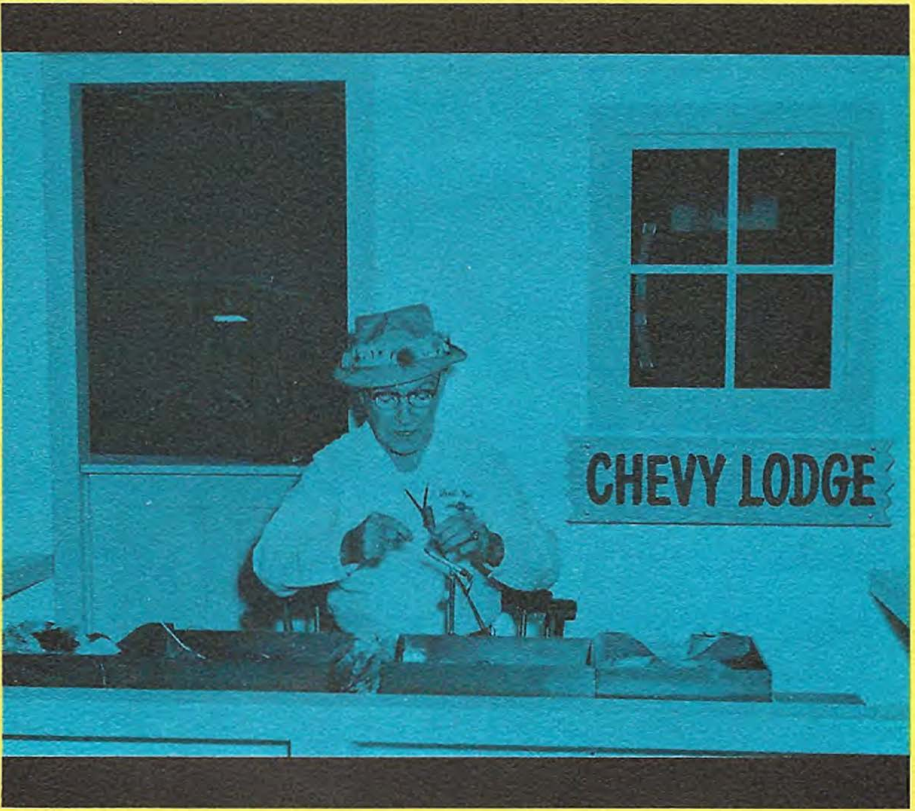


**YOU NET THE BEST  
WITH CHEVROLET**



# COME BEHIND THE SCENES AND LEARN HOW TO MAKE SPORTY CHEVY-INSPIRED FLIES!



*Fred Rea displays his handiwork in the "Chevy Lodge" fly tying exhibit at the 1962 Los Angeles International Sport Show.*

If you're a true fishing buff, there's nothing quite as satisfying as landing the big ones on flies you've tied yourself. Chevrolet shows you how to tie them on these pages, through the guidance of no less an authority than Fred Rea. During the day, Fred works as the budget supervisor in Chevrolet's advertising department. But off hours, his efforts turn to creating fishing flies that have made him a recognized amateur authority on fly tying.

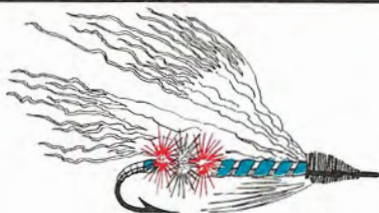
Fred Rea has made outstanding showings of his handiwork in key exhibits across the nation. His flies have captured the acclaim of experienced anglers who appreciate the skill and ingenuity involved in tricking a wily trout or bass. For example, a sportscaster at the White River in Arkansas caught smallmouth bass. A government official in Wisconsin netted rainbows. Many other sport fishermen across the United States and Canada, from small boys to top business executives, have reported good catches of crappie, bluegill, largemouth, browns, brooks and even the salt water bonita. From all walks of life, enthusiasts have found that Fred's flies really get results.

The unique assortment of action-packed flies shown on the following pages were inspired by Chevrolet's exciting new cars for '63. This year, there are four entirely different kinds of cars to meet the needs of individual buyer preference. The full-size Chevrolet is offered in 13 luxurious models, all featuring famous Jet-smooth ride. Ten lively Chevy II models and eight sporty versions of Corvair driving pleasure await the buyer's choice. And to top off the wide selection, there are two aerodynamic new Corvette Sting Rays to choose from.

