

Guild, Bascom & Bonfigli, Inc.

ADVERTISING

130 KEARNY STREET • SAN FRANCISCO 8, CALIFORNIA



Cultured Offbeat Moneybags Lilly
1735 South Orange Avenue

Scottsdale, Arizona, is a
dazzling Western town
full of culture,
offbeat enterprises
and money, money, money

Guild, Bascom & Bonfigli, Inc.

ADVERTISING

130 KEARNY STREET • SAN FRANCISCO 8, CALIFORNIA • TELEPHONE YUKON 2-6040

From the office of:
DAVID BASCOM
Chairman of the Board

April 25

Thanks,

Bud,

for the kind words concerning the piece in Outdoor Life about the Madison. You're right- It was kind of tough doing an honest, objective job of reporting without letting my enthusiasm for the area color my viewpoints too much. I sure do appreciate your comments and reactions to the article.

Sorr y to be so goshdarn late in answering your letters. I've been trotting back and forth to New York and all over the country on business (not fishing, unfortunately) and just haven't had time to keep up with the importantt stuff.

First question: what goes with Bozeman? Last time I heard you were busy corrupting the minds of the little tots in Deer Lodge. Did they get you smoking marijuana out behind the barn, or what? Not that there isn't a lot to be said for Bozeman, mind you. For one thing, it's a lot closer to our favorite fishing grounds.

Next comment: I'm flattered, tickled pink, etc., that you ask for my amateurish comments on a revision of the fishing guide, originally authored by Don Martinez. First off, at the time Martinez wrote this I feel he did a magnificent job--honest, objective, well written and certainly reflecting his great love for the area. But let's face it--things have changed since his words were put on paper.

(Please excuse errors, erasures, typos, etc., since I do not ask my secretary to type fishing-type letters, inasmuch as she would not know a dry fly if it climbed into bed with her, albeit the likelihood is rather remote.)

Another thought-- what is the basic purpose of your giving away a free fishing guide, whether revised or not? Answer: to make friends for the Troutt Shop, and hope to build new enthusiasts for the West Yellowstone area who will return many times in years to come, and work as evangelists to convert all their fishing friends, so that in years to come the Trout Shop and its proprietors may become incredibly prosperous. In fact, the true end of the whole endeavor is to make the owners of the Trout Shop disgustingly wealthy, to the end that you may drive to the lower Madison in a custom Rolls Royce, with special built-in compartments for hand-made rods, and facilities for keeping gut leaders properly moistened in the radiator.

I cannot think of a more noble or worthwhile cause, Bud. Therefore, over the next couple of weeks or so, I shall be honored and privileged to assemble my thoughts and pass them on to you, and the only remuneration I shall demand is that you accompany me, sometime this summer to come, on a fishing trip and educate me in the finer points of flicking a fly.

My first thought is that it would be great if this revised document could, at one and the same time, accomplish a dual purpose:

1. To DISCOURAGE the undesirables: the guys who leave beer cans, paper sacks, assorted garbage alongside the stream-- who tote along portable record players and listen to Elvis Presly, etc., as they dunk their salmon eggs-- who brag about fooling the game warden on use of illegal bait, tackle or oversize limits--and who, for other reasons, aren't the type of characters you'd like to have muddying up the floor of your Trout Shop.

2. To ENCOURAGE the desirables: the true sportsmen -- the guys who have an natural sense of fairness and respect for the other fellow-- people who would be a constructive force for the area, and that you'd genuinely like to see come back, year after year.

Whether or not this can be done successfully, I don't know. But it sure as hell is a noble ambition, ain't it?

My next thought is, that as a piece of advertising promotion literature, designed to appeal to the widest possible audience, Martinez' original Fishing Guide missed the boat. It is aimed almost 100% at fly fishermen. While I know this includes you and me and most of my friends, I have to be objective and recognize the fact it doesn't include most fishermen. So might it not be wise to perhaps divide the thing into three classifications with headings something like these:

1. FOR THE BAIT FISHERMAN!

(If you like to dunk worms, other baits, this is for you)

Information that would follow would give highlights of bait fishing regulations (keep your goddam chubs out of Montana, no salmon eggs, etc.) then go on to list best bait fishing spots--trolling in Hebgen (tell 'em where to rent boats, gear, etc.) Yellowstone Lake, etc.

2. FOR THE HARDWARE MERCHANT

(Like to fish with spoons, spinners, gidgets, gadgets, spinning rods, etc? This is for you)

Dope on best spots for this sort of fishing plus other info you might think pertinent

3. FOR THE FLY FISHERMAN

(So you're a purist, huh? Like to flick a fly at fat fabulous fickle fish? Dope that follows is strictly for you.)

Dope on streams, tackle, regulations, etc. Here you could really let yourself go. For instance, Bud, the fact that there are streams (in the Park) restricted to fly only I've found to be tremendously appealing and exciting to California fishermen. This should be played up. The fact that trout up your way favor flies that are sort of peculiar to your region should be emphasized (advise readers to wait 'til they get to the Trout Shop to stock up).

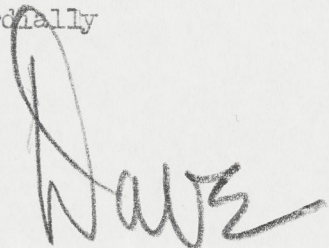
It's getting sort of late and I'm going to hit the sack. As more thoughts occur to me in the near future, I'll pass 'em along to you, Bud, to do with as you wish. If I can help you in any way---all the way from putting your thoughts into pithy, piscatorial prose to perhaps doing a new map for you---I'd be delighted.

Obvious thought I'm sure you've thought of: you, of course, should be listed as the author of the revised, new fishing guide.

Best to you and Mrs. L.

This damold typewriter doesnt rite worth a ¢/

Cordially

A handwritten signature in cursive script, appearing to read "Dave". The signature is written in dark ink and is positioned below the typed word "Cordially".

G B B

Guild, Bascom & Bonfigli, inc.

ADVERTISING

222 Columbus Avenue · San Francisco 11, Calif. · YUkon 2-8400

From the office of:
DAVID BASCOM
Chairman of the Board

last day of the year

Dear Lillylunker:

After hearing no word from Wherever It Is Montana for over 3 wks I speculated on which of the following fates had befallen you:

1. Yr wife finally couldn't stand it any longer, threw you out in the snow
2. Somebody had again snagged yr waders & you were suffering from double x 2 pneumonia
3. While fish were rising in Gallatin, you were caught in a flash flood & last seen taling in water below 3 Frks

Then yr letter finally arrived shrtly bel Christmas, thus dispelling all these theories. Heartening to know you are still in land of the living. Saddened though to learn that our house would not be brightened over Christmas holidays by presence of any Lillies. But I bear up.

Some gonk I have sent you in past weeks not mentioned in yr letter, wonder if it arrived. Such as new Dept of Agriculture bk on earthquake/clipping that gave Trout Shop a plug from Mimmesota paper. Sorry that records you asked for (a) cost more than you expected (b) didn't arrive when they should have. On latter score, I shall check record shop day after tomorrow when I return to work, give them hell, learn how they managed to foul things up, and if & when they ever sent records, if they didn't I shall demand my \$\$ back. On cost business, suggest that on any future requests you stipulate a maximum.

Just returned yesterday after three days of so-called fishing on upper Russian River. Steelhead reported to be in, in big droves. Black lie. Nothing. Weather freezing, ice all over ground, worked like hell all to no avail. Saw about five fish taken (largest was 1 1/4 lbs. 12 oz) which roughly averaged out to one fish for every 500 fishermen.

Much appreciation, copious thanks for handsome, highly comfortable & nicely fitting gloves. Really needed good pair gloves. Weather around bay area can't compare with your country for wintryness, but our fish pond has had a thin layer of ice on top for the past several mornings, with thermometer dropping to 29 or 30 degrees. Enjoyed a quiet but pleasant Christmas, received much fishloot. Plans to go up to the Klamath loused up for several reasons (all dull). If I have chance to learn anything about McKenzie River boats will do so and pass info on to you. I'm not familiar with the McKenzie myself. The boats I've seen and traveled on, on other Oregon white water streams are custom made for white water, which means shallow draft and a length of at least 25 ft, to enable the craft to go thru rapidly falling, but not too deep, water.

The Madison, by popular definition, is not white water in any of its stretches that I've ever seen.

A copy of Dave Holmes catalog is enclosed for your amusement, containing both the Mess and the Clubrod. This single effort sold over 700 Messes at \$2.95 each, in leather case as described. You will note that lovely copy advertising same, which I penned, gives big plug to Bozeman, Montana. Better call this to attention of local Chamber of Commerce so they can give us suitable gold plaques. Speaking of Wretched Messes, all retail outlets in northern California did a dandy Christmas business. Abercrombie re-ordered 4 times, sold about 35 dozen without benefit of advertising (the cheapskates)

A copy of the latest WM News is enclosed. Due to a long nasty series of delays, production problems, etc this issue is much later than I intended. Also, stencils went to pieces before full run completed, which means great shortage of extra copies. I'll be sending you a scant 10 or 15 extra copies rather than the larger quantity you had asked for. However, everybody who bought a fishing license from you last yr will get a copy thru mails--except for those whose names and/or addresses were completely illegible, of which there were quite a few.

Steve Allen gave the Mess a fine plug on his national TV show about 10 days past. His show isn't released by any Montana TV station. Outdoor Life has Mess plug coming up in March issue. Western Outdoors little plug brought in about \$15 in orders before you managed to intercept mail.

Re your letterbox suggestion: unless there is something truly unusual, distinctive about this, I can't see it. Only prospects are homeowners, and everybody who owns a home already has a letterbox. They have to have a pretty darn good inducement to go the the trouble & expense of replacing this. Before you get in too deep on this, suggest you check with P.O. concerning regulations on sizes and shapes that may exist in some states.

How does snowpack in Montana look up to this point? Any early predictions about next season's fishing?

Wretchingly

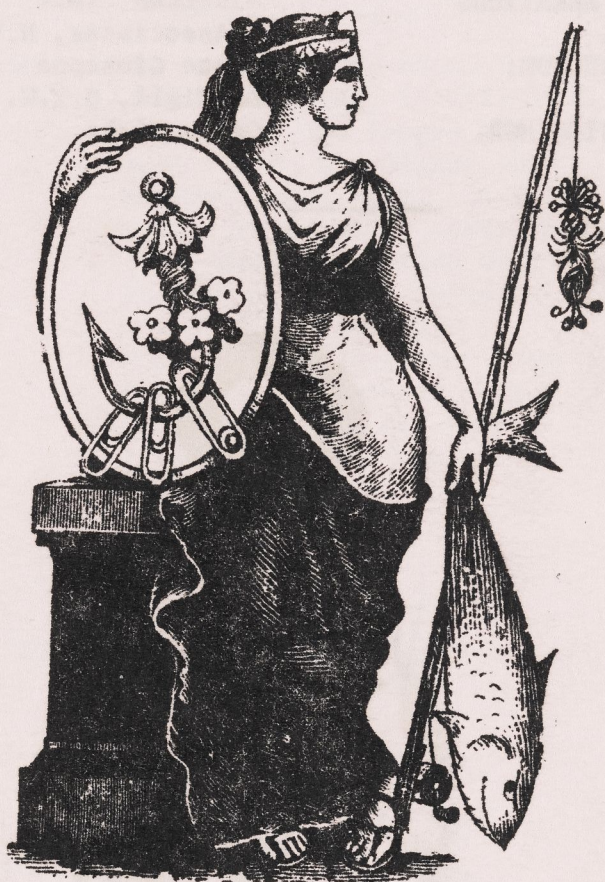
AX

WRETCHED WRATE CARD

WRETCHED MESS NEWS

The Piscatorial Periodical
Published at West Yellowstone, Montana

(Wherever that is)



(our trademark)

MESSINA, GODDESS OF WRETCHEDNESS

Rate Card #1

November, 1962

Effective until we decide to raise
our rates.

PERSONNEL

EDITOR: Dave Bascom
4X Heavy Butt Tapered Leader Of The Society
Dedicated To Observe The Opening Of Trout
Season On The Lower Madison River.

PUBLISHER: SAME

CIRCULATION MGR. &
FISHSOCIETY REPORTER Bud Lilly

WILDLIFE REPORTER: Igor J. Dog

PUBLIC RELATIONS Biderman, Tolk
COUNSEL & Associates, N.Y

ART DIRECTOR: Dante Giuseppe

PRODUCTION MGR. Bonfigli, G.T.W.
Onita Hicks



Ray Rhodes, Our Wretched Representative

WRETCHED WRATES

FULL PAGE	\$19.14
HALF PAGE	8.26
QUARTER PAGE	3.32
COLUMN INCH69

NOTE: In comparing the above advertising rates, it will be noted that the larger the space unit, the higher the proportionate cost. (A full page, for example, costs more than double the price of a half page.) This reflects our Wretched Policy: to discourage advertisers from buying great amounts of our precious space, and thus crowd out vital fish editorial matter.

