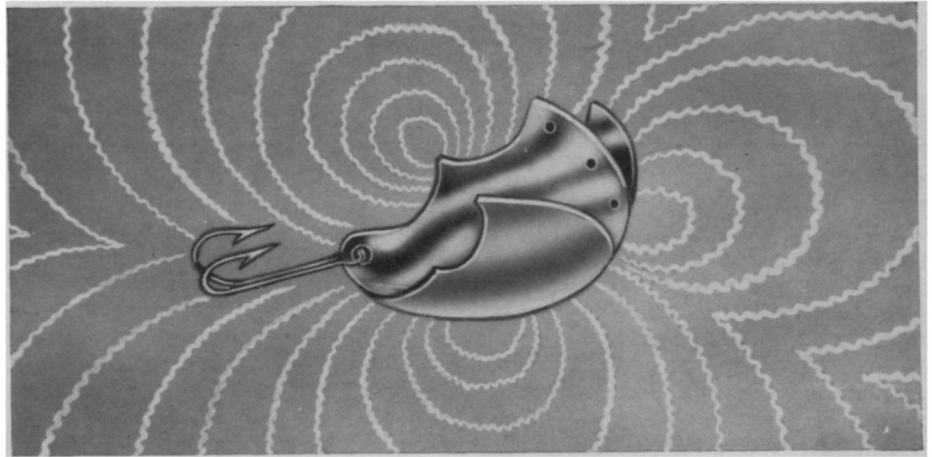


Weird New Sonic Lure Caught Fish Like Crazy!

By Lyman Walton, Co-Inventor
As Told to Paul Stag
The Weekend Fisherman

Think of it! My new **VIBRATING LURE** gives loud, **GURGLING, SPLASHING, BUBBLING** sounds as you skitter it along the surface of the water! Sends out up to 200 vibrations every minute underneath that water! Looks **COMPLETELY UNLIKE ANYTHING THAT ANY FRESH WATER FISH HAS SEEN BEFORE.**

And has already used this weird sight and weird sound and weird sonic vibrations — in one of its very first Summer trials — to lure fish into attacking it so savagely that they actually knocked it out of the water. Hauled in trout, bass, muskie, walleye, and pike, even when other lures had caught little or no fish right next to it! Heres why —



THIS IS AN ARTIST'S CONCEPTION OF THE VIBRA-BAT LURE AND IT'S SONIC EFFECT UNDER WATER! I believe it to be irresistible to fish! Try it entirely at our risk!

CAUGHT! 120 FISH IN ONE HOUR!

Yes! Imagine that YOU were there — at Cattail Lake, Illinois, on August 20, 1961. A hot summer day! A beautiful stream-fed pond — 90 by 60 feet wide! Fishermen trying lures, flies, natural bait! But despite the fact that this is a stocked trout farm with no limit, there is only an occasional strike. It looks like a wasted day!

And then, three die-hard friends decide to try their luck with me! We start to cast from the edge of the water. At the end of our lines is an **ENTIRELY DIFFERENT LURE** — a weird little metal monster that casts like a bullet and flutters back through the water like a drowning bat!

EVEN EXPERIENCED FISHERMEN WATCHED IN AMAZEMENT!

Almost at once **THAT QUIET WATER EXPLODES INTO ACTION!** The first strike causes a shout of excitement! And then a second strike! A third, fourth, sixth, seventh, eighth! Beautiful rainbows and browns still shimmering from the water — being pulled in at the rate of more than one every minute!

Now the water is almost exploding with fish striking! Sometimes four and five trout savagely attack one lure at the same time! Fifty — seventy — ninety fish are caught and released! People along the shore stop to watch the spectacle!

In one short hour, we have caught and released 120 fish! All **WITH** the very same weird little lure that can go to work for you next week, without your risking a penny!

WHAT'S THE SECRET? UNDERWATER SONIC VIBRATIONS!

Why did this bat-shaped lure catch fish by the stringer-full — even after ordinary lures,



Meet Lyman Walton — a direct descendant of Isaac Walton and co-inventor of the amazing VIBRA-BAT LURE.

and natural bait have caught little or nothing? For this simple reason —

Because this lure gives off unique **GURGLING, BUBBLING, SPLASHING SURFACE NOISES** — plus up to 200 sonic vibrations every minute underneath that water — that I believe **FISH FIND IRRESISTIBLE!**

Yes! I am certain that sonic pulsations are the answer to every fisherman's prayer. I have studied the Navy Fish Biologist reports about the sounds fish make between themselves in the water! I have seen fish follow the propellers of a boat as though they were hypnotized by the sound!

