



CHEVROLET... always a good catch!

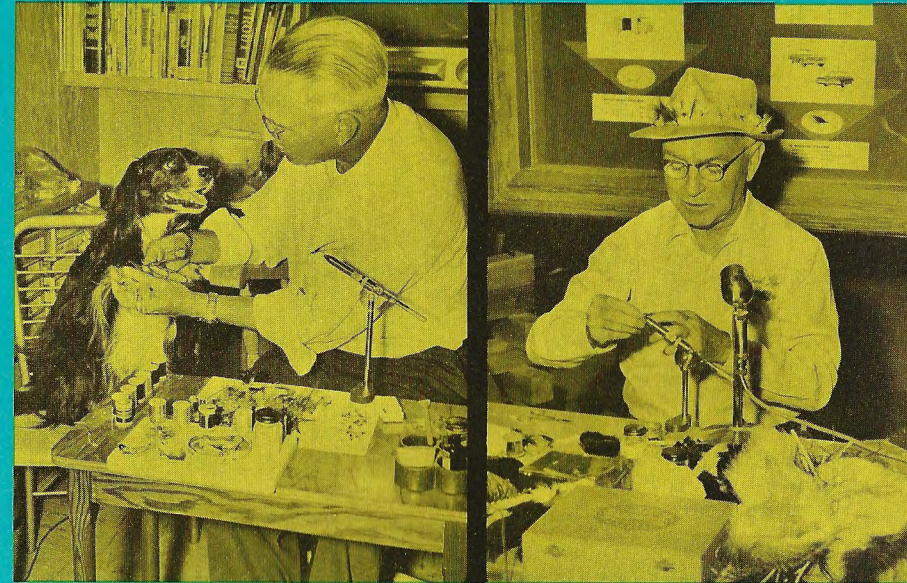
CHEVROLET TIES DOWN LATEST FISHING FLY SECRETS AND SHOWS YOU HOW TO MAKE FAMOUS CHEVROLET-INSPIRED FLIES

There's more to tying a fly than meets the eye. Chevrolet shows you how on these pages, through the expert guidance of Fred Rea—a flytier from 'way back. During the day, Fred works as the budget supervisor in Chevrolet's Advertising Department. But at night his creative efforts turn to the fishing flies that have made him a recognized amateur authority on fly tying.

Fred Rea's flies have captured the acclaim of thousands. He has made outstanding showings of his handicraft in key cities across the nation, in the major auto shows including the Chicago Auto Show, in the 1961 A.M.A. Show in Detroit and in the great International Sports & Travel Show recently held in Los Angeles. The flies Fred makes really work, too. Experienced anglers, who appreciate the skill and ingenuity involved in tricking a wily trout or bass, positively swear by Fred's flies.

Inspiration for his latest assortment of unique and colorful flies comes from Chevrolet's New World of Worth for '62. This year, there's a wider choice of Chevrolet cars to meet a broader range of buyer preferences than ever before. The big full-size Chevrolets offer famous Jet-smooth ride and rich new styling. The totally new Chevy II brings lively power, luxury and economy together at a low cost. And the sporty Corvair for work or play makes driving fun . . . any time, anywhere.

It's easy to catch a good Chevrolet buy. Just see your Chevrolet dealer soon. And, if you want to catch more fish next season, try tying a Chevrolet fishing fly. Tying's just about as much fun as fishing.

