



NEW
SEE PAGE 3

Mepps
MUSKY
Flashabou



2017 Master
Catalog



More than 50 years ago my dad, Todd Sheldon, was trout fishing on his favorite river, the Wolf. He had good success that day on his Mepps spinners. Coming off the river that day he ran into a young guy who had also been fishing. Of course they talked about their success and my dad proudly showed the young angler his catch. In response, the young guy showed my dad his limit of trout, which were more impressive. My dad asked what he caught them on, and the fisherman showed a Mepps spinner he had customized by tying squirrel tail on the hook. What a simple, great idea that obviously worked very well. Going forward, Mepps spinners would be available with squirrel tail dressing. There were a lot of squirrel hunters back then who found squirrel meat delicious and the hunt challenging. Being able to sell the tails to Mepps to help pay for ammunition was a natural fit. Over time it has become a challenge for us to find enough tails to fill our need. There are fewer squirrel hunters, ammunition costs a lot more and it seems many don't want to bother with packing and shipping tails. We have never encouraged shooting squirrels for their tails, but, we don't want to see them thrown away either. Recycle them by sending them to us. If you want to trade them for spinners we'll offer you twice the value. Look at the back of this catalog for more information.

Good Fishin'

Mike Sheldon



Catch us online!

#MeppsCatch



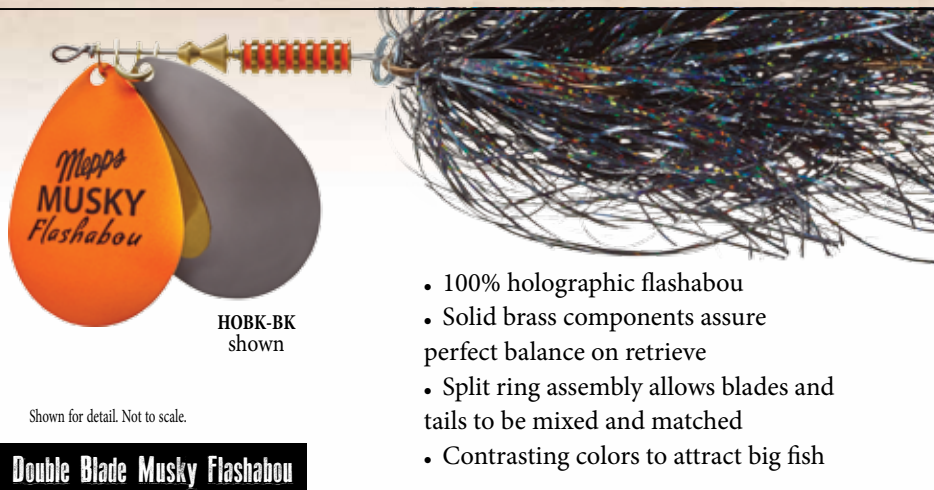
mepps.com

HAND ASSEMBLED IN THE U.S.A.

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**Mepps
MUSKY
Flashabou**

HOBK-BK
shown

Shown for detail. Not to scale.

Double Blade Musky Flashabou

- 100% holographic flashabou
- Solid brass components assure perfect balance on retrieve
- Split ring assembly allows blades and tails to be mixed and matched
- Contrasting colors to attract big fish

NEW Double Blade Musky Flashabou

Musky fisherman know Mepps® makes quality and proven fish catching lures. The NEW Mepps® Double Blade Musky *Flashabou* continues this tradition with *twice* the flash and vibration.

Stock No.	Size	Wt.	Price
MFD7T	Double #7	1½ oz.	\$25.20

Replacement Tails

Stock No.	Style	Price
MFT 5/0	tandem flashabou	\$11.05

BC=Black/Chartreuse,
BK=Black, BKS=Black/
Silver, BO=Black/Orange,
BOC= Black/Orange/
Chartreuse, BRG=Brown/Gold,
FT=Firetiger, R=Red, P=Purple,
PK=Pink



C2-R
copper-red

G2-FT
gold-firetiger

S2-P
silver-purple

BKP2-BK
black platinum-black

S2-BKS
silver-black/silver

HP2-PK
hot pink-pink

S2-BK
silver-black

HOBK-BK
hot orange/black-black

G2-BK
gold-black

H02-BO
hot orange-black/orange

G2-BRG
gold-brown/gold

HFT2-BOC
hot firetiger-black/orange/chartreuse

HFT2-FT
hot firetiger-firetiger

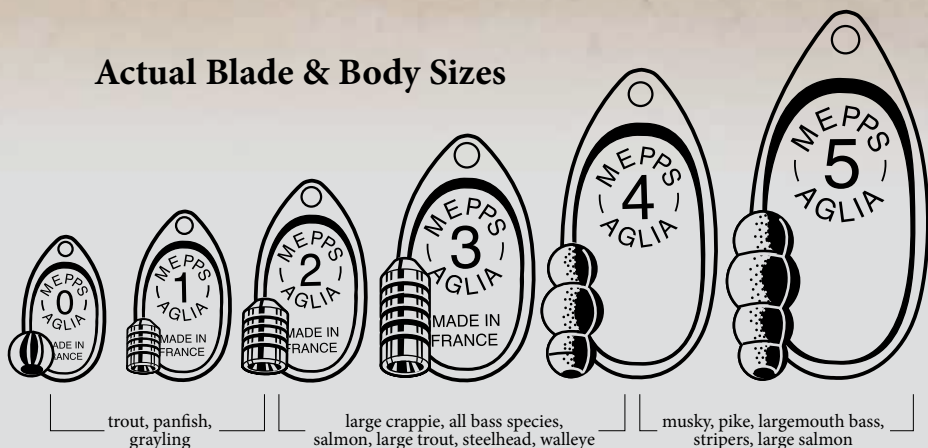
HCHO-BOC
hot chartreuse/hot orange-black/orange/chartreuse

HC2-BC
hot chartreuse-black/chartreuse

Aglia®

No other lure has caught as many record fish as Mepps® Aglia®. This classic, French, concave oval blade provides continuous flash and vibration. Blades are either genuine silver plate, polished brass, copper or painted. Solid brass components are selected using the principles of Mepps Color Technology for maximum visibility.

Actual Blade & Body Sizes

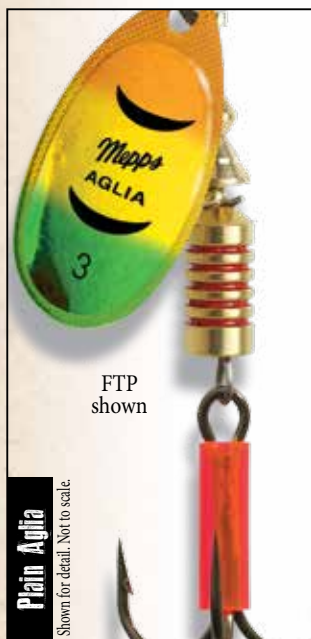


David Bedini Jr.

GLO Aglia®



Plain Aglia®



FTP shown

Plain Aglia

Shown for detail. Not to scale.

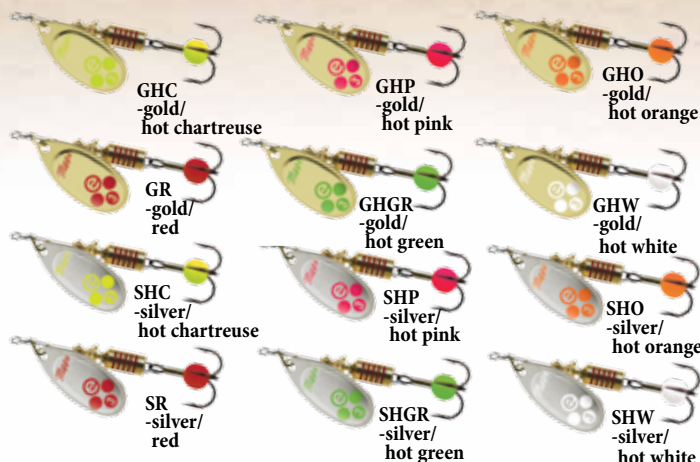


Stock No.	Size	Approx. Wt.	Price	Price (GLO)	Stock No.	Size	Approx. Wt.	Price	Price (GLO)	Stock No.	Size	Approx. Wt.	Price	Price (GLO)	Stock No.	Size	Approx. Wt.	Price	Price (GLO)
Aglia® plain treble hook					Aglia® plain treble hook					Aglia® plain single hook					Aglia® plain single hook				
B0	0	1/12 oz.	\$4.25	\$4.45	B3	3	1/4 oz.	\$4.90	\$5.10	B0P	0	1/12 oz.	\$4.25	\$4.45	B3P	3	1/4 oz.	\$4.90	\$5.10
B1	1	1/8 oz.	4.25	4.45	B4	4	1/3 oz.	5.90	6.10	B1P	1	1/8 oz.	4.25	4.45	B4P	4	1/3 oz.	5.90	6.10
B2	2	1/6 oz.	4.90	5.10	B5	5	1/2 oz.	5.90	6.10	B2P	2	1/6 oz.	4.90	5.10	B5P	5	1/2 oz.	5.90	6.10

Aglia®-e



The Mepps® Aglia®-e combines the proven, fish-attracting properties of Mepps® Aglia® with the look and feel of a single egg—a favorite meal of trout, steelhead and salmon everywhere. During certain cycles of the spawning seasons, fish become very focused on eggs as their main source of food. The Aglia®-e takes advantage of the fish's fixation. Available in 6 sizes, 6 fish-catching colors, a gold or silver Aglia® blade and single or treble hook, you're sure to find the exact combination to tempt the trout or salmon in your stream.



Stock No.	Size	Approx. Weight	Price
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Aglia®-e treble hook

BE0	0	1/12 oz.	\$4.25
BE1	1	1/8 oz.	4.25
BE2	2	1/6 oz.	4.90
BE3	3	1/4 oz.	4.90
BE4	4	1/3 oz.	5.90
BE5	5	1/2 oz.	5.90

Stock No.	Size	Approx. Weight	Price
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Aglia®-e single hook

BE0P	0	1/12 oz.	\$4.25
BE1P	1	1/8 oz.	4.25
BE2P	2	1/6 oz.	4.90
BE3P	3	1/4 oz.	4.90
BE4P	4	1/3 oz.	5.90
BE5P	5	1/2 oz.	5.90

Be sure to include the blade colors in the stock number when ordering.

Comet® TRU-V

Stock No.	Size	Approx. Wt.	Price
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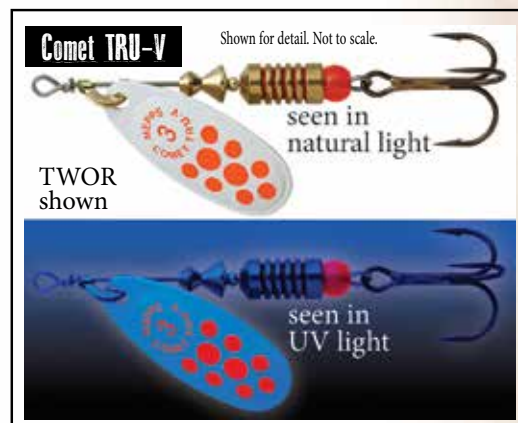
Comet® TRU-V plain treble hook

CTV0	0	1/12 oz.	\$4.75
CTV1	1	1/8 oz.	4.75
CTV2	2	1/6 oz.	5.45
CTV3	3	1/4 oz.	5.45
CTV4	4	1/3 oz.	6.60
CTV5	5	1/2 oz.	6.60

Stock No.	Size	Approx. Wt.	Price
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Comet® TRU-V plain single hook

CTV0P	0	1/12 oz.	\$4.75
CTV1P	1	1/8 oz.	4.75
CTV2P	2	1/6 oz.	5.45
CTV3P	3	1/4 oz.	5.45
CTV4P	4	1/3 oz.	6.60
CTV5P	5	1/2 oz.	6.60

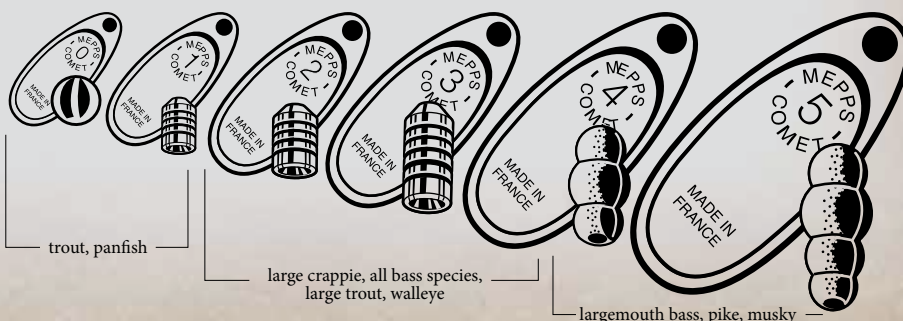


Ultraviolet (UV) light is mostly invisible to humans, but according to scientific testing, quite visible to many species of fish. Many baitfish and small gamefish have patterns that reflect UV light. Therefore, fish can use UV light to their advantage when seeking prey.

The Mepps Comet TRU-V spinners are UV-enhanced beyond traditional UV-finishes. Every Mepps Comet TRU-V features blade and body colors that provide maximum contrast at any depth and under all fishing conditions.

Comet®

The Mepps® Comet® precise mechanics ensure the blade works equally well close to or away from the axis of rotation. This means the Comet is at home in rough water and currents as well as calm pools.



Actual Blade & Body Sizes

Aglia® BRITE

The classic Mepps® Aglia® is now available with a brightly colored body. No other lure has caught as many record fish as the Mepps Aglia® and the Aglia® BRITE is sure to continue this tradition.

Stock No. Size Approx. Wt. Price

Aglia® BRITE plain treble hook

AB0	0	1/12 oz.	\$4.45
AB1	1	1/8 oz.	\$4.45
AB2	2	1/6 oz.	\$5.00
AB3	3	1/4 oz.	\$5.00

Aglia® BRITE plain single hook

AB0P	0	1/12 oz.	\$4.45
AB1P	1	1/8 oz.	\$4.45
AB2P	2	1/6 oz.	\$5.00
AB3P	3	1/4 oz.	\$5.00

Mike Keen



Trophy Series

If you're planning a trophy salmon or steelhead trip to Alaska, these spinners were designed with you in mind. Available only in sizes #4 and #5 and available with either treble or single hooks. Blades and bodies are solid brass—no lead components. Spinner shaft is stainless steel to resist the elements. Silver blades feature genuine silver plating for maximum flash at all depths and under all water and light conditions. Painted bodies feature brilliant epoxy finishes that are both fade and chip resistant. A water-activated self-lubricating, folded, solid brass clevis is much more durable than a stirrup-style clevis, and allows the blade to begin spinning freely as soon as the lure hits the water.

