

# | Summer 2002 Bulletin | the Book Mailer

PO Box 1273 Helena, MT 59624

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Hope your fishing season has been excellent so far. At the Book Mailer we've put together some items just for your late summer and early fall season. We've picked out a few flies, found some great "how-to" titles and sweetened the lure of the new 4-piece travel Steath rod. Read on and tight lines!

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## The Book Mailer Bulletin Fly Selections

Cathy (Office Queen and Resident Blond) and Rachel (Warehouse Head Honcho) have been hounding me (Cheapshot) to unload some flies that some twit (not me) went crazy and overstocked.

In the immortal words of our famous founder, I may not be very bright, but I'm slow. So, after weeks of pointed barbs and glacial glares, here goes . . .

The flies we've chosen are all Proven Patterns that also have a particular application to late summer/early fall hatches and conditions. These patterns will complement your existing selections and add ammo to your summer/fall arsenal. And you get a great deal too! Order one pack for **\$10.00** (a dollar off our regular price). Order two or more packs, any selection, and pay only **\$9.00** each.

**Tantrum** is the Occasion with a green body. Use it as a searching pattern when there's a mix of hatches going on around you. **Tantrum** is not only one of the most effective mayfly imitations but also one of the most fun dry-fly styles. It can be presented classic upstream dead-drift, looking like a parachute on the water, but the fun way to show it to a trout is downstream. Any twitch makes it stand up on its hackle edges. This action drives trout wild. Motion -- it's the thing that locks in focus and guarantees a fish will notice the fly. Twitch the **Tantrum** slightly and then feed slack so it can drift downstream.

**Tantrum** -- size 16 (#F1397)

**Drowned Trico** -- No question about it, the trico hatch (actually spinner fall) is one of the most exciting hatches of midsummer to early fall to be found from coast to coast. When they really fall, the water is carpeted with them and your fly, no matter how good an imitation it is, just one of a zillion. But a few of those spinners get flushed beneath the surface, and the fish key on them. Our long-time tier and veteran Montana guide, Justin Baker, devised this pattern for the picky fish of the Missouri. Fish it either behind a dry fly on the surface film or with just a little weight (not much) to get it through the surface film. This is truly a revolutionary pattern.

**Drowned Trico** --

size 18 (#F1640) size 20 (#F1641) size 22 (#F1642)

### We get letters about flies:

"No other style of dry fly can match this pattern as a mayfly imitation on those side channels. When the trout are sipping duns, I have no trouble catching them with a dead-drift Tantrum, even after other flies fail. Yesterday I got on my knees in the water, made 40-foot casts, and caught a dream fish, a 21-inch rainbow!"

Jon Sherman, MT

**Pheasant Tail Twist Nymph** -- Combines two proven materials, pheasant tail and Antron, to make a killer searching nymph. Pheasant tail covers a variety of mayfly nymphs, making it a great general searcher, and the Antron, with its halo sparkle around, make for an almost irresistible attractant. Fish this below an indicator or below a dry fly. This will fish well any time, anywhere.

**Pheasant Tail Twist Nymph** -- size 16 (#F1547)

**Red Foam Ant** -- Ants are one of the great under utilized terrestrials, perhaps because they're on the small and hard-to-see side. Don't let that keep you from using these wonderful little flies. The foam body on this ant pattern lets light through, much like the body of the live insect. When you get a strong wind (most afternoons in most places), cast the **Foam Ant** close into the bushes or trees. Can't see it? Tie in below a nice visible dry fly. Later summer and early fall is truly ant time.

**Red Foam Ant** -- size 20 (#F1554)

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### We get letters about flies:

"Trout on the Fall River love ants and beetles. They seem entranced by the **Foam Ant**. What is it about that fly? I decided it has to be the shape of a desirable food item. Maybe old Ed Hewitt was right about ants tasting good to trout. I'm writing because I caught so many fish today -- light rain and ants washed into the water."

Rick Grant, OR

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**Peacock Beadhead Twist Nymph** -- is a great searching nymph. The Antron aura around the peacock (the Double Magic tying technique) makes this fly both an imitation and an attractor. The **Bead Head Twist Nymph** will work dead-drift, but make sure you are fishing it actively. Cast down and across, putting it close to the bank, and then strip retrieve it along the shoreline.

**Peacock Beadhead Twist Nymph** -- size 12 (#F1455)

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### and more letters....

"No Bull! I tried my first **Twist Nymph** and caught 15 wild browns on Oatka Creek. I had little hope of doing well because it was a hot August day at noon hour. Low, clear water and no rises in sight. My old standbys, the Hare's Ear and Pheasant Tail, hadn't produced, but a **Twist Nymph** was a winner this particular day."

Glenn R. Wilkes, NY

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**So these are the patterns and here's the deal.** Order one pack for **\$10.00** (a dollar off our regular price). Order two or more packs, any selection, and pay only **\$9.00** each.

.....  
Park Rangers get questions . . .