TERMS: CASH IN ADVANCE

** NO FISH **

CIRCULATION:

While we are greatly impressed with our circulation, particularly in upper-fish level homes, this is really none of your damn business.

COPY & PRODUCT REQUIREMENTS:

All copy subject to change or rejection by management without notification.

Worm and bait advertising prohibited.

Alcoholic beverages accepted -- especially Jack Daniels.

CLOSING DATES:

Just send us your material and we'll decide when to publish it. (SEND CASH TOO.) We don't make any claims about the number of issues we'll publish. You can bet on this much: when it's time to get the news out, we'll get it out.

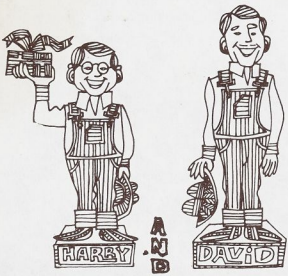
MAILING ADDRESS:

Ray Rhodes
WRETCHED REPRESENTATIVE
WRETCHED MESS NEWS
58 Sutter Street
San Francisco 4, California

THANK YOU FOR THIS ORDER



You'll be tickled pink . . . or your money back



**Bear Creek
Country Store
Medford
Oregon**

PERSON OR FIRM _____ Date _____
SENDING ORDER _____

St. Address _____ ZONE _____

City _____ (____) State _____

For each gift BE SURE to show how your greeting should be signed—even though personal cards accompany this order.

PLEASE SEND DIRECT TO ME AT THE ADDRESS ABOVE

Quantity	Gift No.	Name of Item	Amount \$	Packing, Postage and Insurance \$
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

USE THESE SPACES FOR SHIPMENTS TO OTHERS

Quan. _____ Name of Item _____ Gift No. _____ Amount \$ _____
Packing, Postage and Insurance \$ _____

TO _____

St. Add. _____ Zone _____

City _____ (____) State _____

Greetings to read FROM: _____

Delivery: For Christmas When available Other Date _____

Quan. _____ Name of Item _____ Gift No. _____ Amount \$ _____
Packing, Postage and Insurance \$ _____

TO _____

St. Add. _____ Zone _____

City _____ (____) State _____

Greetings to read FROM: _____

Delivery: For Christmas When available Other Date _____

Quan. _____ Name of Item _____ Gift No. _____ Amount \$ _____
Packing, Postage and Insurance \$ _____

TO _____

St. Add. _____ Zone _____

City _____ (____) State _____

Greetings to read FROM: _____

Delivery: For Christmas When available Other Date _____

Quan. _____ Name of Item _____ Gift No. _____ Amount \$ _____
Packing, Postage and Insurance \$ _____

TO _____

St. Add. _____ Zone _____

City _____ (____) State _____

Greetings to read FROM: _____

Delivery: For Christmas When available Other Date _____

IMPORTANT: For each gift ordered please enter amount—also Packing, Postage and Insurance as shown in our booklet. No charges, no C. O. D.'s, please.

CHECK ENCLOSED FOR GRAND TOTAL \$ _____



FULLY GUARANTEED

HARRY

AND

DAVID

BEAR CREEK
COUNTRY
STORE

Anna



IT'S A FUNNY THING. Harry and I've been sending luscious-eating gifts for choosey folks for half a century. We've got friends from here to gosh knows where . . . all of 'em swell people. They're still our friends even though we couldn't always send 'em the things they asked us for . . . like the time George Hobart out in West Bend asked us to find him some really different Christmas gifts for his friends and family that weren't made out of fruit and food.

WE'VE BEEN KEEPING OUR EYES OPEN to see if we could find some things to please George. Christmas gifts that would be exclusive and impressive . . . long-lasting, unusual gifts of value . . . at prices to suit any budget, whether friends live in a penthouse or cottage.

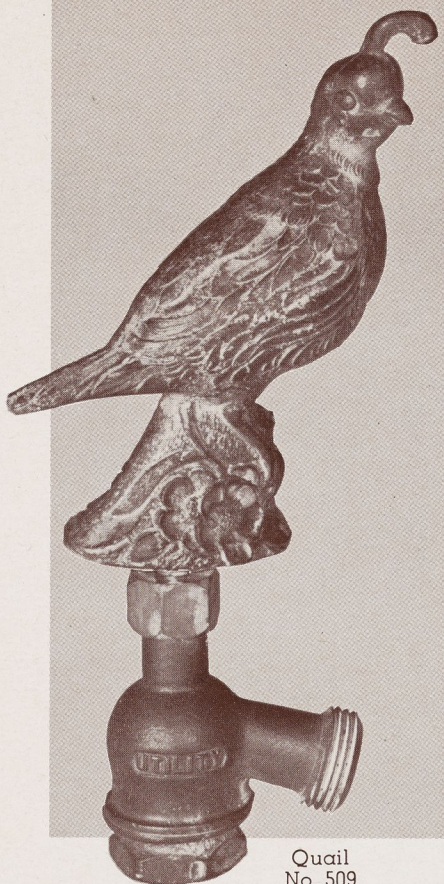
WE'RE BRAGGIN'—WE DID IT! We're pleased and we think you will be, too. Here's the pick of a rare and unusual crop of gifts that we put in our Bear Creek Country Store. We just call it a Country Store. Actually, it's sort of an international, cosmopolitan collection of ideas that you wouldn't usually find in any store—country or cityfied. Some of these gifts are arty type stuff . . . some of them are pleasingly practical and others are whimsical. And each and every one will make you the most original, thoughtful, gift-thinker-upper of the Christmas Season.

Your friends,

*Harry and David**

at Bear Creek Country Store, out Medford, Oregon way

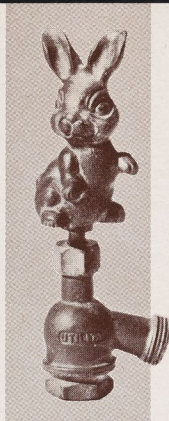
P.S. Like our fancy eatin' fare, everything is guaranteed. We promise your complete satisfaction in every respect.



Quail
No. 509



Squirrel
No. 505



Rabbit
No. 508



Pheasant
No. 506

antique bronze LAWN FAUCETS

Have you got a rabbit in the rock garden—a quail in the camellias—a pheasant in the frog pond or a squirrel in the snapdragons? Well we've captured 'em for you. Four rare and delightful water faucets of sculptured antique bronze. Imaginative gifting for folks who love their garden. A very special touch for patio, lawn or woodsy setting—anywhere they have an installation for irrigating growing things. A constant reminder of you with every turn of the faucet!

Order by Gift Number . . . \$ 10.95 each
Please add packing-insurance-delivery . . . 1.00 each
Complete set of 4 faucets . . . Order Gift No. 503 . . . \$ 37.95
Please add packing-insurance-delivery . . . 2.00



MARK II EXECUTIVE TRANQUILIZER*

Is he tired? All tensed-up? It's the old story—and here's the new cure! Please don't expect a nuts-and-bolts description of this fascinating bit of lunacy. It simply can't be done . . . it's witchcraft . . . there's no end to the varieties of combinations and anti-combinations. We can tell you, however, that it's a "set" of nine discs and six rings—all metal and all permanently magnetized . . . in a 4" by 5½" zip-closed plastic miniature briefcase with full instructions to get 'em started. Everything attracts everything else—or repels it—and bemused execs spend many a magical and ulcer-free hour fussing with the endless possibilities of the variable magnetic field. Really tranquilizes 'em!

*Pat. Pending

Order Gift No. 548 . . . \$ 2.50
Please add packing-insurance-delivery45



wrought iron CHRISTMAS CANDLETREE

Ever wonder how family heirlooms get started? Well, here's the first ingredient—a **timeless treasure!** Send it to folks who love gracious things and PRESTO, year after year it'll appear to brighten their home and bring warm thoughts of you. Almost 15" high and complete with a dozen colorful candles, your gift will just naturally be an imagination pepper-upper. Fancy branches rotate to suit any arrangement, however displayed, and will fold flat for storage until the next festive occasion. It's **charmant** as the French say. Harry and I say it's a bargain!

SINGLE TREE . . . Order Gift No. 520 . . . \$ **6.95**
Please add packing-insurance-delivery . . . **1.00**

PAIR OF TREES (to one address) Order Gift No. 519 . . . \$ **12.95**
Please add packing-insurance-delivery . . . **2.00**



automatic cork pusher CORK POPS®

Arguing with a cork may not be an everyday event, and maybe we can't really call it a household necessity, but Cork Pops sure is a household nicety! Great little Cork Pops does a neat, efficient job of being pushy—nicely! Darndest thing you ever saw! Push needle through cork, press cartridge on top and **CORK RISES** . . . nice and calm, no pop, pull or panic at all. Secret is a tricky CO₂ cartridge that's replaceable (two come with each gift). Clever little gadget gets inside and pressure **pushes cork out**—how about that! Doesn't destroy cork or give any flavor to beverages. No one should be Cork Pop-less, ever!

Order Gift No. 540 . . . \$ **5.50**
Please add packing-insurance-delivery . . . **.45**

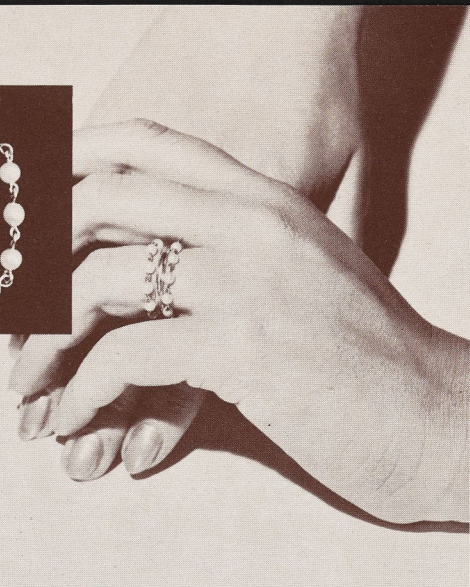


FOR A PHILOSOPHER'S DESK

antiqued old world GLOBE

Here's a curious memento of the good-old-days—and we really mean the good-old-days, like maybe the Renaissance! Looks like an heirloom that's been in the family since Columbus! This artistic replica of early globe-making art is beautifully done. The globe pivots and turns and is cradled in solid brass, painted in antiqued colors, lettered and ringed with the signs of the Zodiac. It's a rich, cultural addition to home, office or student's room. And just look at that price!

Order Gift No. 514 . . . \$ 8.95
 Please add packing-insurance-delivery . . . 1.00



seed pearl GUARD RINGS

Harry and I may not be right up-to-date on the latest ladies' fashions, but we sure know something that'll **never** go out of style—lustrous pearls! Linked with gold, they form dainty, uncommon rings to guard **other** rings or may be worn alone as a flair to the feminine personality. However she wears 'em they're a constant, beautiful reminder of your thoughtfulness.

BE SURE to specify ring size. If you can't find out—don't worry! The cream rose Seed Pearls are connected by 14 carat solid gold links and size may be easily changed by any jeweler.

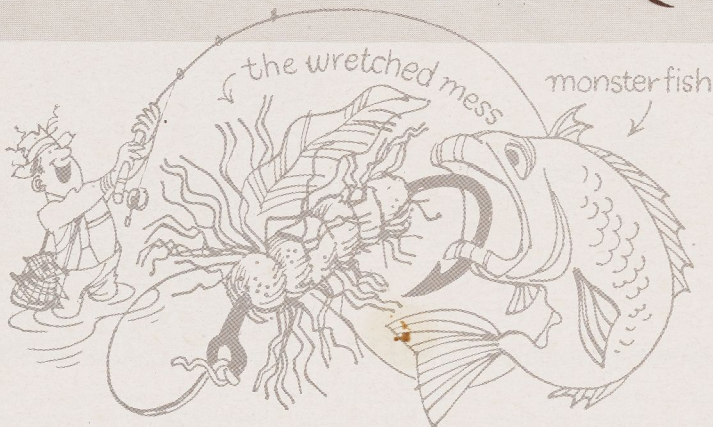
Order Gift No. 502 (per pair) . . . \$ 8.95
 Please add insurance-delivery and Federal Tax . . . 1.00



forever fragrant ROSE PETAL JAR

It's a conspiracy! Gleaming crystal . . . the scent of an old-fashioned garden . . . a touch of lace . . . what could be more calculated to win the feminine fancy? In Grandma's day, no lady of elegance would dream of being without her scented Rose Petal Jar. And today's lass or lady will cherish hers just as Grandma did. Don't let the low cost mislead you, for a walk through a flower-scented garden costs nothing . . . this bewitching gift for milady's boudoir costs but little more.

