

Just Imported:

THE FISH LURE GUARANTEED TO CATCH FISH! OR IT COSTS YOU NOTHING!

Works in Lakes, Ponds, Streams, Salt Water. Saves You Time, Work, Money and Disappointment. Perfect for Amateurs, Experts, Trollers, Casters, Shore Fishermen. Catches All Kinds of Fresh Water Game and Pan Fish Plus Salt Water Fish!

WORKS WHERE OTHER LURES FAIL!

What It Will Do for You:

- CATCHES MORE FISH
- CATCHES ALMOST ALL KINDS OF FISH
- SAVES YOU MONEY ON OTHER PLUGS, BAIT AND LURES

- SAVES YOU WORK OF DIGGING WORMS, CATCHING MINNOWS, ETC.
- CATCHES THE FISH THAT WON'T BITE ON WORMS, BUGS, PLUGS, SPOONS, CANNED BAIT, FLIES, CUT BAIT OR SPINNERS!

FROM PARIS, FRANCE, COMES NEWS OF AN AMAZING fish-catching lure. The world's first truly 'live action' lure that's guaranteed to catch more fish . . . catch bigger fish . . . and catch fish when everything else fails . . . or it costs you nothing.

A Beautifully made lure that saves you hours of work digging worms, catching minnows or other live bait! . . . saves you the endless expense of continually buying expensive plugs, spinners, flies and other fancy equipment designed to catch YOU instead of fish . . . lets you make your fishing trips more fun, more exciting and lets you enjoy every minute you're fishing from dawn till dusk . . . with more and bigger catches.

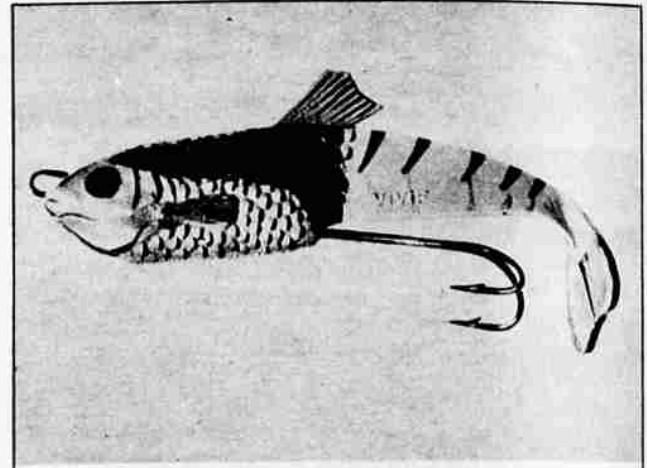
A French Invention

The secret is a scientific "live-action" tail that had never been patented before. Developed by a French sportsman who named it VIVIF, this wonder-working "live action" lure is the result of years of testing all kinds of lures on all kinds of fish . . . and watching the fish react to each lure under water. From these studies came VIVIF, the lure that works when everything else fails. VIVIF is now being used by over 350,000 fishermen in 25 countries who rave over VIVIF.

From all over come reports of record making catches . . . of fish biting where all other lures failed . . . of the sureness, the simplicity . . . the effectiveness of this miracle lure. Think what this means to you. Now at last you can catch every kind of fresh water game fish as well as salt water fish . . . and never spend a penny for fancy plugs, spinners or flies again. 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 . . . bass, pike, pickerel, perch, bream, trout, wall-eyes, salmon, red tuna, striped bass, bluefish, weakfish, and do it time after time without any previous experience.

Marvel of Design

Not just another stiff plastic or wood lure that "looks good" but doesn't work. VIVIF is made of life-like latex and is the world's most life-like lure in the water . . . works better than live bait! Color combinations have been scientifically selected by fish in actual tests. Acts and wiggles like a live minnow.



AMAZING VIVIF Is Flexible, Soft And Super-Realistic. VIVIF is soft to the touch like a live minnow . . . wiggles like a live minnow . . . swims realistically in the water. VIVIF CONTINUES TO ACT LIKE A LIVE MINNOW EVEN ON A SLACKENED LINE. Perfectly balanced, VIVIF casts beautifully with either bait casting or spinning equipment. Doesn't spin . . . can't twist your line. VIVIF WAS DESIGNED TO CATCH FISH . . . NOT FISHERMEN!



