



Millsite Daily Double

As a young boy, I would often wander into the local sporting goods store or Coast to Coast Hardware store and check out the fishing gear. The little money I had saved that didn't go to baseball cards or comic books generally went to fishing lures. I was a picky shopper to make sure I got the most out of my limited fishing lure funds. Many times, I would identify a bait I wanted and keep checking back for a sale.

The lure I am profiling today was before my time as a child, but I can tell you had I seen it when I was a kid, I would have snapped one up in an instant. A chance to get a lure that could essentially be two lures in one would have been too great a temptation for me to pass up as a young fisherman. Based on the years in which this lure was in production, I bet I wasn't alone in that thought.



A 1950 ad for Millsite Daily Double.

Two baits in one

The Daily Double was made by the

Millsite Steel & Wire Works Company, later renamed the Millsite Tackle Company out of Howell, Michigan. The lure

was originally invented by Jack Withey & R.J. Hall from Millsite, with a patent filed in 1941. It was also introduced in 1941. In fact, it just barely made the 1941 catalog, requiring a full page insert to the catalog to be included. The Daily Double stayed in production through 1962, with some special orders available after that. It was a completely unique lure shaped somewhat like a triangle/boomerang.

The most interesting feature was that it had two line-ties. You could attach and pull it from one side to have it run deep or pull from the other side to have it run shallow. Essentially, this gave you the "2 Baits In 1." The lure was designed to be either cast or trolled and designed for all gamefish. The Daily Double was made to float at rest.

MILLSITE'S NEW "Daily Double"
TRADE MARK
MOLDED OF PLASTIC 2 BAITS IN 1

The new "Daily Double", molded of plastic is really 2 baits in 1. It can be pulled from either end, one way the bait goes down deep; when pulled from the other end it goes shallow. But no matter which way you use it, its action is tremendous. It has the action that fish go for, wiggling, live, erratic action. Perfectly weighted for long casting, regardless of wind conditions. Being molded of plastic, it's indestructible, and floats when still.

Buy your "Daily Double" today, and cash in by taking your limit on your next fishing trip. Made in two sizes.

Muskie Size	Bass-Pike Size	Available Colors
No. 700 Series	No. 800 Series	
No. 701	No. 801	Red and White
No. 702	No. 802	Silver Speckle
No. 703	No. 803	Perch Scale
No. 704	No. 804	Pike Scale
No. 705	No. 805	White, Black Wings
No. 706	No. 806	Black, White Scale
No. 707	No. 807	Gold Fish
No. 708	No. 808	Yellow and Black Wings
No. 709	No. 809	Frog
No. 710	No. 810	Red and Black Spots
No. 711	No. 811	Orange and Black Spots
No. 712	No. 812	Silver and Black Spots
No. 713	No. 813	
No. 714	No. 814	
No. 715	No. 815	

No. 700 Series—Muskie Size—Length 4 1/2 in., wt. 1/2 oz.
No. 800 Series—Bass, Pike Size—Length 3 1/2 in., wt. 1/4 oz.

"Daily Double" both sizes 75c Each

A 1941 ad for Millsite Daily Double.



Millsite Daily Double in Red and Black Spots color with box and hang tag.

and still fish this lure. I have heard many stories of successful pike and walleye fishing trips using this lure.

Colors, sizes and packaging

The Daily Double originally was introduced in twelve colors and two sizes. The original colors were Red and White, Silver Speckle, Perch Scale, Pike Scale, White Black Wings, Black White Scale, Gold Fish, Yellow and Black Wings, Frog, Red and Black Spots, Orange and Black Spots, and Silver and Black Spots (See 1941 ad—also matches the catalog insert).

The bait was molded out of tenite/plastic and came in a variety of colors. Millsite was an early pioneer in the use of tenite, an early form of plastic, on their baits and a strong competitor to companies such as Heddon. Their use of tenite allowed for some amazing colors on their baits. Their tenite baits were marketed as "indestructible," which I can tell you hold pretty true from all that I have seen decades later. Unlike some other companies' early plastic baits, these tend to hold up reasonably well.

I have never personally fished this lure, although as I am researching this article, I have added one to my tackle box. I'll have to give it a try come open-water fishing season. I have had many customers who both collect

Additional colors were added over the years. Special order colors have also been found, making this a wonderful bait to collect.

Over the life of the bait, there were three sizes offered. Muskie size, 700 Series (4 1/6") was only available from 1941-1942. The Casting size, 800 Series (3 7/16") was available from 1941-1962. Spinning Size, 400 Series (2 5/8") was only made from 1956-1962. The Spinning Size is the most difficult to find.

Collectors value

A Millsite Daily Double in its correct matching box with paperwork can sell in the \$20 to \$30 range in excellent condition. Loose without the box, in excellent condition, they sell for around \$5 to \$10 each. A special order color would double those values. **MWO**



Millsite Daily Double in Red and White color with box.

Keith Bell and his family live in Neenah, Wisconsin but spend a lot of time fishing northern Wisconsin. Keith has been an avid angler and outdoorsman his entire life. His passion for fishing is matched only by his passion for fishing history and preservation. He is the founder and owner of MyBaitShop.com, the world's largest online vintage tackle and history website. You can reach Keith at his website or at keith.bell@mybaitshop.com.



Millsite Daily Double in Pike Scale color.

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