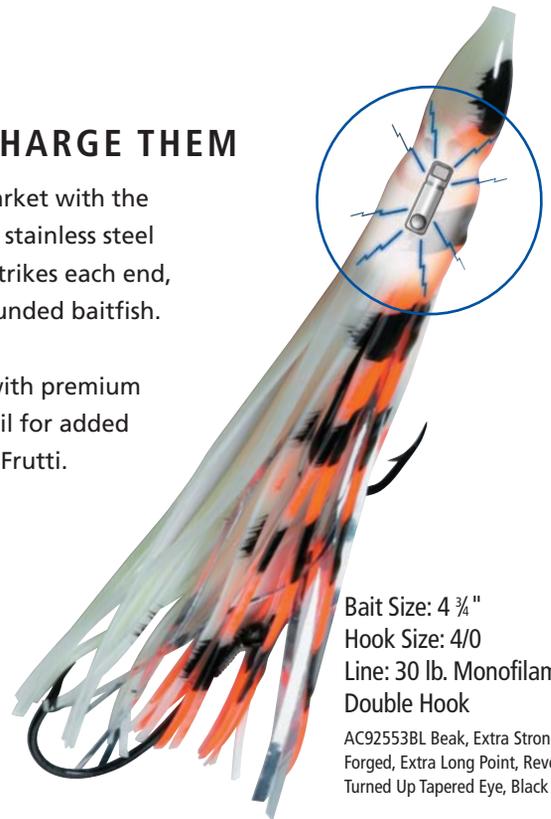


**DON'T JUST INCREASE YOUR ODDS: SUPERCHARGE THEM**

Entice more strikes with Mustad® Hoochies—the only Hoochie on the market with the exclusive EChip technology that causes fish to attack. The EChip is a small stainless steel tube with a stainless ball and a special ceramic crystal inside. As the ball strikes each end, a tiny electric impulse is emitted duplicating the nerve discharge of a wounded baitfish.

New EChip Hoochies and our traditional rigged Hoochies are hand-tied with premium Mustad Ultra Line™ monofilament. They also feature an erratic tinsel tail for added attraction and come in wild, fish-catching colors from After Burn to Tutti Frutti. Unrigged skirts also available.

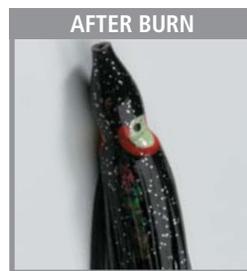


Bait Size: 4 3/4"  
 Hook Size: 4/0  
 Line: 30 lb. Monofilament  
 Double Hook  
 AC92553BL Beak, Extra Strong, Forged, Extra Long Point, Reversed, Turned Up Tapered Eye, Black

STYLE	REF#PREFIX	SKIRT SIZE	HOOK SIZE	LEADER LENGTH	NO OF COLORS	PACK CODE	NO PER PACK
ECHIP	MEH	4 3/4"	4/0	48"	20	76	1 per pack
RIGGED	MRH	4 3/4"	4/0	48"	38	76	1 per pack
UNRIGGED	MMS	3"	N/A	N/A	8	39	3 per pack
RIGGED	MRS	4 3/4"	4/0	7'	8	84	1 per pack



*New EChip Technology — exclusively licensed to Mustad® for Hoochies.*



ref. MEH-AB  
ref. MHR-AB



Ref. MEH-AT  
Ref. MRH-AT  
Ref. MMS-AT  
Ref. MRS-AT  
**NEW**  
**NEW**



Ref. MRH-AV



Ref. MEH-BB  
Ref. MRH-CC  
Ref. MMS-CC  
**NEW**



Ref. MRH-B  
Ref. MRS-B  
**NEW**



Ref. MRH-C



Ref. MEH-CL  
Ref. MRH-CL



Ref. MEH-CV  
Ref. MRH-CV  
Ref. MRS-CV  
**NEW**



Ref. MEH-CC  
Ref. MRH-CC  
Ref. MMS-CC  
**NEW**



Ref. MRH-EQ



Ref. MRH-E  
Ref. MMS-E  
**NEW**



Ref. MRH-FM



Ref. MRH-GGS  
**NEW**

**Mustad**



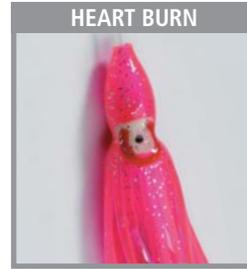
Ref. MRH-GM **NEW**



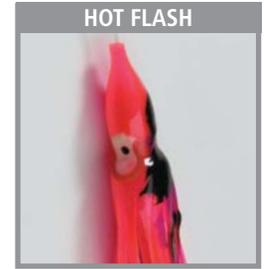
Ref. MRH-GW **NEW**



Ref. MEH-HW  
Ref. MRH-HW  
Ref. MMS-HW **NEW**



Ref. MEH-HB  
Ref. MRH-HB  
Ref. MMS-HB **NEW**  
Ref. MRS-HB **NEW**



Ref. MRH-HF



Ref. MEH-H  
Ref. MRH-H  
Ref. MMS-H **NEW**



Ref. MEH-KL  
Ref. MRH-KL  
Ref. MMS-KL **NEW**  
Ref. MRS-KL **NEW**



Ref. MEH-NPH **NEW**



Ref. MEH-M  
Ref. MRH-M  
Ref. MRS-M **NEW**



Ref. MRH-PN



Ref. MEH-PL  
Ref. MRH-PL



Ref. MRH-P  
Ref. MRS-P **NEW**



Ref. MEH-PH **NEW**



Ref. MRH-RG **NEW**



Ref. MRH-RW **NEW**



Ref. MEH-RN  
Ref. MRH-RN



Ref. MRH-SS



Ref. MEH-S  
Ref. MRH-S



Ref. MEH-SPT  
Ref. MRH-SPT



Ref. MRH-SP



Ref. MRH-SPG **NEW**  
Ref. MMS-SPG **NEW**  
Ref. MRS-SPG **NEW**



Ref. MEH-SK  
Ref. MRH-SK



Ref. MRH-SB



Ref. MEH-ST  
Ref. MRH-ST



Ref. MEH-TF  
Ref. MRH-TF