN'S TRIAL OFFER

Thousands of fishermen have already found out how this scientist's sensational LURE GLOW powder has multiplied the fish-catching powers of popular lures and live baits. Now you can see for yourself — without risking a single penny — how this new discovery can help you make record catches you never believed possible!

A single container of LURE GLOW is enough to treat your favorite lures and baits up to 300 or 400 times. Its cost is only \$2.98 — and it doesn't even cost you that — not even a single penny — if you don't find it makes your baits and lures more effective!

Yes, even if you spend up to \$2.00 for each lure... or up to \$40 for your rod and reel... you must see that equipment catch more fish when you are using LURE GLOW, even when other fishermen with the same equipment are catching little! In other words you must catch more fish, larger fish and get bigger enjoyment — or you will have tried Lure Glow at our expense. It won't cost you a penny.

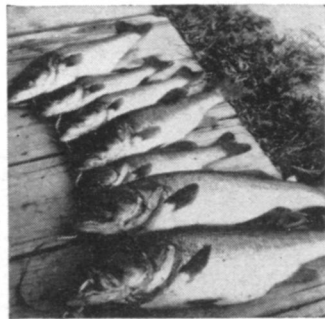
worms and was catching them right along with me, and became a converted Lure Glow user. We both caught our limit of small-mouth bass ranging from 1½ pounds to one lunker of 4 pounds 2 ounces.

A SCIENTIST'S DISCOVERY

... Why it works!

For years fishermen have known that light attracts many kinds of fish. Fish are "drawn" to light perhaps like moths are attracted to a light bulb. Light is so effective at attracting many kinds of fish that some states even outlaw the use of a light of any kind.

Knowing this, a fisherman-scientist in Rochester, N. Y. spent years trying to find a way to make fish lures light up in the water. If he could only make them do this in dark water, he reasoned, especially at dawn or dusk when the fish are biting best, — and in deep water where the big fish lurk during the day — then these lures would have not only the "appeal" their manufacturers built into them, but also an added appeal so terrific that it is actually outlawed in six states!



Like a Moth to a Flame... Fish Couldn't Resist It!

"Catches like these gave me proof, time and time again, of Lure Glow's fantastic fish-catching power." — L. HARTMAN.

MAIL NO-RISK MONEY-BACK COUPON

**SPORTSMAN'S LURES, Dept. SN5-6
Box 4453, Grand Central Sta., New York, N.Y. 10017**

Rush me season supply of the new fishing discovery LUREGLOW on amazing 6 month trial offer. If LUREGLOW does not do all tested fish catching discovery report #8 has led me to believe I can return LUREGLOW package within 6 months for full refund.

\$2.98 enclosed. Cash, check or money order. Send postpaid. I save all C.O.D. charges. Full money back guarantee.

Enclosed is \$1.00 deposit. Rush C.O.D. I'll pay balance and postage charges. Full money back guarantee.

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____