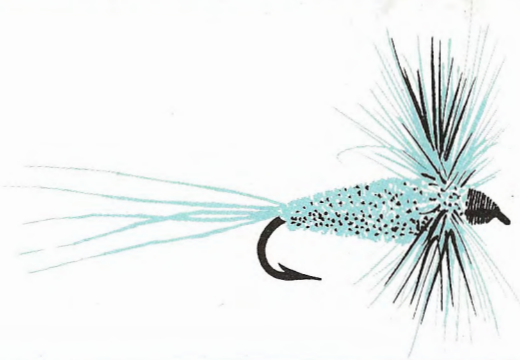


FOLLOW THESE SIMPLE STEPS FOR MAKING YOUR OWN CHEVROLET FLIES

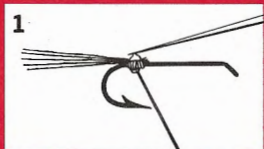


Chevy II 100 4-Door Sedan

IRRESISTIBLE 1962 CHEVY II DRY FLY

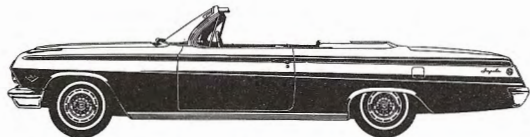


This most effective dry fly takes the Chevy II name. And rightly so. The totally new Chevy II performs with amazing liveliness—with either the six- or four-cylinder engine available in most models. Chevy II is trimly proportioned on the outside for easy handling, yet inside it affords generous passenger room in every comfort dimension. With luxurious interiors and many standard extras, it's hard to believe the price tag is so low.



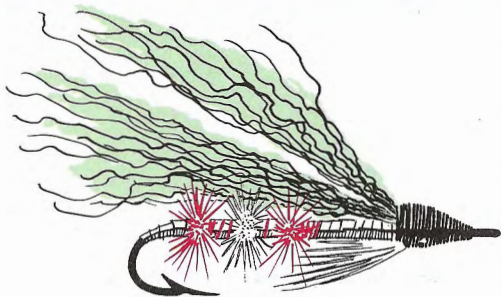
1. Using a #12 2X long, T.D.E. dry fly hook and #00 black nylon thread, a few bucktail hairs that have been dyed to a Silver Blue color are first tied in for a tail of the fly. (Silver Blue is one of 14 exterior colors available on the Chevy II cars. Household dyes available in most drug stores can be used to match Chevrolet colors.) Half-hitch knot and cement over thread windings. 2. Next (following detail instructions shown in Figures 4, 5 & 6 of the Greenbrier Bass Bug) tie on small bunches of Silver Blue antelope or deer body-hair which matches the bucktail hair color used in Step One. Cement the tying thread before adding more hair. 3. Continue with additional bunches of Silver Blue dyed hair until body of fly resembles Sketch #3. Use half-hitch knots and cement after each bunch of hair is added. Remember to save approximately $\frac{1}{4}$ " near eye of hook for wings, hackle and head of fly. 4. Now remove fly from tying vise and hold hook between thumb and index finger of the left hand while trimming hair to a smooth, tapered shape. While trimming body-hair, be sure the

thumb and finger of your left hand protect the tail of the fly that was put on in Step #1. 5. A small tuft of Silver Blue antelope or deer body-hair is next added for the hair wing of the fly. This hair is cut in the exact length required and is tied in with 3 or 4 winds of the tying thread over the last $\frac{1}{16}$ " of the butt-end of the hair. Properly done, no additional trimming should be necessary. Next take 2 or 3 winds in front of the wing hair to bring the hair into an upright position and be ready to tie in the hackle feathers at this point. Half-hitch knot and cement thread windings. 6. See Figure 4 in Impala Convertible Streamer instructions for details on tie in and winding hackle feathers. Note that $\frac{3}{4}$ of the hackle windings should be behind the wing before crossing to the front of the wing. Here, make 1 or 2 turns where the tip of the hackle is tied in with 2 or 3 winds of the tying thread. Use a half-hitch knot, trim off hackle tip, then cement. Wind the tapered head and whip finish or use half-hitch knots to finish fly. Cement head with second application after first coat has thoroughly dried.



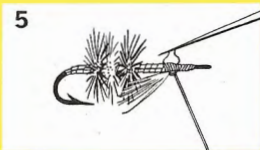
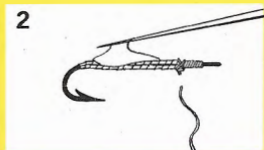
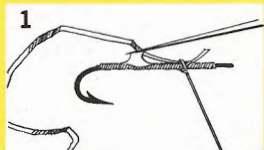
Impala Convertible

1962 IMPALA CONVERTIBLE STREAMER



This colorful streamer takes its cue from the luxurious and richly styled '62 Impala Convertible. Also shown are other streamers symbolizing the other two series in the '62 full-size Chevrolet line, plus the sleek Corvette.

The Impala Convertible and all full-size Chevrolets go just as smoothly as they look . . . with a Jet-smooth ride. Interiors are just as beautiful as they are luxurious with plenty of big car room inside. Every body detail is precisely crafted for tight-fitting elegance and durability . . . a trademark of Body by Fisher. These are a few of the reasons why more people buy Chevrolet than any other car.