Mesa Verde National Park--

"Did people build this or did Indians?"

"Why did they build the ruins so close to the road?"

"Do you know of any undiscovered ruins?"

"Why did the Indians decide to live in Colorado?"

Grand Canyon National Park--

"Is the mule train air conditioned?"

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## the 4-Piece Stealth Rod

*The 4-piece 4-weight and 4-piece 5-weight Stealth travel rods are in stock.*

We have received many requests for a multi-piece fly rod from anglers who travel around the country. This marvelous Stealth rod is our standard d-taper modulus design. It flexes beautifully all the way down into the butt and also has amazing casting power. And what presentation!

The rods regular price:

4-piece 4-wt. **Stealth Rod** -- \$480.00 includes extra tip

4-piece 5-wt. **Stealth Rod** -- \$480.00 includes extra tip

Why so inexpensive? As Gary always said, no hype, no big advertising campaign, no big name super stars, just Gary and he worked pretty cheap. Even so, for a limited time we are offering a price even Cheapshot can't afford to pass on.....

**From now until September 20, 2002, either the 4-weight or the 5-weight Stealth D-Taper Rods (4-pc.) are only \$390.00.** UPS Ground shipping is \$13.50. 3 Day UPS is optional for an additional \$6.25. All rods ship UPS Ground for tacking purposes. Please include your street address.

**Stealth Rod** -- 4-pc. 4-wt. (#R289) or 4-pc. 5-wt. (#R290)

Your Choice -- both w/extra tip **Sale Price -- \$390.00 each**

It takes about 6 months for a rod shipment to arrive, when they are gone, they are gone for a long time. Don't wait!

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The Reel! It's changing!

J. Ryall is modifying the design on the Stealth Fly Reels

~~ **the Amazing Stealth Fly Reel** ~~

In his videos and personal use, Gary endorsed J. Ryall reels. Now we have the J. Ryall **Stealth** reel to complement the Stealth Fly Rods. What does the perfect reel have to have?

No glare.

Large arbor.

Patented Drum drag system.

Incredibly rugged design.

Lifetime warranty.

This reel handles the delicate tippets necessary for dry flies and small nymphs -- the drag is like butter; and those enormous fish you hook on heavier tippets and bigger flies -- no problem. Of course, with a large arbor, slack line gathers quickly while you are playing fish.

A top quality reel at a midline price. All the pluses, none of the wallet woes. Cheapshot didn't get his nickname for nothing.

**Stealth Fly Reel (with bag)**

#8 -- for 6- & 7-wt. rods -- (#Z292) Reg. Price -- \$265.00

**Sale Price -- \$215.00 each**

Price reduced to close out current stock. J. Ryall is simply redesigning the way the spool looks, the performance and quality remain the same, but we have to make room for the new and you get a good deal!

Sale Price expires September 20, 2002

*We're sorry we can't offer the #6 reels,  
we are awaiting the "new" models.*

## ~ The Ideal Fly Line ~

The technology of line manufacture has advanced with computer applications. Much more precise tapers are now possible; much greater consistency is now possible. The result of Gary's collaboration with Jim Teeny is the perfect line for dry flies and nymphs.

1. It is not only olive colored, but also has a dull surface. It won't reflect light and send out those flashes that scare trout.
2. It is a precise Weight Forward taper. It turns over a leader (even long ones) as nice as can be; and yet it is so perfectly balanced that it doesn't hit the water hard like some weight forward designs. ~ It is the most accurate and precise line that Gary ever used for dry-fly and nymph presentation.

They are available to our customers --

and they carry the full Book Mailer guarantee.

**-- high floating, delicate taper Weight Forward --**

Size range

2-weight (#L236)

3-weight (#L237)

4-weight (#L238)

5-weight (#L239)

6-weight (#L240)

recommended for dry fly and nymph fishing

**Price -- \$44.95 each**

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And what is the perfect set up without the final touch?

## ~ Furled Leaders ~

An ancient idea. Modern materials. Put them together and you have the finest leader for dry fly fishing and shallow water nymphing. The Furled Leader is absolutely the greatest design for transmitting power between the fly line and the tippet. It allows the angler to cast accurately and delicately with slack line presentations in all conditions at varying distances.

Furled Leaders have been around since the 18th century, when they were made from horse hair. They are very different from braided leaders. The weaving process itself is different -- and as a result a Furled Leader is solid. There is no hollow center.

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**We get phone calls:**

"Awesome leaders!"

Wayne Pray, IL

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Furled Leaders are amazing. They're solid, don't spray water, transmit power and turn over the fly beautifully. Even in windy conditions. Quality materials and construction give this leader 3 times the life expectancy vs. tapered leaders.

#2 Small; 9-ft. Olive Furled Leader - \$12.00 (#L117)

(for 2-wt. to 4-wt. rods; and for 5X to 8X tippets)

#3 Medium; 9-ft. Olive Furled Leader - \$12.00 (#L138)

(for 5-wt. to 7-wt. rods; and for 3X to 6X tippets)

**Furled Leaders Price -- \$12.00 each**

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What do Eskimos get from sitting on the ice too long?  
Polariods.

