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to learn more about the program, and get your **FREE Mepps Fishing Guide**. You'll find the rules and an application both on our web site and in the Guide. All you need to do is send us your completed application along with a photo of your Mepps catch, and we'll send you a handsome embroidered Trophy Fish Award patch along with a chevron identifying the species of fish you caught.

After you've caught four different qualifying species of fish you'll become a **Mepps Master Angler**, one of the highest honors in our sport. Once you've caught 10 different qualifying species you'll be awarded a **Mepps Expert Fisherman patch**, identifying you as one of the best fishermen in the country. There are fewer than 500 Mepps Expert Anglers worldwide.



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Tips & Tactics for TROPHY PIKE

Once considered a nuisance fish throughout Canada and the northern United States, the northern pike is becoming a top-rated game fish. And for good reason. It attacks with a vengeance and has earned its nickname, "waterwolf."



Pike, really big trophy pike, can make even the most experienced angler's heart scream.

They are voracious eaters, attacking their next meal with a vengeance that sometimes belies their size. The northern pike has easily earned its nickname "waterwolf!"

Pike haunt the shallow bays and weed beds of northern lakes throughout the year. Big pike, however, will move to deeper water during long, hot summer days.

Many pike fishermen believe pike quit hitting once the water temperature has reached 65 degrees. Some will even tell you that in the sum-

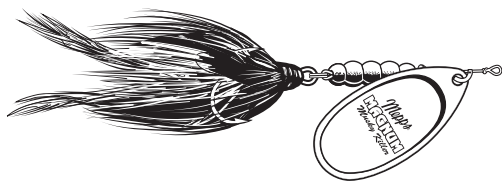


Byron Patchin needs a helping hand from his Wollaston Lake Lodge guide to heft the trophy northern that nailed his Mepps Musky Marabou. Big lures catch big fish. It was for this very reason, the Mepps Musky Marabou was designed with a large profile.

mer they lose their teeth. This is just not true. Mid-summer can be one of the best times of the year to fish for big pike.

Big lures catch big pike. Although, Mepps Aglias in sizes #4 & #5 and Mepps Aglia Longs in size #4 are super pike catchers. Mepps Musky Killers, Magnum Musky Killers and Giant Killers can be a better choice for really big northerns. Big pike haunt weed beds, thick weed beds. Mepps bucktails cover the trebles so well these spinners become virtually weedless. Other good choices include the Mepps Giant Killer Mino or the #5 Comet Mino.

Big Mepps spinners are heavy-duty lures and



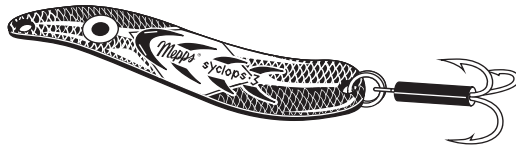
require medium-heavy to heavy-duty equipment. You'll need a stiff rod, 14 to 17 pound test line and a 9" to 12" steel leader.

Every pike fisherman has caught his share of northerns from 4 to 6 pounds. Most of these fish are caught in shallow water. Big pike, however,

go deep. Many times they are in water 15 feet deep or deeper. At these times, a big deep running lure is needed. Mepps offers a couple lures that will do this, the Magnum Musky Killer and the #3 Syclops spoon that weighs a full ounce.

Fish the Syclops deep and slow. It's an excellent "countdown" lure. Begin counting as soon as it hits the water. If the lure hits bottom when you reach ten, start your next retrieve at eight.

All Syclops have an enticing side-to-side wob-

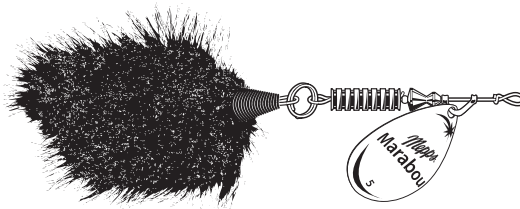


bling action when retrieved. This action produces additional flash big pike find hard to resist.

Because light penetration is poor when fishing deep, the Syclops is available in hot colors: hot orange, hot chartreuse and hot firetiger, as well as 24 karat gold and genuine silver plate.

The Mepps Marabou and even the Musky Marabou are also great for big pike. To begin with, the Mepps Marabou's Colorado blade brings the spinner closer to the surface during the retrieve. This design is ideal for fishing over weeds or those times when the lure should just break the surface as its blade spins.

The marabou tail provides additional benefits.



Marabou in the water has distinctly different characteristics than bucktail. Vibrant colors are easier to achieve when dyeing marabou. The real difference, however, is in the action and pulsation of marabou. That unruly, fluffy puff of feathers becomes "magic" under water. It is so fine and soft that each revolution of the blade makes the marabou come alive.

Fish structure or burn the Mepps Marabou just under the water's surface to trigger an instinctive response from aggressive fish.