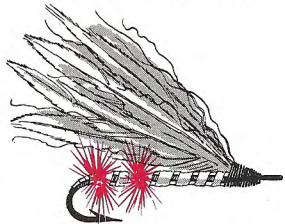
1. Place a #6 4X long, ringed-eye hook in vise and, starting at bend of hook, wrap closely the entire shank of the hook with a 30" piece of #00 black nylon thread. After winding to the eye of the hook, wind back to a point about $\frac{1}{4}$ of the length of the hook shank and tie off with a half-hitch knot. Cement entire thread-winding freely. Attach a 12" piece of medium-wide silver tinsel to the hook with a "figure eight" wind and a half-hitch knot. Cement knot. **2.** Now spiral-wind the tinsel over the black tying thread to the bend of the hook. Make 2 or 3 turns beyond that point to simulate the Impala's rear wraparound bumpers. Lacquer tinsel full length with fly cement and, winding back over the first layer of tinsel in close spirals, return to starting point and tie off with 2 or 3 turns of tying thread. Half-hitch knot. Cement and cut off black tying thread. **3.** Taking a piece of red #00 nylon thread, wind on 2 or 3 turns over tinsel body near bend of hook and tie off with half-hitch knot. Over these windings, tie in the butt-end of a small red-dyed hackle feather using a "figure eight" wrapping over the quill—after all fuzzy fibers near the butt of the quill have been removed. Trim off surplus quill before winding hackle 2 or 3 turns around the silver tinsel body, using hackle pliers. Tie down with half-hitch knot. Cut off excess hackle tip. Cement. **4.** Wind the red tying thread forward

$\frac{1}{4}$ " and half-hitch knot into position. Repeat above operation with a small white hackle feather. At a point another $\frac{1}{4}$ " closer to the eye of the hook, tie in and wind a second red hackle. Half-hitch knot, trim hackle tip and cut off red tying thread. **5.** After tying the black nylon thread back on at the head of the fly, tie in a small bunch of white hackle fibers removed from the side of a medium-large white hackle quill. Tie these in with 2 or 3 turns of the black thread at the throat of the fly. This represents the white trim-strip on the side of the Impala. **6.** White calftail (called "Impala" by flytiers) is first dyed a Surf Green color to match the Impala's body color of acrylic lacquer, then used for the hair wing. Hair or feathers dye as easily as cloth fabrics. Now taking a small piece of Surf Green hair to form the wings and holding with thumb and finger of the left hand, wind down on hook with 3 or 4 turns of the tying thread. Half-hitch knot into position. Trim off surplus hair at butt-end. Next split the hair in the center and "figure eight" wind between the 2 parts to form a "V"-type wing. This will give action in the stream currents. Complete head windings, whip finish or use 2 or 3 half-hitch knots. Cement head heavily and use second application after first coat dries.

1962 BEL AIR STREAMER



Bel Air 2-Door Sedan



Imitation of Minnow

Hook—#6 4X long, ringed-eye
 Body—White floss with spiral silver tinsel
 Hackle—2 red hackles
 Wing—4 white hackle feathers over small bunch of Ermine White bucktail
 (Ermine White is a '62 Chevrolet exterior color.)
 Head—Black #00 nylon thread

1962 BISCAIYNE STREAMER



Biscayne 2-Door Sedan



Imitation of Shrimp

Hook—#6 4X long, ringed-eye
 Body—Beige wool
 Trim—2 red chenille sacks (simulating Biscayne taillights)
 Wing—Adobe Beige dyed bucktail split to "V" shape
 (Adobe Beige is a '62 Chevrolet exterior color.)
 Head—Black #00 nylon thread

1962 CORVETTE STREAMER

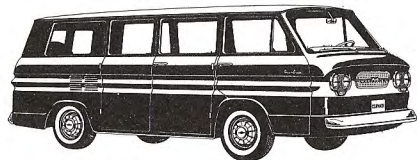


Corvette, America's only authentic sports car



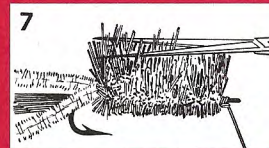
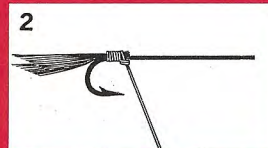
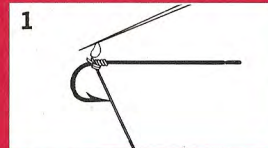
Imitation of Swimming Minnow