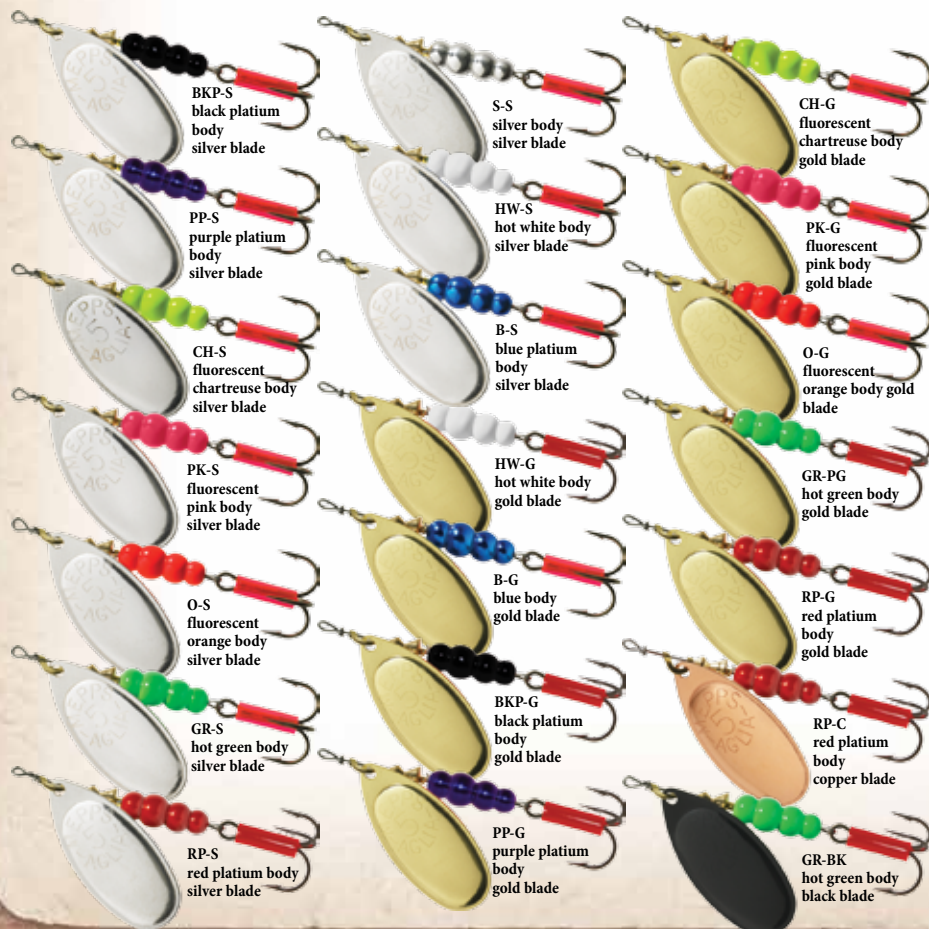
Stock No. Size Approx. Wt. Price

Trophy Series treble hook

TSB4	4	1/3 oz.	\$5.90
TSB5	5	1/2 oz.	\$5.90

Trophy Series single hook

TSB4P	4	1/3 oz.	\$5.90
TSB5P	5	1/2 oz.	\$5.90



Aglia® Streamer

The Mepps® Aglia® Streamer combines the vibration and flash of the classic Mepps Aglia blade with the subtle and lifelike swimming action of a hand-tied MicroFlash streamer. It makes the ideal presentation for the stream, river or lake angler fishing for trout, salmon or grayling; or the fisherman matching the forage for bass, panfish or walleye. All Aglia Streamers feature a single long shank hook and are available with or without a treble hook stinger.

Stock No. Size Approx. Wt. Price

Single Hook w/ Treble Hook Stinger

B1SR	1	1/8 oz.	\$ 9.55
B2SR	2	1/6 oz.	9.80
B3SR	3	1/4 oz.	10.50

Single Hook

B1SRP	1	1/8 oz.	\$8.25
B2SRP	2	1/6 oz.	8.55
B3SRP	3	1/4 oz.	9.20

Add a color code to the Stock No. when ordering

B1SR G-W, B-Aglia, 1-size #1, SR-Streamer
G-W - Gold Blade-White Tail (color code)
For single hook Streamers, add a "P" before the color code: e.g. B1SRP G-W

Replacement Streamers

Stock No. Fits Price

BSR1	#1 Treble Hook Stinger	\$ 5.50
BSRP1	#1 Single Hook	5.25
BSR3	#2 & 3 Treble Hook Stinger	5.70
BSRP3	#2 & 3 Single Hook	5.50

Add a color code to the Stock No. when ordering

W-White, BK-Black, BR-Brown, RBT-Rainbow Trout

Aglia® Marabou

The Mepps® Aglia® Marabou combines the vibration and flash of a classic Mepps Aglia blade with the unmatched lifelike movement of a hand-tied marabou tail. We use the finest and softest marabou feathers available for the maximum amount of pulsating action in the water. Like all other dressed Aglias, the Aglia Marabou also features a red turkey quill strike attractor – a Mepps trademark.

Stock No. Size Approx. Wt. Price

Aglia Marabou

B0MT	0	1/12 oz.	\$6.25
B1MT	1	1/8 oz.	\$6.25
B2MT	2	1/6 oz.	\$6.85
B3MT	3	1/4 oz.	\$6.85
B4MT	4	1/3 oz.	\$8.40
B5MT	5	1/2 oz.	\$8.40

Add a color code to the Stock No. when ordering

EXAMPLE: B3MT S-BK

BMT=Aglia Marabou 3=Size #3 S=Silver Blade
BK=Tail Color (color code)



S-BR shown

Streamers are available with either a single hook/stinger treble hook combo, or a plain single hook.



Dani Clark



Dressed Aglia®

Did you know the #3 Mepps® Dressed Aglia was rated the best all around lure for largemouth bass by the readers of Sports Afield magazine? Fact. Plus, all Dressed Aglias® feature genuine squirrel or buck tail dressing for a lifelike pulsing, swimming action in the water.



Dressed Aglia®

Shown for detail. Not to scale.

Gavin Fernholz





Dressed GLO Aglia®

Stock No.	Size	Approx. Wt.	Price	Price (GLO)
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Aglia® dressed treble hook

B0ST	0	1/12 oz.	\$6.25	\$6.45
B1ST	1	1/8 oz.	6.25	6.45
B2ST	2	1/4 oz.	6.85	7.05
B3ST	3	1/4 oz.	6.85	7.05
B4ST	4	1/2 oz.	8.40	8.60
B5ST	5	1/2 oz.	8.40	8.60

Be sure to include both the blade and tail colors in the stock number



GW-W
GLO White



GC-Y
GLO Chartreuse



GP-PK
GLO Pink



Luke Harrison

DoubleBladeAglia®



S2-W

Why two blades? Dual blades create additional flash. In addition, the sound and vibration they make is noticeably different than a spinner with a single blade. Two blades also produce more loft so they are easier to fish over weeds and other structure. Gold blades are polished brass. Copper blades are copper plated, while silver blades are plated with genuine silver so they produce a bright white flash that's easily seen underwater. Platinum blades are coated with a tough acrylic finish for added durability. Other painted blades feature a rugged vinyl finish. Solid brass bodies, a durable stainless steel shaft, a pair of rugged folded solid brass clevises, and bronze plated extra sharp carbon steel hooks means this lure will hold up under the toughest fishing conditions. All tails are hand-tied with genuine bucktail and dyed in brilliant fish-attracting colors.



HOBK-BK

HPHC-PK

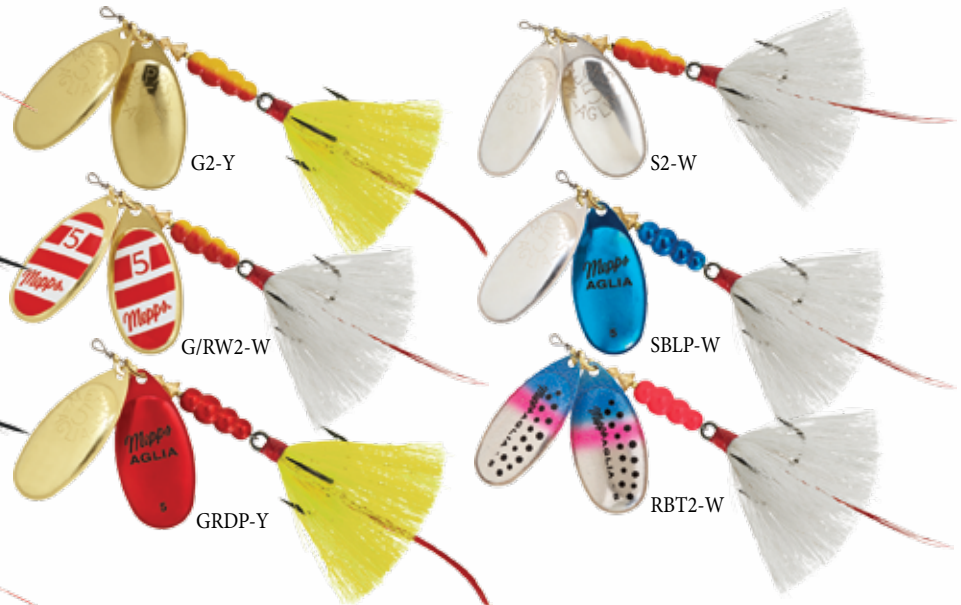
HCBK-BK

HCHO-CH

HFT2-CH

C2-BK

Stock No.	Size	Approx. Wt.	Price
BD3T	3	5/16 OZ.	\$7.75
BD5T	5	1 1/16 OZ.	10.05



G2-Y

S2-W

G/RW2-W

SBLP-W

RBT2-W

GRDP-Y

The Double Blade Black Fury® provides all the benefits of dual blades as described in the Double Blade Aglia®, plus the fish catching features of the Black Fury®. The blades spin closer to the body than Aglia® blades, making it ideal for shallow to mid-depths. The high-contrast color blades make this an excellent choice in low-light or low-visibility water.

Stock No.	Size	Approx. Wt.	Price
BFD3T	3	5/16 OZ.	\$7.75
BFD5T	5	1 1/16 OZ.	10.05



Y2-Y

FL2-O

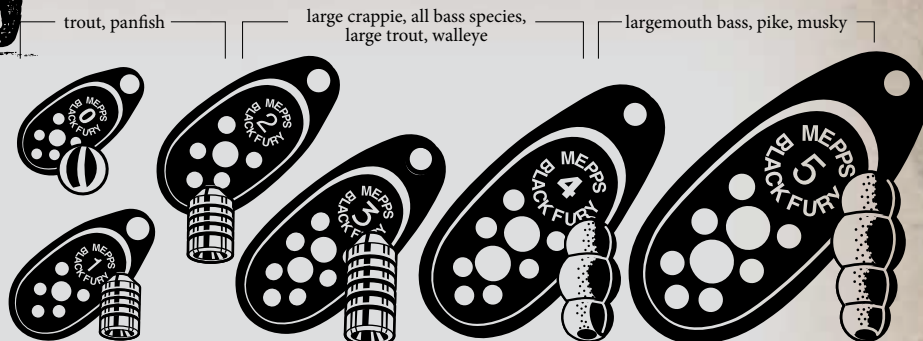
HFT2-CH

DoubleBlade Black Fury®

Black Fury®

Actual Blade & Body Sizes

The special Black Fury® blade spins closer to the body than the classic Aglia® blade so it easily fishes shallow to mid-depths. This is an excellent low light (early morning, evening or overcast) spinner as well as a perfect choice for sunny days in less clear waters. The dressed version features bucktail or squirrel tail. The Combos feature a Mister Twister® Keeper® Hook and genuine Mister Twister® Curly Tails®.



Stock No. Size Approx. Wt. Price

Black Fury® Plain Treble Hook

BF0	0	1/12 oz.	\$4.25
BF1	1	1/8 oz.	4.25
BF2	2	1/6 oz.	4.90
BF3	3	1/4 oz.	4.90
BF4	4	1/3 oz.	5.90
BF5	5	1/2 oz.	5.90

Black Fury® Dressed Treble Hook

BF0T	0	1/12 oz.	\$6.25
BF1T	1	1/8 oz.	6.25
BF2T	2	1/6 oz.	6.85
BF3T	3	1/4 oz.	6.85
BF4T	4	1/3 oz.	8.40
BF5T	5	1/2 oz.	8.40

Stock No. Size Approx. Wt. Price

Black Fury® Plain Single Hook

BF0P	0	1/12 oz.	\$4.25
BF1P	1	1/8 oz.	4.25
BF2P	2	1/6 oz.	4.90
BF3P	3	1/4 oz.	4.90
BF4P	4	1/3 oz.	5.90
BF5P	5	1/2 oz.	5.90

Stock No. Size Tail Approx. Wt. Price

Black Fury® Combo

BF0C	0	1 1/2"	1/12 oz.	\$5.75
BF1C	1	2"	1/8 oz.	5.75
BF2C	2	3"	1/6 oz.	6.85
BF3C	3	4"	1/4 oz.	6.85
BF4C	4	4"	1/3 oz.	7.50

Add a color code to the Stock No. when ordering

EXAMPLE: BF3-Y

BF=Black Fury 3=Size #3 Y=Yellow Dot (color code)

For a dressed treble, add T before color code

For a combo, add C before color code



Quinton
Garrard

Black Fury® Plain



Black Fury® Dressed



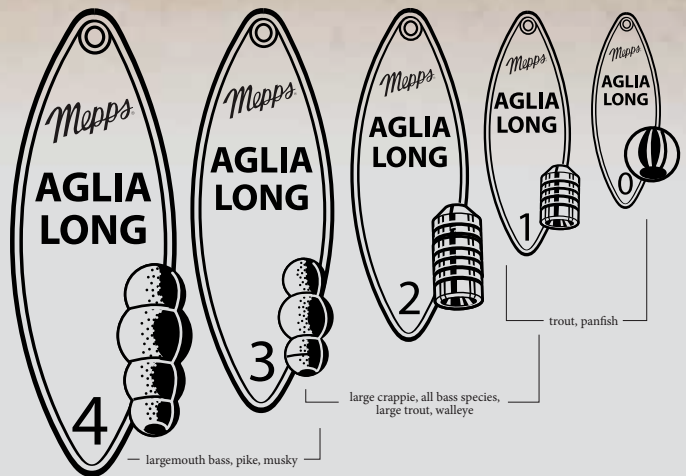
Black Fury® Combo Featuring MISTER TWISTER® Keeper® Hook & Curly Tail®



Aglia® Long

The Mepps® Aglia® Long blade “hugs” the body during the retrieve, allowing it to stay in deep pockets where big fish live. It's perfect for fishing pools below lake outlets or man-made dams. All Aglia® Longs feature Mepps Color Technology for maximum visibility and solid brass bodies and blades. Beads are lathe-turned to resist chipping. Available in both treble and single hooks, plain and dressed.

