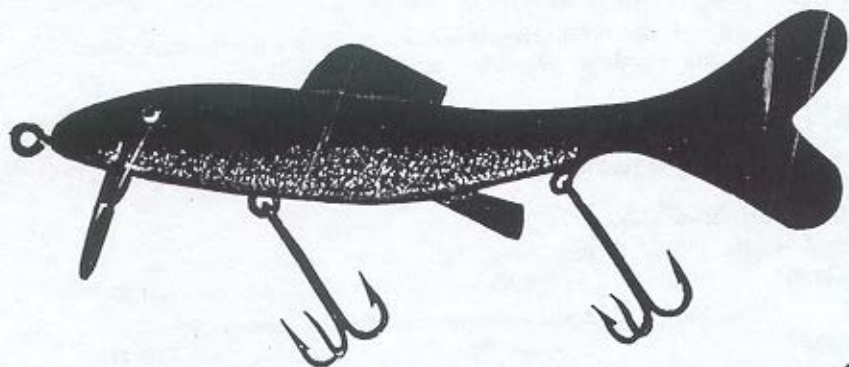


MUSKY SUCKER LURES

Salt Water Lures

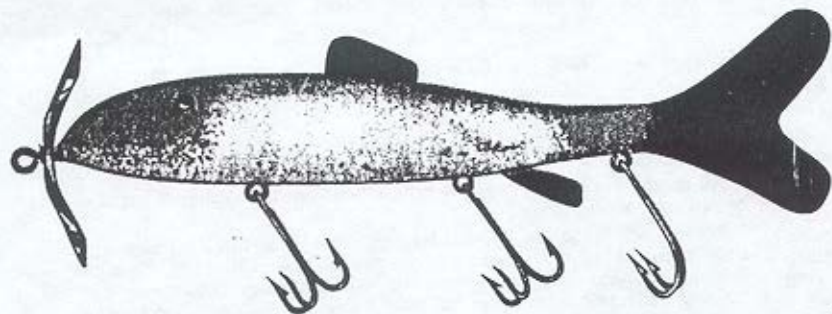
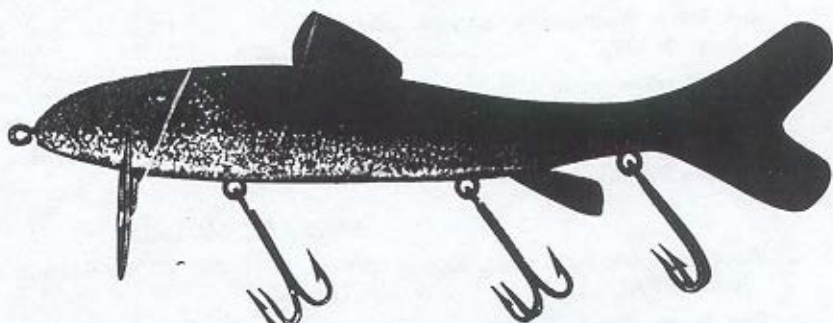
Baits of Distinction

Fresh Water Lures



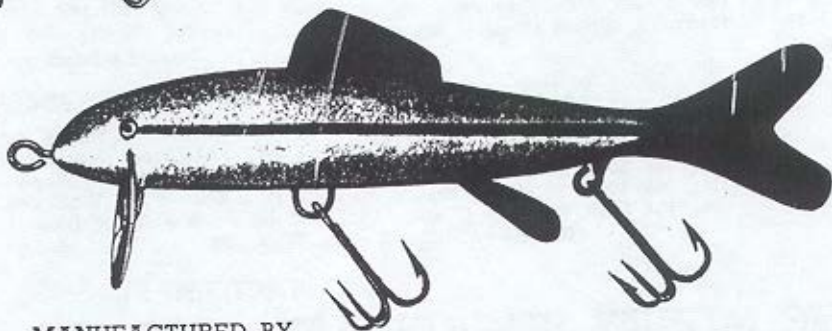
Black Sucker, natural color body, underwater type.