Hook—#4 4X long, ringed-eye
 Tail—2 white hackles
 Body—Silver tinsel
 Wing—Red Maribou Plume
 (Roman Red is a '62 Corvette exterior color.)
 Cheek—Junglecock eye feather
 Head—Black silk #A



Corvair Greenbrier Sports Wagon

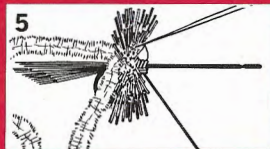
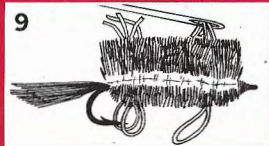
GREENBRIER SPORTS WAGON BASS BUG



1. Using a #4 4X long, ringed-eye hook, wind on 4 or 5 turns of black #A tying thread. Tie off with half-hitch knot. Cement thread on hook. 2. Cut two 1/4" sections from the center of both a right-hand and a left-hand red-dyed quill feather. Tie these sections in at bend of hook for a tail. Trim off surplus butt-ends. This will simulate the large taillights of the Greenbrier Sports Wagon. 3. Make a loop with a 5" piece of fine white chenille, and tie both ends in over the red quill butt. 4. White deer or antelope body-hair (dyed orange, red or any color to match the many lustrous Greenbrier exterior colors) next is tied on to form the body. These colors can be dyed with ordinary dyes available in any drug store. A small bunch of hair that can be conveniently held between the thumb and finger of the left hand is laid diagonally across the hook near the bend. Wind 3 turns of the tying thread loosely around the hair and hook. 5. Apply heavy pressure-pull on tying thread. As hair begins to fan out around the hook shank, release your left hand. Take a half-hitch knot over hook-shank in front of hair, and push hair back with fingernails as tight as possible. Cement knot. 6. Repeat above procedure, using small bunches of hair until hook-shank is completely covered with hair. Use drop of cement on thread after each bunch is tied in and worked into position with fingers. Now start forming head of fly with several

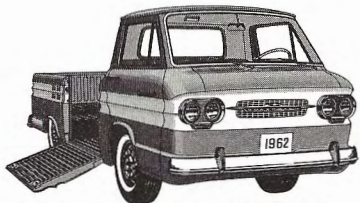
Try this unusual bass bug at your favorite fishing spot. It's based on the '62 Corvair Greenbrier Sports Wagon—the all-purpose vehicle that's made to order for your outdoor expeditions. You'll find the Greenbrier's got plenty of room for your camping and sports gear—almost twice as much cargo space as regular station wagons. And its rear-engine traction helps get you to those sites that demand off-the-road driving. Ask your Chevrolet dealer about the big selection of camping equipment* that's tailor-made for the Greenbrier.

*Optional at extra cost



7. With shears, trim to simulate the contour of the Greenbrier's spacious body. Start at bottom (close to hook-shank) to get the virtually flat floor; next, the sides; and last, the top. Fly should be removed from vise for the fur-trimming operation. The flytier can protect the tail and loop of chenille by holding them (at the bend of the hook) in the fingers of left hand while trimming body. 8. Now place hook back in vise and bring chenille loop forward to the eye, and wind down at head of fly. Pull chenille tightly. Trim hair again if necessary. Cut off surplus chenille at head. Finish head with two or more applications of cement. 9. Using a large darning needle, sew in white rubber hackle-forming loops (see sketch) to represent the wheels of the Corvair Greenbrier Sports Wagon. Cut off surplus rubber hackle on top, and run drop of cement down from top as well as at base of wheel loops on underside of body. 10. You've now got a bass bug that attracts fish as readily as a deer-hair mouse or hair bug.

WORK-OR-PLAY TRUCK MODELS



Rampside (Corvair 95 Pickup)



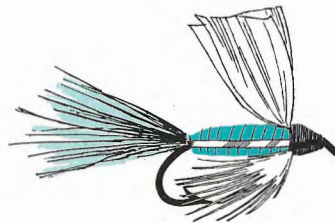
CORVAIR RAMPSIDE PICKUP TRUCK—BASS BUG

The Rampside Pickup takes a lot of the lift out of loading with its handy loading ramp. Fun for fishing trips, too. Just pack up all your gear and go right up to your campsite.

