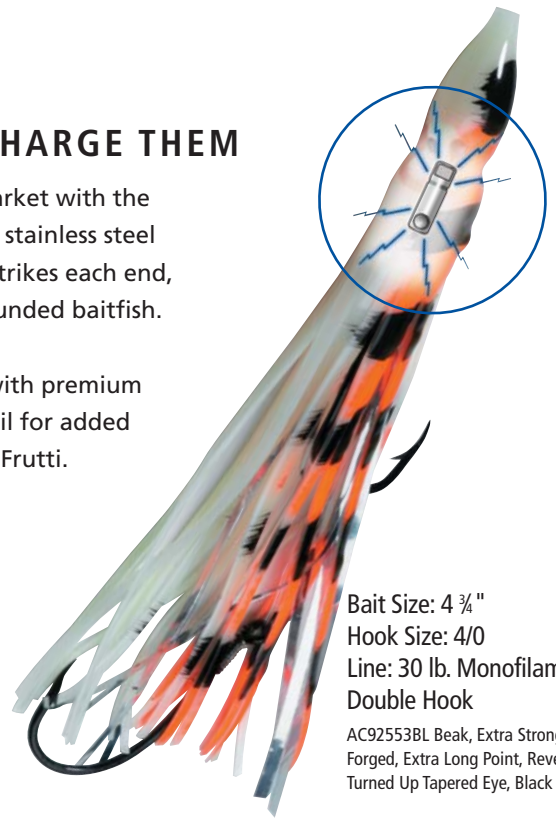


**DON'T JUST INCREASE YOUR ODDS: SUPERCHARGE THEM**

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.

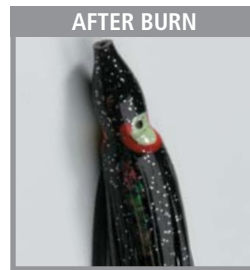


Bait Size: 4 3/4"  
 Hook Size: 4/0  
 Line: 30 lb. Monofilament  
 Double Hook  
 AC92553BL Beak, Extra Strong, Forged, Extra Long Point, Reversed, Turned Up Tapered Eye, Black

| 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  |



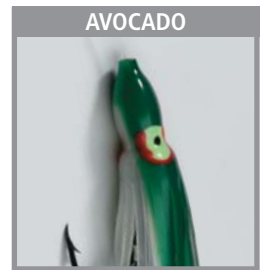
*New EChip Technology — exclusively licensed to Mustad® for Hoochies.*



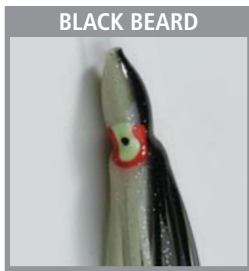
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ref. MHR-AB



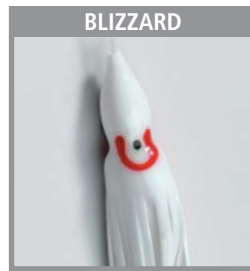
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Ref. MRH-AT  
Ref. MMS-AT  
Ref. MRS-AT  
**NEW**  
**NEW**



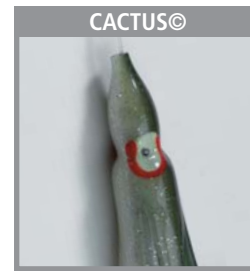
Ref. MRH-AV



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



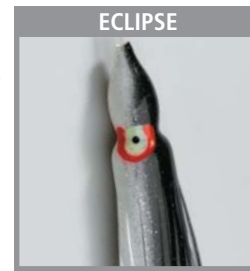
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Ref. MRH-CV  
Ref. MRS-CV  
**NEW**



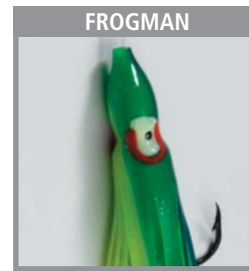
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Ref. MRH-CC  
Ref. MMS-CC  
**NEW**



Ref. MRH-EQ



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



Ref. MRH-FM



Ref. MRH-GGS  
**NEW**

**Mustad**



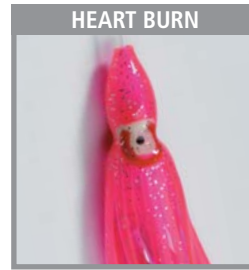
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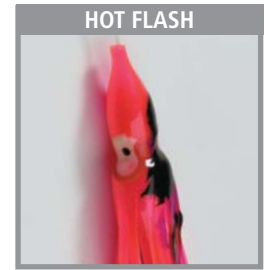
Ref. MRH-GW **NEW**



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



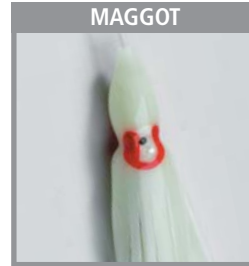
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Ref. MRH-H  
Ref. MMS-H **NEW**



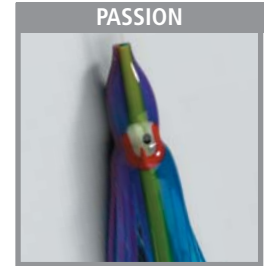
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Ref. MRH-KL  
Ref. MMS-KL **NEW**  
Ref. MRS-KL **NEW**



Ref. MEH-NPH **NEW**



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



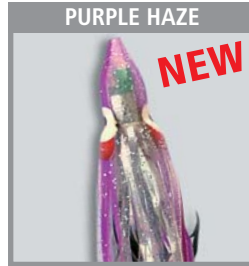
Ref. MRH-PN



Ref. MEH-PL  
Ref. MRH-PL



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



Ref. MEH-PH **NEW**



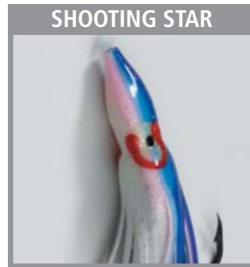
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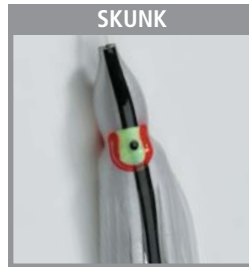
Ref. MRH-RW **NEW**



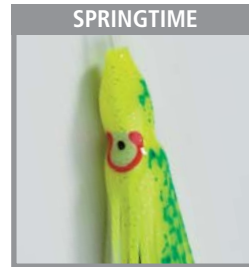
Ref. MEH-RN  
Ref. MRH-RN



Ref. MRH-SS



Ref. MEH-S  
Ref. MRH-S



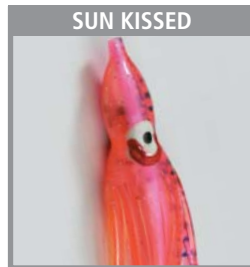
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Ref. MRH-SPT



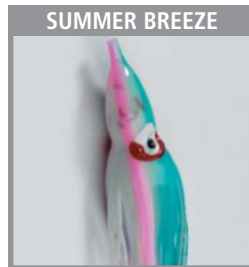
Ref. MRH-SP



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