Order Gift No. 536 . . . \$ 5.45
 Please add packing-insurance-delivery50



A whale of a value at a minnow-size price

the famous WRETCHED MESS fishing fly

Here's the world's only fishing fly guaranteed to catch huge monster trout—or nothing! It's the Wretched Mess . . . a gift that's bound to get you thanks galore—or a lifetime of insults!

A STOCKING STUFFER SUPREME! Each Wretched Mess is individually packaged in a handsome genuine leather carrying case, with the initials you specify hand stamped in gold leaf . . . ideal for carrying caraway seeds or hormone pills when empty. Each is accompanied by impressive owner's certificate! We inscribe, **in real English**, name of lucky owner on each certificate. (Tell us how to spel same corectly.) Wretched certificate also includes spine-tingling history of fly, fishy guarantee and full instructions for catching big scary fish.

NO TWO ALIKE! Despite no 2 Messes being the same, each is guaranteed to be just as effective as the next, & quite likely far more so. Made from rare, exotic materials like dinosaur feathers, unraveled sweat shirts, bangles, spangles, trout fur, etc.

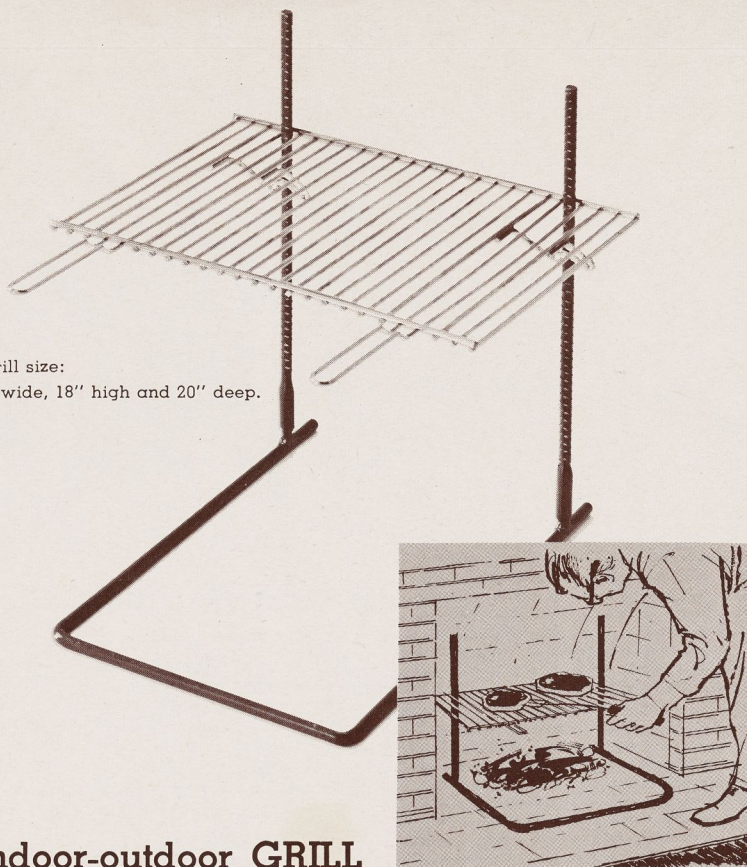
GET LAVISHED WITH APPRECIATION. Give anyone a Wretched Mess—and see what fantastic things happen to you! Will they rewrite their will in your favor? Will they give you an all-expense paid trip to Bozeman, Montana? Will married wives _____ husbands _____ (check one) try to run off with you to Pocatello, Idaho? For only \$2.95, isn't it worth finding out?

Order Gift No. 549 . . . \$ 2.50
Please add packing-insurance-delivery-initialing45

Wretched holiday gift special
6 Wretched Messes to same address, you fill in names on certificates yourself.

Cases not initialed . . . Order Gift No. 550 . . . \$ 13.95
Please add packing-insurance-delivery 1.00

*Grill size:
18" wide, 18" high and 20" deep.



indoor-outdoor GRILL

When leaves turn red and the air turns chilly, you and your friends don't have to give up those mouth-watering, outdoorsy-flavored, charcoal-broiled steaks. Here's a clever-as-a-beaver gift for city apartment dwellers with an average-sized fireplace*, or for anyone who has an outdoor camping urge. Handsome and rugged, with its gleaming stainless steel grill, it takes down and travels flat to picnics, barbecues, camping trips or for storage. A perfect gift for anyone who eats!

Order Gift No. 529 . . . \$ 7.95
Please add packing-insurance-delivery (It's heavy!) . . . 1.80

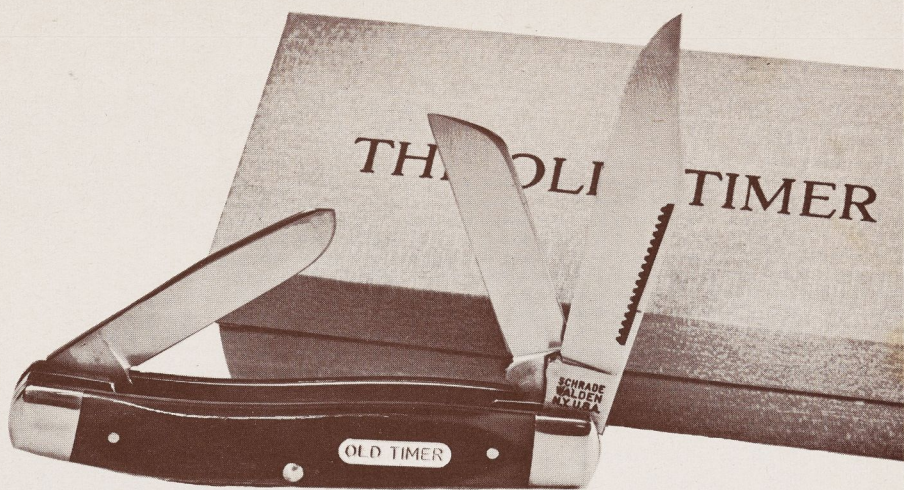


sterling silver SIPPING SPOONS

Hand-wrought sterling silver spoons in sets of twelve or six, and not just long-stemmed spoons . . . they're clever silver sippers, too. Those long slender stems are really sterling silver straws that will elegantly adorn your friends' fine crystalware, quench their thirst and fill them with iced tea, tall beverages, and happy thoughts of you forever.

Set of 6 silver sipping spoons . . . Order Gift No. 524 . . . \$ 8.45
Please add insurance-delivery and Federal Tax . . . 1.50

Set of 12 silver sipping spoons . . . Order Gift No. 523 . . . \$ 15.95
Please add packing-insurance-delivery and Federal Tax . . . 3.00

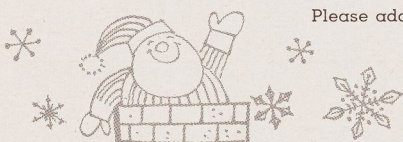


a knife like granddad's THE OLD TIMER

Harry 'n I've always sort of taken our Old Timer's knives for granted. Funny thing too, cause they're scarce as pears on a pine tree. We knew all along that all men love a good honest knife, but we didn't know that the best of 'em were so hard to find. Well, we've rounded-up a batch of our favorite; handmade, hand-honed and edged with 3 blades of hardened and tempered cutlery steel. It's a full 4" long with solid brass linings. The handle of Meerschaum bone feels the way it should in a man's hand . . . definitely a personal type possession that he'll be mighty proud to own and use. The design is just right, proven by time-honored use in the hands of many men. Attractively boxed as a presentation piece and guaranteed, of course.

Order Gift No. 538 . . . \$ 4.95

Please add packing-insurance-delivery . . . 1.00



solid brass STAMP and TAPE DISPENSER

Here's the indispensable dispenser. It's so handy-dandy, they'll wonder how they ever got along without it. Crafted of heavy solid brass, artistically designed and detailed, this delightful desk necessity for home or office will reel off stamps and tape slick as a whistle! OR, better yet, why not send your gifts preloaded with a roll of fifty U.S. 5c stamps and a roll of tape . . . ready for instant use and instant thanks.

BRASS DISPENSER, UNLOADED

Order Gift No. 525 . . . \$ 4.95

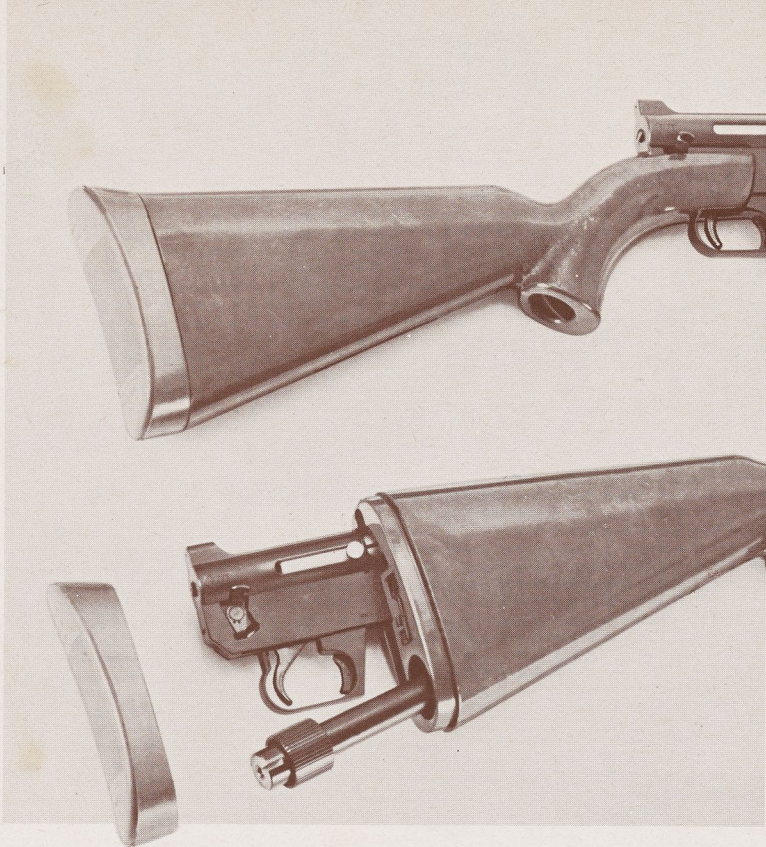
Please add packing-insurance-delivery . . . 1.00

BRASS DISPENSER, LOADED

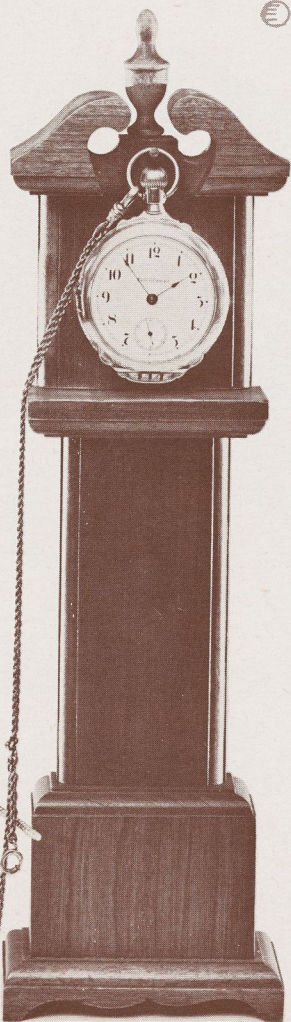
with 50 5c Postage Stamps and roll of tape.

Order Gift No. 526 . . . \$ 8.45

Please add packing-insurance-delivery . . . 1.50



MAKE DADDY HAPPY



pocket watch GRANDFATHER CLOCK

You already have the antique pocket watch. Or Dad or Grandad does. Probably in the bureau drawer or safe-box. As soon as they get one of these smart Fruitwood Cherry Stands to hang it on, lo and behold, you've created an **instant antique** . . . a table model Grandfather Clock. Their prized old pocket watch becomes an eye-catching show-off, a veritable objet d'art, to intrigue the attention and spark conversational interest. You'll win compliments for retiring their keepsake with such originality, grace and charm.

Handsome, hand-crafted pocket watch stand is 14" high and 4" wide . . . fits any pocket watch.

Order Gift No. 539 . . . \$ 3.50

Please add packing

-insurance-delivery45





automatic sportsman's RIFLE

Ever since Harry dropped his scattergun in Bottomless Lake he's been lookin' for a gun just like this! We finally found a beauty, created and crafted by a famous military arms manufacturer as an Air Force survival weapon. Chambered for .22 caliber long rifle ammunition, this 8 shot automatic rimfire is really the thing for hunters, fishermen, hikers, explorers, boatmen and pilots! It's lightweight, assembles quicker than a possum can scoot up a tree. Barrel, action and magazine stow away in the handsome watertight stock. It'll really float too! Can't be harmed by moisture or exposure. An ideal gift for those sportsmen on your list who like quality and peep-sight accuracy in everything. Good for butterfingers like Harry too!