For making the Rampside Bass Bug, follow same instructions as for Greenbrier Bass Bug. However, change body-hair to white antelope or deer body-hair. Use fine red chenille for body trim line (instead of white). The resulting bass bug converts completely to the Rampside by further trimming body fur (as in illustration) with scissors.



Fleetside Pickup



CHEVROLET FLEETSIDE PICKUP TRUCK—WET FLY

Mix work and fun in Chevrolet's durable '62 Fleetside Pickup. With its camper body*, it can handle your chores and still be ready for fishing and camping fun any time, anywhere. Ask your Chevrolet dealer to show you the many camper body installations available* for the 1962 Chevrolet Fleetside Pickup Truck.

*Optional at extra cost.

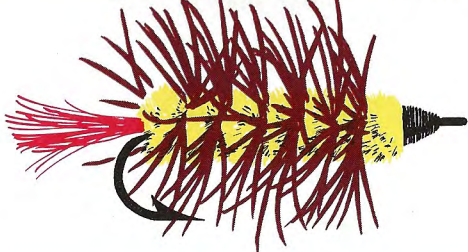
†Flytier's floss is available in blue shades comparable to Chevrolet Fleetside's Brigade Blue exterior color. However, it may be necessary to use a regular household dye for the tail hackle feathers.

Hook—#10 regular, T.D.E.
Tail—† Brigade
Blue dyed
hackle whisps
Body—† Brigade
Blue floss
Trim—White
duck quill
sections
Hackle—Natural
white (under
throat only)
Thread—Black
#00 nylon

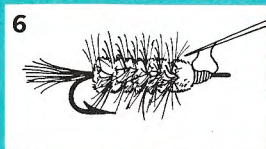
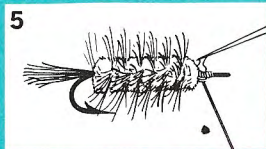
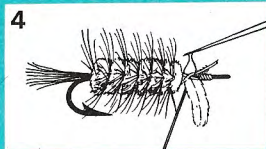
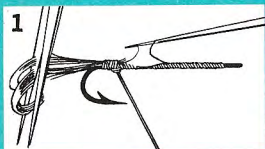


Bel Air 4-Door 6-Passenger Station Wagon

1962 CHEVROLET STATION WAGON WET FLY



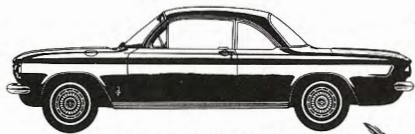
For your family and fishing needs, Chevrolet presents a wide choice of Station Wagons for 1962 . . . priced for every budget, sized for every need. Both the Impala and Bel Air Series offer 6- and 9-passenger versions, the Biscayne Series a 6-passenger wagon. The trim Chevy II line offers 3 wagons, including 2- and 3-seat models. All have built-in value and convenience features that help make Chevrolet your finest buy.



1. A #6 4X long, ringed-eye hook is placed in the tying vise. Using black #A nylon thread, first cover entire hook shank with spiral thread—winding from the eye of hook to the start of the bend. Half-hitch knot, cement thread to hook shank the full length. Next take a small piece of 4-strand red silk floss, double it to 8 strands and tie in as a tail. Trim floss to about 1/2" length. Put small drop of cement on thread windings and half-hitch knot. The forged steel hook represents the '62 Chevrolet Wagon's strong X-girder frame; the red floss, its bright red taillight. 2. A piece of yellow chenille about 7" long is tied in at the tail and left, for the moment, hanging down until the 2 red-brown hackles are tied in. These are tied in with the tip-end of the hackle, using "figure eight" windings as in Figure #4 of Impala Convertible Streamer instructions. Do not trim off tips of hackles but cover them with a drop of cement before they are covered by the chenille body material. 3. First wind yellow chenille from tail to the second hackle feather and tie down. Next (using hackle pliers) spiral-wind the hackle between the windings of the chenille, and tie off