Actual Blade & Body Sizes



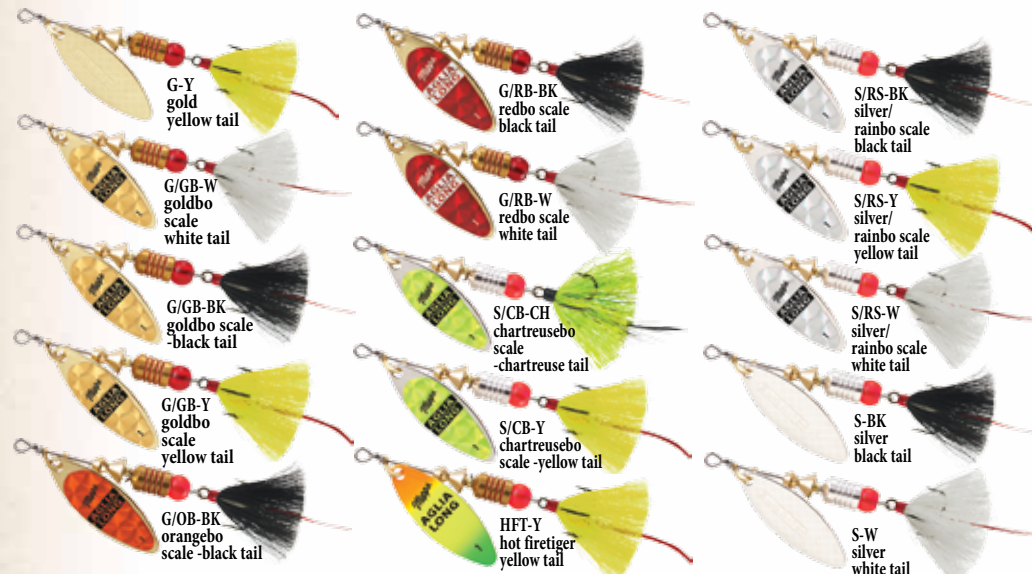
Aglia® Long GLO



Aglia® Long Plain Treble



Aglia® Long Dressed Treble



Dan Bloomfield

Stock No.	Size	Approx. Wt.	Price	Price (GLO)
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Aglia® Long plain treble hook

AL0	0	1/8 oz.	\$4.25	\$4.45
AL1	1	1/8 oz.	4.25	4.45
AL2	2	1/4 oz.	4.90	5.10
AL3	3	1/3 oz.	4.90	5.10
AL4	4	1/2 oz.	5.90	6.10

Stock No.	Size	Approx. Wt.	Price	Price (GLO)
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Aglia® Long dressed treble hook

AL0ST	0	1/8 oz.	\$6.25	NA
AL1ST	1	1/8 oz.	6.25	NA
AL2ST	2	1/4 oz.	6.85	NA
AL3ST	3	1/3 oz.	6.85	NA
AL4ST	4	1/2 oz.	8.40	NA

Stock No.	Size	Approx. Wt.	Price	Price (GLO)
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Aglia® Long plain single hook

AL0P	0	1/8 oz.	\$4.25	4.45
AL1P	1	1/8 oz.	4.25	4.45
AL2P	2	1/4 oz.	4.90	5.10
AL3P	3	1/3 oz.	4.90	5.10
AL4P	4	1/2 oz.	5.90	6.10

Comet® Mino

The Comet® Mino runs at mid-depth. The erratic swimming action gives the Comet® Mino the appearance of an injured bait fish. Mepps® Comet® Minos are perfect for all species, whether casting or trolling.

They are all carefully airbrushed to ensure realism. Eyes are hand painted in a meticulous two-step process. Gold blades are polished brass. Silver blades are plated with genuine silver. Painted blades are coated with a proprietary blend of rugged vinyl and acrylic finishes. Like all Mepps® spinners, the Comet® Mino features a solid stainless steel shaft and a heavy-duty folded brass clevis for life-long durability. Mepps® unsurpassed quality means this lure will function perfectly cast after cast.



S
silver blade
shad mino

S-RBT
silver blade
rainbow trout mino

G
gold blade
shad mino

G-BAS
gold blade
baby bass mino

HFT
hot firetiger blade
shad mino

G/RW
gold red-white blade
shad mino

Stock No.	Blade Size	Mino Size	Approx. Wt.	Price
Comet® Mino				
C0M	0	1-1/4"	1/9 oz.	\$7.00
C1M	1	1-7/8"	1/6 oz.	7.00
C2M	2	2-1/2"	1/4 oz.	8.40

Stock No.	Blade Size	Mino Size	Approx. Wt.	Price
Comet® Mino				
C3M	3	2-1/2"	5/16 oz.	\$8.40
C4M	4	3"	7/16 oz.	10.65
C5M	5	3"	1/2 oz.	10.65

Connor Hewitt
& his father



Aglia® Long Mino

Stock No.	Blade Size	Mino Size	Approx. Wt.	Price
Aglia® Long Mino				
AL0M	0	1-7/8"	1/7 oz.	\$6.85
AL1M	1	2-1/2"	1/4 oz.	6.85
AL2M	2	2-1/2"	1/3 oz.	8.25

Stock No.	Blade Size	Mino Size	Approx. Wt.	Price
Aglia® Long Mino				
AL3M	3	3"	9/16 oz.	\$8.25
AL4M	4	3"	3/4 oz.	10.60



S - silver blade
shad mino

S-RBT - silver blade
rainbow trout mino

S/RS - rainbo
scale blade
shad mino

HFT - hot
firetiger blade
shad mino

G-BAS - gold blade
baby bass mino

G/GB - goldbo
scale blade
shad mino

Replacement Minos

Stock No.	Fits	Mino Length	Price
Replacement Minos			
M0	C00M, C0M	1 1/4"	\$3.05
M1	C1M, AL0M	1 7/8"	3.85
M2	C2M, C3M, AL1M, AL2M	2 1/2"	5.00
M3	C4M, C5M, AL3M, AL4M	3"	5.45



Add "RBT" after the stock number if you want a Rainbow Trout Mino, "BAS" if you want a Baby Bass Mino. All Minos are available in all sizes.

Flying C™

Here is the perfect salmon and steelhead lure for the pier or stream fisherman. It is proven in Alaska and the Pacific Northwest. The Mepps® Flying C™ is a heavyweight spinner that drops deep and stays deep throughout the retrieve. In fact, it's one of Mepps® deepest running spinners. Its bright fluorescent sleeve acts as an attractor. The Flying C comes in two hefty weights: 5/8 oz. and 7/8 oz. Bodies are solid brass. Two heavy-duty blade sizes: #4 & #5. Silver blades are genuine silver plate. Gold blades are polished brass. Painted blades are finished with tough epoxy. Rugged stainless steel shaft and folded brass easy-spin clevis resist bending. All Flying C's are available with either a perma steel treble or single salmon hook.



Michael Yannick

Stock No.	Size	Approx. Wt.	Price	Price(GLO)
Flying C™ perma steel treble hook				
FC58	4	5/8 oz.	\$7.25	7.40
FC78	5	7/8 oz.	7.35	7.55
Flying C™ single hook				
FC58P	4	5/8 oz.	\$7.25	7.40
FC78P	5	7/8 oz.	7.35	7.55

Flying C™ perma steel treble hook

Flying C™ single hook



RD-S/RW
shown

Shown for detail. Not to scale.

Flying C



Flying C GLO



HP-GP
GLO Pink

HC-GC
GLO Chartreuse



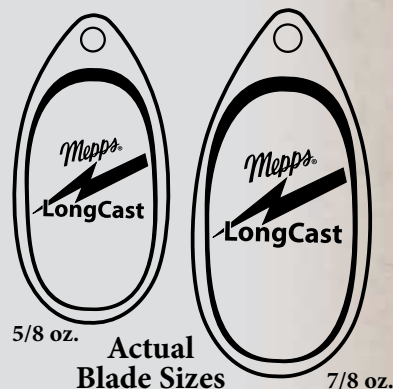
BK,O-BK
shown

Shown for detail. Not to scale.

LongCast

LongCast

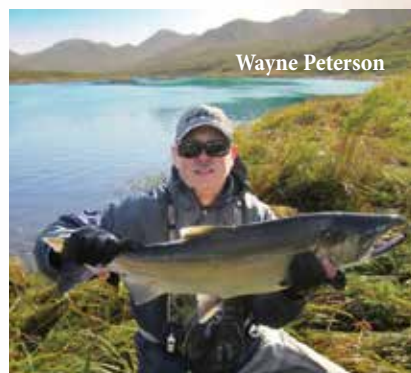
If you're looking for a large spinner you can cast all day long without wearing yourself out, you've found it in the Mepps® LongCast. The LongCast's heavy bullet-shaped body takes the effort out of long-distance casting. In addition, the LongCast sinks quickly and stays very close to the bottom throughout the retrieve, making it perfect for fishing heavy current or deep water. Weighing in at 5/8 oz., the #4 LongCast is a full 85% heavier than a #4 Mepps Aglia, and it is 65% heavier than the competition. The #5 LongCast weighs 7/8 oz. It is 75% heavier than a #5 Mepps Aglia, and weighs twice as much as the competition's #5 spinner. In fact, the heavy-weight #5 LongCast is 40% heavier than the competition's #6 spinner.



5/8 oz.

Actual
Blade Sizes

7/8 oz.



Wayne Peterson



NEW COLOR

S,O-S
silver body
orange fin
silver blade

S,C-S
silver body
chartreuse fin
silver blade

S,P-S
silver body
pink fin
silver blade

S,B-S
silver body
blue fin
silver blade

S,RP-S
silver body
red platinum fin
silver blade

S,RP-SRD
silver body
red platinum fin
silver blade/red dots

S,B-RBT
silver body
blue fin
rainbow trout
blade

BK, O-BK
black body
orange fin
black blade

NEW COLOR

S,O-HO
silver body
orange fin
hot orange blade

S,C-HC
silver body
chartreuse fin
hot chartreuse blade

S,P-HP
silver body
pink fin
hot pink blade

G,GR-G
gold body
green fin
gold blade

G,O-G
gold body
orange fin
gold blade

G,GR-HGR
gold body
green fin
hot green blade

G,O-HO
gold body
orange fin
hot orange blade

G,C-HFT
gold body
chartreuse fin
hot firetiger blade

LongCast GLO

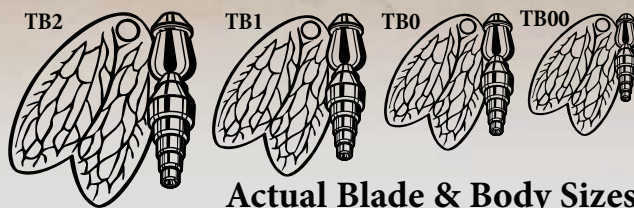
S, GW-GP
GLO Pink

S, GW-GW
GLO White

Stock No.	Size	Approx. Wt.	Price	Price (GLO)
Long Cast plain treble hook				
LC4	4	5/8 oz.	\$7.35	7.55
LC5	5	7/8 oz.	7.85	8.05
Long Cast plain single hook				
LC4P	4	5/8 oz.	\$7.35	7.55
LC5P	5	7/8 oz.	7.85	8.05

Thunder Bug®

Here is a fishing lure so revolutionary it allows spinner fishermen to "match the hatch." From its fluttering, veined, lifelike wing to its expertly finished segmented body, the Mepps Thunder Bug® looks like a bug, acts like a bug, and, to a fish, is every bit as tasty as a bug. Four sizes. Six blade colors. Computer age finishes to



Actual Blade & Body Sizes

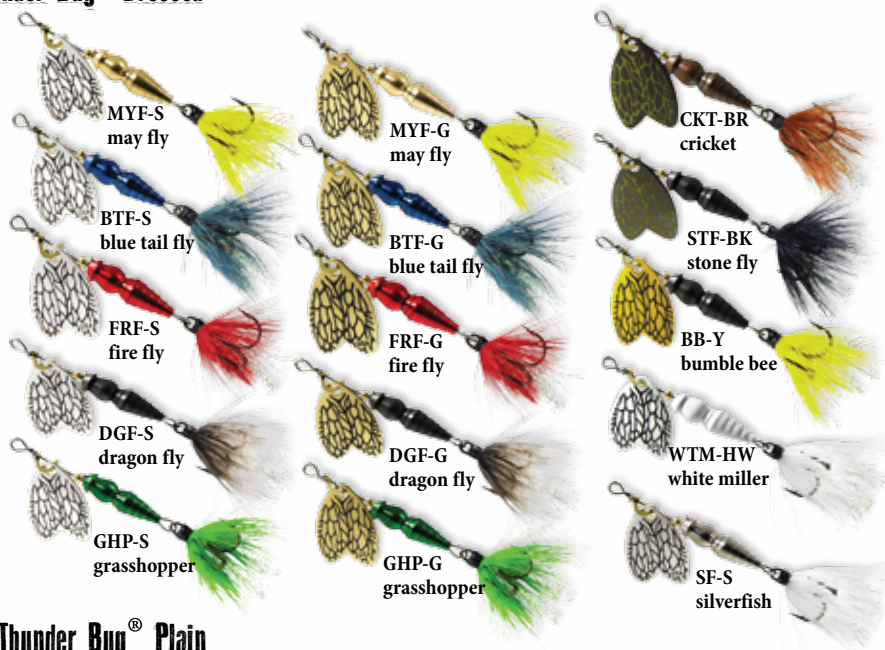
resist chipping and peeling. Your choice of dressed or plain ultra-sharp, strong treble or single hook. Mepps unsurpassed quality throughout. Mepps Thunder Bugs. . . bugs, so natural, we've even given them bug names.