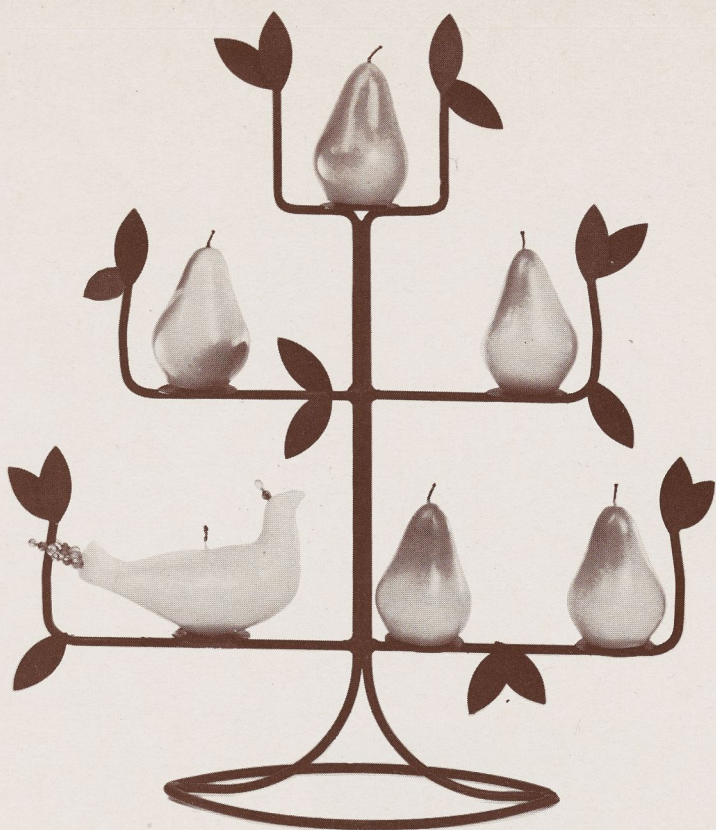
Order Gift No. 528 . . . \$ 47.95
Please add packing-insurance-delivery . . . 2.00



mariner's monkey's fist READING LAMP

For adventurous friends who love to roam—or stay at home—the Monkey's Fist lamp smacks of the sea—and lights up the eyes of those who know the ropes. The handsome hand-finished base secures an authentic mariner's knot, the bronze stand is topped with a natural hemp colored, textured shade. Goes with the finest furnishings . . . like accessories you see in fancy decorators' shops at twice the price! They're rare and beautiful—ideal for seafarers, landlubbers, students, businessmen or YOU . . . in a den, study, living room, log cabin, summer home, ski lodge ANYWHERE!

Order Gift No. 500 (22" high) . . . \$ 24.45
Please add packing-insurance-delivery . . . 1.50

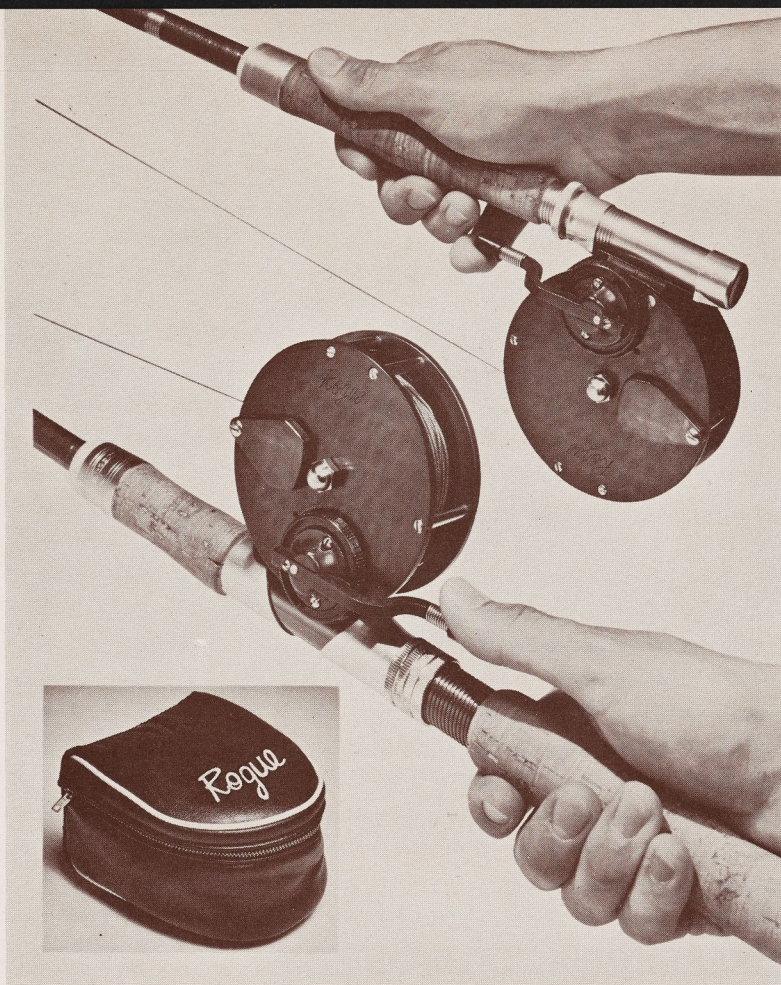


PARTRIDGE IN A PEAR TREE

The 12 days of Christmas just aren't complete without the traditional partridge-in-a-pear-tree. And what will **you** get for the other 364 days of the year?—a tree full of thanks that's what! Send 'em this stylized tree, elegantly made of wrought iron; almost 21" tall; complete with 5 pear candles and gorgeous partridge candle. Lighted or not, Pear Tree is the eyecatcher of the season! **The** perfect Christmas decoration . . . wonderful for year 'round decorating, too! Pears are natural colored, blushed with red. Partridge is in matching color and bejeweled. It's extraspecial and in excellent taste for everyone.

Order Gift No. 542 (single tree) . . .	\$ 18.45
Please add packing-insurance-delivery . . .	1.50
Order Gift No. 543 (the pair to one address) . . .	\$ 34.95
Please add packing-insurance-delivery . . .	3.00





ONE REEL for FLYCASTING and TROLLING

Fingertip control—hooks 'em every time!

Really—we've never seen anything like it! Most exciting, big-capacity, lightweight reel in history . . . with a fingertip operated floating disc brake that puts delicately adjustable drag tension into play at the very instant of the strike. Ends slack line and tangle problems forever! Rogue* Reel mounts bottomside for fly fishing or topside for trolling. Takes up to 350 yards of 20 lb. braided line, 300 yards of 27 lb. Monel, or a G-A-F flyline with 175 yards of 18 lb. braided backing. Extra spools are available for different weight lines and interchange in a flash, without tools. Precision machined of super-light nonferrous alloy, with tremendous resistance to corrosion. Perfect for salt water use—and great for fresh water trolling or floating the big rivers. Offers far more than any reel we've ever seen within 65 dollars of its price! In its own rugged zipper case, with interior padding. For any fishing friends you know—discovering this will rank with the electric light!

REEL with SPOOL . . . Order Gift No. 551 . . . \$ 33.75
Please add packing-insurance-delivery . . . 1.00

EXTRA SPOOLS for changing lines
Order Gift No. 552 . . . \$ 7.95 each *delv'd*

outdoor fun CAMPING KIT for boys and girls

When the junior woodsman or his pioneering sister get the urge to do a bit of back yard camping-out, send them off in style with this full grain leather kit. Clever set has enough belts, jangles, equipment 'n stuff to make them the Daniel Boone of their block. Great for fledgling explorers, hikers and adventurers—girls or boys. Practical too, 'cause they're prepared for any emergency with canteen, flashlight*, band-aids, whistle, compass and food pouch. The harmonica's to quiet the savage beasts (cats, frogs, dogs, etc.) that they might run across in the neighborhood. The 5 to 12 ages'll love it. Older'n that, they expect car service . . . and younger'n that, they'd want you to go with them.

Order Gift No. 547 . . . \$ 5.25
Please add packing-insurance-delivery70

*Metal flashlight is fingertip-controlled 3-way color red, green and regular bright light.



men's deerskin SLIPPERS

Velvety soft and relaxing. Pictures can't show, and we can't describe just how good these feel to weary feet—better'n going barefooted! Tell us foot size, please.

MEN'S DEERSKIN SLIPPERS . . . Order Gift No. 531 . . . \$ 12.50
Please add packing-insurance-delivery45

DEERSKIN ACCESSORIES

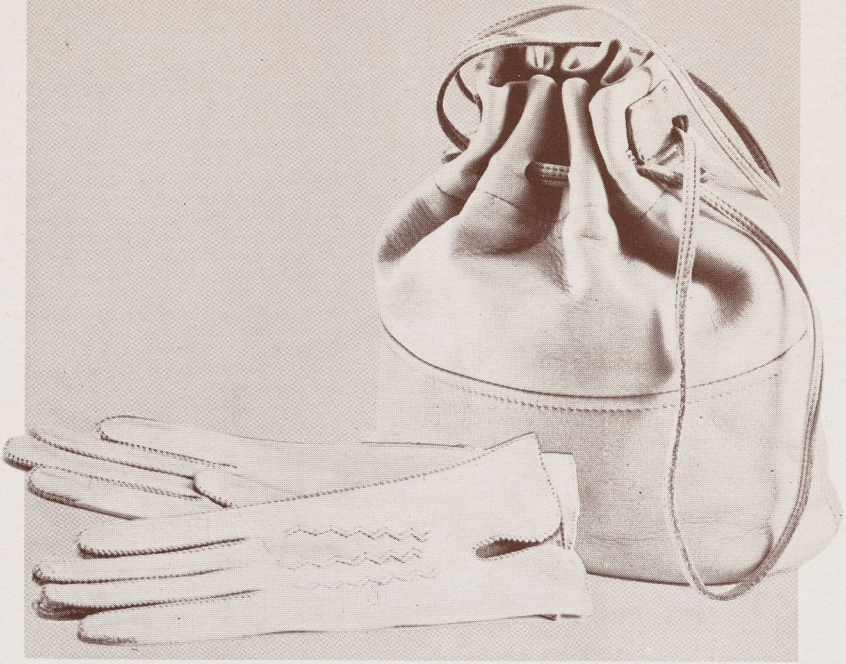
The perfect gift for every dear friend—friendly deerskin! Give 'em gloves or send 'em slippers of pampered deerskin, soft and supple: Everyone who loves the best, will love YOU when they're enjoying this Aristocrat of Grain Leathers! All items are easily kept fresh and brand spankin' new looking. They're washable in lukewarm, soapy water.



women's deerskin SLIPPERS

Her very own to wear elegantly and featherfootedly. Soft as velvet, her beige slippers will make her relaxed as a pussy cat.

WOMEN'S DEERSKIN SLIPPERS . . . Order Gift No. 533 . . . \$ 12.50
Please add packing-insurance-delivery45

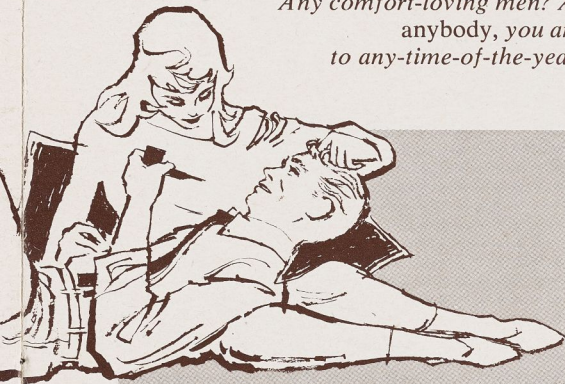


women's deerskin GLOVES and HANDBAG

She'll love these trim deerskin gloves and wear them everywhere, anytime, as a fine flair in accessories. She can sally forth and sally first, when you add a deerskin handbag in the same fine quality, completely lined, supple and durable with the miraculous thong closure. Don't forget hand size, please.

- WOMEN'S DEERSKIN GLOVES** . . . Order Gift No. 532 . . . \$ 7.50
Please add packing-insurance-delivery45
- WOMEN'S DEERSKIN HANDBAG** . . . Order Gift No. 534 . . . \$ 14.95
Please add packing-insurance-delivery-Federal Tax2.00

*Know any smart but casual couples?
Any comfort-loving men? Any gals? If you know
anybody, you are now gazing upon the answer
to any-time-of-the-year unusual gifting.*



men's deerskin GAUNTLETS

He deserves to be at his dashing best. Deerskin is perfect for driving or riding gloves and comfortably warm in topcoat weather. Don't forget hand size of lucky man.