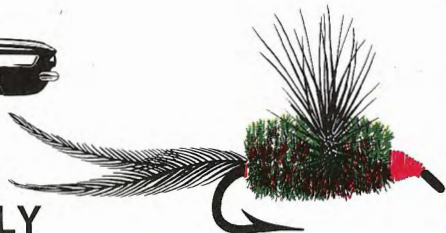
at center of hook shank. Bulky remaining hackle quill can be cut off here. 4. Repeat operation after spiraling the tying thread to a point about 5/8" from the eye of hook where chenille and spiraled-hackle will be tied off and cemented. The color combination of yellow chenille and red-brown hackle gives this station wagon fly an appearance close to the Autumn Gold acrylic-lacquer finish of a 1962 Chevrolet Wagon. 5. After trimming off any excess hackle tip (that could not be covered by the next 2 or 3 windings of chenille which will represent the hood over a powerful '62 Chevrolet engine) finish the chenille winding, half-hitch knot, and trim off excess chenille and cement. 6. Only black tying thread remains to build up a good tapered head; finish it with a whip-finish knot or 2 or 3 half-hitch knots. Head should be given a second heavy cement application after the first one sets up fairly well. The caterpillar-like fishing fly takes loads of fish and is deserving of its "Chevrolet Station Wagon" name—because a '62 Chevrolet Wagon carries loads of people, baggage, fishing and camping equipment for outdoor-minded people.

FOR A BIGGER THRILL, TRY YOUR SKILL WITH YOUR OWN CHEVROLET FLIES



Corvair Monza Club Coupe

1962 CORVAIR MONZA NYMPH FLY



Here's the fly inspired by the sporty new Corvair Monza. With its air-cooled engine in the rear and coil spring 4-wheel independent suspension, you get marvelous handling ease, smooth going and traction you never thought possible—even in a sports car. Room inside, especially leg room for center passengers, is enhanced by the Corvair's virtually flat floor. And, on the coldest trips, Corvair's Forced-Air Heater will provide desired warmth. Front bucket seats are standard in the Monza Club Coupe, and so (sportsmen take notice) is the fold-down rear seat.



OTHER NYMPH FLIES. Illustrated at left are NYMPH flies based on other Corvair models. They are tied, in general, the same way as the Monza except: (1) use different color hackle tip feathers for tail; (2) tail is to be of same color as body of fly; (3) body material of colored, fine chenille is wound over lead wire; (4) only one body hackle is used, and this covers center $\frac{1}{3}$ of body only; (5) color of tying thread can match Corvair interior trim.

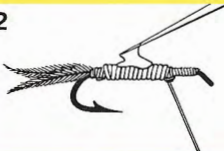
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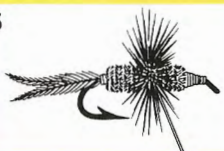
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2



5



3



6

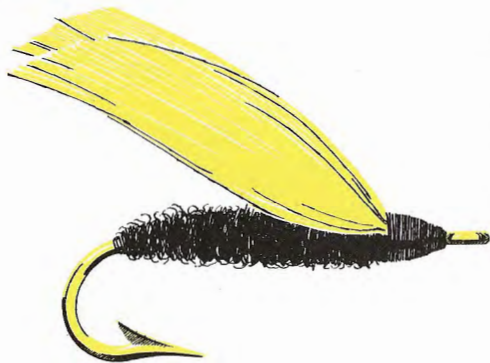


1. Using a #10 forged, T.D.E. Nymph hook, wind on red #00 nylon thread, in a close spiral, from the eye to the bend of hook. For the nymph-like tail, two small, natural Black Andalusian hackle feather tips are tied in with 3 or 4 winds of the tying thread and a half-hitch knot. The tail feathers are placed at an angle so that water eddies will make these tail feathers pulse in and out in a lifelike manner. Freely cement knot and entire length of hook. **2.** A $\frac{1}{64}$ " soft lead wire is next wound in a close spiral over the center half of the hook shank. The lead wire is started on the hook with a "figure eight" winding of the tying thread (similar to illustration #3 Impala Convertible Streamer for hackle). The winding thread is continued forward to a point about $\frac{1}{4}$ " from eye of hook where the lead wire can be tied off with several winds of thread and a half-hitch knot. Heavily cement wire to hook. **3.** The tying thread must then be wound back to the bend of the hook where 4 or 5 long peacock herls are tied in. The butt-ends of the herls are laid over the lead wire and held in place by spiral-winding the tying thread over them to $\frac{3}{16}$ " from the eye of the hook. Taking the tip ends of the peacock herls, spiral-wind forward to a point $\frac{3}{16}$ " from the eye of the hook. Tie down

