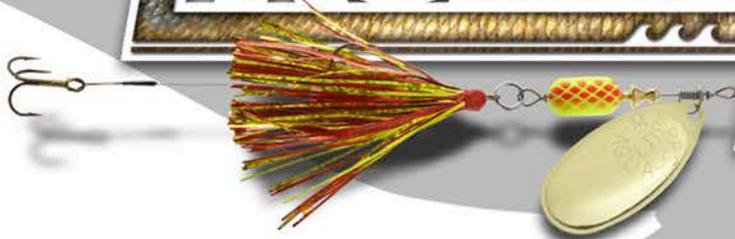


NEW FOR 2014

Mepps

TROLLING RIG



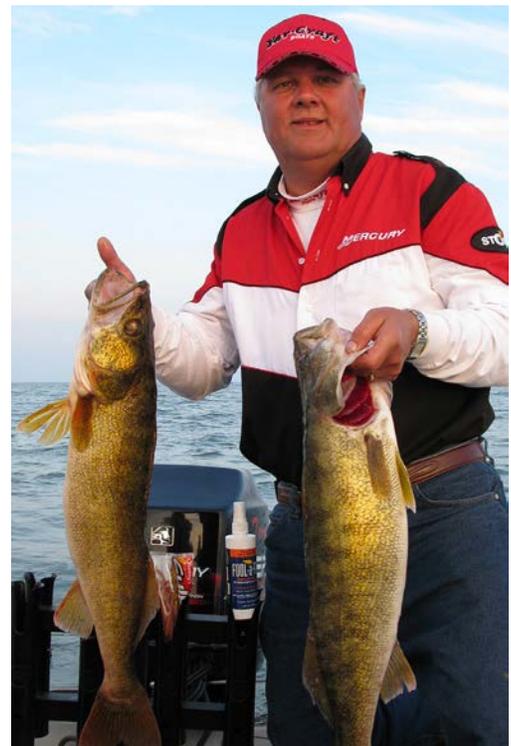
The story of the new, Mepps Trolling Rig starts on a stormy day in northern Wisconsin. Unable to get out on the water, walleye expert, Terry Leffel, found himself with a box of Mepps spinners, a knack for tinkering and customizing lures, and a passion for figuring out how to **catch more and bigger walleyes**. Leffel recalled, “I looked at those Mepps Aglia Streamers, and I thought to myself, you know, I think I could use those for walleye fishing. So, I started taking them apart and added a stinger hook. Next thing you know, I had a kind-of Mepps spinner/crawler harness hybrid. Next day, I went out and tested them. First pass, I had three poles out and got three fish on. I was pretty happy. I thought to myself, **I might have something here.**”

Sitting at the conference table at Mepps headquarters in Antigo, Wisconsin, nearly a year later, Terry inspects one of the finished Mepps Trolling Rigs. “Yeah, that looks great, man,” he assures us. “You know, when I first started tinkering with this, I was tying the stinger hook with 10# mono. I’d tie up a bunch of them at night, but at some point the next day I’d end up spending time on the water tying up more.” He holds the lure up, extends the #6 treble stinger and gives the hook a

solid tug. Terry nods approvingly.

“I love this braided, stainless leader.

It’s twice as strong as the mono I was using, but it’s even more flexible. **That’s gonna last forever.** Seriously, I did a lot of



testing with these this past year, and I would say some of these lures have accounted for **more than 50 fish and they're still going strong.** Plus, the way you've attached the hook with this loop configuration means I can change it any time I want without retying." He smiles. "I don't know if you can tell, but not retying is pretty important to me. This thing is way more durable than a regular crawler harness. **The less time I spend retying, the more time I get to fish.**"

Terry turns his attention to the other end of the Trolling Rig. "Now, the **floating body** is really important to this thing's success. Most of the time, I'll run this lure behind a bottom bouncer. For this type of fishing, I'll be moving

