

15¢

\$5.50 A YEAR

March 17, 1962

VOL. 81, NO. 11 PAGES 161-176

# SCIENCE NEWS LETTER

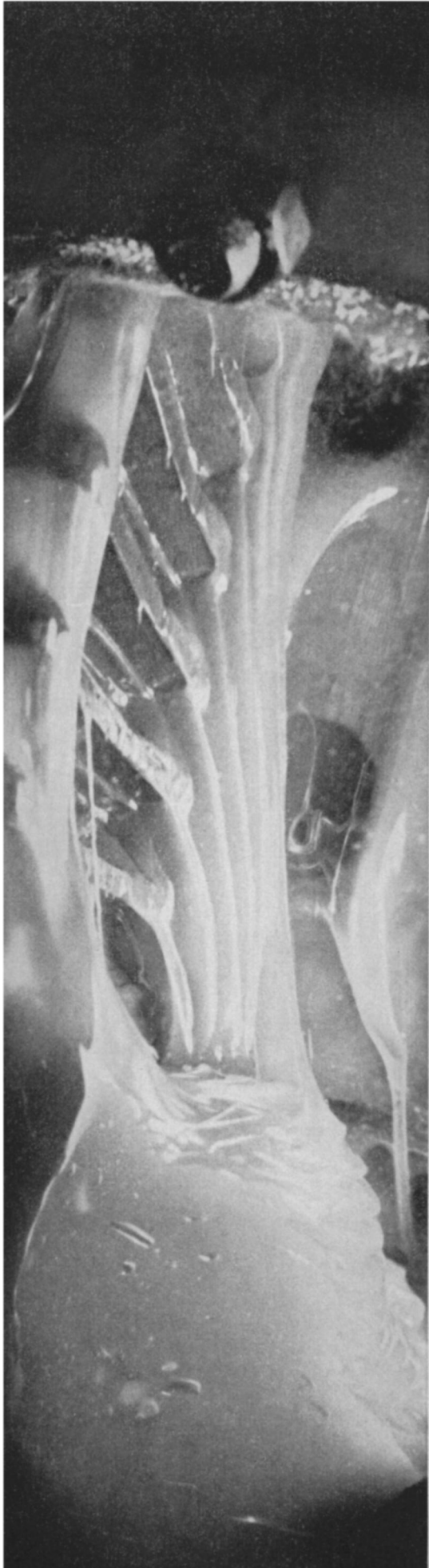
THE WEEKLY SUMMARY OF CURRENT SCIENCE



Visit at White House

See Page 171

A SCIENCE SERVICE PUBLICATION



One of a series

## Grape Jelly and the Flow of Cold Oil

As freshly made jelly cools, a gel structure forms that resists deformation. The same thing can happen to lubricating oils in extremely cold weather.

Searching for a way to insure that lubricants will function over the complete range of operating temperatures, physical chemists at GM Research have been delving into some interesting research in rheology . . . the science dealing with flow of matter. In particular, they are examining the strange influence of polymers dissolved in mineral oil systems.

Adding long-chain polymer molecules to the already complex mineral oil produces some versatile lubricants. But the polymers further complicate the fluid's viscosity under varying shearing forces and temperatures.

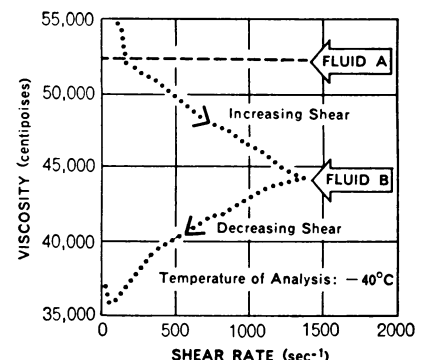
Analyzing such sticky problems has led our researchers to develop new measuring techniques (including a forced-ball viscometer that readily responds to delicate gel structures) . . . to uncover new experimental data (see graph) . . . to form new theories as to why mineral oil gels are made more rigid by some polymers, less rigid by others.

This pioneering work on low temperature oil viscosity started with thoughtful consideration of a practical problem. It is yielding basic new scientific information our technical people can use. We think it typifies General Motors constant resolve to seek and find — **A BETTER WAY.**

## General Motors Research Laboratories Warren, Michigan

At  $-25^{\circ}\text{F}$  a ring gear in a car differential plows through a typical (SAE 90) gear oil.

