

Celebrating 50+ Years With Mike Sheldon At Mepps®

I grew up with the Mepps® spinner business. As a kid in the 1950s and 1960s, my dad was selling Mepps® spinners and trying to grow the business. My family lived on a lake, so I spent a lot of time fishing with Mepps®. My dad would come home from work, and I would proudly show him the fish I caught during the day. We would go fishing and camping on the weekends. I started going to the annual tackle shows with him and would sometimes tag along while he called on dealers.

In 1973, I started working at Mepps®. 1973 was a different world from now. Mepps® had hundreds of dealer accounts, many family-owned distributors, no big box stores, and no sporting goods superstores. Over time, the dynamics changed dramatically. Most of the dealers are gone. Superstores and internet sales are prevalent now. In my 50+ years with Mepps®, two things have not changed: the quality of Mepps® spinners and their effectiveness catching fish.

We still use the same quality and thickness brass we used in the 1950s. Our hooks and wires are the best on the market. Our spinners are hand assembled at our factory in Antigo, Wisconsin. While the quality and effectiveness have not wavered, we have improved many aspects of a Mepps® spinner. Mepps® has more styles to fit specific fisheries and fishing techniques. The paint colors and durability are vastly improved. Dressed hooks are treated with epoxy, which is more durable than the lacquer of old. We constantly strive to make a better product. We will never sacrifice quality to reduce our costs. Mepps® fish catching history continues.

Mike Sheldon
Mepps® President

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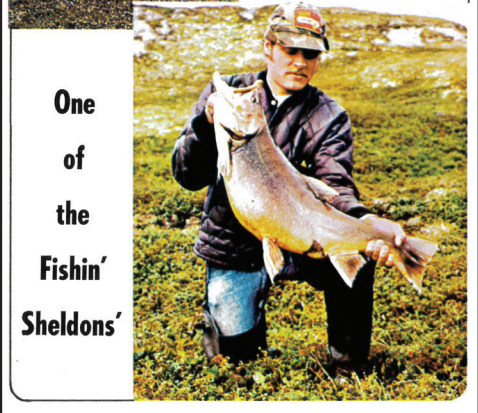
A 1940's Mepps® Aglia® spinner compared to today's Mepps Aglia® spinner. Still perfectly balanced and made with the same high quality brass and stainless steel components we continue to use to this day.

1973



Mike "Woody" Sheldon

These two photos are proof of the fishin' ability of "Woody" youngest of the "fishin' Sheldon" clan. Below he is holding a 16 pound 14 ounce Dolly Varden that couldn't resist trying to gobble a size 1 silver Mepps Aglia Long. When weighed officially a couple hours after being caught it missed a new Alaska record by 10 ounces. The beautiful Silver (Coho) Salmon (left) weighed in at nearly 15 pounds and was the largest taken in the Bristol Bay area of Alaska in many years. It just couldn't pass up a size 3 Fluorescent Aglia Long when "Woody" presented it and what a scrap it put up on his light spinning tackle.

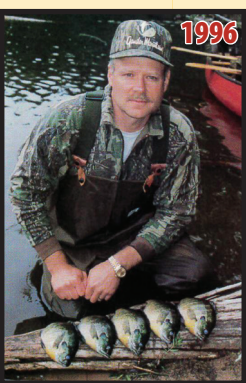


One of the Fishin' Sheldons'

1982



1992



1996

2024