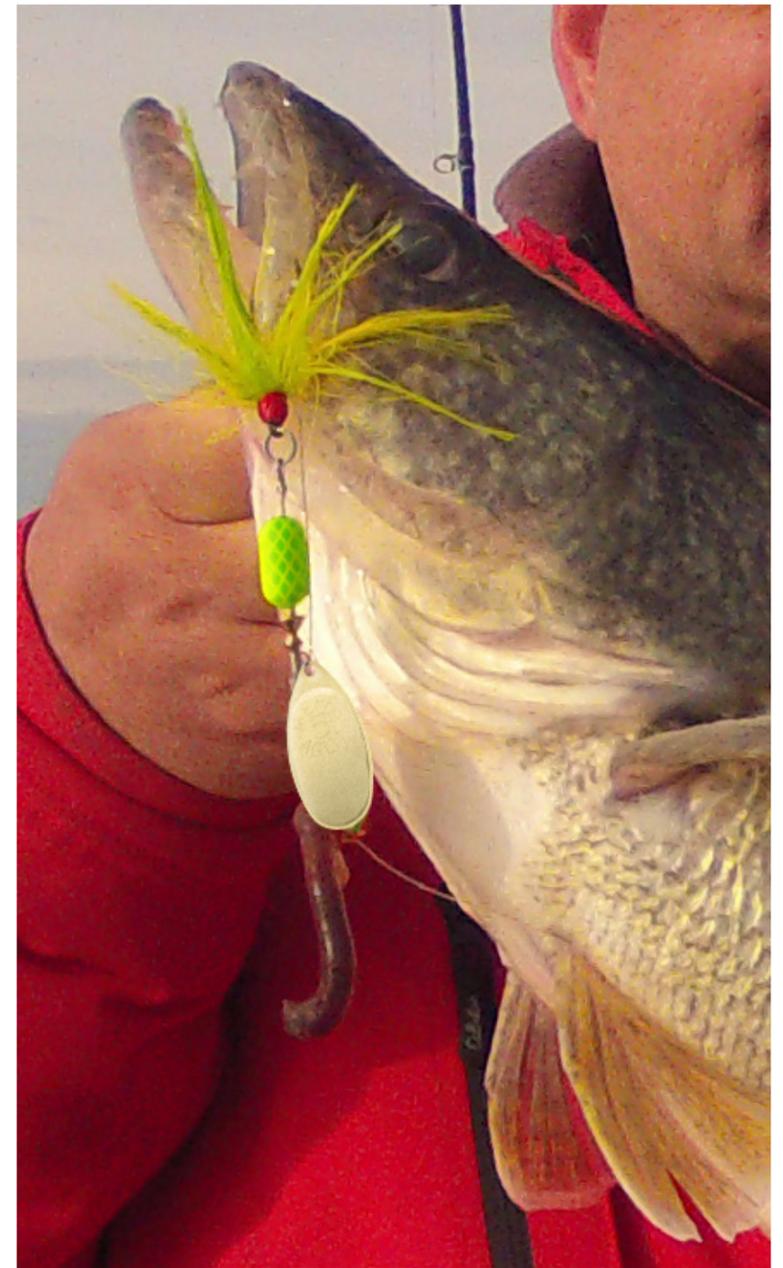


pretty slow—like, half-a-mile per hour. Without that body giving this lure a little lift, I'd be snagging on the bottom all the time, especially when I turn a corner and the lines on the inside of the turn slow even more. This body adds **just the right amount of buoyancy** to solve any of those problems."

The Mepps Trolling Rig is available dressed in **nine different color combinations** of either bucktail or tinsel. "I remember, I brought you guys that little tackle box full of my lures in all my favorite colors," Terry tells us proudly. "It looks like you really took my advice. This selection is awesome! Plus, you've got the **bucktail** models that have a more muted, natural action, and then the **tinsel** models for when you really want to get their attention. When that tinsel gets in the water, it absolutely lights up," he promises. "Overall, I think the dressing is a key part of the **unique appeal** of this bait. It adds a lot of bulk to the profile, but it's still subtle and lifelike."

