



Why does Mepps only buy and use squirrel tails? Why not other tails? 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 work on our spinners as - in the water - it doesn't have the rippling, pulsating movement of squirrel hair. Squirrels are also plentiful. Because they raise two to

four, sometimes more young a year, hunting hardly reduces their numbers. Squirrel is also some of the best wild meat, and hunting them in their natural habitat is a challenge for the small game hunter. Squirrel skins are used for caps, fur coats, glove linings and many other items. However, the tail is usually thrown away. We're asking you to help us recycle this valuable resource.

**For all good quality tails we pay the following. . .**

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

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

**\*Additional 4¢ ea. for premium tails**

**\*\*Red Squirrel Tails**

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

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

*Double the cash value of your tails by exchanging them for Mepps spinners from this catalog. Please give us the stock numbers of the items you want when you send us the tails. Sorry, no other discounts or special offers apply.*

**Care & Handling of Squirrel Tails** *(Please follow carefully)*

- 1) Tails are best on squirrels taken after October 1.
- 2) Do NOT remove the bone from the tail; deboned & split tails have no value.
- 3) Salt the butt end of the tail generously. Use either dry salt or dip in a strong saltwater solution.
- 4) Be sure the tail is straight before drying. Tails that dry curled are useless.
- 5) Keep tails away from flies. Best storage is in a freezer. Do NOT send tails that have been exposed to flies.
- 6) Do NOT put tails in a plastic bag for storage or shipment. They could heat-up and spoil.
- 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. **Ship First Class mail or surface UPS only. No refund on insurance charges, or service fees charged by independent mailing services.**

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

**WE DO NOT ADVOCATE THE HUNTING OF SQUIRRELS STRICTLY FOR THEIR TAILS!**

*Squirrel tails cannot be sold in CA, ID, OR & TX.*

**The American Home of Mepps®**

**S**heldons, Inc., the world headquarters for Mepps, the World's #1 Lure, is located at 626 Center St. on the north side of Antigo, Wisconsin, just off Highway 45 North. Visit us the next time you're in the area. Take a guided tour. Watch us hand-make the World's #1 Lure. See all of the 4000-plus lures Mepps manufactures. We also have an impressive trophy room you won't want to miss!



**Tours Monday thru 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 1/2 hour.  
 Groups of ten or more please call ahead. — 715-623-2382*

Please deliver to current resident

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