**Excellent How-to!**

**Fly Fishing the Rocky Mountain West:**

A guidebook to the Rocky Mountain West

by William C. Black

If you think this is "A guidebook to the Rocky Mountain West," you're in for a rude surprise. What it is - is about how to fly fish better. While it poses as an introduction to fly fishing, there is much for the experienced angler as well -- it does a better job of dissecting and correcting casting problems in one short chapter than do many books on the subject. Written in a relaxed colloquial style, it's chock-full of good advice. And there's an excellent chapter on playing and releasing fish that is sorely lacking from much of the introductory literature.

softcover; 8 1/2 X 11 inches, 167 pages

(#B4106) Reg. Price -- \$22.95 **Now -- \$20.00**

**Wow!**

**Nature of Fly Casting**

by Jason Borger

In his own unique style Jason Borger presents his method of teaching fly casting. This is a great instructional book -- highly recommended for the beginner through the advanced fly fisherman. With his complete black-and-white illustrations and very clear text, Jason demonstrates the secret of being a great fly caster.

softcover; b & w illustrations; lay-flat flex binding;  
11 X 8 1/2 inches; 316 page

(#B4102) Reg. Price -- \$29.95 **Now-- \$27.00**

**Meck is on a roll!**

(watch for his new title in the Fall Book Mailer)

**How to Catch More Trout**

by Charles R. Meck

Charles Meck is a modern fly-fishing legend. Here he draws on fifty years of experience and observation. **How to Catch More Trout** discusses techniques, fly selection, matching hatches, and the right fly and leader for the situation. This book is a blue print on how to fish smarter -- and catch more trout.

softcover; 5 1/2 X 8 1/2; b & w photos; illustrations; 280 pages

(#B4079) Reg. Price -- \$24.95 **Now -- \$22.00**

**~~ Sunglasses ~~**

We have fished with these sunglasses all season. You won't find a better pair of fishing glasses or recreational outdoor sport glasses, period. Here are the four most popular sizes, call for other sizes.

- Medium, gray lens (#K3072)
- Medium, amber lens (#K3075)
- Medium/Large, gray lens (#K3079)
- Medium/Large, amber lens (#K3083)

Light, comfortable and polarized to see through water. Comfort-flex temples bend to any position for the perfect fit.

**Price -- \$49.00 each pair**

**Special Savings on Greycliff Titles . . .**

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by Macdonald Hastings

(#B879) softcover Reg. Price -- \$12.95 **Now -- \$7.00**

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by Scott Sadil

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by Greg Thomas

(#B854) softcover Reg. Price -- \$19.95 **Now -- \$10.00**

**Fly Fishing the Pacific Inshore**

by Ken Hanley

(#B984) hardcover Reg. Price -- \$39.95 **Now -- \$29.95**

**The Dry Fly and Fast Water**

by George M. La Branche

(#B721) softcover Reg. Price -- \$24.95 **Now -- \$20.00**

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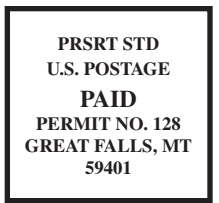
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*just a mini "anti-catalog" for your fly-fishing pleasure ~~*



*The often-funny, sometimes-warped, never-boring, always-full-of-great-books, tying materials & equipment*

## **the Book Mailer**

### | Summer 2002 Bulletin |



*You're just jealous cause the voices are talking to us*

Welcome to the Summer Bulletin. Inside are items guaranteed to make you a better fly fisherman. We know, if you have any sense of priorities at all, you're spending most of your free time on the water, chasing fish and having fun. If you're not, get with it! The last thing we want you doing is slogging through yet another full-length catalog while all those fish are calling your name. So we kept this bulletin short just to keep you on the stream. (We know it's short because we timed it -- Cheap Shot made it through in five minutes, and he moves his lips when he reads). But please do take a minute and check it out, we think you'll be glad you did.

Inside are great deals on a selection of late-summer/early fall LaFontaine flies, fishable anywhere and everywhere. There's a killer price on our Stealth 4-piece rods and a sensational closeout price on our #8 Stealth Reel -- hurry these offers end September 20th. Some absolutely rock-bottom prices on a few great Greycliff titles. And, check out our Stealth sunglasses (Cathy-the-Blond hooked us on these and now we all wear 'em), of course she has to buy more than the rest of us because she lets 'em float away on our local rivers, if you find a pair . . . One would think she'd find some corkies for these, but it keeps the profits up.

Our Fall/Winter Book Mailer is on schedule and should be arriving around the first of October. Keep an eye on the mail box. We miss Gary's wit and sage advice, but he left us with a legacy of great flies and bent humor that he wanted us to continue to share with you, so -- here goes . . .

*Thanks for your rain dances and prayers -- Montana's had an excellent fishing season so far! ~ the Book Mailer staff*