It's easy to net a good catch with Chevrolet. Just see your Chevrolet dealer soon. And for more fun at your favorite fishing spot, try tying and using these Chevrolet flies!



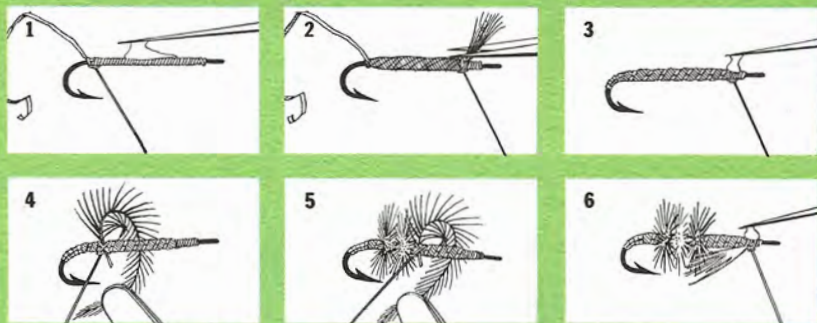
Impala Convertible



## 1963 IMPALA CONVERTIBLE STREAMER

This colorful streamer takes its cue from the clean, refreshing lines of the '63 Chevrolet Impala Convertible. As with all full-size Chevrolets, you get Jet-smooth ride, plus important new easy-care benefits. You find the built-in quality, dependability and features that have made Chevrolet America's favorite. For added zest, try the Impala Convertible in the Super Sport version\*.

*\*Optional at extra cost.*



1. Wrap a #6 4X long, ringed-eye hook closely with #00 black nylon thread from eye to bend of hook. Tie half-hitch knot. Attach a 7" piece of silver tinsel at bend with "figure eight" wind. Half-hitch knot. Cement entire thread windings. 2. Wind thread to  $\frac{3}{8}$ " from eye of hook. Half-hitch knot. Take a 20" piece of blue flytier's floss, double it to make a 10" length and tie on with 3 winds of tying thread. Half-hitch knot. Cement. Next, wind floss smoothly over shank to bend of hook and back to starting point. Tie down with 3 turns and half-hitch knot. 3. Wind tinsel 4 turns down bend of hook. Wind back to where floss body starts. From there to front of body, wrap tinsel in open spiral to let floss show through. Tie half-hitch knot. Cut off surplus floss, tinsel and tying thread. The tinsel represents the wraparound bumpers and bright metal trim of Impala's Monaco Blue Body by Fisher. 4. Wind on 3 turns of #00 red nylon thread over body near bend of hook. Half-hitch knot. Tie in the butt end of a small red-dyed hackle feather there, using a "figure eight" wrapping over the quill from which all fuzzy fibers near butt have been removed. Cut off surplus quill. Wind hackle 3 turns around body, using hackle pliers. Half-hitch knot. Cut off hackle tip. Cement. 5. Wind thread forward  $\frac{1}{4}$ " and repeat above operation with a small white hackle feather. Another  $\frac{1}{4}$ " closer to eye of hook, repeat with a second red hackle. Cut off red thread. Hackles portray the Impala taillight assembly. 6. Again using black tying thread, tie in a few large white hackle wisps at the throat of the fly. This represents the white trim-strip on the side of the Impala body. Now, taking a small piece of white calf tail hair (called "Impala" by flytiers), form the wings. While holding with thumb and finger of left hand, wind down on hook with 4 turns of tying thread. Half-hitch knot. Trim off surplus hair at butt end. Split hair in 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 half-hitch knots. Cement head. See color illustration above for finished fly.