Fluid A is termed a Newtonian fluid because its viscosity is independent of shearing forces. But note the unusual behavior of Fluid B, a non-Newtonian oil-polymer blend now being investigated.



# CAUGHT—120 FISH IN ONE HOUR!

By my amazing new **VIBRATING LURE!** Actually gives out loud **GURGLING, SPLASHING, CRACKLING** sounds as you retrieve it through the water! Looks **UNLIKE ANYTHING THAT FRESH WATER FISH HAVE SEEN BEFORE!**

And used this weird sight and weird sound in an actual case where fish after fish attacked this lure so savagely that they actually knocked it out of the water . . . hauls in trout, bass, muskie, walleye and pike even when other lures have virtually failed . . . actually reached a peak of **TURNING VIRTUALLY EVERY SINGLE CAST INTO A STRIKE FOR ONE FULL HOUR.**

Here's why! Here are the almost incredible facts!

By **LYMAN WALTON,**  
Co-Inventor, **Vibra-Bat**

As Told to Paul Stag, Weekend Fisherman

**EVEN EXPERIENCED FISHERMEN GASPED IN ASTONISHMENT!**

For just one moment, imagine that **YOU** were there—at Cattail Lake, Illinois, on August 26, 1961—when this amazing new lure was demonstrated, and fishing history was being made!

A hot summer day! Picture the scene to yourself! A magnificent stream-fed lake! Its water is seemingly-dead—deep in the August doldrums! Dozens of fishermen milling around—trying artificial lures, flies, even natural bait! **But despite the fact that the lake has no limit, nothing seems to work! Only an occasional strike. It looks like a wasted day!**

And then, three die-hard friends of mine decide to try their luck with me! We start to cast from the shore, actually daring to hope for nothing more than an hour's relaxation! **But—at the end of our lines—is an ENTIRELY DIFFERENT KIND OF LURE—a weird little metal monster that casts like a bullet, and flutters back through the water like a drowning bat!**

Four of us, casting on a hot day into a seemingly-dead lake! And then—suddenly—**THAT QUIET WATER EXPLODES INTO ACTION!** The first strike causes a shout of excitement along the shore! And then a second strike! And a third! A fourth! A fifth!

And a sixth, and a seventh, and an eighth! Beautiful rainbow and brown trout! Still shimmering from the water! **Being pulled in now at the rate of more than one every minute!**

The water along the shore, now is almost exploding with fish striking! Sometimes four and five trout savagely attack one lure at the same time! **Virtually every cast is another strike! 50 — 70 — 90 fish are caught and released! People along the shore stop to watch the incredible spectacle!**

**IN ONE SHORT HOUR WE HAVE CAUGHT, LANDED AND RELEASED 120 FISH!** Our arms ache from reeling! **But the center of all eyes is the weird little lure that made this incredible feat possible—THE VERY SAME LURE THAT CAN GO TO WORK FOR YOU NEXT WEEK WITHOUT YOUR RISKING A PENNY! IF YOU COULD HEAR UNDERWATER, YOU'D UNDERSTAND ITS FISH-CATCHING POWER!**

What's the secret? Why has this bat-shaped lure caught fish by the stringer-full, including lunkers, even after ordinary lures, and even natural bait, have almost completely failed! For this simple reason:

**Because this lure gives off a unique GURGLING, BUBBLING, CRACKLING NOISE that I believe FISH FIND IRRESISTIBLE!**

You see, I've been an avid fisherman for thirty years! I've caught fish from Coast to Coast, in fresh water and in salt—tried just about every jig, lure, spoon, fly and natural

bait I could find. **And I believe even the best of them lack one vital ingredient—**

You see, you and I want a lure that can do more than merely catch fish when they can SEE it! We want a lure that can attract fish even around the curve of a rock, because they can **HEAR** it! That can catch fish in murky water, or even in the black of night, because they can **HEAR** it. That can drive fish frantic with desire, night or day, because **It not only works by sight—BUT BY WHAT I BELIEVE IS AN IRRESISTIBLE SOUND AS WELL!**

I am certain that sound—**THE RIGHT SOUND**—is the answer to every fisherman's prayer! I have studied U. S. Navy reports about the sounds fish themselves make in the water! I have seen fish follow the propellers of a boat as though they were hypnotized by the sound!

