

Are You Ready
for the season?

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- New Products
- Fly Boxes on sale for May & June!

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- Your FOTD Winner announced
- Local Fishing Report



Volume 2, Issue 5

May, 2010

Editor: Geoff Brumley

Dear Fly Fishing Enthusiasts

I find it hard to believe it's May, and the general fishing season in Idaho opens in less than a month. Dry Fly Innovations has compiled a detailed check list of items you should inventory, maintain, and restock to ensure you start the season totally prepared. You can access this information by clicking on the side bar to the left.

With the start of the 2010 season, DFI is also offering some fantastic new products to assist you in making this the finest fishing season of your life. We are dedicated to that cause!

To start, we are introducing a handful of fantastic new flies, all of which are new to the dry fly world and tested over two years with remarkable results. Here they are:



Joe's Stone an irresistible large salmon fly for use across the northwest.



Joe's Tiger Stone a perfect big summer fly for spring through summer.



"Get Her Done" Caddis an all-around super star of medium-sized caddis in the prominent colors



Tantalizer Emergers an unbelievable series of belly down, fish-catching machines in 6 different colors to address the major hatches throughout the early spring, summer, and fall.



Emperor Caddis the king of CDC caddis in sizes 20 and 18 in 6 different colors



"Caddis Patch" fly box DFI's new addition to our fly boxes complete with 8 dozen of our top line caddis patterns in a medium-sized Umpqua box. No one makes caddis flies like DFI, and you can own them all in a professional series box.



Don't forget our 2 new **videos** filmed in 2009. We've had rave reviews from our fishermen; and for you fly tyers, there are special features in the videos of step-by-step instructions on how to tie the flies used in the video.



Umpqua Professional Series **tapered leaders and tippet**—DFI has tested almost every tapered leader and tippet available and the hands-down winner in that contest belongs to Umpqua! We're now offering tapered leaders in the perfect sizes to fish all the challenges in the Northwestern lakes, streams, and rivers. We use these leaders and tippets exclusively and truly believe if you try them, you'll never use anything else again!



Last, but not least! Our DFI special for May AND June are two of our finest fly boxes—the Colossal (12 dozen flies) and the Ultimate (10 dozen flies) at 10% off. These contain spectacular selections of flies that will prepare you for dry fly fishing for ALL seasons!! These make wonderful Mother's Day, Father's Day, Graduation, Retirement, or Executive gifts.



Geoff Brumley
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We have crowned the first winner of our "Your Fish of the Day" section of our web page. The winner of the drawing for April was Andrei R. for his submission of a high-mountain cutthroat caught on a DFI Black Ant. Please keep submitting your photo for a chance to win end of May's drawing. You can send us an email with attached picture, or go to our Facebook page to submit. Indicate the place, date, and fly used.



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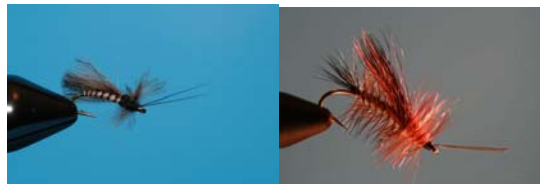
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A very quick fishing report for the locals: The Owyhee River is fishing beautifully when the wind is not blowing. The leading edge of the caddis hatch is appearing. I fished on April 30, and caught seven giant "brownies." I used a #14 Halloween and caught one fish, and six fish were caught using a #20 Emperor Caddis (black). Wear your track shoes because these big guys are not staying in the hole. Be prepared to land them way down river from where they are hooked. If you want an exciting day on the "O," pick up a few Emperor Caddis colors green and black size 20.

Your fellow Fly Fishing Enthusiast,

Geoff Brumley



Don't forget Black Gold size 12 for the South Fork of the Boise for the fishing day of your life on May 29!!



In conclusion:

[finally!] the crew here at Dry Fly Innovations would like to thank all of you for your continued business, your blogs, your photos and your passion for dry fly fishing. Best of luck, and here's wishing you always being in a hatch with the "RIGHT" fly.