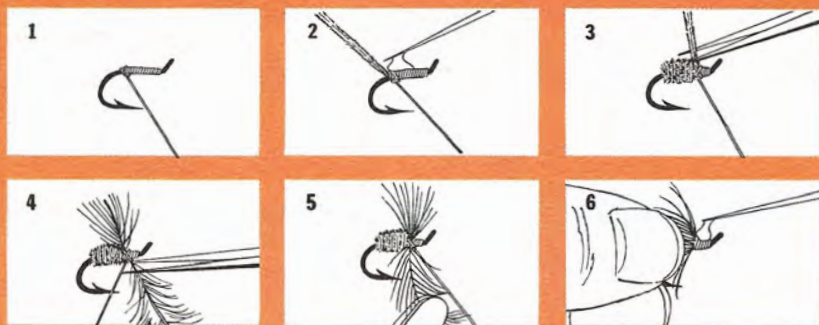
Corvaair Monza Spyder Club Coupe



## 1963 CORVAIR MONZA SPYDER DRY FLY

Namesake for this special fly is a very special kind of car: the Corvaair Monza Spyder. Distinctive emblems identify its exterior. Inside, there's a brushed chrome instrument panel with tachometer and special engine gauges. Its rear-mounted power plant: the 150-hp Turbocharged 145 air-cooled engine. The new Spyder option\* comes on both Monza Club Coupe and Convertible.

*\*Optional at extra cost.*



1. Place a #8 5X short shanked, chrome-plated hook in the tying vise. (This hook resembles one of the two chrome-plated crossover tubes that run from the turbo-supercharger to the fuel input manifold on the Corvaair Monza Spyder engine.) Wrap #00 red nylon thread onto hook shank from eye to bend of hook.
2. Tie on a heavy red nylon thread onto hook shank from eye to bend of hook. Tie on a heavy green-black colored peacock herl by the butt end of herl. Cement over tying thread and butt end of herl. Wind thread firmly forward to a point about  $\frac{3}{16}$ " from eye of hook. Tie with half-hitch knot.
3. Wind herl closely around the hook to the point illustrated and tie down with a half-hitch knot. Cement knot. Cut off excess herl. You now have a spider-like dark green body for the fly.
4. A large natural black or black-dyed hackle feather is next tied onto hook by winding thread over butt end of hackle quill in a "figure 8" wind. Make firm with a half-hitch knot. Cement knot and trim off excess butt end of hackle quill.
5. Using hackle pliers, wind 4 or 5 turns of hackle onto hook as close together as possible. The dry fly is now starting to look like a live spider. Tie down tip of hackle with a half-hitch knot and cut off excess hackle tip. Be sure to save about  $\frac{1}{8}$ " at eye of hook to form head of fly.
6. Hold the hackle out of the way with fingers of your left hand (or use a "hackle guard" tool available for this purpose) and wind the tying thread to form a nicely tapered head. Tie off with a half-hitch knot or whip finish knot. Cement. Your finished fly simulates the Corvaair Monza Spyder in Tuxedo Black (one of 15 colors available for '63) with the head of fly as red bucket seats. Front bucket seats come as standard equipment on all '63 Monzas. See color illustration above for finished fly.

*NOTE: Many of the colors used in the making of these flies have been taken from the wide selection of color combinations available on 1963 Chevrolets. While these colors may not be available naturally in the materials used, they can be closely approximated through the use of regular household dyes available at most neighborhood stores.*

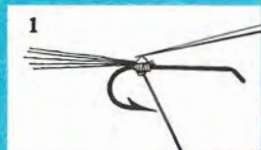


Chevy II 300 4-Door Sedan



## IRRESISTIBLE 1963 CHEVY II DRY FLY

This most popular dry fly takes the Chevy II name for '63. And rightly so. The Chevy II is stepping out from the crowd in popularity. Family-size roominess inside abounds. Every detail of construction reflects the care and workmanship of Chevrolet and Body by Fisher. Pleasing performance, too, from either the 4- (available in most models) or 6-cylinder engine. Chevy II is priced to please modest budgets.