- MEN'S DEERSKIN GLOVES** . . . Order Gift No. 530 . . . \$ 7.50
Please add packing-insurance-delivery45

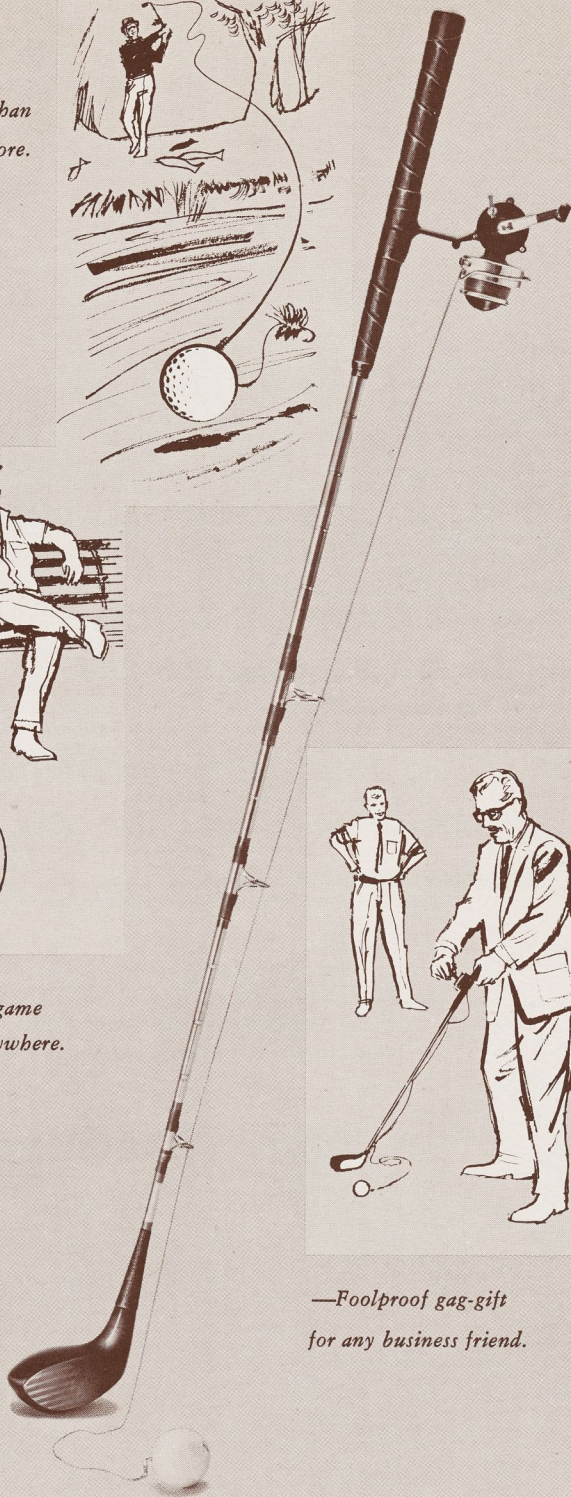
—Drive lures farther than
man ever cast before.



—Improve golf game
without going anywhere.



—Foolproof gag-gift
for any business friend.



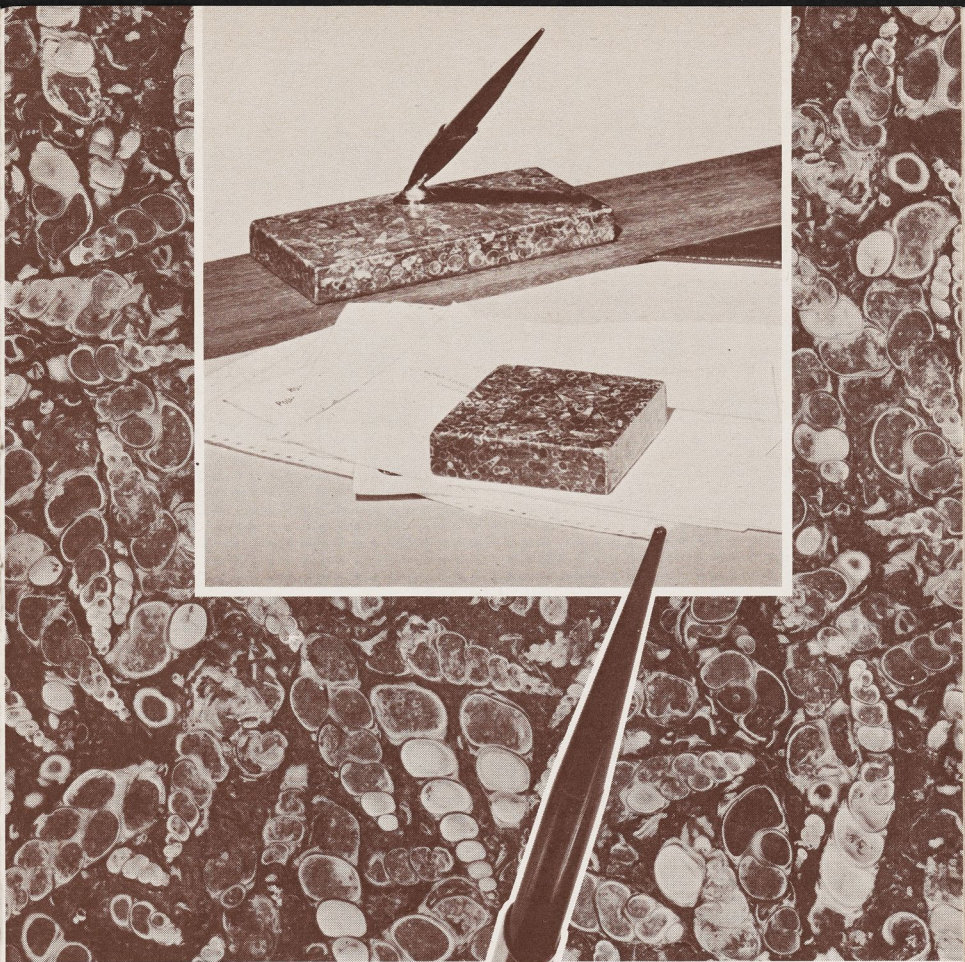
GOLFISHING CLUBROD*

While you fish, you're playing golf! When you play golf, you're fishing! It's nutty but it's true, and it works!

Do you know anyone who isn't nuts about fishing—or nuts about golf—or nuts about both? When you give this nutty invention, they'll be nutty about **you**, because it works. Fishermen get super long-distance drives out to a new world's casting record, out to where the big ones are biting (hook their lure to the ball). Golfers can play 18 smashing holes of golf without ever leaving the first tee or their back yard (each shot reeled back by the fishing reel on the club handle). Either fishermen or golfers will dumbfound their cronies and pals, and knock them speechless with amazement, when this patented equipment is exhibited. It's not only for fun—it works beautifully. Complete with ball and 300' of line on reel.

*Pat. Pending

Order Gift No. 527 . . . \$ 14.95
Please add packing-insurance-delivery . . . 1.00



So old it staggers the imagination . . . a patterned profile of life in the dim beginning of time.



50 million year old **STONE DESK SET**

Once in a while Harry and I have plowed-up some pretty old rocks and maybe an arrowhead or two—but never before did we see the likes of this primitive fossil rock. Handsome, turned-to-stone sea life over 50 MILLION YEARS OLD, in rich hues of black, brown and beige. So rare that only archeologists and ichthyologists usually see em. Now you can be the best-loved, most talented giftologist your friends ever knew. Send them the unique gifts pictured on this page! Whether the Pen Stand or Paperweight or both, each stone is carefully cut to reveal the delicate, lifelike tracery of beautiful seashells captured in stone from the Eocene period. Wherever displayed, your gift of primitive history becomes a priceless conversation piece . . . a work of art with a history to stagger the imagination. Their thanks'll stagger you too!

THE SET . . . Pen Stand and Paperweight	
(includes Sheaffer Lifetime Fountain Pen)	
Order Gift No. 515	\$ 36.95
Please add packing-insurance-delivery	2.00
PEN STAND . . . (includes Sheaffer Lifetime Fountain Pen)	
Order Gift No. 516	\$ 28.95
Please add packing-insurance-delivery	1.00
PAPERWEIGHT . . . Order Gift No. 518	\$ 8.95
Please add packing-insurance-delivery	1.00

RING-A-DING DING
 rope game
 for family fun



Ever ring a ding-ding? No? Well get ready, 'cause now you can with Harry and David's new twist to an old favorite. OK, so it's wacky . . . (who ever heard of ringing a ding-ding?) but it sure is fun! Normally, rules say you're supposed to loop the 5 colorful rope rings over the bell-topped target rope (which, by the way, mysteriously stays in any position you choose, from upright to flat for storage) . . . but with Ring-a-ding-ding the fun's in getting just close enough to ring the ding-ding. No scoring problems—ever, 'cause you can hear when you score! No marred furniture—Ring-a-ding-ding's made of soft rope! Sharp-eyed family can keep music in their home all year 'round. Tossable indoors, outdoors, by everyone and they'll love it (even if it is crazy)!

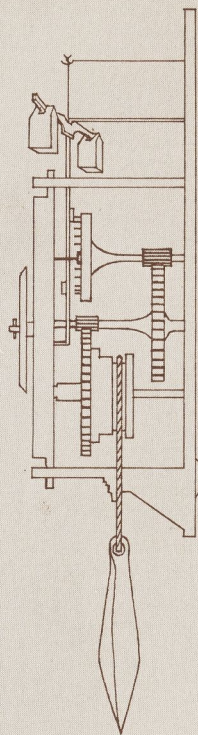
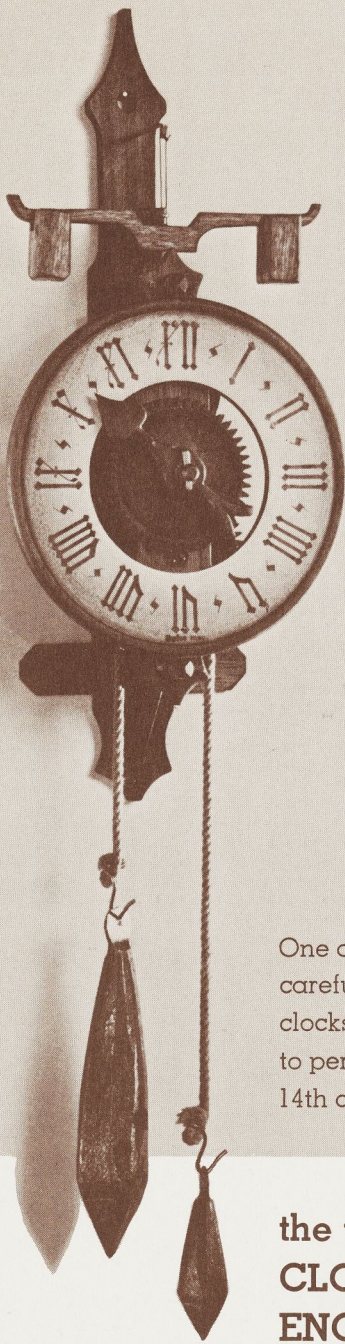
Order Gift No. 546 . . . \$ 4.50
 Please add packing-insurance-delivery45



perfect for parties PEAR-ELEGANT

It's a fact! Over a million people are using ice-buckets to keep things cold. And then along comes something better . . . our keeper-cooler or keeper-hotter, whichever you prefer. Sculptured in life-like unbreakable vinyl from Bear Creek Orchard's purtiest pears, here's a gift that isn't a gadget—with more uses than rabbits have rabbits. Removable, washable, foam insulated 1½ quart, heavy glass liner; you can use it for anything from Apfelkuchen to Zabaglione—perfect for chilled desserts, as an ice bucket, for fruit-salads or as a hot food server. Almost a foot tall, your gift is guaranteed to get you nice warm thanks no matter how they use it.