Shown for detail. Not to scale.

Thunder Bug

Thunder Bug® Dressed



Thunder Bug® Plain



Stock No. Size Approx. Wt. Price

Thunder Bug® plain treble hook

TB00	00	1/18 oz.	\$4.25
TB0	0	1/12 oz.	4.25
TB1	1	1/8 oz.	4.25
TB2	2	1/4 oz.	4.90

Thunder Bug® dressed treble hook

TB00T	00	1/18 oz.	\$6.25
TB0T	0	1/12 oz.	6.25
TB1T	1	1/8 oz.	6.25
TB2T	2	1/4 oz.	6.85

Thunder Bug® plain single hook

TB00P	00	1/18 oz.	\$4.25
TB0P	0	1/12 oz.	4.25
TB1P	1	1/8 oz.	4.25
TB2P	2	1/4 oz.	4.90

Thunder Bug® dressed single hook

TB00H	00	1/18 oz.	\$6.25
TB0H	0	1/12 oz.	6.25
TB1H	1	1/8 oz.	6.25
TB2H	2	1/4 oz.	6.85

Add a color code to the Stock No. when ordering





Actual Blade & Body Sizes

Every XD features a precision, solid brass fulcrum bead between the blade and body allowing the blade to spin at any retrieve speed and as the lure drops providing additional attraction. No other shaft-through-the-blade spinner offers this feature. All XD silver blades and bodies are plated with genuine silver creating a bright white flash that's easily seen underwater. Some blades and bodies are platinum (play-tee-um) plated. Platinum is a natural element that has a remarkable resistance to corrosion. Gold blades and bodies are polished brass. Painted blades feature a Mepps chip-resistant proprietary blend of acrylic and epoxy finishes.



As if all this isn't enough, the XD runs deeper - size for size - than any other lure in its class.



Stock No.	Size	Approx. Wt.	Price
XD[®] plain treble hook			
XD0	0	1/12 oz.	\$4.25
XD1	1	1/10 oz.	4.25
XD2	2	1/6 oz.	4.90
XD3	3	1/4 oz.	4.90

XD[®] dressed treble hook			
XD0T	0	1/12 oz.	\$5.95
XD1T	1	1/10 oz.	5.95
XD2T	2	1/6 oz.	6.50
XD3T	3	1/4 oz.	6.50

XD[®] plain single hook			
XD0P	0	1/12 oz.	\$4.25
XD1P	1	1/10 oz.	4.25
XD2P	2	1/6 oz.	4.90
XD3P	3	1/4 oz.	4.90

XD[®] hackle dressed single hook			
XD0H	0	1/12 oz.	\$5.95
XD1H	1	1/10 oz.	5.95
XD2H	2	1/6 oz.	6.50
XD3H	3	1/4 oz.	6.50



Ultra Lites™ & SpinFlies

Mepps® #00 Ultra Lites and #0 Spin Flies are ideal for light spinning tackle. They can also be used with your favorite fly rod. Use silver or gold Aglias to take panfish or trout on a crisp spring evening. Just before sunup or sundown, tie on a Black Fury. Copper blades are very visible in stained water. Work a single hook Aglia Wooly Worm or single hook Black Fury through the weeds for great fishing action. Like all Mepps® lures, both Mepps Ultra Lites and Spin Flies are perfectly balanced and feature solid brass blades and bodies. A stainless steel shaft resists bending. Beads are lathe-turned for durability.



Brandon Horn



not shown:
B00P (single hook)

B00T & B00H
share tail colors



Ultra Lite™ Aglia® Long



(AL00P-single hook available in both colors)

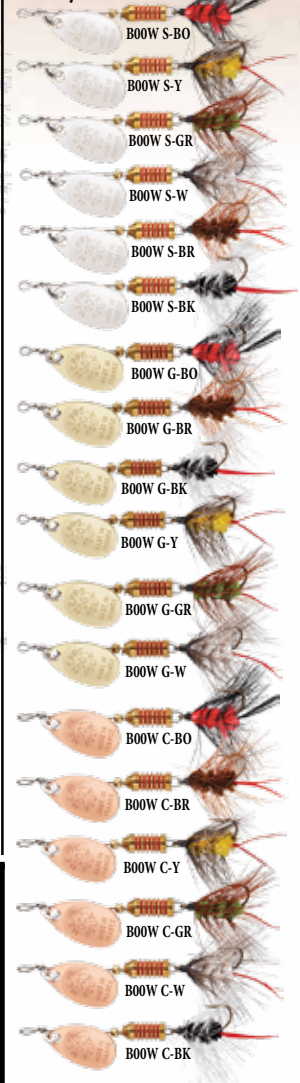
Ultra Lite™ Comet® Mino



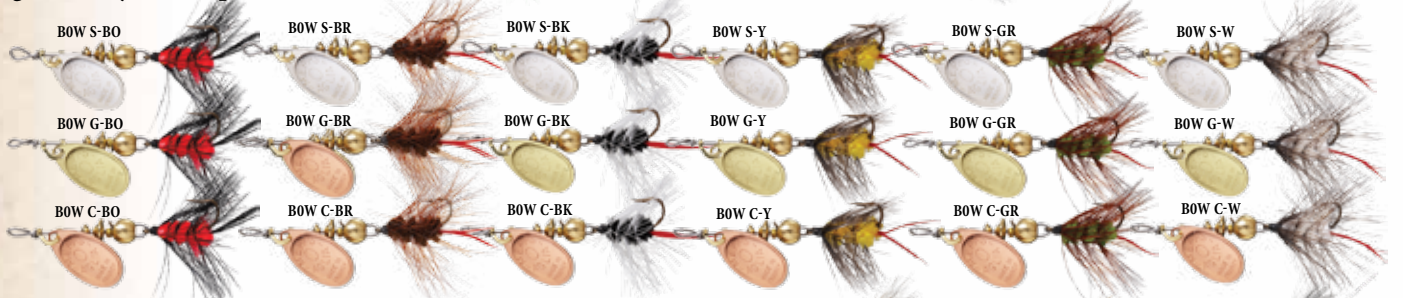
Black Fury® Spin Flies



Ultra Lite™ Aglia® Wooly Worm



Aglia® Wooly Worm Spin Flies



Aglia® Hackle Dressed Spin Flies



Stock No.	Approx. Wt.	Price
Aglia® Ultra Lites		
B00	1/18 OZ.	\$4.25
B00P	1/18 OZ.	4.25
B00T	1/18 OZ.	6.25
B00H	1/18 OZ.	6.25
B00W	1/18 OZ.	6.25

B00T & B00H share tail colors

Stock No.	Approx. Wt.	Price
Aglia® Long Ultra Lites		
AL00	1/18 OZ.	\$4.25
AL00P	1/18 OZ.	4.25
Comet® Mino Ultra Lites		
C00M	1/18 OZ.	\$7.00

Stock No.	Approx. Wt.	Price
Black Fury® Ultra Lites		
BF00	1/18 OZ.	\$4.25
BF00P	1/18 OZ.	4.25
BF00T	1/18 OZ.	6.25
BF00H	1/18 OZ.	6.25

Stock No.	Approx. Wt.	Price
Spin Flies - Black Fury®, Aglia® Wooly Worm & Aglia® Hackle Dressed		
B0W	1/12 OZ.	\$6.25
B0H	1/12 OZ.	6.25
BF0H	1/12 OZ.	6.25



Ted Hayes



Spinner Paks

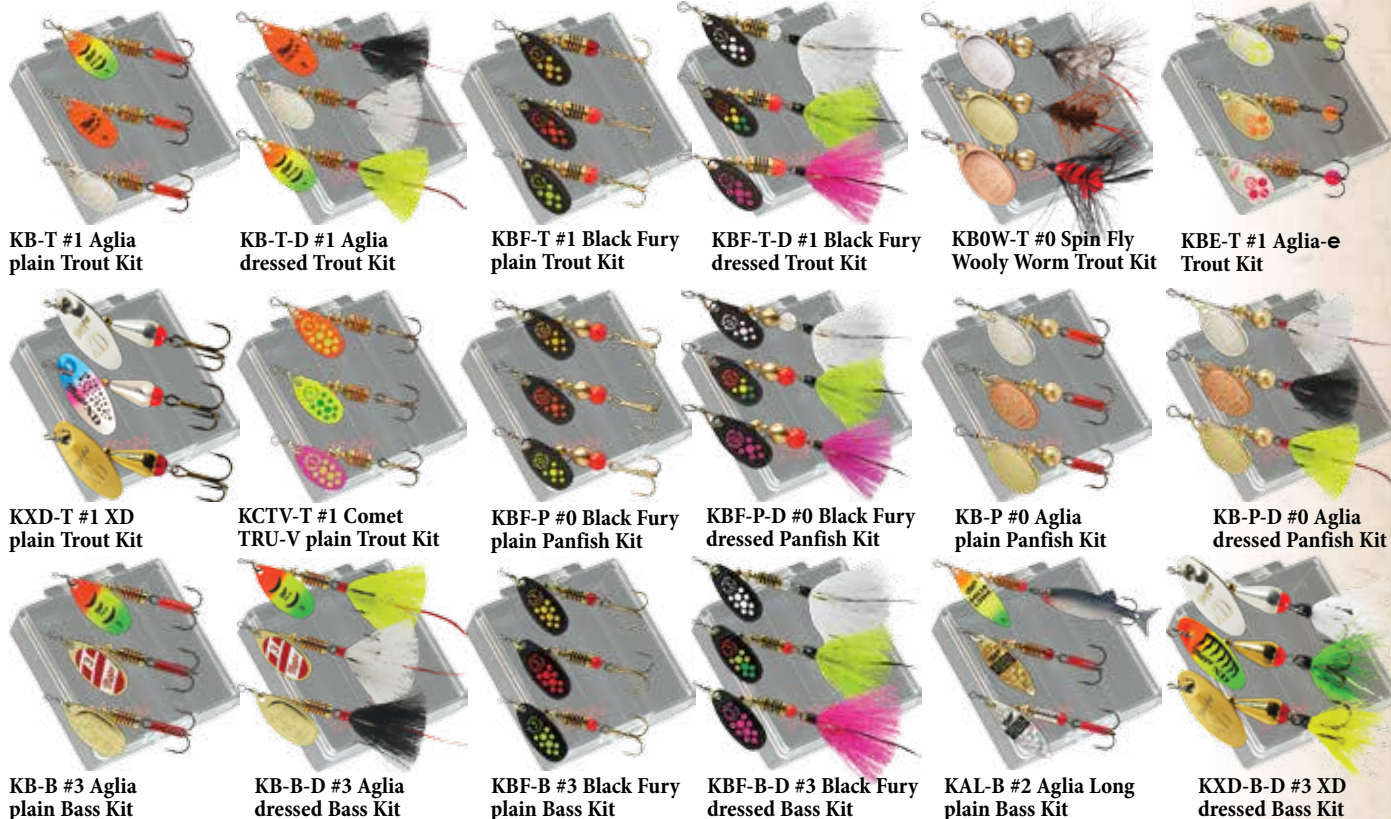
A perfect combination of Mepps® in-line spinners for your favorite species.

Panfish		Trout		Bass	
SAB (dressed)	\$19.35	STA (dressed)	\$18.70	SBB (dressed/mino)	\$15.10
#0 Black Fury, #0 Comet Mino, #0 Aglia		#1 Black Fury, #1 Aglia Long, #0 Aglia		#2 Comet Mino, #2 Aglia	
SAA (plain)	\$12.70	STB (plain)	\$12.70	SBC (dressed)	\$13.75
#0 Black Fury, #0 Aglia Long, #00 Aglia		#1 Black Fury, #1 Aglia Long, #0 Aglia		#2 Aglia Long, #3 Aglia	

Three all-time favorite Mepps® in-line spinners for your favorite species in a handy, reuseable Pocket Pac.

Due to ongoing research, lure components may differ slightly from those pictured or described.

Pocket Pacs



KB-T #1 Aglia plain Trout Kit

KB-T-D #1 Aglia dressed Trout Kit

KBF-T #1 Black Fury plain Trout Kit

KBF-T-D #1 Black Fury dressed Trout Kit

KB0W-T #0 Spin Fly Wooly Worm Trout Kit

KBE-T #1 Aglia-e Trout Kit

KXD-T #1 XD plain Trout Kit

KCTV-T #1 Comet TRU-V plain Trout Kit

KBF-P #0 Black Fury plain Panfish Kit

KBF-P-D #0 Black Fury dressed Panfish Kit

KB-P #0 Aglia plain Panfish Kit

KB-P-D #0 Aglia dressed Panfish Kit

KB-B #3 Aglia plain Bass Kit

KB-B-D #3 Aglia dressed Bass Kit

KBF-B #3 Black Fury plain Bass Kit

KBF-B-D #3 Black Fury dressed Bass Kit

KAL-B #2 Aglia Long plain Bass Kit

KXD-B-D #3 XD dressed Bass Kit

Trout
KB-T \$13.80
#1 Aglia plain
Hot Firetiger, Hot Orange, Silver

KB-T-D \$19.85
#1 Aglia dressed
Hot Orange, Silver, Hot Firetiger

KBF-T \$13.80
#1 Black Fury plain
Yellow Dot, Fluorescent Red Dot, Chartreuse Dot

KBF-T-D \$19.85
#1 Black Fury dressed
White Dot, Hot Firetiger, Pink Dot

Trout
KB0W-T \$19.85
#0 Wooly Worm
Silver-White, Gold-Brown, Copper-Black-Orange

KBE-T \$14.45
#1 Aglia-e
Silver-Hot Chartreuse, Gold-Hot Orange, Silver-Hot Pink

KXD-T \$13.90
#1 XD plain
Silver-Silver, Silver-Rainbow Trout, Gold-Gold

KCTV-T \$16.00
#1 Comet TRU-V plain
TRU-V Orange-Chartreuse, TRU-V Chartreuse-Green, TRU-V Pink-Chartreuse

Panfish
KBF-P \$13.80
#0 Black Fury plain
Yellow Dot, Fluorescent Dot, Chartreuse Dot

KBF-P-D \$19.85
#0 Black Fury dressed
White Dot, Hot Firetiger, Pink Dot

KB-P \$13.80
#0 Aglia plain
Silver, Copper, Gold

KB-P-D \$19.85
#0 Aglia dressed
Silver, Copper, Gold

Bass
KB-B \$15.75
#3 Aglia plain
Hot Firetiger, Gold/Red-White, Gold

KB-B-D \$21.70
#3 Aglia dressed
Hot Firetiger, Gold/Red-White, Gold

KBF-B \$15.75
#3 Black Fury plain
Yellow Dot, Fluorescent Red Dot, Chartreuse Dot

Bass
KBF-B-D \$21.70
#3 Black Fury dressed
White Dot, Hot Firetiger, Pink Dot

KAL-B \$19.10
#2 Aglia Long plain
Hot Firetiger/Mino, Gold/Goldbo Scale, Silver/Rainbo Scale

KXD-B-D \$20.60
#3 XD dressed
Silver-Silver, Gold-Firetiger, Gold-Gold

Killer® Kits

The lures in all Mepps® Killer Kits have been carefully selected, using the principles of Mepps Color Technology, to catch fish under a wide variety of fishing conditions. In addition, most of these kits are “programmed,” and feature proven lures for a specific species of fish. This makes it very easy to select the right lures for just about any kind of fishing. Whether you fish for trout, panfish, bass, pike, walleye or trophy bustin' musky, there is a Mepps programmed Killer Kit perfect for you.

