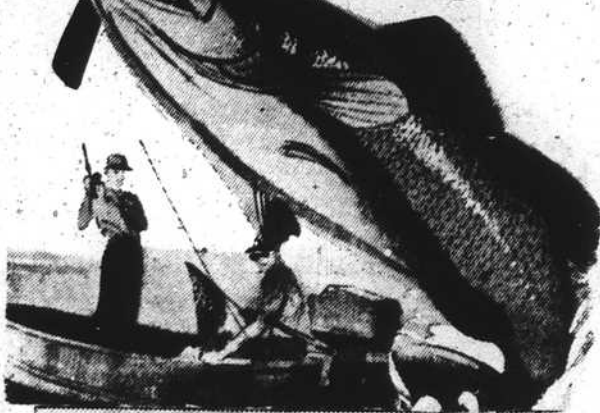


Fishing



INFORMATION

By "The Crappie Catcher"

The Lore Of Lures

What makes a lure catch fish? Two leading manufacturers tell how they design the "hot" ones

By Stuart James
PM Outdoors Editor

POPULAR MECHANICS

FISHING LURES, the old saying goes, are designed to catch fishermen.

"That's true," says John Oney, researcher for Fred Arbogast Co., "but if a lure is going to keep catching fishermen, it better also catch some fish."

There are hundreds of lures on the market today. Many of them, like the Pikie Minnow, Flatfish, Abu Reflex, Lazy Ike, Hawaiian Wiggler and Bass-Oreño, have been around for years and have become famous. But every year there are new lures. Some catch more fishermen than fish and they disappear. Others, like the Rapala, which arrived from Finland a few years ago, establish themselves overnight, and stick around for a long time.

But what makes a lure catch fish? Why are there so many sizes and shapes and colors? How does a manufacturer go about deciding that a lure is ready for the fisherman's tackle box? A lure, like anything, has to have a beginning: how do they go about developing it?

Looking for answers, we went out to Garrett, Indiana and talked with Harry Heinzerling, president of Creek Chub Bait Co. We asked him point-blank what makes a lure catch fish, and, without any hesitation, he answered, "Hell, I don't know."

But after some thought, he became more specific. "A lure is an imitation of something a fish likes to eat. If it looks appetizing enough the fish is going to go after it. Our Pikie, for instance, looks and swims like a minnow, a natural bait food."

Wandering through the small factory, we watched the lures being turned on a lathe, noticed they were made of white cedar, and asked why. "I honestly don't know," Harry said. "Most lures are just made of white cedar. I guess they always have been."

"It's a good wood to work with," said Austin Van Houten, shop foreman for

SPORTS



The DESERT DRUGS LITTLE LEAGUE Baseball team won its 4th straight victory, Saturday, in defeating the CAROUSEL TIGERS --DR. FRANK HARP, the team sponsor, said the boys are playing so superbly, he has thrown two "encouragement" parties for the boys stressing appreciation for their great team play.

SONNY KING, Nevada's leading heavyweight, is moving on up to major status after winning five successive bouts--four by K.O. and one by decision. . .With DON COHEN, as his manager, and Trainer MICKEY PARK, you can bet he will be guided along the right path. . .In this stable, you can see JOHNNY BROOKS (of championship caliber) getting ready to move into the upper money bracket. . .Their other leading prospect, ARMAND LAURENCO, is fighting Thursday at the FREMONT--the main Ten against MAC GRUDER of Phoenix, Arizona--CHUCK'S CALL--LAURENCO by a knock-out within 9 rounds.

I am sure EMILE GRIFFITH and the WBA will come to an understanding--These things always resolve themselves satisfactorily. . .I'm speaking of the WBA's recent action in stripping GRIFFITH of his welterweight crown for not defending that title in the required six-month period.

CARLOS ORTIZ, lightweight Champ, is slated to defend his title against JOHNNY BIZZARO at the Civic Auditorium in Pittsburgh, Pa., June 28--CHUCK'S CALL--ORTIZ by a decision in 15 rounds.