Red Head, black sucker, natural color body, underwater type.



No. 105 Shiner Body, underwater type.

Red Head, white body, red and natural color tail, surface type.



MANUFACTURED BY

MUSKY SUCKER BAIT MFG. CO. — MADISON, WISCONSIN

Fishermen . . . HERE'S THE NATURAL YOU'VE BEEN WAITING FOR

The **Musky Sucker** was designed to resemble, as near as possible, a live minnow both in color design as well as action. This has been accomplished and proven in the **Musky Sucker** by fishermen throughout the country as well as tests made by us. We feel the **Musky Sucker** lures are about as near to the natural as is humanly possible to duplicate in an artificial minnow.

The **Musky Sucker** is also made from a very durable type of rubber composition—strong enough to withstand the ripping teeth of any game fish.

The hooks are anchored on one shaft which runs from head to tail, releasing all strain from body of bait.

PRICE LIST

Terms: 2% 10 Days E.O.M. F.O.B. Madison, Wisconsin

UNDERWATER MODELS

No. 100	Black Sucker, natural color, spoon type— length 10½"	List \$3.00
No. 100R	Red Head, Black Sucker, natural color body —length 10½"	List \$3.00
No. 100RW	Red Head, White Body, natural color tail —length 10½"	List \$3.00
No. 102	Black Sucker, natural color, spoon type, —length 7½"	List \$2.00
No. 102R	Red Head, Black Sucker, natural color body length 7½"	List \$2.00

No. 102RW	Red Head, White Body, natural color tail —length 7½"	List \$2.00
No. 104	Black Sucker, natural color, spoon type— length 4½"	List \$1.25
No. 104R	Red Head, Black Sucker, natural color body, spoon type—length 4½"	List \$1.25
No. 104RW	Red Head, White Body, natural color tail, spoon type—length 4½"	List \$1.25
No. 105	Shiner Body, spoon type—length 4½"	List \$1.25

SURFACE MODELS

No. 101	Black Sucker, natural color, spinner type— length 10½"	List \$3.00
No. 101R	Red Head, Black Sucker, natural color, spinner type—length 10½"	List \$3.00
No. 101RW	Red Head, White Body, natural color tail, spinner type—length 10½"	List \$3.00

No. 103	Black Sucker, natural color, spinner type, length 7½"	List \$2.00
No. 103R	Black Sucker, Red Head, spinner type— length 7½"	List \$2.00
No. 103RW	Red Head, White Body, natural color tail —length 7½"	List \$2.00

The **Surface Models** have a fixed surface spinner at nose of bait that creates a great deal of action on the surface when retrieved. This proves very effective on quiet, still days when the surface of the water is smooth.

The **Underwater Models** have a dipper-like arrangement at the nose which gives the bait a zig-zag natural swimming motion. Also, this dipper may be removed if so desired and cast or trolled as one would a dead minnow. (Caution—care must be taken in replacing dipper so as to again receive the proper action.)

These lures have proven very effective in many forms of Salt Water fishing.

All models come in natural finish, with or without red head—
or red and white body.

Terms—2% 10 days E.O.M. Net 30 days from date of invoice. Due to unsettled world conditions, prices are subject to change without notice and deliveries to circumstances beyond our control. All prices subject to any Federal or State taxes imposed on sporting goods.

Dealers contact your jobber.