**1.** Using a #12 2X long, T.D.E. dry fly hook and #00 black nylon thread, tie on a few bucktail hairs (that have been dyed to a Monaco Blue color) for the tail of the fly. (Monaco Blue is one of 15 Chevrolet colors for '63.) Half-hitch knot. Cement thread windings. **2.** A small bunch of deer or antelope body hair that has been dyed to the Monaco Blue color is held between the thumb and finger of the left hand. Holding the hair diagonally across the hook near the bend, make 3 loose turns of thread around hair and hook. Apply firm pressure pull on thread. As hair flares out around the hook shank, release left hand. Push hair toward bend of hook with fingernails of right hand while holding thread taut with left hand. Wind tying thread forward with a turn around hook. Tie half-hitch knot. Cement. **3.** Continue with additional hair until fly resembles Figure 3. Half-hitch knot and cement after each bunch of hair is added. Save approximately  $\frac{1}{4}$ " near eye of hook for wings, hackle and head. **4.** Remove fly from tying vise. Hold hook in left hand while trimming hair to a smooth, tapered shape, like Chevy II's smooth Body by Fisher. While trimming, be sure that thumb and finger protect tail of fly. **5.** A small tuft of white antelope or deer body hair is added for the wing of the fly. This hair is cut in the exact length required and is tied in with 4 winds of the tying thread over the last  $\frac{1}{16}$ " of the butt end of hair. Properly done, no additional trimming is necessary. Take 3 winds in front of the wing hair to bring it into upright position. Tie in 2 Monaco Blue hackle feathers. (See Figures 4 and 5 of Impala Convertible Streamer instructions for details on tying in and winding hackle feathers, except use black thread.) Half-hitch knot and cement. **6.** Note:  $\frac{3}{4}$  of the hackle windings should be behind wing before crossing to front of wing. Here, make 1 or 2 turns of hackle, tie tip in with 2 winds and a half-hitch knot. Trim off hackle tip. Cement. Wind a tapered head and whip finish or use half-hitch knots to finish fly.



Corvair Greenbrier De Luxe



## 1963 GREENBRIER SPORTS WAGON BASS BUG

Corvair Greenbrier's the all-purpose vehicle for your outdoor expeditions. Almost twice as much cargo space as regular station wagons. Popular camping equipment available\*. Two models offered: Greenbrier and Greenbrier De Luxe.

**MATERIAL:** Hook—#4 4X long, ringed-eye hook • Thread—Black "A" nylon • Tail—2 red-dyed sections of duck wing quills • Trim—Medium white chenille • Body—Deer or antelope body hair, dyed orange with household dye • Hackle—White rubber hackle loops sewn through body to simulate wheels.



Rampside (Corvair 95 Pickup)



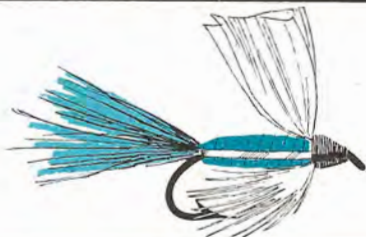
## 1963 CORVAIR RAMPSIDE PICKUP TRUCK BASS BUG

The Rampside Pickup takes a lot of the lift out of loading with its handy loading ramp. Great for fishing trips, too. Just pack up all your gear and take on even rough off-the-road routes. Add Camper Body\* and you've a home on wheels.

**MATERIAL:** Hook—#4 4X long, ringed-eye hook • Thread—Black "A" nylon • Tail—2 red-dyed sections of duck wing quills • Trim—Medium red chenille • Body—White deer or antelope body hair • Hackle—White rubber hackle loops sewn through body to simulate wheels.



Fleetside Pickup



## 1963 CHEVROLET FLEETSIDE PICKUP TRUCK WET FLY

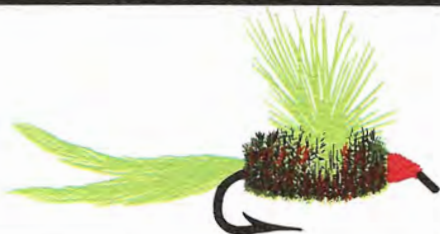
Mix work and fun in Chevrolet's durable '63 Fleetside Pickup. With its camper body\*, it can handle your chores and still be ready for fishing and camping fun any time, anywhere. Get all the details from your Chevrolet dealer.

**MATERIAL:** Hook—#10 regular, T.D.E. • Thread—Black #00 nylon • Tail—Brigade Blue dyed hackle wisps • Body—Brigade Blue floss • Wing—White duck quill sections • Trim—Fine silver tinsel • Hackle—Natural white (under throat only).

\*Optional at extra cost.

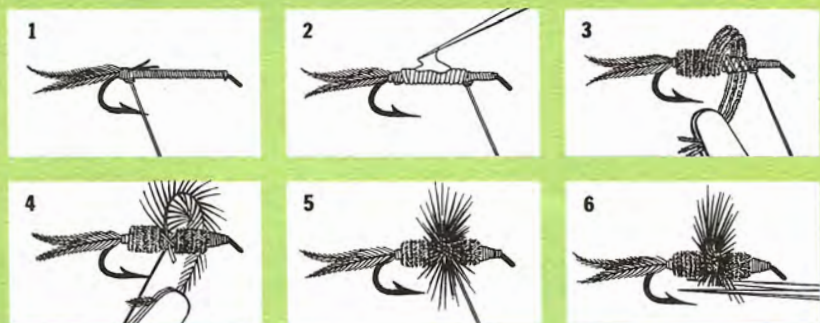


Corvair 700 Club Coupe



## 1963 CORVAIR NYMPH FLY

Here's the fly inspired by the sporty new Corvair for '63. With its rear-engine design and 4-wheel independent suspension with coil springs, Corvair offers superb handling ease, smooth riding and outstanding traction. No antifreeze cost or concern, either, thanks to the air-cooled engine. To top it off, new easy-care features make Corvair ownership even more carefree and costfree.



