New patented lure tests 21 times above average in Florida. Could be banned.

Patented design forces genetic response in fish.

Size of lure's catch may cause regulation against it.

VERO BEACH, FL—In a recent product test near this Florida coast town, a professional fisherman using a new, patented lure not only out-fished another professional using live bait 3 to 1, he exceeded the average hourly catch for bass in the state 21 to 1. Both professionals fished from the same boat for two hours.

The Walking Worm's patented design releases energy greater than still water, causing it to curl automatically. This triggers large, less aggressive fish to strike.

Would you buy this lure?

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Subjects

Response variable

Factor

Randomization

Result

Uncontrolled variables