Due to ongoing research, lure components may differ slightly from those pictured or described.



Benjamin Pile



Daniel Rose



K1 Trout Kit



K1D Trout Kit



500736 -Trout Kit



KHT1A Hot Trout Kit



KSF Spin Fly Kit



KUL Ultra Lite Kit



K0 Panfisher Kit



KOD Panfisher Kit



KSC Crappie Kit



500920K6 -Bantam Syclops Kit

Trout Kits

- K1** - six plain lures \$28.80
- K1D** - five dressed, one plain lure..... \$37.55
- 1/2 oz. Little Wolf Silver, #1 Thunder Bug May Fly-Gold, #0 Aglia Long Silver, #1 Black Fury Hot Firetiger, #1 XD Silver Body/Silver Blade, #1 Aglia Gold
- 500736 - Trout Kit**..... \$38.55
- #0 Aglia Silver Blade-White Wooly Worm, #0 Aglia Gold Blade-Yellow Wooly Worm, #0 Thunder Bug Silverfish, #0 Thunder Bug May Fly, #0 XD Silver Body-Silver Blade, #0 XD Gold Body-Gold Blade
- KHT1A - Hot Trout Kit**..... \$33.55
- #0 Aglia Brown Trout, #1 Aglia Hot Firetiger, #1 Aglia Hot Pink, #0 Aglia Rainbow Trout, #1 Aglia Hot Chartreuse, #0 Aglia Hot Orange
- KSF - Spin Fly Kit (1/12 oz.)**..... \$39.60
- Six all-time favorite color patterns, size 0 spinners and hand-tied flies. Blue Dun, Bumble Bee, Black Gnat, Mosquito, Parma-Bell, Micky Finn
- KUL - Ultra Lite™ Kit** \$37.25
- #00 Aglia Wooly Worm Gold, #0 XD Silver Body/Silver Blade, #00 Aglia Long Silver, #00 Thunder Bug May Fly-Gold, #00 Comet Mino Silver, #00 Black Fury Yellow Dot

Panfisher Kits

- K0** - six plain lures \$28.55
- K0D** - six dressed lures \$39.30
- #0 XD Gold Body/Gold Blade, #0 Aglia Red/White, #0 Aglia Long Silver, #0 Black Fury Hot Firetiger, #0 XD Silver Body/Silver Blade, #00 Thunder Bug May Fly-Gold
- KSC - Crappie Kit**..... \$33.55
- #0 Aglia Gold, #0 Comet Mino Silver, #0 Aglia Long Silver, #1 Thunder Bug May Fly-Gold, #0 Black Fury Yellow Dot, Mister Twister® Curly Tails®
- 500920K6 - #00 Bantam Syclops™ Kokanee & Trout Kit** \$29.60
- #00 Syclops Rainbow Trout, #00 Syclops Silver/Pink/Lime, #00 Syclops Hot Orange, #00 Syclops Hot Pink, #00 Syclops Hot Firetiger, #00 Syclops GLO Pink

Basser Kits

- K2** - six plain lures \$32.25
- K2D** - six dressed lures \$42.95
- #2 Aglia Copper, #3 XD Gold Body/Gold Blade, #2 Aglia Long Silver, #3 Aglia Gold, #3 XD Silver Body/Silver Blade, #3 Black Fury Hot Firetiger
- 500707 - Basser Kit**..... \$42.60
- #3 Aglia Gold, #3 Aglia Silver, #2 Thunder Bug Silverfish-Silver, #2 Thunder Bug May Fly-Gold, #3 XD Gold Body-Gold Blade, #3 XD Silver Body-Silver Blade

Killer® Kits

Take the guess-work
out of lure selection



K2 Basser Kit



K2D Basser Kit



500707 Basser Kit



500676 Basser Kit



KHB3A Basser Kit



CK Salmon Kit



K6A Walleye Kit



K3 Picker Kit



K3D Picker Kit



500839 Picker Kit



KHP5A Hot Picker Kit



K7 Alaska
Bonanza Kit



500738 - Canada
Bonanza Kit



K4D Lunker Kit

Basser Kits

500676 - Basser Kit..... \$43.35
#3 Aglia Silver-Orange, #3 Aglia Silver-White, #3 Aglia Gold-Red, #3 Aglia Gold-Yellow,
#3 Aglia Copper-Black, #3 Aglia Silver-Purple

KHB3A - Basser Kit..... \$38.20
#2 Aglia Hot Orange, #3 Aglia Hot Chartreuse, #3 Aglia Hot Firetiger, #2 Aglia Black/Yellow/
Red, #3 Aglia Gold/Red-White, #2 Aglia Silver/Black-White

CK Salmon Kit..... \$39.70
¾ oz. Little Wolf Rainbow Trout, #2 Syclops Hot Orange, #4 Trophy Series Pink Body/Silver
Blade, #4 Aglia Long Silver/Pinkbo, 5/8 oz. Flying C Hot Orange Sleeve/Silver Blade,
#5 Trophy Series Orange Body-Silver Blade

K6A - Walleye Kit..... \$40.55
#3 XD Hot Firetiger, #3 Aglia Long Gold, #3 Comet Mino Silver, #3 Black Fury Hot Firetiger, #0
Syclops Gold, #3 Aglia Gold

Piker Kits

K3 - four plain spinners, two spoons..... \$37.95

K3D - four dressed spinners, two spoons..... \$47.60
#4 Aglia Gold-Red/White, #4 Black Fury Hot Firetiger, #3 Aglia Long Silver, #2 Syclops Hot
Orange, #5 Aglia Gold, #3/4 oz. Little Wolf Silver

Piker Kits

500839 - Piker Kit (Aglia®)..... \$54.45

#5 Aglia Silver, #5 Aglia Silver, #5 Aglia Gold, #5 Aglia Gold, #5 Aglia Copper, #5 Aglia Silver

KHP5A - Hot Piker Kit..... \$46.80
#4 Aglia Hot Orange, #5 Aglia Hot Chartreuse, #5 Aglia Hot Firetiger, #4 Aglia Black/Yellow/
Red, #5 Aglia Gold/Red-White, #4 Aglia Silver/Black-White

K7 - Alaska Bonanza Kit (single hook)..... \$41.95

#5 Trophy Series Pink Body-Silver Blade, 7/8 oz. Flying C Hot Orange Sleeve/Gold Blade, #5
Trophy Series Blue on Silver Body/Silver Blade, #5 Trophy Series Fluorescent Orange Body/Silver
Blade, #5 Aglia Hot Orange Blade, ¾ oz. Flying C Hot Pink Sleeve/Silver Blade

500738 - Canada Bonanza Kit..... \$71.00

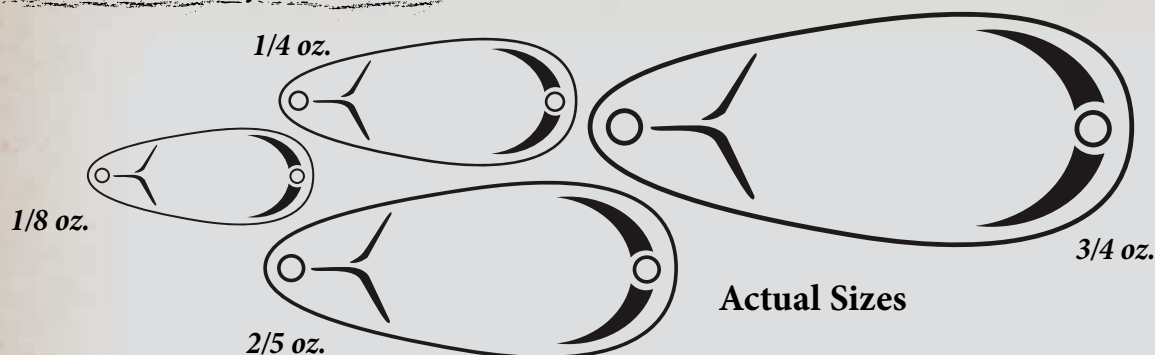
Musky Killer Silver, Musky Killer Gold, Musky Killer Gold/Red-White, #3 Syclops Hot Firetiger,
#3 Syclops Silver, #3 Syclops Gold

K4D - Lunker Kit..... \$96.10

#5 Black Fury Hot Firetiger, Giant Killer Gold, #5 Aglia Silver, Giant Killer Silver, Musky Killer
Gold, Musky Killer Hot Orange

Little Wolf™

The Mepps Little Wolf™ is a rugged, solid brass spoon that will not rust or tarnish. Its genuine silver plate produces one bright white flash after another and its reverse-curve design features ten highly-reflective surfaces that send light in all directions. All Little Wolf's feature vinyl and acrylic oven-baked finish for maximum durability. Every Little Wolf™ is perfectly balanced to maintain an intense side-to-side wobbling action.



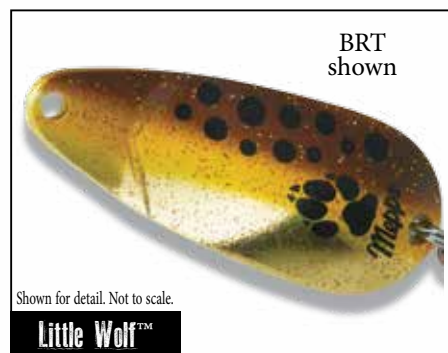
Stock No.	Wt.	Length	Width	Price	Price (GLO)
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Treble Hook

LW18	1/8 oz.	1 3/16"	1/2"	\$4.45	\$4.65
LW14	1/4 oz.	1 9/16"	5/8"	\$4.80	\$5.00
LW25	2/5 oz.	2 1/8"	7/8"	\$6.50	\$6.70
LW34	3/4 oz.	2 3/4"	1 3/16"	\$9.10	\$9.30

Single Hook

LW18P	1/8 oz.	1 3/16"	1/2"	\$4.45	\$4.65
LW14P	1/4 oz.	1 9/16"	5/8"	\$4.80	\$5.00
LW25P	2/5 oz.	2 1/8"	7/8"	\$6.50	\$6.70
LW34P	3/4 oz.	2 3/4"	1 3/16"	\$9.10	\$9.30

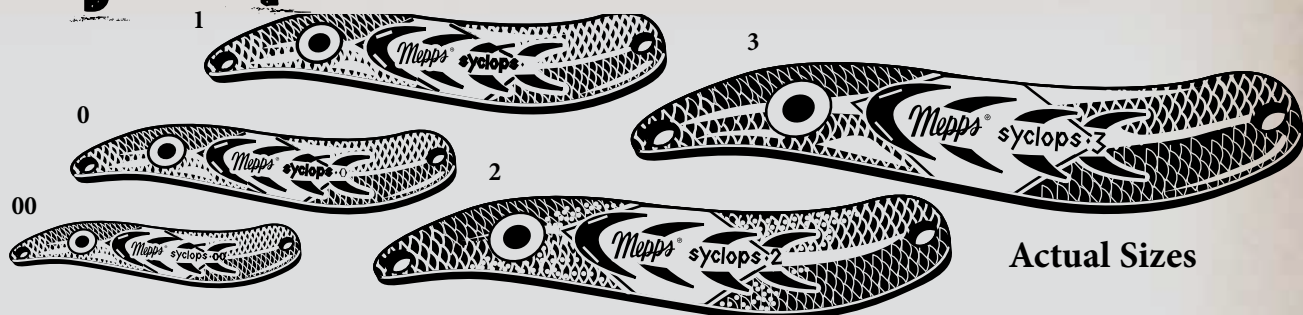


GLO Little Wolf™



Syclops™

Spoon fishermen around the world are limiting out on the Mepps Syclops™. Whether you fish for pike, salmon, trout, walleyes or panfish, there's a Syclops just right for you. No other spoon is as versatile as the Mepps Syclops. It casts easily and can be trolled at almost any speed. It can also be vertically jigged making it ideal for a deep-water presentation.



Craig Kerfeld

Stock No.	Wt.	Length	Width	Thickness	Price	Price (GLO)
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Treble Hook

SY00	1/8 oz.	1 1/2"	27/64"	.045	\$4.60	\$4.80
SY0	1/4 oz.	2"	17/32"	.060	\$4.90	\$5.10
SY1	1/2 oz.	2 1/2"	1 1/16"	.060	\$5.00	\$5.20
SY2	5/8 oz.	3"	3/4"	.060	\$5.30	\$5.50
SY3	1 oz.	3 1/2"	1"	.060	\$6.80	\$7.00

Single Hook

SY00P	1/8 oz.	1 1/2"	27/64"	.045	\$4.60	\$4.80
SY0P	1/4 oz.	2"	17/32"	.060	\$4.90	\$5.10
SY1P	1/2 oz.	2 1/2"	1 1/16"	.060	\$5.00	\$5.20
SY2P	5/8 oz.	3"	3/4"	.060	\$5.30	\$5.50
SY3P	1 oz.	3 1/2"	1"	.060	\$6.80	\$7.00

Saltwater Treble Hook

SY0SW	1/4 oz.	2"	17/32"	.060	\$4.90	NA
SY1SW	1/2 oz.	2 1/2"	1 1/16"	.060	\$5.00	NA
SY2SW	5/8 oz.	3"	3/4"	.060	\$5.30	NA
SY3SW	1 oz.	3 1/2"	1"	.060	\$6.80	NA

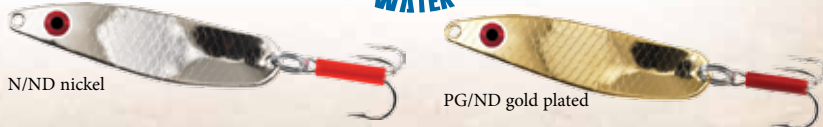
Mepps Saltwater Syclops™ are designed to be cast, trolled or jigged and are ideal for all saltwater species. Genuine nickel or 24 karat gold plating, stainless steel split rings and heavy duty saltwater treble hooks give these Saltwater Syclops™ maximum corrosion resistance.