1. Using a #10 forged, T.D.E. nymph hook, wind on red #00 nylon thread from eye to bend of hook. For the nymph-like tail, two small green-dyed hackle feather tips are tied in with 4 winds of tying thread and a half-hitch knot. Tail feathers are placed at an angle so that water eddies will make them pulsate in a lifelike manner. Cement knot and entire length of hook. 2. A  $\frac{1}{64}$ " lead wire is next wound in a close spiral over the center half of hook shank. Wire is started on hook with a "figure eight" winding of thread (similar to Figure 4 of "Impala Fly" for hackle). The thread and wire are wound forward to a point about  $\frac{1}{4}$ " from eye where wire can be tied off with several winds. Half-hitch knot. Cut off excess lead wire and heavily cement to hook. 3. Wind thread back to bend of hook where 4 long peacock herls are tied. Butt ends of herls are laid over lead wire and held in place by spiral-winding tying thread over them to  $\frac{3}{16}$ " from eye of hook. Spiral wind peacock herls forward to this point. Tie down with 3 turns of thread, knot and cement. This gives an iridescent green insect-like body for the Corvair Nymph. 4. Finish head of fly by winding as many turns as necessary—whip finish or half-hitch knot. Cut off tying thread and cement head freely. Start 3 turns of red tying thread over exact center of herl body, half-hitch knot. Tie in butt end of one green hackle feather with "figure eight" wind. Half-hitch knot. Cement lightly. 5. Using hackle pliers, close-wind hackle to cover not more than the center  $\frac{1}{2}$  of the body. Half-hitch knot. Trim off hackle tip. Cement lightly. The hackle represents the top, side pillars and glass area of the '63 Laurel Green Corvair. (Laurel Green is one of 15 Chevrolet colors for '63.) 6. Cut off tying thread and all hackles that show below body of the fly. This gives it a virtual flat floor (like all Corvairs with engine and transmission in the rear) and simulates the Corvair sideview.



Impala 4-Door 9-Passenger Station Wagon



## 1963 CHEVROLET STATION WAGON STREAMER

Chevrolet's choice of 5 full-size Station Wagons for 1963 is geared to meet your needs and your budget. Versatile 6- or 9-passenger models. Easy seat conversion, up to 97.5 cu. ft. of cargo space, hidden stowage compartment.

**MATERIAL:** Hook—#12 2X long T.D.E. • Thread—#00 black nylon • Tail—8 or 10 red-brown gamecock hackle wisps • Body—Fine cinnamon brown wool yarn • Wing—Hair of fox squirrel tail.

Note: As fly head is finished, flatten wing by exerting pressure of thumbnail on butt of hair to give fly a flat top like the roof of a Chevrolet Station Wagon in Autumn Gold color.



Bel Air 4-Door Sedan



## 1963 BEL AIR STREAMER

Bel Air is one of Chevrolet's proven favorites, better than ever for '63. New standard 140-hp 6 or refined 195-hp V8 engine. Tasteful good looks, refined luxury, easy-to-handle price.

**MATERIAL:** Hook—#6 4X long, ringed-eye • Body—Silver tinsel • Hackle—2 red hackles • Wing—4 Monaco Blue hackle feathers over small bunch of Ermine White bucktail (Ermine White and Monaco Blue are '63 Chevrolet exterior colors which can be simulated with household dyes) • Head—Black #00 nylon thread.



Biscayne 4-Door Sedan



## 1963 BISCAYNE STREAMER

Biscayne is priced to please even the most particular budget, yet it doesn't skimp on full-size beauty or convenience. Clean new style, attractive practical interior, plus a host of fine-car features throughout.