And I believed that if I could take that gurgling, whistling, crackling underwater sound that actually seemed to **CALL FISH TO IT**—and build that sound into a "Vibrating Lure" that could haul in fish almost by the stringer-full—even at night, even where ordinary lures had virtually failed, **EVEN IN HARD-FISHED WATERS WHERE THE WISE OLD FISH RUN AWAY FROM ORDINARY LURES!**

**JUST READ THESE FISH CATCHING ACHIEVEMENTS!**

From that moment on, the answer was amazingly simple! Research showed me that lures, like fish, create sound in the water by their movements! So I designed a lure that I estimate **FLUTTERS THROUGH THAT WATER 200 TIMES A MINUTE AS YOU RETRIEVE IT! Jerking and fluttering madly thru that water SENDING OUT IRRESISTIBLE WAVES OF GURGLING, WHISTLING, CRACKLING SOUNDS—TRAVELLING THROUGH THAT WATER IN EVERY DIRECTION, AT THE RATE OF 1,087 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!

No wonder this lure caught 6 bass in 60 minutes in another test—all 2½ pounds or larger!

No wonder this lure pulled in perch by the dozens in a third test at Belmont Harbor, Illinois—even after live bait had been getting scarcely a strike—and **CONTINUED** to land so many fish, so quickly, **THAT OVER 50 FISHERMEN CAME OVER AND WATCHED IN AMAZEMENT.**

## SPECIAL NOTE!

Harrison Industries has told on this page the amazing story of the VIBRA-BAT's fish-catching exploits, as related to us by its co-inventor Lyman Walton.

Harrison Industries has received signed statements from Lyman Walton and other fishermen involved that these facts are correct. We are therefore relaying them on to you. However, as with any fishing product, the final proof rests with YOU! **Therefore we ask you to try this amazing VIBRA-BAT LURE entirely at our risk—with the firm understanding that you may return it for your full money back if not completely satisfied.**

Incidentally, as to the completely unique sound of this lure, the words "Gurgling—Splashing—Crackling" used on this page are Lyman Walton's particular translation of its weird effect into words. Actually no two fishermen would ever agree on an exact description of this sound—even if they could listen to it under water as he did. **But we are convinced that you will be able to see its amazing results, or your money back!**

Try it yourself—entirely at our risk today!



Yes, no wonder our tests show this new lure murders trout, bass, muskie, walleye, pike, salmon, and other fresh-water fish, **even in hard-fished waters.** No wonder in actual tests it produced strike after strike, **practically with every cast, even when other fishermen, right alongside it, were practically going home empty-handed!**

## TRY IT AT OUR RISK!

But you simply cannot believe this lure until you try it yourself! That is why we are willing to send it to you—today—to try for one full month without risking a penny! And it is fully guaranteed, or every cent of your purchase price back.

Try this amazing "VIBRA BAT LURE" at our risk—TODAY!

## MAIL AMAZING TRIAL COUPON TODAY

**HARRISON INDUSTRIES, INC. Dept. 4-SNL**  
250 Passaic St., Newark, New Jersey

Please send the VIBRA BAT LURES checked below on **AMAZING 30 DAY TRIAL OFFER.** 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 30 days for full purchase price refund.

Quantity	Weight	Color	Price
_____	¼ Oz.	ORANGE	\$1.25
_____	¼ Oz.	BLACK	1.25
_____	¼ Oz.	YELLOW	1.25
_____	¼ Oz.	NICKEL	1.25
_____	½ Oz.	ORANGE	1.50
_____	½ Oz.	BLACK	1.50
_____	½ Oz.	YELLOW	1.50
_____	½ Oz.	NICKEL	1.50

( ) **PAYMENT ENCLOSED.** Send VIBRA BATS Postpaid! I SAVE all C.O.D. charges. (Money Back Guarantee)

( ) **SEND C.O.D.** I will pay postman price of VIBRA BATS plus C.O.D. postage. (Money Back Guarantee)

Name.....  
Address.....  
City.....Zone.....State.....

**SPECIAL OFFER ☐ SAVE! TWO ¼ OZ. AND TWO ½ OZ. VIBRA BAT LURES . . . ALL FOR ONLY \$4.95**

In Canada: Order from Harrison Tackle Co., 539 King St. W., Toronto, Ont. (Ont. res. add 3% tax.)