TYPES OF FISH CAUGHT ON MUSKY SUCKER LURES

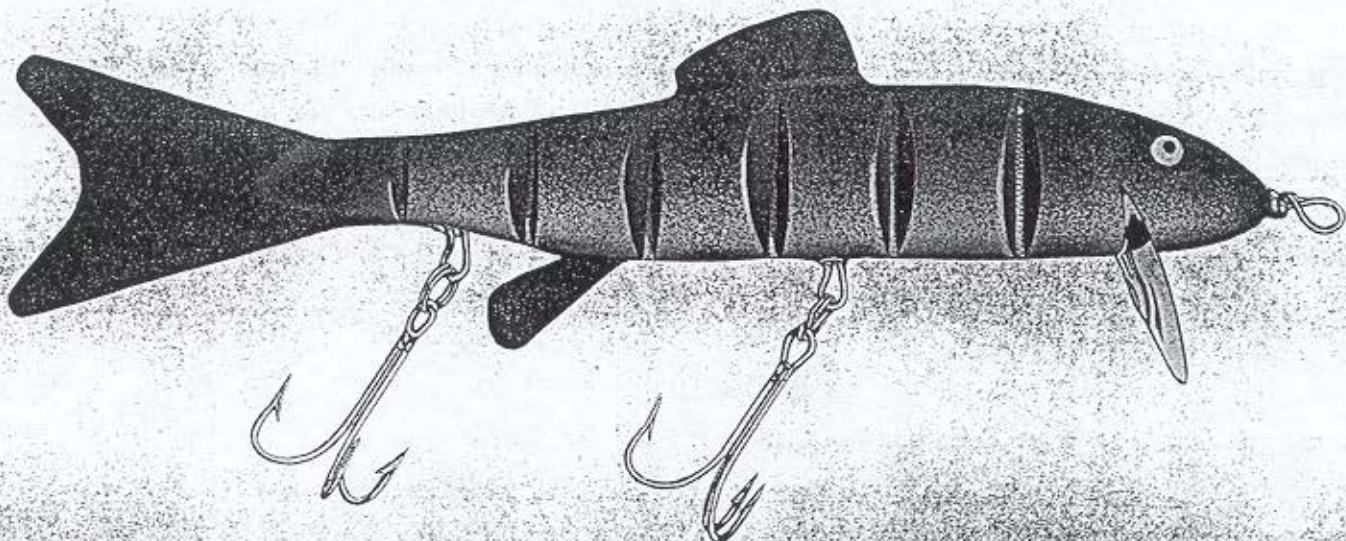
No. 100, 100R, 100RW	— Musky, Northern Pike, Lake Trout, Salt Water Fish.
No. 101, 101R, 101RW	— Musky, Northern Pike, Lake Trout, Salt Water Fish.
No. 102, 102R, 102RW	— Musky, Northern Pike, Lake Trout, Walleyed Pike, Salt Water Fish.
No. 103, 103R, 103RW	— Musky, Northern Pike, Lake Trout, Walleyed Pike, Salt Water Fish.
No. 104, 104R, 104RW	— Northern Pike, Walleyed Pike, Trout, Bass.
No. 105	— Northern Pike, Walleyed Pike, Trout, Bass.

MANUFACTURED BY

THE MUSKY SUCKER BAIT MFG. CO., MADISON, WIS.