**MATERIAL:** Hook—#6 4X long, ringed-eye • Body—Beige wool • Trim—2 red chenille sacks (simulating Biscayne taillights) • Wing—Bucktail dyed Adobe Beige and split to V shape (Adobe Beige is a '63 Chevrolet exterior color which can be simulated with household dyes) • Head—Black #00 nylon thread.



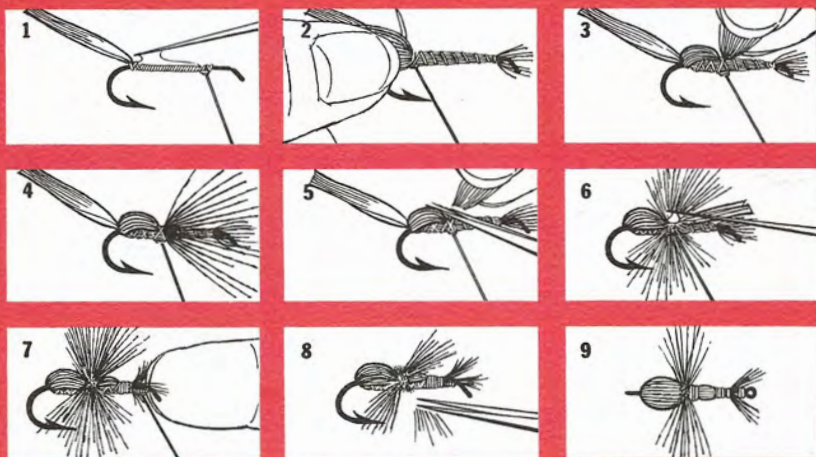


Corvette Sting Ray Sport Coupe



## CORVETTE STING RAY SPORT COUPE DRY FLY

Here's the new fly that reflects the aerodynamic styling of the new Corvette Sting Ray. Catch an eyeful of the new Sport Coupe or jaunty Convertible. Retractable headlamps rotate out of sight. Rich bucket seat interior is complemented by a cockpit-cluster console, deep-twist carpeting, many other luxury features. New suspension and weight distribution improve traction, handling.



1. Using a #12 2X long T.D.E. dry fly hook and #00 red nylon tying thread, wrap hook shank from eye to bend of hook, where a  $\frac{1}{4}$ " section of black-dyed goose quill feather is tied in by its tip. Next, wind thread forward to about  $\frac{3}{16}$ " from eye of hook and tie down with a half-hitch knot. Cement thread full length. 2. At this point, tie in a small bunch of deer body hair that's dyed Tuxedo Black, so tip ends protrude slightly beyond eye of hook. (Tuxedo Black is one of 7 exterior colors available on '63 Corvettes. Household dyes obtainable at many stores can be used to simulate Chevrolet colors.) Make 4 tight winds over hair at starting point and continue winding in an open spiral about  $\frac{1}{16}$ " apart to bend of hook. Continue to hold butt ends of hair firmly in left hand. 3. Saturate body and thread windings with cement, then wind thread back in a spiral, stopping above point of hook. Now bend butt ends of hair back over hook shank and tie down with 3 turns of tying thread directly above point of hook. Half-hitch knot. 4. Completion of knot will cause hair to flare up. 5. Trim excess hair close to tying thread; cement hair and knot. 6. Bend black quill over hair to form fly's Sting Ray Sport Coupe "Swept-Back" body roof. Tie down with a half-hitch knot. Cement top of quill. Wind on 3 turns of dark grizzly hackle at this point. Tie down with half-hitch knot. Cut off hackle tip. Cement knot. 7. Bring remaining quill forward to within  $\frac{3}{16}$ " from eye. Tie down and trim excess quill close to thread. This forms hood line of Sting Ray. Raise deer hair tips to wind head on fly. Cement quill and knots. 8. Trim hackles off top and bottom, leaving only a few hackle fibers protruding on each side like the legs of an insect. Spread deer hair that protrudes in front of hook eye; trim center hairs to make appearance like pincers of a beetle's head. 9. This is a top view of the finished Corvette Sting Ray Dry Fly. Testing of this fly late in August netted a large brown and three brook trout on Michigan's Au Sable River.

Every 1963 Chevrolet Station Wagon with Special Extra Cost 1963 Luggage Carrier



**TIE INTO OUTDOOR PLEASURE IN YOUR '63 CHEVROLET**



Litho in U.S.A.

Bel Air 4-Door Sedan