Syclops™ GLO



Saltwater Syclops™



Bantam Syclops™

Mepps® Bantam Syclops™ and Syclops™ Lites are ideal trolling spoons. Bantam Syclops are the lightest of the Syclops Lites. They feature #00 & #0 Syclops Lite bodies and a single salmon hook. Bantam Syclops are ideal for Kokanee. Bantam Syclops and Syclops Lites can be trolled, cast, drifted or jigged, but, their erratic side-to-side wobbling action makes them extremely effective when trolled. Syclops Lites are perfect for browns, lakers, rainbows, cohos or kings. Bantam Syclops feature a single salmon hook while Syclops Lites feature 24 karat gold plated treble hooks and brilliant strike attractor tubes for maximum visibility at all depths. Run them clean, or, with downriggers or planer boards. They are also effective with Dipsy® or Jet™ divers and can be long-lined.



GLO Bantam Syclops™



Stock No.	Wt.	Length	Width	Thickness	Price	Price (GLO)
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Bantam Syclops™ Single Hook

SY00LP	1/16 oz.	1 1/2"	27/64"	.020	\$4.60	\$4.80
SY0LP	1/8 oz.	2"	17/32"	.025	4.90	5.10

Syclops™ Lite Treble Hook

SY3L	1/2 oz.	3 1/2"	1"	.030	6.80	7.00
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Syclops™ Lite



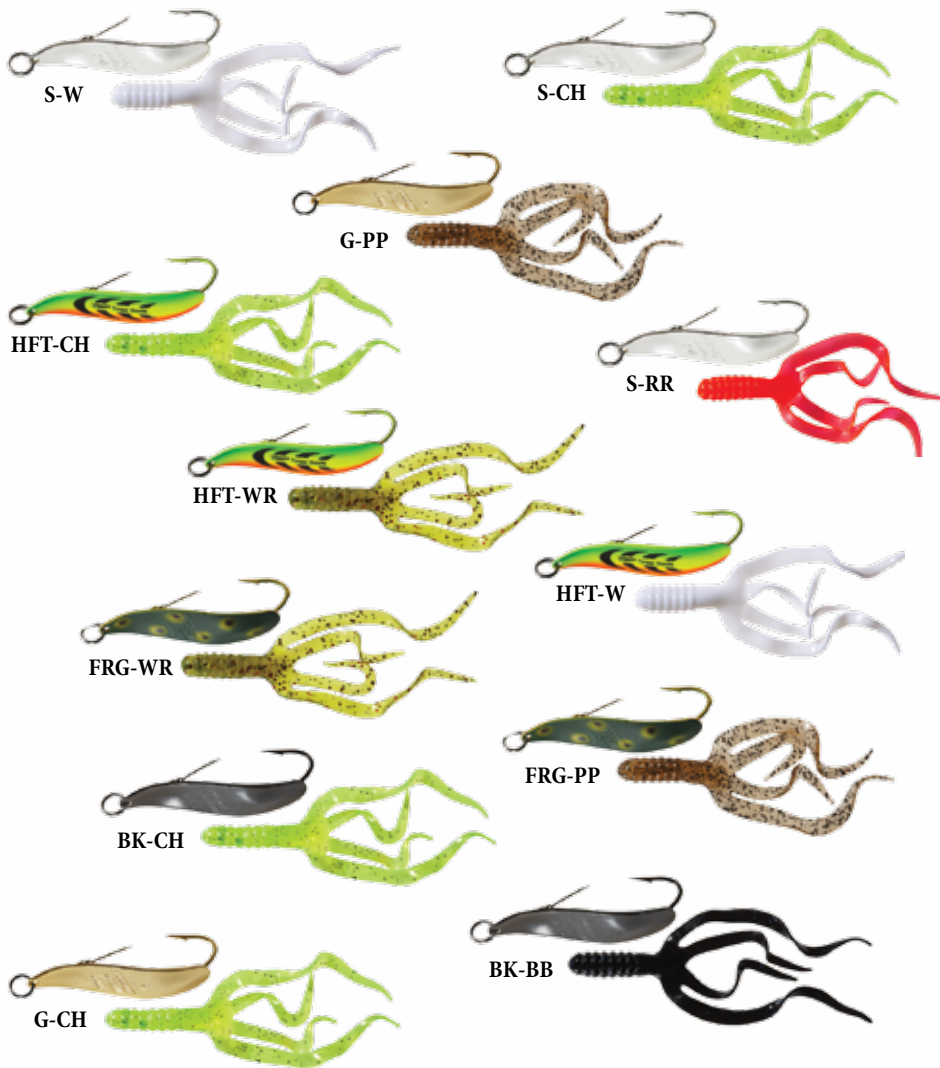
GLO Syclops™ Lite

Mark Standefer

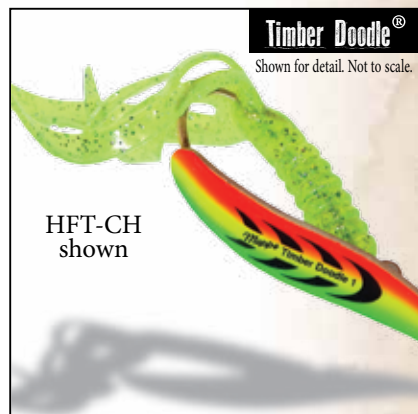


Timber Doodle®

Anyone can fish thick weeds or cover with a Mepps® Timber Doodle® because Timber Doodles®, when rigged with a Mister Twister® Split Double Tail™, are virtually weedless. Because they flutter as they sink, they can be vertically jigged, cast or trolled. They are ideal for bass, walleye, northern pike and many other game fish, but really excel when fishing "slop" for trophy bass.



Saltwater Timber Doodle®



Timber Doodle®

Shown for detail. Not to scale.

HFT-CH
shown

Stock No.	Wt.	Length	Width	Thickness	Price
TD0C	¼ oz.	2"	17/32"	.060	\$7.70
TD1C	½ oz.	2½"	1 1/16"	.060	9.05



MISTER
TWISTER®

Replacement Tails

Genuine Mister Twister® Split Double Tails™ 7/4 to a card

stock no.	color	price
4SDT CH	Chartreuse	\$2.95
4SDT PP	Pumpkin Pepper	2.95
4SDT RR	Rocket Red	2.95
4SDT WR	Watermelon	2.95
4SDT BB	Black & Blue	2.95
4SDT W	White	2.95

All Timber Doodles® come packaged with three Mister Twister® Split Double Tails™.

Saltwater Timber Doodle®

All Mepps® Saltwater Timber Doodles are plated with genuine gold and feature a stainless steel split ring for corrosion resistance.

Stock No.	Wt.	Length	Width	Thickness	Price
TD0SW	¼ oz.	2"	17/32"	.060	\$7.70
TD1SW	½ oz.	2½"	1 1/16"	.060	9.05

Crawler Harness



Shown for detail. Not to scale.



Mepps® Crawler Harness

Stock No. Size Approx. Wt. Price

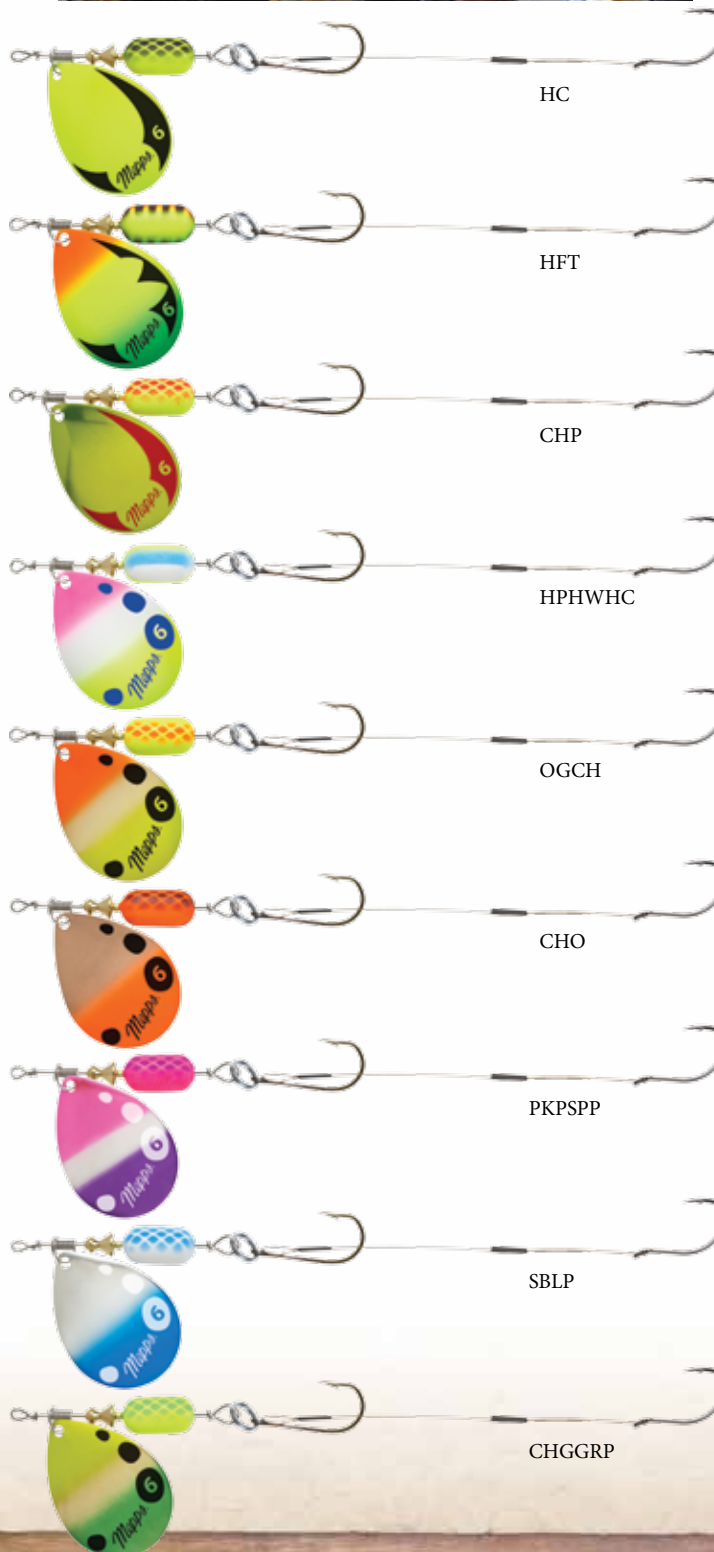
Crawler Harness with double hook

CH4	4	3/16 oz.	\$10.45
CH6	6	1/4 oz.	10.95

Add a color code to the Stock No. when ordering

CHGGRP (Chartreuse-Gold-Green-Platinum), **CHO** (Copper-Hot Orange), **CHP** (Chartreuse Platinum), **HC** (Hot Chartreuse), **HFT** (Hot Firetiger), **HPHWHC** (Hot Pink-Hot White-Hot Chartreuse), **OGCH** (Orange-Gold-Chartreuse), **PKPSPP** (Pink Platinum-Silver-Purple Platinum), **SBLP** (Silver-Blue Platinum)

**HAND ASSEMBLED
IN THE U.S.A.**

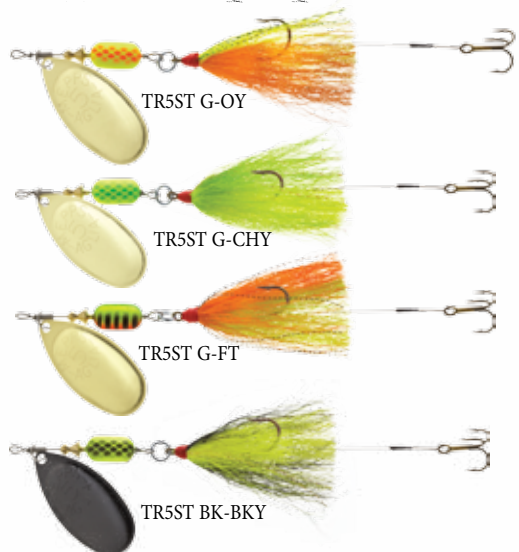




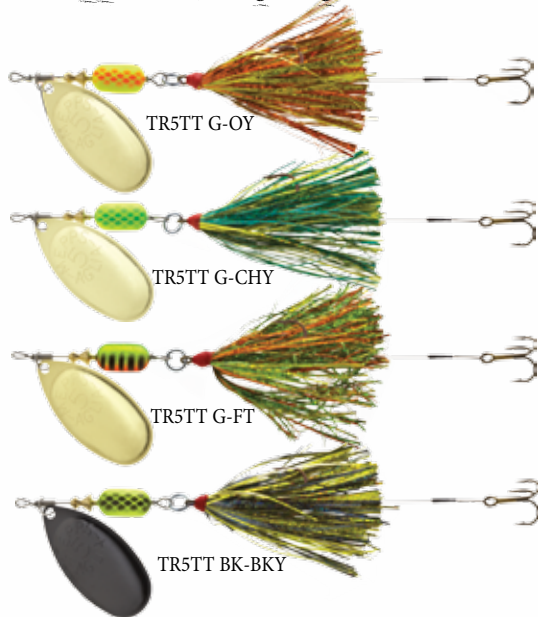
Terry Leffel

Trolling Rig

Mepps® Trolling Rig Bucktail



Mepps® Trolling Rig Tinsel Tail



Stock No. Size Approx. Wt. Price

Trolling Rig with bucktail dressing and stinger hook

TR3ST	3	3/16 oz.	\$9.05
TR5ST	5	1/4 oz.	9.40

Trolling Rig with tinsel dressing and stinger hook

TR3TT	3	3/16 oz.	\$10.70
TR5TT	5	1/4 oz.	11.05

Trolling Rig with bucktail dressing and no stinger

TR3STP	3	3/16 oz.	\$8.50
TR5STP	5	1/4 oz.	8.90

Trolling Rig with tinsel dressing and no stinger

TR3TTP	3	3/16 oz.	\$10.20
TR5TTP	5	1/4 oz.	10.55

Add a color code to the Stock No. when ordering
G-OY (Gold Blade-Orange/Yellow Body/Dressing),
S-BSW (Silver Blade-Blue/Silver/White Body/
Dressing), **G-FT** (Gold Blade-Firetiger Body/
Dressing), **G-CHY** (Gold Blade-Chartruese/Yellow
Body/Dressing), **S-PPK** (Silver Blade-Purple/Pink
Body/Dressing), **BK-BKY** (Black Blade-Yellow/
Black Body/Dressing), **C-BRO** (Copper Blade-
Brown/Orange Body/Dressing), **C-RY** (Copper
Blade-Red/Yellow Body/Dressing), **S-BPY** (Silver
Blade-Blue/Pink/Yellow Body/Dressing)

Walleye fishermen know trolling covers water and keeps them in contact with active fish. Not only is trolling one of the most productive methods for catching walleye, it's also known for producing BIG fish.