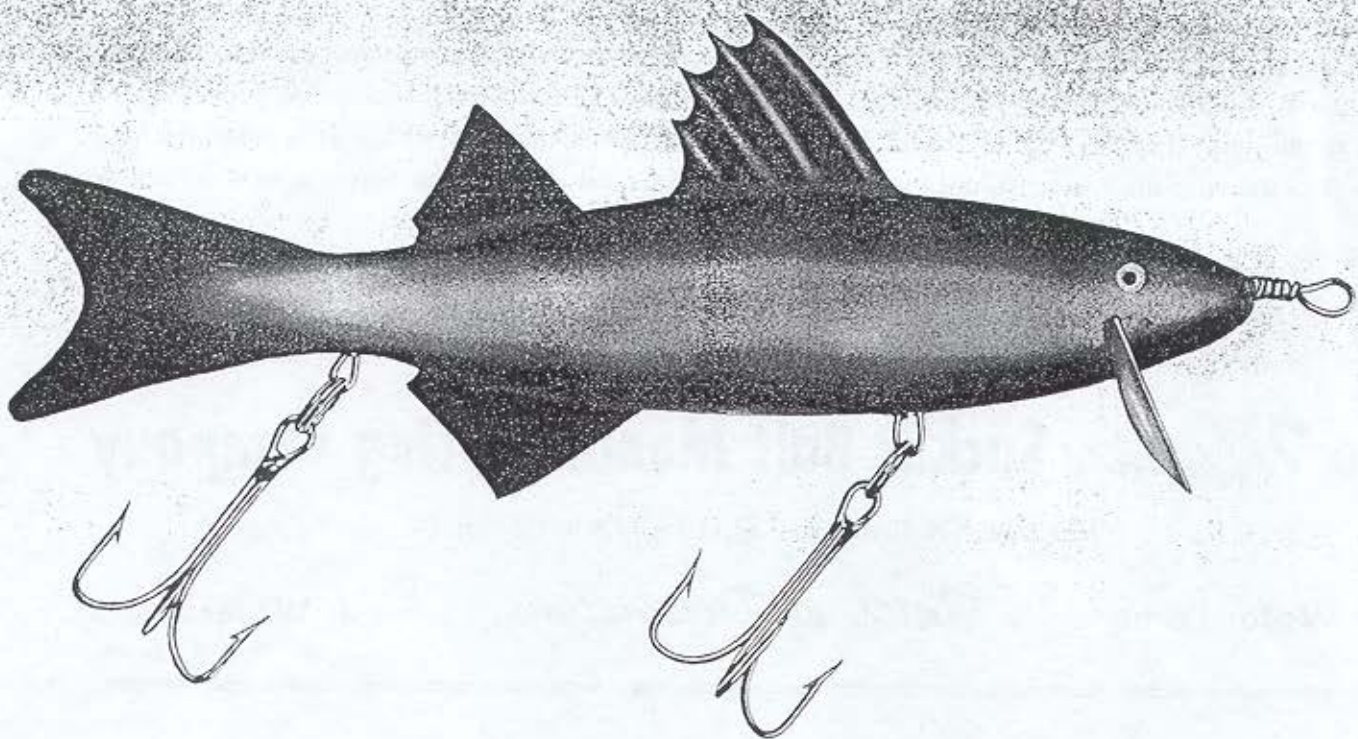
For Live Bait Results . . . Use Artificial Musky Sucker Lures

THE FLEXIE . . . *A New Action Bait*



The new artificial lure with a swimming action difficult to differentiate from that of live bait.

THE SILVER MULLET... *A Natural for Saltwater Fishing*



MANUFACTURED BY

The *Musky* Sucker Bait Manufacturing Company

2457 UPHAM STREET — MADISON 4, WISCONSIN

For Live Bait Results Use Our Natural Lures

THE FLEXIE

This new action underwater bait has been designed for close resemblance to a natural swimming fish. A new segmented artificial lure compounded of strong durable rubber. Each hook attached to a steel shaft molded into the rubber.

COLOR

NATURAL — Silver sides and black back

REDHEAD — Natural body with red head

RED AND SILVER — Silver body with red head

PRICE LIST

No. 300 — Natural, Redhead, or Red and Silver	\$3.00
Length — 10½ inches	Weight — 5 ounces
No. 305 — Natural, Redhead, or Red and Silver	\$2.00
Length — 7½ inches	Weight — 2 ounces

THE SILVER MULLET

The SILVER MULLET is made of strong double duty rubber compounded to withstand the sharp ripping teeth of salt water fish. A solid steel shaft running the entire length of lure makes it impossible for the hooks to pull out. The SILVER MULLET has been made to resemble the natural Mullet in color, size, and shape. The sides are silver, accented by a strip of metallic blue green across the back. Size of hooks — No. 8/0.

No. 200 — Length 10½ inches, Weight 8 ounces — Price

\$3.50

MANUFACTURED BY

The *Musky* Sucker Bait Manufacturing Company

2457 UPHAM STREET — MADISON 4, WISCONSIN

Salt Water Lures . . . *Baits of Distinction* . . . Fresh Water Lures