Because we know how particular walleye fishermen can be (and how particular walleyes can be), we've used a spiral-wound, stainless steel clevis for **quick and easy blade changes.** "Changing those blades out is going to be a key selling point," Leffel explains. "Some days, the fish want a gold blade. Some days, they want silver. Some days, it changes by the hour. Walleye guys need to make adjustments constantly to keep up with the fish's moods." A satisfied smile crosses his face. "Like I said before, **that's just more time I get to fish.**"

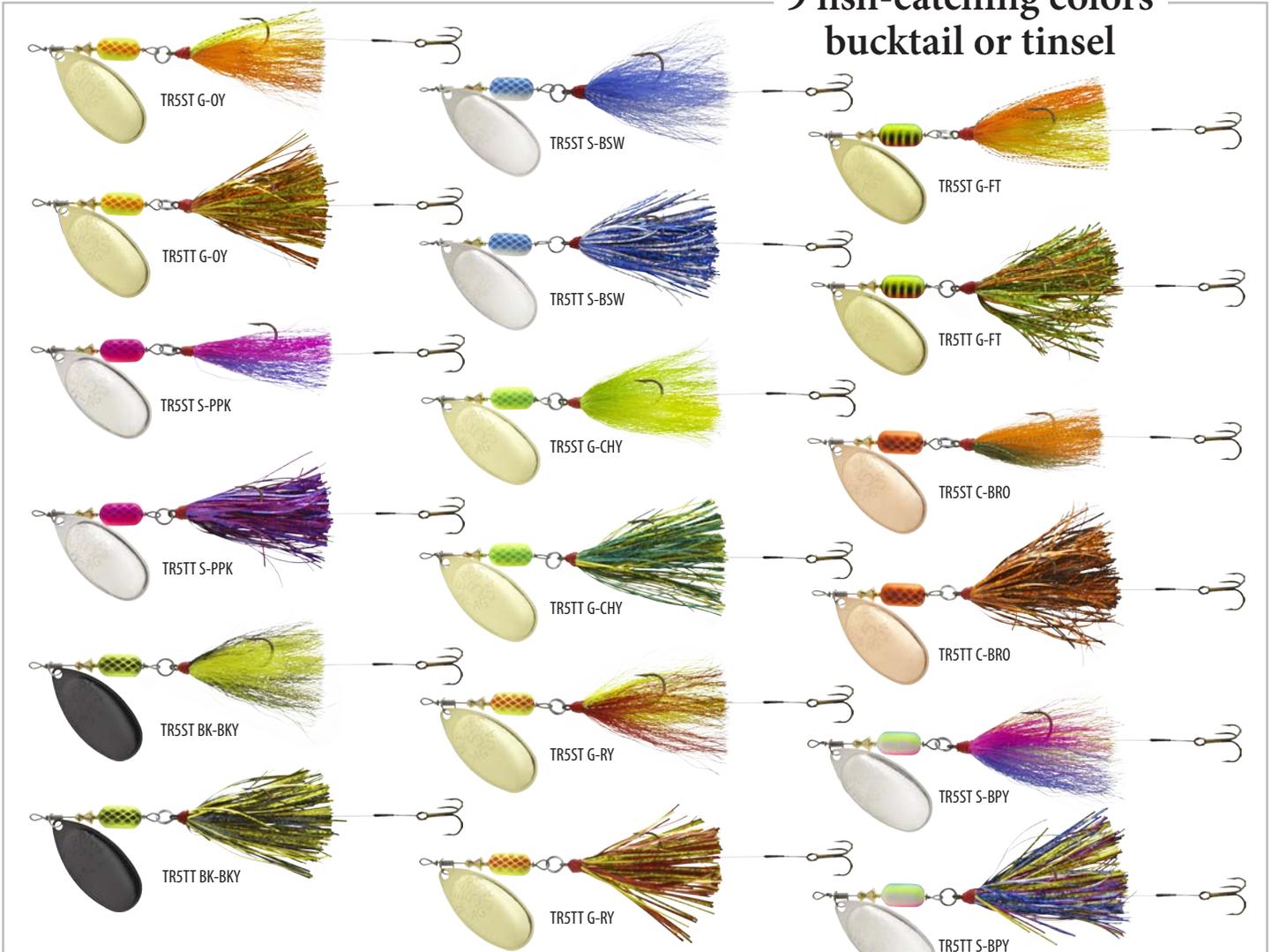
Terry will do whatever it takes to catch 'em, but given his choice, he'd go trolling. "**Trolling just allows you to cover a lot of water efficiently,** while keeping in constant contact with active fish." Not only is trolling one of the **most productive** methods for catching walleyes, it's also known for producing **big fish.** Maybe, that helps to explain how Leffel has so many big walleyes to his credit.



Rigging



9 fish-catching colors bucktail or tinsel



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