



# Mepps® wants your Squirrel Tails

We need them to create hand-tied dressed hooks for our world-famous, fish-catching lures. We've tried hundreds of other natural and synthetic materials; bear hair, fox, coyote, badger, skunk, deer, even Angus cow, but nothing works as well as squirrel tail hair. We've been recycling squirrel tails for over half a century. In fact, we recycle more of them than anyone else in the world.

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, **AND, we're offering to reward you for your efforts!**

### 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. Ship First Class Mail, First Class Parcel, Priority Mail or UPS Ground only.  
*No refund on insurance charges, or service fees charged by independent mailing services.*

### SELL US YOUR TAILS

<b>*Grey, fox &amp; black squirrel tails</b>		<b>**Red squirrel tails</b>
<b>Quantity</b>	<b>Average</b>	<b>Average</b>
under 100	16¢ each	8¢ each
over 100	19¢ each	9¢ each
over 500	21¢ each	10¢ each
over 1000	22¢ each	11¢ each
<small>*Additional 4¢ ea. for premium tails</small>		<small>**Hair at base of tail must be at least 1" long.</small>

PLUS, you can double the value of your tails by exchanging them for Mepps lures.

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

Questions? call toll free  
**800/237-9877**  
 Mon-Thur 7:30am to 4:00pm  
 or visit [www.mepps.com](http://www.mepps.com)

**WE DO NOT ADVOCATE HUNTING SQUIRRELS SOLELY FOR THEIR TAILS!**