Order Gift No. 541 . . . \$ 8.95
 Please add packing-insurance-delivery 1.00



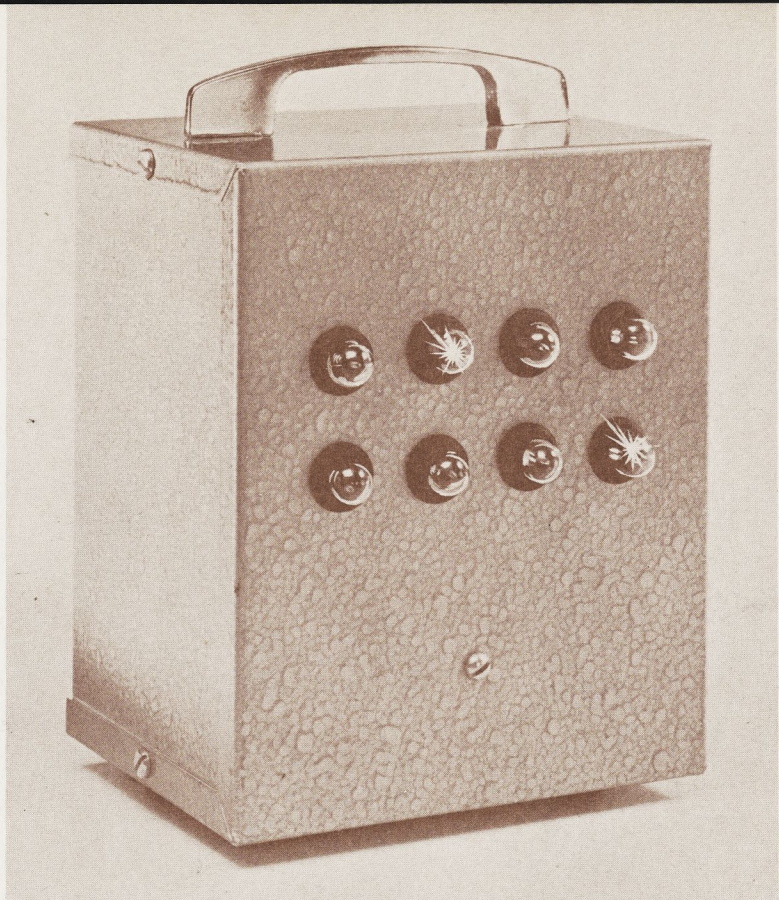
One of the first mechanical
carefully hand-crafted
clocks ever made—a replica,
to perfectly duplicate the
14th century original.

the wooden wheel CLOCK OF THE ENGADINE

Only under glass and under guard in a few museums will you ever find this fascinating timepiece. An original would set you back a figure in 4 places, they're just that rare! The Wheel Clock was invented some 600 years ago. Few were made, since their construction was possible only by artists who devoted long and patient months to their perfect completion. The charm of this old clock is faithfully reproduced by a few skilled craftsmen in the Engadine Valley of the Swiss Alps. Cabinet-maker, village smith and watchmaker all combine their rare talents to reproduce this wooden geared wall clock of the 14th century. It's a delicate working addition to cultured homes. Minutes aren't even considered by this clock—it looks back on centuries and tells the time with a single hand. It's beautiful and extremely rare. We could get only a few and gosh-knows where you'll ever find 'em again.

The clock itself is about 15" tall. With hand-wrought weights hanging below the clock, it measures over four feet.

Order Gift No. 544 . . . \$ 74.95
Please add packing-insurance-delivery . . . 5.00



Overall dimensions 6¼" high x 4⅞" x 4".
The most fascinatin' 122 cubic inches you ever saw!

NUTTIN BOX®

*"It sort of symbolizes our times. It's neat and orderly, and has a little beat to it, but its function is somewhat obscure."
... Jim Moran*

Other gadgets claim to be for the man who has everything . . . but here's the absolute blinkin' end for those sort of folks! WHO DO YOU KNOW THAT'S 1) sophisticated 2) mad-cap 3) possessed of a rare sense of dry humor and 4) crazy 'bout arranging elaborate funny situations? If he or she doesn't have a Nuttin Box, they're operating at only half capacity! No one has yet devised a **real** use for the Nuttin Box—it does nuttin'—but in such **style!** Just set box on desk with lights blinking madly and then calmly explain whatever you darn well want to explain about its workings:

For example, here's some ways that Nuttin Box has been put to use by happy owners:

- 1) to make contact with outer space.
- 2) to make ice.
- 3) an instant price estimator for salesmen.
- 4) to counteract slice or hook of golf ball.
- 5) to stunt growth of weeds.
- 6) to remove calories from food.

Tests made at the Univ. of Penn. to determine whether the lights really flash at random, indicate that there's no discernable pattern. This in itself is quite an achievement, statistically.

All it takes to operate Nuttin Box is a terrific imagination and some savoir faire! It comes in authentic natural metallic finish, complete with batteries lasting about 6 months. As a new owner, you or your friends get a certificate of ownership and a subscription to NANBE Newsletter—National Association of Nuttin Box Enthusiasts, signed by your president A. D. Infinitum. It's wacky and delightful for executives. Lots of well-known wits are using theirs daily—so if you please, don't spread the word that Box really does nuttin'—it does do sumptin' . . . brings loads of amazement and admiration for lucky owner AND thanks for whoever found it for 'em.

Order Gift No. 545 . . . \$ 37.95

Please add packing-insurance-delivery . . . 2.00

Harry and David

at Bear Creek Country Store, out Medford, Oregon way

Based on this, you must make the decision. And from my end, it doesn't matter a bit which way you decide. Without trying to belabor this issue, Bud, and not intending to make myself sound like either a heel or a hero, I am not trying to make any money out of this myself. I am doing this strictly and altogether for the fun of it. Quite frankly, if my interest was that of making money, I know of several faster, easier, more lucrative ways of doing it than communing with fish, fishermen, or fishmaps. So from my selfish standpoint I would be just as happy--even more so--if this thing would up costing you nothing. Unfortunately, with typographers, printers, etc., involved, this won't be the case. But the only costs you'll get from me, Bud, are those I actually incur, without any markup, payola, kickback, commission or whatever hidden therein.

I'll wait until I get your decision on this before proceeding further.

Yrs



BIG MOUTHED LOANSHARK

G B B

Guild, Bascom & Bonfigli, inc.

ADVERTISING

222 Columbus Avenue · San Francisco 11, Calif. · YUkon 2-8400

From the office of:
DAVID BASCOM
Chairman of the Board

3/6/61

Dear Lillybud:

Monday evening.

My secretary didn't have time to type up copy for the fishguide, etc., today, because of being swamped with business stuff. Arrived home, found your letter re cover of fishguide. Happy you picked the cover layout you did--it was my first choice, too. This proves you have impeccably good taste. Your #1 son's notion of putting a hat on the fish sounds good. Can't tell whether it will work out practically until I try it.

I'll proceed with the finished art & type for the cover. Soon as I get your okay on thw rest of the stuff I'll go ahead with that. So while you may not be hearing from me for a week or more, do not fret. Your guide will be proceeding apace.

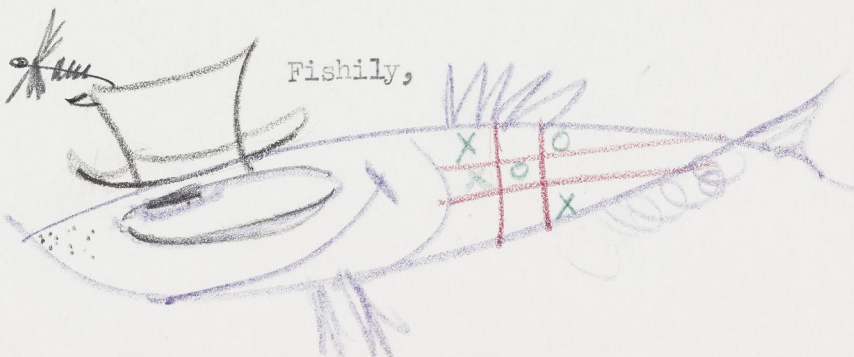
Re your joyfilled fishvisit; no need to wait until I come back from eastern trip to decide on when you're coming up. DO IT NOW! Again, only weekend when it wouldn't be practical is March 16-17-18-19. Weekend following that fine. Two weekends following that also fine. Three weekends following that fine in similar manner. And so on. Pick it now, at your convenience anytime after March 18, can be in March, April or May, let me know right away and then I can plan on it. Expect no more guidance from me on this matter.

Re your notion for trip this summer in my Volks camper onto illegsl, posted land; sounds great, will talk to you about this when you come up.

Sad note: Outdoor Writer's Ass'n. has changed 1961 convention site to Jackson Lake Lodge. I suspect they have a better Chamber of Commerce than W. Yellowstone has.

Re your whinings & carpings about life in sunfilled Arizona, constantly restatedd hope to be able to live 6 months each year in West Yellowstone: do not confuse wishes with fishes.

As to any other stuff I've neglected to comment on, wait until you get up here.



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Guild, Bascom & Bonfigli, inc.

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From the office of:
DAVID BASCOM
Chairman of the Board

~~1/11/61~~ Jan 31 1961

Dear Bud:

A few minor afterthoughts concerning the photostat of the map I sent you yesterday,~

- 1) Main thing for you to keep in mind as you look at this is it isn't finished. There are quite a number of little imperfections that I plan on correcting--spots and lines where they shouldn't be, sloppy points on arrows, etc. Don't worry about any of these-- I'll go over the thing with a fine-toothed comb before I call it finished.
- 2) A uniform grey tone will appear over all water areas. It is that way on the original right now--but because the photostat I sent you wasn't perfect, it didn't show.
- 3) For the last time, I don't want you to feel any fear, embarrassment, doubt or hesitation about asking for changes on this. Anything and everything you see on the photostat I sent you can be changed.

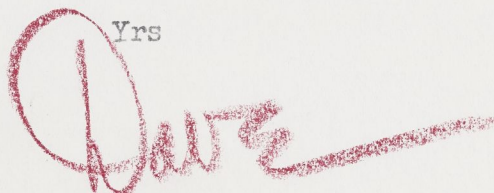
For your idle information, the copy in the ruled blocks is all type-set copy which I pasted in. Names of lakes, rivers, etc. were all hand-lettered by yours truly. We hadn't talked about Island Park Reservoir, but since it falls into the area included in the map, I drew it in, together with its main tributary streams, and took the liberty of adding a comment (which you may want changed) concerning fishing therein.

Your common sense will tell you where it is possible to add features, and where it isn't. For instance, I know it would be desirable to show the Fountain Freight road, but you can see that on a map of this scale it just isn't possible--not enough room.

I do hope you like the thing as a whole, forgetting its present imperfections and stuff yet to be put in. Offhand, I would guess that from the time I receive your reply, telling me of the changes you want, there may be from one to three days work left on the map alone. And the map is the most complex, involved part of the whole project. Once its out of the way, the remainder of the guide should go pretty fast.

Any chance of your getting up to the Sports and Boat show? It starts Friday of this week, runs thru the 12th, at the San Francisco Cow Palace.

Yrs



(see other side)

I am presently planning on omitting all mention of fishing conditions

-in the Little Firehole

-in Lewis Lake

-in Shoshone Lake

and I am planning on adding (in the accompanying fishguide) information
on

-the Gibbon

-Elk Lake

Okay?

If you have no objections, I would like to copyright this map myself, and then give you, in writing, free unlimited rights to it as long as you are the proprietor of The Trout Shop. All this means is that you and I both will have legal means of stopping any unauthorized copying or plagiarizing of this map. It also means that in small, inconspicuous type at the bottom, it will say © Dave Bascom, 1961.

If you don't like this, or have any questions, speak up.

G B B

Guild, Bascom & Bonfigli, inc.

ADVERTISING

222 Columbus Avenue · San Francisco 11, Calif. · YUkon 2-8400

From the office of:
DAVID BASCOM
Chairman of the Board

Monday

Dear Bud:

It was good to hear your raspy voice on the phone last week. I found out since that the San Francisco annual Sports and Boat Show will be February 3 thru the 12th this year. Sorry, but it's physically impossible to get your fishguide out in time for this. Even if I'm not interrupted by any profitable or constructive activities, I'd estimate I have at least 5 more full days of work on the thing. Since I can't spend 5 consecutive days on it, but instead have to work on it on occasional evenings and week-ends, these five days may stretch out for a couple more weeks. Then after I finish my end, I'd guess that your printing will take another one to three weeks. Incidentally, you'd better start thinking about the quantity you want. The biggest part of the printing expense will be the making of the plates. No matter what printer you end up doing business with, the larger quantity you order, the smaller will be your unit cost. Therefore, I'd suggest you order enough to last you for at least 2 or 3 years, if you can.

I spent the entire week-end working on the fishmap, and it's quite likely that before this week is out I'll be sending you a photostat of the map. I'm pretty pleased with the way it's coming out, except perhaps for a few little slips and minor inaccuracies. For instance, I notice that somehow I have the Gallatin River rising in Island Park Reservoir and flowing into Shoshone Lake. But I doubt if anybody notices this, because the big new lake just to the north is so distracting. The way this new lake happened was that when I was half-way finished with the whole thing, darned if I didn't upset my ink bottle like a clumsy fool. It made a very interesting pattern, all over the northern half of Yellowstone Park. In fact, it reminded me right off the bat of Lake Michigan, so that's what I named it. You don't have to worry now about finding space to talk about those favorite spots on the Firehole. The Firehole is at the bottom of Lake Michigan. One other little thing: somehow or other I have the lower Mississippi River flowing right thru West Yellowstone, but don't you fret about this. It just means folks can reach the Trout Shop by steamboat next year. At any rate, apart from these trifling inaccuracies, I hope you like it.