Each Mepps Trolling Rig features: an interchangeable spiral-wound stainless steel clevis for quick and easy blade changes; an oversized, brightly-colored, floating body which produces a tantalizing, slow sink-rate and keeps the Rig gliding just above snags; and a multi-colored bucktail or tinsel dressed 2/0 single hook that increases bulk and creates a "meal-sized" profile. Plus, they're available with or without an ultra-flexible, kink-resistant 20lb. braided, stainless steel stinger cable with a loop end for easy changing of the stinger treble hook.

Trolling Rig

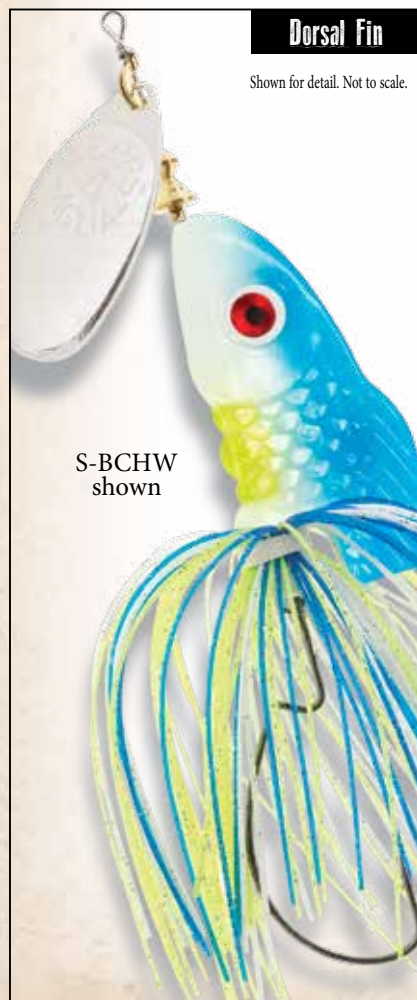
Shown for detail. Not to scale.



Dorsal Fin

The Mepps Dorsal Fin is unlike any other in-line spinner. Its unique, innovative vertical fin design, and single hook, allows it to pass through most vegetation without getting hung-up. Because the Dorsal Fin spinner weighs 5/8 oz., it casts a country mile. But, in the water, its neutral-buoyant nylon fin allows it to be retrieved in the same manner as a 3/8 oz. lure. Every Dorsal Fin features a life-like design that includes a holographic eye, a dark back, and a bright throat. It also has a raised gill plate and a molded realistic scale pattern. Although its silicon skirt allows it to be effectively fished without a trailer, its extended locking-bend wide-gap worm hook is perfect for rigging just about any soft plastic lure. All Dorsal Fins feature a Mepps #4 Aglia blade for maximum thump and vibration.

Stock No.	Size	Approx. Wt.	Price
<i>skirted single hook</i>			
DF4	4	5/8 oz.	\$10.65



Aglia® Tandem

The Mepps® #5 Aglia® Tandem is perfect for large bass, trophy northern pike and early season musky. All Aglia® Tandems feature a heavy-duty #1/0 bronze treble hook with a #2 treble hook trailer. The hand-tied tandem tail is genuine bucktail, dyed in brilliant fish-attracting colors. Not only does the tandem tail give this lure a larger profile, the #2 "stinger" hook lets you "cash-in" on those short strikes. Solid brass blades and bodies, a durable stainless steel shaft and a rugged folded solid brass clevis means this lure will hold-up under the toughest fishing pressure.

Stock No.	Size	Approx. Wt.	Price
BT5	5	7/8 oz.	\$12.50

Replacement Tails

Stock No.	Color	Price	Stock No.	Color	Price
DT1/0 BK	Black	\$7.80	DT1/0 Y	Yellow	\$7.80
DT1/0 BW	Black/White	\$7.80	DT1/0 BRY	Brown/Yellow	\$7.80
DT1/0 BC	Black/Chartreuse	\$7.80	DT1/0 CH	Chartreuse	\$7.80
DT1/0 BO	Black/Orange	\$7.80	DT1/0 FT	Firetiger	\$7.80
DT1/0 W	White	\$7.80	DT1/0 PK	Pink	\$7.80
DT1/0 BOY	Black/Orange/Yellow	\$7.80			



S-BK
silver
blade
black tail



S-BW
silver
blade
black/white tail



S-W
silver
blade
white tail



G-BK
gold
blade
black tail



G-Y
gold
blade
yellow tail



G-BRY
gold
blade
brown/
yellow tail



G/RW-W
red/white
blade
white tail



HC-CH
hot
chartreuse
blade
chartreuse tail



HC-BC
hot
chartreuse
blade -black/
chartreuse tail



HO-BK
hot orange
blade
black tail



HO-BO
hot orange
blade
black/orange tail



HP-PK
hot pink
blade
pink tail



HFT-FT
hot firetiger
blade
firetiger tail



HW-W
hot white
blade
white tail



BK-BK
black blade
black tail



HFT-BOY
hot firetiger
blade
black/orange/yellow tail



FL-BO
fluorescent red
blade
black/orange tail



CH-BC
chartreuse
blade
black/chartreuse tail

Black Fury® Tandem

The Mepps® Black Fury® Tandem has the same great attributes of the Aglia® Tandem described above, plus, the shallow to mid-depth running, high-contrast, fish catching benefits of the Black Fury®.

Stock No.	Size	Approx. Wt.	Price
BFT5	5	7/8 oz.	\$12.50

Musky Killer®

Stock No.	Style	Approx. Wt.	Price
BM	dressed	¾ oz.	\$15.20
BMT	tandem	1½ oz.	20.20

Most Musky Killers can be ordered with Tandem Bucktails. *not available in tandem



Ted Corman



NEW COLOR
Chartreuse Platinum

CHP-CH

NEW COLOR
Firetiger Platinum

FTP-FT

NEW COLOR
Orange Platinum

OP-BK

NEW COLOR
Pink Platinum

PKP-PK

*G-BS

*G-G

G-Y

G-BK

*G-FT

G-BRY

G-BOY

*G-CH

*G-O

*SRBT-W

*GBRT-Y

*GBRT-BS

BK-BK

HW-W

HO-BK

*HO-O

*HO-BO

*HO-BS

HC-CH

HC-BC

*HC-BK

HFT-FT

*HFT-BK

*HFT-BOY

*HFT-BO

*HOC-FT

*HOC-BO

HPC-BPK

HP-BPK

HP-PK

*HGR-BK

*HGR-BC

*C-BRY

*C-BS

*C-BK

G-W

*G-P

G/RW-W

*G/RW-G

Musky Killer®

Black Fury® Musky Killer®

Stock No.	Style	Approx. Wt.	Price
BFM	dressed	¾ oz.	\$15.20
BFMT	tandem	1½ oz.	\$20.20

Most Musky Killers can be ordered with Tandem Bucktails. *not available in tandem

Replacement Tails

Stock No.	Style	Approx. Wt.	Price
ST 5/0	bucktail	⅓ oz.	\$9.85
DT 5/0	tandem bucktail	⅓ oz.	\$14.30

BK=Black, BC=Black/Chartreuse, BO=Black/Orange, BOY=Black/Orange/Yellow, BW=Black/White, Y=Yellow, W=White, FT=Firetiger, BRY=Brown/Yellow, R=Red, CH=Chartreuse, O=Orange, P=Purple, PK=Pink, BPK=Black/Pink, *G=Grey,

*BS=Brown Squirrel

*not available in tandem

Comet® MX Mino

Stock No.	Size	Mino	Approx. Wt.	Price
C5MX	5	4"	1⅓ oz.	\$10.65

Replacement MX Minos

Stock No.	Fits	Length	Price
M4	C5MX, GKM	4"	\$7.70



Giant Killer® Bucktail

Stock No.	Style	Approx. Wt.	Price
GKB	bucktail	1¼ oz.	\$19.50
GKT	tandem	1¼ oz.	\$24.65

Most Giant Killers can be ordered with Tandem Bucktails. *not available in tandem

Replacement Tails

Stock No.	Style	Approx. Wt.	Price
ST 5/0	bucktail	⅓ oz.	\$9.85
DT 5/0	tandem bucktail	½ oz.	\$14.30

BK=Black, BC=Black/Chartreuse, BO=Black/Orange, BOY=Black/Orange/Yellow, BW=Black/White, Y=Yellow, W=White, FT=Firetiger, BRY=Brown/Yellow, R=Red, CH=Chartreuse, O=Orange, P=Purple, PK=Pink, BPK=Black/Pink, *G=Grey, *BS=Brown Squirrel

*not available in tandem



Alan Koch





GK S

GK S/RS

GK G

GK G/GB

GK G/RB

GK HC

GK HFT

GK HO

Plain Giant Killer®

Stock No.	Style	Approx. Wt.	Price
GK	plain	1¼ oz.	\$11.80

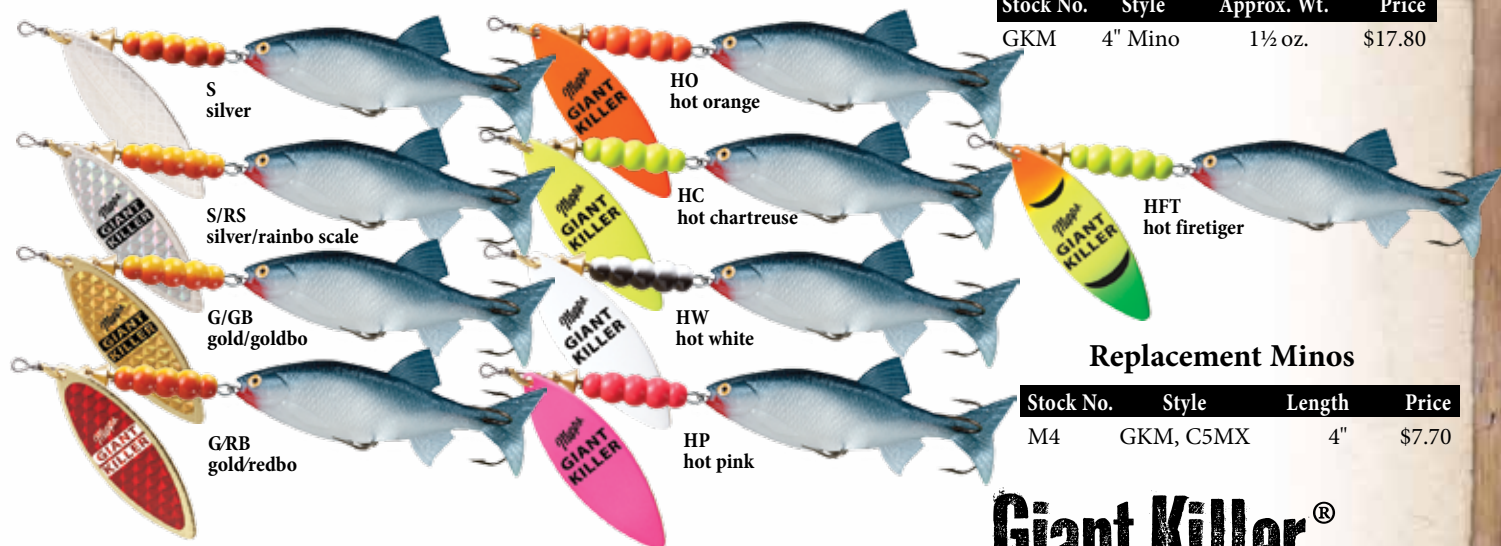
For saltwater hooks, add PP after the stock number
EXAMPLE: GKPP S



GK HP

Giant Killer® Mino

Stock No.	Style	Approx. Wt.	Price
GKM	4" Mino	1½ oz.	\$17.80

S
silverS/RS
silver/rainbo scaleG/GB
gold/goldboG/RB
gold/redboHO
hot orangeHC
hot chartreuseHW
hot whiteHP
hot pinkHFT
hot firetiger

Replacement Minos

Stock No.	Style	Length	Price
M4	GKM, C5MX	4"	\$7.70

Giant Killer® Sassy Shad®

Stock No.	Shad Size	Approx. Wt.	Price
GKSS	6" Sassy Shad	2½ oz.	\$24.65

- Rugged stainless steel shaft for maximum strength and durability
- Solid brass blade and body ensures perfect balance and performance right out of the box
- High-speed free-spinning clevis is effective at all retrieve speeds
- Heavy-duty split ring limits the amount of force big fish can apply to the bait
- Dual 3/0 treble hook assembly increases hooking and landing percentages
- Genuine Mister Twister® 6" Sassy Shad®, a really tough plastic tail

6" Replacement Sassy Shads®

Stock No.	Color	Packaging	Price
SS6 0S	clr silver flk/black back	3/pack	\$7.25
SS6 310S	chrtr flk/black back	3/pack	\$7.25
SS6 32	yellow/black back	3/pack	\$7.25
SS6 38	orange/black back	3/pack	\$7.25



S/RS-0S

G/GB-32

HFT-310S

HO-38

Magnum Musky Killer®

Stock No.	Style	Approx. Wt.	Price
MBM	dressed	1¼ oz.	\$20.85
MBMT	tandem	1¾ oz.	\$26.35

*not available in tandem

Replacement Tails

Stock No.	Style	Approx. Wt.	Price
ST 5/0	bucktail	½ oz.	\$9.85
DT 5/0	tandem bucktail	½ oz.	\$14.30

BK=Black, BC=Black/Chartreuse,
BO=Black/Orange, BOY=Black/
Orange/Yellow, BW=Black/White,
Y=Yellow, W=White, FT=Firetiger,
BRY=Brown/Yellow, R=Red,
CH=Chartreuse, O=Orange,
P=Purple, PK=Pink, BPK=Black/
Pink, *G=Grey, *BS=Brown Squirrel

*not available in tandem

**HAND ASSEMBLED
IN THE U.S.A.**



Jeff Wucherer



NEW COLOR



C-R

HFT-Y

S-Y

HFT-CH

S-P

HO-BK

S-BK

HC-CH

S-W

HW-W

G-Y

HP-PK

G-BK

G-BR

Mepps® Marabou

Stock No.	Style	Approx. Wt.	Price
MM5	dressed	¾ oz.	\$12.60

Replacement Tails

Stock No.	Style	Price
MT 5/0	marabou	\$10.00

BK=Black, Y=Yellow, W=White,
BR=Brown, CH=Chartreuse, P=Purple,
PK=Pink R=Red

Actual Size



HAND ASSEMBLED
IN THE U.S.A.