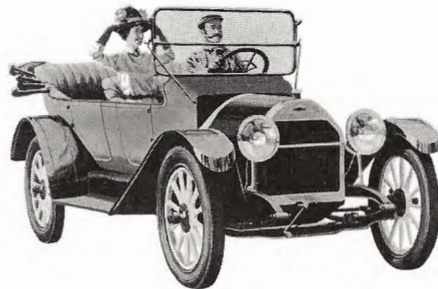
with 2 or 3 turns of thread, half-hitch knot and cement. This gives an iridescent insect-like body for the Monza Nymph. **4.** Finish the red head of the fly by winding as many turns as necessary—whip finish or half-hitch knot. Cut off tying thread and cement head freely. The red head represents the red upholstery of the bucket seats of the Monza Club Coupe. Start 2 or 3 turns of red tying thread over exact center of herl body, half-hitch knot. Tie in butt-end of one Black Andalusian hackle feather or black dyed hackle with "figure eight" wind. Half-hitch knot. Cement lightly. **5.** Using hackle pliers, close-wind hackle to cover not more than the center $\frac{1}{3}$ of the body. Tie off with half-hitch knot. Trim off hackle tip. Cement lightly. The black hackle represents the top, side pillars and glass area of the '62 Tuxedo Black Monza Club Coupe. This is one of 14 exterior colors available for the 1962 Corvairs. **6.** Now, taking your shears, cut off tying thread and all hackles that show below the herl body of the Monza Nymph fly. This gives the fly a virtual "flat floor," like all Corvairs with engine and transmission in the rear, and creates in miniature a sideview of the Monza Club Coupe.



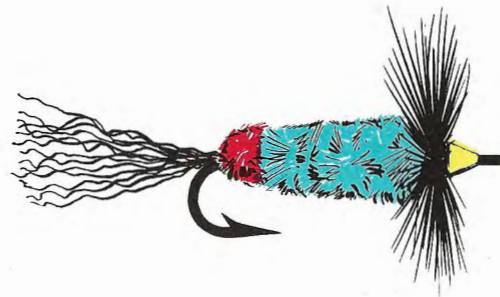
CHEVROLET GOLDEN ANNIVERSARY WET FLY



When asked by friends to design a fishing fly to commemorate Chevrolet's 50th Anniversary, Fred Rea went back to the earliest fishing flies for ideas. First came the gold-plated fish hook—symbolic chassis for the Chevrolet Golden Anniversary fly. Then from two fly originals of fifteenth century vintage came the body. Fred says, "From these I have designed the 1911 Chevrolet fly. Its black wool body represents hood, fenders and running boards of the car. The yellow-dyed duck quill represents the body for a 1911 Golden Anniversary model. The golden eye of the hook picks up the brass radiator and headlights."



1914 CHEVROLET DRY FLY



This sporty touring car was one of the earliest Chevrolets. Its classic beauty is appealing today, just as in its heyday. It featured a 24-horsepower 4-cylinder engine—one of the first with Chevrolet's famous valve-in-head design. And its 104-inch wheelbase was even shorter than that of today's trim Corvair's. Fred tells of his first experience with the 1914 Chevrolet Dry Fly. He used it one day while casting from the lawn of a friend's cottage on a lake near Detroit. In less than fifteen minutes, the dry fly helped him land six fine bluegills, ranging from eight to ten inches in length! The dry fly itself portrays in miniature many notable features of its namesake.

Hook—#12 4X long, ringed-eye
 Tail—Black calftail
 Tip—1 turn red chenille
 Body—Blue chenille
 Hackle—Black
 Head—Golden yellow silk #00



**RUGGED
COMPANIONS FOR
ANY SPORTS
OUTING...
CHEVROLET-BUILT
STATION WAGONS...
A WIDE RANGE
OF SPORTS-MINDED
MODELS TO
CHOOSE FROM**

Left: Chevrolet Impala 6-Passenger Station Wagon;
Top: Corvair Greenbrier De Luxe Sports Wagon;
Bottom: Chevy II Nova 400 2-Seat Station Wagon.