Maybe you can spiritually justify coming up to the S.F. sports show even though we can't get your guide out in time.

David

G B B

Guild, Bascom & Bonfigli, inc.

ADVERTISING

222 Columbus Avenue · San Francisco 11, Calif. · YUkon 2-8400

From the office of:
DAVID BASCOM
Chairman of the Board

2/21/61

Dear Bud:

Feeling a bit ~~conscience~~^{conscience}-stricken about the letter I wrote you earlier today wherein I revealed that the production costs of your fish guide would be more than I had anticipated, together with the suspicion that the annual income of a schoolteacher is not overly great, even when augmented with the earnings of a West Yellowstone trout shop, I've been trying to think of ways by which you might bring your end costs more in line with what you probably originally envisioned.

And I have one such idea.

You probably still have the very rough layout I did some months ago that envisioned one form your guide might take. Roughly, this was patterned after the physical size and shape of the brochure I did for Glenn Goff. You said you liked this notion, and I proceeded accordingly.

The new idea is this:

Your guide would be somewhat smaller than previously envisioned. A rough layout, showing only division of space by category, is enclosed. One entire side would be occupied by the fishmap. The other side would carry the cover, plus all the copy relating to the fishmap. This would be less costly because (1) it would involve a smaller paper stock size (2) it would require only two folds instead of three (3) production costs would be less. So the advantage this would have would be this, briefly: the lowered cost of paper stock and printing would compensate for the increased production costs, so that the total cost wouldn't exceed (or might be even less) the cost of the more pretentious brochure we had originally talked about.

The disadvantages of this would be (1) it could not be a self-mailer--no room. But this really, may be a very minor disadvantage. You can always stick one in a #10 envelope for mailing (2) not as much room for copy as the earlier version provided, so that advertising for The Trout Shop will be minimal or non-existent.

So there are the advantages and disadvantages, as objectively as I can state them.

G B B

Guild, Bascom & Bonfigli, inc.

ADVERTISING

222 Columbus Avenue · San Francisco 11, Calif. · YUkon 2-8400

From the office of:
DAVID BASCOM
Chairman of the Board

March 5, a Sunday evening,
and another week-end shot to hell

Okay, old Wobblelilly:

Get yourself a pot full of black coffee, clear off the kitchen table, put the kids to bed, kick the cat out, sharpen some pencils, and prepare to get to work. You've got to decide some decisions in a decisive manner if you expect to have a new fishguide in the year 1961.

FIRST: Read revised copy that accompanies this letter. Note that this copy breaks down into two sections: first, copy for the fishguide--stuff that explains the map. Second, proposed advertising copy for The Trout Shop. Let us consider these separately, starting with the fishguide copy.

Read it through very carefully for possible errors, inaccuracies. I doubt if there are any, since you checked this all in an earlier form, but let's be doubly sure. If you do catch any inaccuracies, however minor, and no matter what sort---spelling, punctuation, error of fact, etc.,--make note of same and send to me pronto. I'm sending you TWO copies of the copy, so you can mark up one copy, return to me, and keep the other.

Next: see rough layout of finished guide. While this is rough, it does show quite accurately the relative division of space. For instance, the cover will occupy just as much space as I've indicated here, no more, no less, no matter what cover design we ultimately arrive at. The fishmap will take exactly the space shown. Each of the descriptive copy blocks in the fishguide will take exactly the space I've shown, allowing for it to be set in 8 pt. Bodoni Regular or Bookman Oldstyle, which means it will be quite legible. In making any changes you think necessary on this second revise, DO NOT LENGTHEN THE COPY. Just no room. Sorry we've had to drop out copy re Lewis, Shoshone Lakes. Just no room. I think you will agree, Bud, that this copy, plus the notes appearing on the fishmap itself, gives the prospective fisherman quite a lot of information. Maybe not as much as you and I would have liked, but we had to stop somewhere in view of the physical limitations of the all-over size.

Some people may wonder about omission of certain letters in our own fishalphabet which keys descriptive blocks to spots on the map. I say to hell with them.

Now after mulling the matter, I strongly feel the space we had originally set aside for the self-mailer thing can be used for more valuable purposes: to wit, advertising The Trout Shop. Accordingly, you will see on the very back page of the rough layout a rough design for this so-called ad, and copy to fit this design is enclosed. YOU LIKE IT, DON'T YOU?? I am not charging you 1¢ for this elegant ad, yet it is easily worth \$1,283,614.17 and will undoubtedly result in your becoming disgustingly rich, wallowing in wealth in practically nothing flat, at which time you will probably no longer have anything to do with poor working slobs like myself. You won't even speak as we pass by. Such is life.

If you don't like this ad thing, I can easily restore the self-mailer.

Old Lillypants, it looks like THE END IS IN SIGHT!

IF you've already made a decision on the cover (it may be that some kind, ~~ll~~ jolly, stupid postman is carrying it to me this very instant) --

and IF you can make decisions on all the stuff herein, and get same back to me by the end of this week or before,

well then by damn, I think that within a coupla weeks, give or take a few days and barring the unforeseen, I will be sending you the whole shebang in finished form, ready for you to turn over to some printer-lithographer. H_ow about that anyway?

NOTE: Enclosed rough layout DOES NOT indicate type or color of paper stock, nor recommended ink color. I'll give you my suggestions on those matters when we come to them. I just happened to have some yellow paper handy.

I will explain my thought on that small block of copy advertising the mail order flies when I see you. Incidentally, when you come up could you possibly make it so you could arrive on a Thursday afternoon or evening? This would give us a little more time for stuff than would a Friday arrival. I can meet you at the airport regardless.

yrs,

4X

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From the office of:
DAVID BASCOM
Chairman of the Board

Dec 9

Dear old moneybags:

this here aint a letter. it's just an acknowledgment of receipt of all the material for your 24 volume fishing book. i skimmed thru same, and it looks mighty interesting. i've gotta be honest and tell you i probably won't be able to get at this project for 2 or 3 weeks hence. in the meantime i shall keep the stuff you sent in a safe, cool place.

yrs



G B B

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From the office of:
DAVID BASCOM
Chairman of the Board

Saturday

Dear Bud

I've gone thru my files and I believe this is all the stuff you may want. Burn anything you don't want and if I've overlooked something precious to you, whistle, and I'll search again.

New Idaho map enclosed, too. Note it shows not only Quake Lake but also Quake Slide Rapids.

Haven't yet received the 200 maps.

Cordially

4X

William H. Price • Advertising Typography



February 8, 1961
Invoice-298

Guild, Bascom & Bonfigli
222 Columbus Avenue
San Francisco, Calif.

Account: Agency Order 10625 Ad AB-392
"Bascom Fishmap"

PAYING
COPY

Composition FEB 1961
MECHANICAL

\$ 68.50

COMPLETE & RETURN TO ACCOUNTING IMMEDIATELY

APPROVED BY: BB

BILLABLE CHECK WITH ESTIMATE
NON-BILLABLE* (explain)
UNAPPROVED* (explain)

Any special billing or paying instructions?

Charge to Bascom personally

Terms: Net Cash

WILLIAM H. PRICE • ADVERTISING TYPOGRAPHY • 20 SECOND STREET • SAN FRANCISCO 5, CALIF.

Gonfishing
Guild, Bascom & ~~Benfright~~, Inc.

ADVERTISING

~~100 KEARNY STREET~~ • SAN FRANCISCO 8, CALIFORNIA • TELEPHONE YUKON 2-6040

From the office of:
DAVID BASCOM
Chairman of the Board

*8 Aztec Way
Oakland "*
January 29 1961

TO: OLD SHITEPOKE

FROM: LX HEAVY BUTT TAPERED

SUBJECT: PROGRESS REPORT, FISHINGUIDE

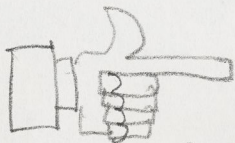
I expected to have the fishmap finished long before this, but two things have happened:

- 1) I have been interrupted from time to time
- 2) The cussed thing has wound up involving a lot more time than I anticipated. As I've progressed, I've seen little ways I could improve the thing, and have done so. But this has added on hours.

At any rate, I'm enclosing a photostat of the map in SEMI-FINISHED form. There is still stuff that has to go in, which I will cover in this letter, but I wanted you to see it at this stage because here is where I need your help.

So get the thing laid out in front of your baby blue bloodshot eyes, fold back the tissue overlay (which I'll explain) and carefully peer at the the thing. Now, just as if I was sitting at your elbow, I want to take one feature at a time and either get your approval on it just as it stands or decide on just how it will be changed. The thing I want to be sure you understand, Bud, is that despite the glorious, semi-finished appearance of the map, we CAN make changes at this stage at little or no cost to you. Even major changes (such as re-writing all the copy that appears in the rectangular blocks, and having it re-set) would cost peanuts in relationship to the price you'll pay for having the finished thing plated and printed. So for heavens sake, don't hesitate to make any and all changes that you feel may improve the thing--but DO IT NOW. Changes and alterations at a later date could be very costly. So I am ENCOURAGING you to ask for any deletions, additions, alterations in anything you see that you feel would help. So much for the opening sermon. Now to get to specifics:

1. RIVERS, LAKES, CREEKS (ALL THE WATER): My first problem here, Bud, was deciding what to leave out. As you of course know there are a great many more creeks, little streams and small lakes in the area the map covers than I have shown. To show them all, down to the smallest and most insignificant, would have cluttered the map so that it would have been far too crowded and too hard to read. So I've made a more or less arbitrary selection of what waters to omit. So here we come to the first decision you must make:



Do you want any streams, lakes or water features added that I have not shown?



Do you want any deleted that I have shown?

Do you find any errors or inaccuracies in water features that are shown?

(On the latter score, I might mention that while this finished map looks like a fairly simple thing, executing it was pretty doggone complicated and time-consuming. There is no accurate, detailed scale map in existence covering the entire area shown on your map. I had to work from about seven different maps, all of varying scale. On places where these maps overlapped, they frequently disagreed as to the exact location of geological features and even names of creeks, lakes, etc. So if there are inaccuracies on this, they are merely perpetuations of mistakes made on previous (and far more official) maps. Even so, they can be easily corrected if you will call them to my attention.)

You will note that I have chosen to call some water features by their popular, rather than their official names...such as Widows Pool (instead of Culver Springs) and your beloved Shitepoke Creek, which I know you wanted on this map. If you'd rather play it straight, we can.

2. MOUNTAIN PASSES AND ELEVATIONS: I've shown elevations only at West Yellowstone, Red Rock Pass, Reynolds Pass and Targhee. Different maps give slightly different elevations for these points. Next decisions:

Do you want these elevations deleted?

If they stay, do you have any more authoritative figures than those I've shown?

Do you want elevations added at any other points? If so, exactly where?

3. MILEAGES AT EDGES OF MAP (such as "TO IDAHO FALLS- 110 mi from The Trout Shop")

Any inaccuracies in these?

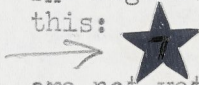
Want any of these taken out?

There's room for one more, where Route 89 disappears at the top of the map after passing thru Gardiner. It isn't vital that we put one here, but we can. If so, what?

4. INCOMPLETIONS: This map, as it now stands, is incomplete in the following ways:

They'll be black with white figures inside

1) The figures, which will appear in stars something like this:



are not yet in. These star-enclosed numbers will show the number of miles to (or from!) The Trout Shop.

However, if you will now put the tissue overlay back in place, you will see where I propose placing these stars, together with the actual figures they'll contain.

Now this is most important:

If any of the figures I have shown in these stars (distance to the Trout Shop) are not right, say so. Make the change right on the tissue overlay. Write in the correct figure beside the star and cross out the incorrect figure.

If you feel any of the stars are superfluous, unnecessary, just cross 'em out, like this: (right on the tissue overlay)



If you feel it is highly desirable to add more stars at any points, indicate this on the overlay.

2) You will note that the copy in the large block at the bottom refers to FISHNUMBERS. I had intended to have small silhouetted fish with numbers in them. However, since these numbers might be confused with mileage figures or route numbers, I have decided to change this to FISHLETTERS. So, instead of appearing like this, as I first envisioned:



they will instead appear like this:

only smaller, better →



and will, of course, correspond to descriptions in the guide.

The tissue overlay, again, shows exactly where I propose placing these fishletters. Without my going into long-winded detail at this time, I think you can guess which water each such fishletter will code to. For example, "A" will be the Upper Madison, "B" the Firehole, etc.

Want any changes of any sort here?

- 3) U.S. Route numbers for highways aren't yet in, but are indicated on tissue overlay. They will appear in the customary shield-shapes. While I am fairly sure these are all correct (I checked several late maps) I wish you would double-check them.