Here is a photo of a Frenchman who used VIVIF. The pike is 18 1/2 pounds. In England VIVIF holds a world's record. In 25 foreign lands VIVIF is catching fish for delighted fishermen. Already reports from fishermen in this country are coming in . . . reports saying VIVIF is the greatest lure they ever used. 350,000 fishermen can't be wrong. Test the magic powers of VIVIF yourself without risking a penny. VIVIF takes the luck out of fishing, lets you have more fun out of fishing . . . because you catch more fish.



PHOTO PROOF!

Fish just can't resist the amazing VIVIF with its patented "Live-Action" tail! VIVIF caught this 40 lb. salmon for Mr. G. F. Coleman and 1st prize in a fishing contest.

VIVIF IS IMPORTED SUPPLIES ARE STILL LIMITED

To get your VIVIF now, mail Free Trial Coupon at right. U.S. supplies are still very limited and are not yet sold in stores. Order now to be sure you'll have your VIVIF in time for your next fishing trip. Only if you act at once can we guarantee to fill your order immediately. Shipment of famous VIVIF is on its way from France. Don't delay. Mail Free Trial Coupon Today.

Each VIVIF is sent to you in a FREE clear-plastic container with Full Money Back Guarantee.

FREE TRIAL OFFER MONEY BACK GUARANTEE!

No longer do you have to come home empty handed from your fishing trips. Avoid the costly mistake of using those "flashy" plastic and wood lures that "look good" to you but fail to catch fish. Try amazing VIVIF . . . the French lure designed to attract and catch fish . . . without risking a penny. All you do is mail the no-risk free trial coupon below. When you receive your VIVIF, use it anywhere you like . . . use it as often as you wish to

prove its fantastic fish-catching powers.

See for yourself how VIVIF looks and acts in the water. See how easily it casts . . . how it moves through the water as realistically as any live minnow . . . even on a slackened line!

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.

Over 350,000 Amazing VIVIF'S Now Catching Fish Throughout The World. Be The First In Your Area To Own One.

MAIL FREE TRIAL COUPON TODAY!

Harrison Tackle Company, Dept. W-47
8-16 Kingsland Avenue, Harrison, New Jersey

Please send VIVIF Lures checked below for FREE TRIAL. If VIVIF does not catch more fish, bigger fish and make fishing more fun . . . you will refund my money including postage.

Quan.	Size	Weight	Color Comb.	Model	Price	SAVE
.....	2 1/4"	1/6 oz.	Green-Silver-Red	V-1	@ \$1.35	} ALL 4 THIS SIZE FOR \$4.95
.....	2 1/4"	1/6 oz.	Black & Gold	V-2	@ \$1.35	
.....	2 1/4"	1/6 oz.	Green-Gold-Red	V-3	@ \$1.35	
.....	2 1/4"	1/6 oz.	Red & White	V-4	@ \$1.35	
.....	3"	1/3 oz.	Brown Silver-Red	V-51	@ \$1.65	} ALL 4 THIS SIZE FOR \$5.95
.....	3"	1/3 oz.	Black-Silver-Red	V-52	@ \$1.65	
.....	3"	1/3 oz.	Green-Gold-Red	V-53	@ \$1.65	
.....	3"	1/3 oz.	Red & White	V-54	@ \$1.65	
.....	5 1/2"	2 1/2 oz.	Green & Yellow	V-101	@ \$2.49	} ALL 3 THIS SIZE FOR \$6.95
.....	5 1/2"	2 1/2 oz.	Red & White	V-102	@ \$2.49	
.....	5 1/2"	2 1/2 oz.	Blue & Silver	V-105	@ \$2.49	

PAYMENT ENCLOSED. Send VIVIF'S Postpaid! 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 DIFFERENT SIZE VIVIF LURE ALL 3 FOR ONLY \$4.95

CANADIAN CUSTOMERS: Order from Harrison Tackle Company, 146 Wellington Street, W., Toronto, Ontario.