Beau Goff

Musky Marabou

Stock No.	Style	Approx. Wt.	Price
MM7T	tandem	1¼ oz.	\$21.35

Actual Size



Replacement Tails

Stock No.	Style	Price
MTT 5/0	tandem marabou	\$11.05

BK=Black, BC=Black/Chartreuse,
BO=Black/Orange, Y=Yellow, W=White,
FT=Firetiger, BRY=Brown/Yellow, R=Red,
CH=Chartreuse, P=Purple, PK=Pink,
BW=Black/White, BOC=Black/Orange/
Chartreuse



Pete Rein



Double Blade Musky Marabou

Stock No.	Size	Wt.	Price
MMD7T	Double #7	1½ oz.	\$25.20

Replacement Tails

Stock No.	Style	Price
MTT 5/0	tandem marabou	\$11.05

BK=Black, BC=Black/
Chartreuse, BO=Black/
Orange, Y=Yellow, W=White,
FT=Firetiger, BRY=Brown/
Yellow, R=Red, CH=Chartreuse,
P=Purple, PK=Pink, BW=Black/
White, BOC=Black/Orange/
Chartreuse



Beau Goff
Congrats on your first Musky!

HO2-BO
hot orange
-black/orange

S2-BW
silver
-black/white

HOBK-BK
hot orange/black nickel
-black

S2-P
silver-purple

HW2-W
hot white-white

BKP2-BK
black nickel
-black

G2-FT
gold/firetiger

HW2-BW
hot white
-black/white

HP2-PK
hot pink-pink

G2-Y
gold-yellow

HCHO-BOC
hot chartreuse/hot orange
-black/orange/chartreuse

HC2-BC
hot chartreuse
-black/chartreuse

G2-BRY
gold
-brown/yellow

S2-W
silver-white

G2-BK
gold-black

HFT2-FT
hot firetiger
-firetiger

S2-BK
silver-black

C2-R
copper-red

Clothing & Accessories



Gray Hoodie

Stock No.	Size	Color	Price
HGS	small	gray	\$42.50
HGM	medium	gray	\$42.50
HGL	large	gray	\$42.50
HGXL	XL	gray	\$42.50
HGXXL	XXL	gray	\$42.50

- Gildan® 50/50 cotton/polyester sweats
- Double Needle Stitching

Black Crew Neck Sweatshirt

Stock No.	Size	Color	Price
CBS	small	black	\$37.05
CBM	medium	black	\$37.05
CBL	large	black	\$37.05
CBXL	XL	black	\$37.05
CBXXL	XXL	black	\$37.05

Long-Sleeve T-Shirt

Stock No.	Size	Color	Price
TSWLSS	small	white	\$36.50
TSWLSM	med	white	\$36.50
TSWLSL	large	white	\$36.50
TSWLSXL	XL	white	\$36.50
TSWLSXXL	XXL	white	\$36.50

Short-Sleeve T-Shirt

Stock No.	Size	Color	Price
TSGSSS	small	gray	\$25.35
TSGSSM	med	gray	\$25.35
TSGSSL	large	gray	\$25.35
TSGSSXL	XL	gray	\$25.35
TSGSSXXL	XXL	gray	\$25.35
TSWSSS	small	white	\$25.35
TSWSSM	med	white	\$25.35
TSWSSL	large	white	\$25.35
TSWSSXL	XL	white	\$25.35
TSWSSXXL	XXL	white	\$25.35

- Gildan® 100% cotton
- Mepps® Logo on front
- Large Mepps® Logo and Classic Aglia® lure on back
- Mepps® Logos on long sleeves



Fish Chase T-Shirt

Stock No.	Size	Color	Price
TSISSS	small	blue	\$25.35
TSISSM	med	blue	\$25.35
TSISSL	large	blue	\$25.35
TSISSXL	XL	blue	\$25.35
TSISSXXL	XXL	blue	\$25.35

- Gildan® 100% Ultra-cotton, preshrunk
- Mepps® bright red logo with design of a fish chasing a Mepps® spinner on front



Squirrel Tail T-Shirt

Stock No.	Size	Color	Price
TSOSSS	small	orange	\$25.35
TSOSSM	med	orange	\$25.35
TSOSSL	large	orange	\$25.35
TSOSSXL	XL	orange	\$25.35
TSOSSXXL	XXL	orange	\$25.35

- Gildan® 100% Ultra-cotton, preshrunk
- Mepps® Logo on front
- "Hunt Squirrels? Recycle Your Tails" on back



Rugged Brown Cap

- Low-profile, rugged build
- Embroidered Mepps® logo on front & on Velcro closure
- One size fits most

BRCAP - \$20.95



Fishing Visor

- Velcro® closure
- 5 color embroidery
- Dark under visor
- One size fits all

MVIS - \$16.30



Mossy Oak Camo Cap

- Mesh-style camo back
- Velcro® closure
- One size fits all

CAMOCAP - \$20.95

Check out this
GREAT DEAL!

NOTE: Each Grab Bag Special is only good if the lure sizes are available.

Mepps® Grab Bag

- A hand picked selection of first-quality Mepps® lures
- Satisfaction guaranteed

GBA - sizes 00, 0 & 1 (6 lures) \$10.95

GBB - sizes 2 & 3 (5 lures) \$10.95

GBC - sizes 4 & 5 (4 lures) \$10.95



Vinyl Logo Stickers

- Weather-proof • Heavy-duty vinyl

(16" x 8") BD - \$1.00

(4" x 2") TBD - \$.80



Embroidered Logo Patch

- Colorful embroidery
- Resists fading

(4" x 2") PATCH - \$1.00

Custom Lures



Imagine your company logo, your club's name, or your wedding or anniversary date, custom printed on a real Mepps® lure!

For more than 50 years, Mepps® has been providing quality promotional products. Put the power of a Mepps® premium promotion to work for your company, or make your wedding reception something to remember. We're fast, efficient, recognized worldwide and our award-winning customer service is unequalled.

For more information or to get started, contact Laurie Powell

premium@mepps.com Phone: 800/637-7700 (7:30 am - 4 pm CST M-Th)

www.mepps.com/premium

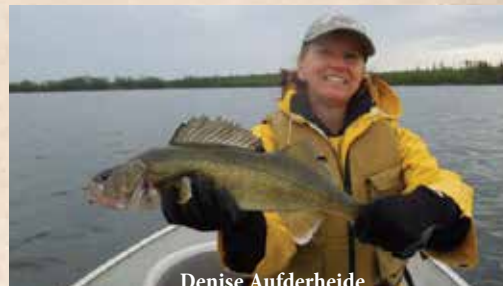
Please send digital artwork whenever possible. We need a vector file in EPS or Adobe Illustrator (AI) format. Picture (jpg, tif, pdf, gif, bmp, png) files can't be used. We will be happy to contact your agency or work with your art department.



Minimum Weights to Qualify

Barracuda	20 lb.
Bass, Largemouth	3 lb.
Bass, Peacock	3 lb.
Bass, Rock	1 lb.
Bass, Sea	3 lb.
Bass, Smallmouth	2 lb.
Bass, Striped	10 lb.
Bass, White	2 lb.
Bluefish	6 lb.
Bluegill (Bream, Brim)	1 lb.
Bonefish	3 lb.
Bullhead, Black	1 lb.
Bullhead, Brown	1 lb.
Bullhead, Yellow	1 lb.
Bowfin (Dogfish)	5 lb.
Carp	10 lb.
Catfish, Blue	25 lb.
Catfish, Channel	10 lb.
Catfish, Flathead (Mud)	15 lb.
Crappie (Black or White)	1 lb.
Grayling	1 lb.
Jack Crevalle (no chevron available)	10 lb.
Mackerel	3 lb.
Musky	10 lb.
Perch, White	1 lb.
Perch, Yellow	1 lb.
Pickrel	2 lb.
Pike, Northern	5 lb.
Redfish	7 lb.
Salmon, Atlantic	10 lb.
Salmon, Chum	10 lb.
Salmon, Coho (Silver)	8 lb.
Salmon, Chinook (King)	15 lb.
Salmon, Kokanee	2 lb.
Salmon, Ouananiche (landlocked)	5 lb.
Salmon, Pink	5 lb.
Salmon, Sockeye (Red)	8 lb.
Snakehead	5 lb.
Snook	7 lb.
Sunfish (Shellcracker)	1 lb.
Steelhead	4 lb.
Trout, Brook	1 lb.
Trout, Brown	2 lb.
Trout, Cutthroat	2 lb.
Trout, Dolly Varden	8 lb.
Trout, Lake	8 lb.
Trout, Palomino	2 lb.
Trout, Rainbow	2 lb.
Trout, Sea/Speckled	4 lb.
Walleye	3 lb.
Weakfish (no chevron available)	4 lb.

Mepps® Angler Awards Program



Denise Aufderheide

It's easy and fun to enter!

- Catch a fish with a Mepps® lure that meets the minimum size requirements
- Go to www.mepps.com/masterangler and complete either the mail-in or digital Master Angler Award application. Mail-in applications should be sent to: Mepps, Attn: Shep Shepherd, 626 Center St., Antigo, WI 54409-2496.

Both mail-in and digital Master Angler applications are available on our web site: www.mepps.com/masterangler While you are there please read and understand the terms and conditions of submitting your catch. You can call us toll-free with any questions... 800-237-9877 M-Th from 7:30am — 4pm CST. Thank you!

Remember, to be eligible your fish. . .

- 1) Must be caught on a Mepps® spinner or spoon!
- 2) Must meet the qualifying weights on the species list!
- 3) Must be entered within one year of the date it was caught!

NOTE: You must include a photo with your application so we can verify your catch. Digital images should be uploaded with your online application. Applications submitted without photos are not eligible. All photos become the property of Sheldon's, Inc.

You do not have to make a purchase to enter your catch. Your first qualifying entry will earn a colorful embroidered **Trophy Fish** Award patch, and a **chevron** identifying the species of fish you caught. After that you will receive an embroidered chevron for each fish. You may enter as many different species of fish as you want, or continue entering the same species, just as long as each entry is larger than your previous entry of the same species.

- Once you've entered four different qualifying species of fish, a grand slam, you'll become a **Mepps® Master Angler** and earn the corresponding patch.
- After you've caught ten different qualifying species of fish, you'll be awarded a **Mepps® Expert Fisherman** patch, identifying you as one of the best fishermen in the country.



Max Cummings



Dave Miller



Rick Askerud



PRSRT STD
U.S. Postage
PAID
Sheldons', Inc.

OR CURRENT RESIDENT

Sheldons', Inc.
626 Center St.,
Antigo, WI 54409-2496



First, why. The fact is squirrel tails are all hair—no fur. Practically all other animals have fur tails with just a few guard hairs. Fur doesn't have the rippling, pulsating movement of squirrel hair in the water. And, squirrels are plentiful. Plus, squirrel is some of the best wild meat and their skins are used for caps, coats, glove linings and many other items, but the tail is usually thrown away. We're asking you to help us recycle this valuable resource. **NOTE:** We do not advocate the hunting of squirrels strictly for their tails. Squirrel tails cannot be sold in CA, ID & OR.

And now, what's in it for you.

***Grey, Fox & Black Squirrel Tails**

- under 100 - 16¢ ea
- over 100 - 19¢ ea
- over 500 - 21¢ ea
- over 1000 - 22¢ ea

**Additional 4¢ ea. for premium tails*

****Red Squirrel Tails**

- under 100 - 8¢ ea
- over 100 - 9¢ ea
- over 500 - 10¢ ea
- over 1000 - 11¢ ea

***Hair at base of tail must be at least 1" long.*

PLUS: Double the value of your tails by exchanging them for Mepps lures. Just include the stock numbers of the lures you want when you send the tails. *(no other discounts or special offers apply)*

**Send tails to: Sheldons', Inc.,
626 Center St., Antigo, WI 54409-2496**

NOTE: Ship tails by First Class Mail/First Class Parcel/Priority Mail or UPS only. Use the smallest padded envelope or box necessary. DO NOT USE EXTRA FILL. Most tails can be mailed. Heavier boxes should be shipped UPS ground.

Care & Handling of Squirrel Tails

- 1) Tails are best on squirrels taken after October 1st.
- 2) Do NOT remove the bone from the tail; deboned & split tails have no value.
- 3) Salt (dry salt or dip in a strong saltwater solution) the butt end of the tail generously.
- 4) Be sure the tail is straight before drying. Tails that dry curled are useless.
- 5) Do NOT put tails in a plastic bag for storage or shipment. They heat-up and spoil.
- 6) Keep tails away from flies. Best storage is in a freezer. DO NOT send tails that have been exposed to flies.
- 7) The best time to ship is during the cold months (December, January, February, March), although dried squirrel tails may be shipped anytime.
- 8) Put your name, mailing address and phone number or e-mail address, along with the tail count inside EACH package.
- 9) Shipping refunded on shipments of 50 tails or more. No refund on insurance charges, or service fees charged by independent mailing services.



The American Home of Mepps®—the World Headquarters

Sheldons', Inc., the world headquarters for the World's #1 Lure, is located at 626 Center Street on the north side of Antigo, Wisconsin, just off highway 45 North. We offer plant tours Monday through Thursday and encourage you to visit us the next time you're in the area. Take a guided tour. Watch us hand-make the 6000-plus lures Mepps manufactures. We also have an impressive trophy room you won't want to miss!

Tours Monday - Thursday

January - April
10:15 a.m. & 2 p.m.

May - December

Mornings 9:15, 10:15, 11:15
Afternoons 1:30, 2:30

Tours last about ½ hour.

Groups of ten or more please call ahead.
715-623-2382