

Amazing Fish-Catching Discovery Illegal in Six States!

From ROCHESTER, N. Y. comes news of an amazing fish-catching discovery that makes lures or even live bait have such an irresistible appeal to fish that it is actually against the law to sell it in 6 states!

But fishermen in all states except Delaware, Idaho, Iowa, Minnesota, Utah and Wyoming are permitted to use it.

It can make the lures or live bait you now use attract and catch more fish and bigger fish . . . or there's no cost.

It works whether you go after bass, pike, perch, bream, trout, crappies and many other fresh or salt water fish. It works whether you use plugs, spinners, live bait, worms or many other lures or bait suited to the fish you're after. This discovery actually makes your lures visible to fish up to twice as far away. It "draws" fish to your hook. And it guarantees to make your lures attract fish like they never did before . . . and with the same skill you can catch more fish . . . catch bigger fish . . . without buying a single new lure or other piece of equipment or no cost to you.

A SCIENTIST'S DISCOVERY

For years fishermen have known that light attracts 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 light of any kind.*

Knowing this, a fisherman scientist in Rochester, N.Y. has spent years trying to find a way to make fishing lures light up in the water. If lures could "light up" in dark water, he reasoned, especially at night, dawn and dusk when fish are biting best—& in deep water where fish lurk during the day—then these lures would not only have the "appeal" the manufacturers built into them, but would also use an appeal so terrific it is actually banned in six states! But it was not until one evening as he watched fish jumping from the water to grab fireflies that he got the idea for his amazing discovery.

Why, he wondered, could not lures, even live bait, be made to light up with a similar kind of

"cold light" so that they could be seen by fish at night and in dark waters . . . a cold light that would glow as bright as a firefly but last hundreds of times longer—up to five minutes at a time!

It was in the laboratories of one of America's largest companies that he found the miracle ingredient that made his dream come true. Because what he discovered not only makes every kind of metal, plastic, rubber, wood or cork lure light up in the water—it also does the same for live bait—even a wiggling worm!

Yes! Today for the 1st time you can make any lure . . . any plug, any spinner or fly . . . even live bait—worms, minnows, frogs, hellgrammites, crickets, grasshoppers—light up in the water so that they are visible in an area up to 60' depending on local water conditions. Anybody can do it. *There are no wires! No Electricity!* And as a result, fishing for the sight-feeding fish like bass, trout, pike, perch, crappie, walleyes, etc., becomes more exciting than it's ever been. *You can attract & catch more fish . . . catch bigger fish . . . catch fish even when fishermen close by are catching nothing . . . or no cost!*

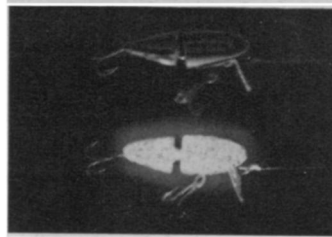
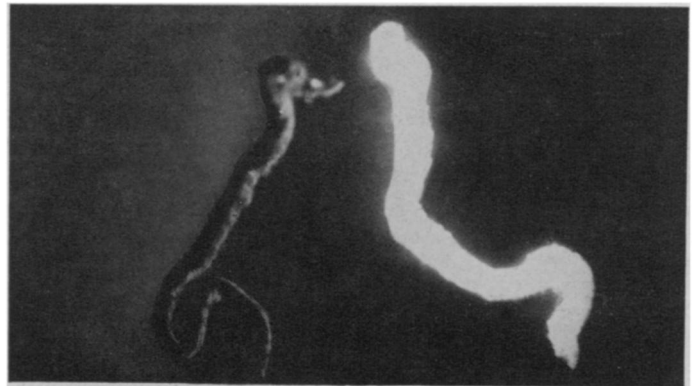
When you fish at dawn or dusk . . . in deep water during the day . . . even at night . . . the times when fish bite best . . . but when your lures or bait are the hardest to see . . . now your lures will glow in the water. They will be visible up to twice as far & more depending on how clear the water is. They will attract & draw fish like magic . . . and will help you get strikes like you've never seen before.

WHAT DOES THIS MEAN TO YOU?

Simply this. Now YOU can get more out of fishing than ever before. Now YOU can attract & catch more fish, bigger fish than ever in your life so long as you use the right bait and know how

Illegal to use
in the following states:

- DELAWARE • IDAHO
- MINNESOTA • IOWA
- UTAH • WYOMING



Works on Any Lure or Live Bait

These photos show two identical worms — and 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

to fish. It is *guaranteed* or you pay not one penny. It means now no longer need you come back empty handed. It means you can often catch the fish that are "not biting" on worms, bugs, plugs, spoons, canned bait, flies, cut bait or spinners by making them *light up in the water*. It means you can successfully troll, cast, or shore fish. It means you can go out after & come back with large-mouth bass, small-mouth bass, pike, pickerel, perch, bream, trout, walleyes, salmon & many other of the sight-feeding fresh & salt water fish & do it time & again—or your money will be refunded any time. This discovery is already catching fish for delighted fishermen. But test the magic power of this discovery yourself without risking a penny.

AMAZING TRIAL OFFER

See for yourself why this new fish catching discovery is illegal in 6 states. Try it on your lures or bait the next time you go fishing . . . without risking a penny.

All that a container with

enough to treat your lures & bait up to 300 or 400 times costs just \$2.98. Yet it is guaranteed to make your lures & bait far more effective or it doesn't cost you a penny.

Yes, even if you spend up to \$2.00 for each lure . . . even if you spend \$20.00 or more for a rod & reel . . . you must see that equipment catch fish even when other fishermen with the same equipment catch nothing . . . in other words, you must see proof of this discovery's effectiveness in *more fish, bigger fish and bigger enjoyment* . . . or you will have tried it at our expense. It won't cost you a penny.

SUPPLY LIMITED

However, due to the heavy expected demand we have only a limited supply available. Stores will not have it in time for this season. Only if you act at once can we guarantee to fill your order. This advertisement will not be repeated in this magazine for some time. Mail the no-risk trial coupon today.

Madison House, Tackle Division, Dept. SN4-27, 488 Madison Ave., New York 10022

MAIL NO-RISK MONEY-BACK COUPON

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Dept. SN4-27, 488 Madison Avenue, New York 10022

Rush me my season supply of the new fishing discovery LURE GLOW on amazing 6-month trial offer. If LURE GLOW does not do all you say it will, I can return the LURE GLOW package within 6 months for a 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.

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ADDRESS _____
CITY _____ STATE _____ ZIP _____



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.

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