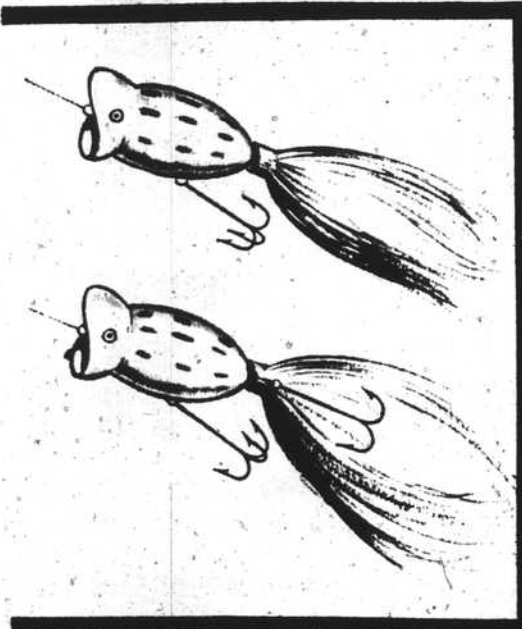
Creek Chub, and the man who whittles the first lure on a new idea. It turns well it's light, but it's also sturdy enough to hold the hooks."

When we passed through the painting room where a group of women were decorating the lures in a variety of finishes, we asked why color is important. How does anyone know that a fish can tell color?

Which Colors Are Best?

"Nobody can say for certain," Harry said, "but some colors work and some don't. The Pikie in rainbow colors won't do anything in fresh water, but it's a killer in salt water. You start off with the natural colors of the bait you're trying to imitate, and then you try variations. Red and white, for instance, are good colors. Nobody knows why, but fish like them."

"On the other hand, some days walleyes will hit the silver shiner, but bass will only take the dark lures. This is purely a matter of trial and error. Why are dark lures better at night? We don't know, but over the years dark lures have been so much more successful at night that it has become a matter of fact."



WHEN FISHERMEN complained the Hula Popper was missing catches because fish were striking the skirt, a double hook was added to the end of the lure

Chuck Harris

BASEBALL

The slump-ridden GIANTS were brought to life by their life saver, JUAN MARIACHAL who won his 11th victory in pitching a 4-hitter against the League leading DODGERS. . .Now he and SANDY KOUFAX are the pitchers in the majors . . .ATLANTA BRAVES winning streak was snapped by the on-rushing PITTSBURGH PIRATES 5-3, Saturday. . .CLEVELAND INDIANS and the BALTIMORE ORIOLES running nip and tuck in the American League with CLEVELAND's strong pitching and the ORIOLES hard-hitting "Franks"--BROOKS and ROBINSON. . .Looks like a battle to the finish--CHUCK'S CALL--ORIOLES - the winner!

CURT FLOOD of the ST. LOUIS CARDINALS, leads the NATIONAL LEAGUE batting race with a .337 average. . .MINNESOTA'S TONY OLIVA, in the AMERICAN LEAGUE, tops all hitters with a .339 average.

CHUCK and all the fellows of the ALL AMERICAN BOYS CLUB are deeply grateful to BOB BAILEY, ERC Chairman; JOHN WEST, Managing Editor, Las Vegas VOICE; LLOYD ARMSTRONG, a great booster for the kids, and an even greater citizen; MICHAEL of Michael's Shoe Store and VOICE Publisher, Dr. Charles I. West who all went to bat for the All American Boys Club when things looked the darkest. . . Thanks to their dogged determination and efforts the Boys Club has been granted solicitation privilege which means the Club will continue to stay in operation. . .Any and all members of the community, business persons, organizations, or private citizens can help this cause by buying membership cards for youngsters from age 5 through 17. Membership tickets for a three-month trial period can be purchased at \$3 each and donated to youngsters of your choice. . .For information on donation of membership tickets or to purchase same, call the VOICE Editor, ALICE KEY--642-5308. All donors will be listed in the VOICE unless sponsors request to remain anonymous.

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