And I have always believed that if I could take those gurgling, bubbling, splashing surface sounds and underwater vibrations — that actually seemed to **CALL FISH TO THEM** — and build that sound into a "Vibrating Lure" then it could haul in eye-popping catches, even where ordinary lures had caught little or nothing at all! Even in hard-fished waters where the wise old fish run away from ordinary lures!

JUST READ THESE FISH-CATCHING ACHIEVEMENTS! TRY IT AT OUR RISK!

Yes! Research showed me that lures, like fish, create Sonic Vibrations in the water by their movements! So I have designed a lure that I estimate **FLUTTERS THROUGH THAT WATER UP TO 200 TIMES A MINUTE!** Wing-shaped — bat-like — **JERKING AND FLUTTERING MADLY THROUGH THAT WATER — SENDING OUT IRRESISTIBLE SONIC WAVES — GURGLING, SPLASHING, BUBBLING SURFACE SOUNDS THAT TRAVEL THROUGH WATER IN EVERY DIRECTION, AT THE RATE OF 4,760 FEET EVERY SECOND, THE ACTUAL SPEED OF SOUND UNDER WATER!**

No wonder this "VIBRA-BAT" lure caught a 10 pound 7½ ounce Northern on one of its first tests — only moments after it hit the water — hauled in six bass in sixty minutes in another test, all 2½ pounds or larger — pulled in perch by the dozens in a third test at Belmont Harbor, Illinois, even after live bait and lures had scarcely a strike, and **CONTINUED** to land so many fish so quickly, **THAT FISHERMEN WATCHED IN AMAZEMENT!**

No wonder our tests show this revolutionary new lure hauls in trout, bass, muskie, walleye, pike, salmon and other fresh water fish even in hard fished waters — produces strikes even when other fishermen alongside it are going almost unrewarded!

AMAZING 6-MONTH TRIAL OFFER

You simply cannot believe the fish-catching

powers of this amazing lure until you try it yourself, **FOR 6 FULL MONTHS ENTIRELY AT OUR RISK!** We cannot guarantee, of course, that these amazing VIBRA-BAT SONIC LURES will produce for you in every pond, river or lake everytime you go fishing **BUT WE DO GUARANTEE** that these VIBRA-BAT LURES will definitely catch MORE fish for you . . . make you agree that this is the greatest little lure you've ever used — **OR SIMPLY RETURN THEM ANYTIME WITHIN SIX FULL MONTHS FOR EVERY CENT OF YOUR PURCHASE PRICE BACK!**

You and you alone are the only judge! You have nothing to lose! Send in the Six Month Trial Coupon TODAY!

SPECIAL NOTICE

Harrison Industries has told on this page the amazing story of the VIBRA-BAT as related to us by Lyman Walton.

We have received signed statements from Lyman Walton and other fishermen that these facts are correct.

Incidentally—the words "Gurgling—Splashing—Bubbling" are Walton's particular translation of the weird sound. Actually no two fishermen would agree on a description of this sound. But you will agree on its amazing results, or your money back!

Sportsman's Lures, Dept. SN3-16, Box 4453, Grand Central Sta., New York, N.Y. 10017

MAIL AMAZING 6 MONTH TRIAL COUPON TODAY

SPORTSMAN'S LURES, Dept. SN3-16
Box 4453, Grand Central Sta., New York, N.Y. 10017

Yes, I want to try VIBRA-BAT Lures on Amazing 6 MONTH TRIAL OFFER. Send me set of three different VIBRA-BAT Lures in gleaming Nickel, Yellow and Jet Black color combinations . . . all for only \$2.98 (4.00 value!) if VIBRA-BAT does not catch more fish . . . and make fishing more fun . . . if VIBRA-BAT is not the greatest lure I've ever used, I can return it within 6 months for full refund.

PAYMENT ENCLOSED. Enclosed is \$2.98 (cash, check or M.O.). Ship me set of VIBRA-BATS postpaid. I **SAVE** all C.O.D. charges. Money Back Guarantee.

SEND C.O.D. Enclosed \$1. good-faith deposit. I will pay postman \$1.98 balance plus C.O.D. postage charges. Same Money Back Guarantee

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____