Speaking of highways, I had one tough decision to make, and you may not like the way I did it. That's concerning the stretch of Route 287 that goes from Cliff Lake Bridge to Rt. 191, near Henry's Lake. As you know, this is presently dirt road. However, the new paved highway that is scheduled to replace this dirt road will probably be finished before you'll feel like having this map all re-done. So the problem was to decide whether to show this as dirt or paved road---or, to put it another way, whether to show an inaccuracy on the map next year or two to three years hence. I chose the latter. But if you prefer, we can show this as a paved road.

Something
like this →

B

- 4) BOATS FOR RENT. Neither on the map itself nor on the key to the thing at the bottom have I yet put in the places that rent boats. I propose doing this as shown on the tissue overlay--the letter B in a circle marking boat-renting places. The thing I'm not sure of is (a) what places along Hebgen do rent boats. I can add the name of such places as well as the circled B (b) will it still be possible, with the changed topography, to get into Hebgen Lake with a boat rented at Thorntons?

Please indicate any changes, additions or deletions on this score you'd like to have made.

5. DESCRIPTIVE COPY BLOCKS: I was happy to find that there was space on the map itself to restore some of the fine fishy copy I'd had to edit out in the accompanying text. But even here, I've had to cut your copy severely to make it fit available space.

Keeping in mind that these descriptive blocks on the map itself should supplement, and not duplicate, the copy in the accompanying text (a first draft of which you have), feel free to make any changes you wish---but in so doing, please don't lengthen the copy. There just isn't room for it, as you can see.

However, if you wish, there is room on the map (as you can see) to stick in some short descriptive copy blocks that would pertain to these waters:

Yellowstone River between Fishing Bridge and Canyon

Yellowstone River between Lower Falls and Tower Junction!

Yellowstone River between Tower Junction and Gardiner

Yellowstone River beyond Gardiner (room for just one copy block here, not more than 30 words)

Gardiner River

Tower Creek

Alum Creek

Henry's Fork

Straight Creek

Grizzly Lake

Bud Creek

Lilly Lake ← only water within 100 mi. containing halibut, cod fish, etc.

Bacon Rind OR Specimen Creek (but not both)

Nez Perce Creek

* * * *

Or, if you do want to write for all, I can decide which must be sacrificed

I'm not suggesting that you'll want to write stuff for all the above waters--that might make the map a little too crowded. But if you want to pen some brief, fishy fascinating facts concerning some of these waters, we can stick 'em in on the map. Sorry that there just isn't room to get more in about your beloved Madison and Firehole, but I honestly think you've covered them adequately, and more.

* * * *

Now if there is anything else that I've failed to mention that you want added, deleted or changed, speak up, boy! I won't mind in the least--NOW. But if next summer, when we are taking that float trip down Shitepoke Creek, and you say-

"Doggone it, on my map, we forgot to show old Jim Hanson's place"

I shall rope you to the mizzenmast and have the crew flail you with heavy butt leaders.

Bud: Don't think about color, paper stock yet. Art must be prepared in black/white no matter what color you print in. This could have been fancy-pantzier if we had used 2 colors, but I think it's going to be satisfactory in just one. Agree?

-6-

I am sorry, Bud, that this guide is taking so much longer than you had hoped for. I remember your hilarious remark about expecting to get it out by last Christmas. But you will recall that when you somehow got suckered into letting me have a hand in this, I made no promises concerning time or deadlines. Secondly, I think it's better that you have the best fishing guide ever published in Montana, rather than working for speed. Once it is done, it should be good for years.

I had to add to my supply of maps in order to do this thing, and one map I got was so good I thought you'd like to have a copy, so I'm having one sent to you from Denver. Unless you already have it, you'll find it fascinating. It's the largest-scale detailed topographic map of Yellowstone Park ever published, and it should be along within a few days.

As soon as you decide on what changes you want made on the map, send me back the tissue overlay together with any accompanying notes you care to make. You don't need to send back the photostat of the map itself.

Fishily,

4X

P.S. ONE BIG THING I forgot to mention! The photostat of the map you have here is about one-quarter LARGER than the map will appear in the guide. However, don't worry-- I've had smaller photostats made just to make sure nothing will drop out in reduction. Type will still be legible.



Now there is no point in your becoming a member unless you could & would attend these fishy affairs. Question: yes?

Incidentally, your notion that the Yellowstone Cutthroat is unique to the Yellowstone River is wrong. They are also found in many waters in British Columbia. See Roderick Haig-Brown's great book, "The Western Angler."

In all the displays of fishing gear at the Sports show, I didn't see much that excited me. A midget spinning outfit, much like the one you had along on Red Rock Creek last year, sort of fascinated me.

I got all the new type paste-ups from the printer with which to complete the map, and may be able to get on it later today.

Yrs,



G B B

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2/12/61

From the office of:
DAVID BASCOM
Chairman of the Board

Mary and I went to the Sports & Boat Show yesterday,

Bud,

and I'm sorry you couldn't make it. It was over at the Cow Palace in S.F., and the whole thing was so goshdarn big it would take at least an 8 hour day to see all of it. We spent a little over 4 hours walking from one exhibit to another and found it mighty interesting. The thing that made me think of you was the Vacationland hall--where everything from various state chambers of commerce to individual resort owners had exhibits. I made a special point of getting literature on the glorious state of Arizona, which I am enclosing, just so you'll finally realize how singularly fortunate you are. I'm sure you'll enjoy reading about fishing conditions in Arizona. There were perhaps 50 or 60 exhibit booths in this hall--including such stuff as High Sierra Pack Trips, Float Trips down the Colorado and the Middlefork of the Salmon, several resorts and fishing spots in Wyoming, Washington, Idaho, etc., etc.--Montana was the one western state that was represented by absolutely nothing. This might be worth looking into next year--it might pay some of the West Yellowstone merchants to band together and have an exhibit at next year's Sports & Boat show.

The thing that interested me most were the vacation-type vehicles--everything from Land Rovers to Japanese-type jeeps. I really got interested in the Volks Camper--a station wagon with built-in fold-out beds, sink, stove, etc. Beautifully engineered and I may wind up trading in our present Chevy wagon on one of these. Chevrolet's new Greenbrier wagon is similar, but not as well engineered. I'm also thinking of getting a jeep or some similar dirt-road vehicle that I could leave up in Montana (or maybe find a place in Idaho Falls that would store it 9 months out of the year) so that Mary and I could fly up and back every year, thus saving the 6 to 7 days we spend driving to and from California.

Regarding your yearning to become a member of the S.D.T.O.T.O.O.T.S.O.T.L.M.R--you passed your first test with flying colors. Now the next: the glorious Socoety has 2 official events every year: 1) the fishing convention itself. More often than not this is held on the Madison and other waters out of W. Yellowstone--but not always. The 1961 convention will be held either on the Kispiox in British Columbia (where most of the Field & Stream trophy rainbows come from, altho they're actually steelhead) or on the Salmon in Idaho. 2) A Fish Festival which is held at my home with all sorts of mad carryings-on. This may take place anywhere from January to April--probably April this year. Wives are welcome and expected at this event--but wimmen are BARRIED from the fish convention. The fish convention usually lasts a week--the festival a single day.

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From the office of:
DAVID BASCOM
Chairman of the Board

2/20/61

Here, Bud,

is a sloppy rough sketch of a possible cover treatment for the guide.

The idea here, not too well conveyed by this fast pencil sketch, would be to give the thing a real old fashioned look--the endless title with a great variety of quaint old fashioned type faces--the treatment that was common on titlepages of books published 60 to 100 years ago.

If you like the ^{general} ~~particular~~ idea, I'm sure I can polish it up one hell of a lot better than you see here. Also the copy is open to improvement.

But if you don't care for it, I'll be happy to try some other directions.

This would have the advantage of being markedly different from all possible competing fish guides. The usual practice is simply to stick on the title followed by either (a) a picture of a leaping rainbow trout or (b) a pen and ink sketch of a dry fly (usually a Variant). Nothing wrong with this except its pretty damn conventional.

Let me know what you think.

P.S. After staring at this I see some ways the copy could be improved. Would like to change topmost line which now reads "THE" to "THE COMPIEAT". Also would change line near bottom which now reads:

"and the entire contents being especially prepared for"

to this:

"the entire contents especially prepared by and for"

Would also put your name at bottom in simulated handwriting and add small line: NONE GENUINE WITHOUT THIS SIGNATURE. ACCEPT NO SUBSTITUTES.

Please return this sketch
with your nasty picking criticisms,

G B B

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From the office of:
DAVID BASCOM
Chairman of the Board

2/13/61

Dear Bud:

Just had one of my screwier ideas, on which I want your approval:

Suppose that in one of the open areas on your map we put in a block of copy something like this:

W A R N I N G !

Use of peanut butter for
bait is strictly prohibited
on the Firehole, Gibbon, ~~and~~
Gallatin and Madison Rivers
within Yellowstone Park.

If we were to do this, there's a possibility I could work your fishguide into one of our Skippy TV commercials, and if so, it would be shown and mentioned on "Dennis the Menace" which is presently the sixth top-rated show in the country. BUT I CAN'T PROMISE ANYTHING and it might not work out, so you'd have to figure the gag would be worthwhile for its own sake.

Well?



P.S. Expect to have the map finished by this week-end--so I should know by then about the state of the road down Madison Canyon. If you hear anything on this, wire, phone or write pronto.

PPS. Your goddam old nasty Fountain Freight Road is now on the map. Had to re-work a whole section to do this. Curse you old Shitepoke. Because of crowding, it wasn't possible to get in all the mileage figures you and I wanted, but I don't think anybody will miss 'em. Boat rental places are all in. Still a question whether we can indicate campgrounds without cluttering it too much.

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From the office of:
DAVID BASCOM
Chairman of the Board

2/19/61

Dear Bud:

Wellsir, by damn, here is a photostat of the map in completed form. Theoretically, at least. *This time, its the actual size that will appear in the guide.* Make odious comparisons with photostat I sent you earlier and you'll see a lot of minor changes and additions. Hope you like 'em.

Note inclusion of Fountain Freight Road. Note changes in copy blocks. Note additions that you asked for. Regarding fishletter marking Shoshone Lake: I still don't know whether we'll have room for copy to describe Shoshone and Lewis. If not, I'll simply remove this fishletter on the final paste up.

Despite my earlier nasty remarks to the contrary, there is still time to make additional minor changes.

The rest of the fishguide will be a breeze--relatively. This map was the big time consumer.

Sorry I couldn't get all the mileage stars in you asked for. As you can see, there just wasn't room. Generally, though, I think mileages are pretty well indicated and any fisherman can guess at mileages not shown exactly.

Next step: revised copy for the entire guide. You can help me by telling me more or less WHAT you'd like to say about the Trout Shop, in such space as we may have to advertise it. Please leave it up to me to determine HOW it should be said.

More stuff should be following shortly.

I traded in our Chevy wagon on a new Volkswagon Camper yesterday. I'm having a lot of stuff done to it, including having a Porsche engine put in in place of the Volks engine (80 h.p. instead of 40). It's gonna have everything, INCLUDING the kitchen sink. Expect to take delivery the middle of this coming week. Custom made for fishing trips.

(Before continuing, I might mention that the sequence, in the finished guide, will probably be different than you see it here. Little Firehole should follow the main Firehole, for instance.)

COUGAR: Species listing correct, complete? ??

QUAKE LAKE: You referred to this water as "Slide" lake in your notes. Regardless of how much you may like your own private name, and dislike the name "Quake Lake," the cold fact is that all new road maps, state maps, Rand McNally maps, etc., show this as Quake Lake, so I think it would be a sore mistake not to go along with the official designation. Is species listing complete, correct?

LOWER MADISON: A dirty goddam shame we won't have space to include all your inspired comments re this stream--but that's the way the fly ties. Species listing right?

UPPER MADISON: Species listing right?

FIREHOLE: Species listing right?

GREBE: You, in your notes, say hike into Grebe is just 45 minutes. What did you do, run all the way on stilts, or use roller skates with snow tires? I'm an average-speed hiker, or better, and it takes me 'way over an hour. I didn't mention bait on Grebe, not sure whether or not its legal. Change this if you want.

YELLOWSTONE RIVER: Is it true this river harbors only *Salmo lewisii clarkii*? Is this also true of Yellowstone Lake?

LEWIS LAKE, SHOSHONE LAKE: I've never been close to either of these waters, Bud, so carefully check and change anything you want here.

HIDDEN LAKE: Omitted specific charges levied by Selby, Neely since this guide should last for several years, and they may change rates.

WADE, CLIFF: Species listing right?

HENRY'S: Species listing complete?

GRAYLING CREEK: Species listing right? Changed your designation of Highway 287, since road along eastshore of Hebgen will no longer bear this numbering.

GALLATIN: Species listing right? Am I right in saying fly fishing only within Park? This was true year before last, and earlier, but haven't checked since. *No Gallatin - anything except eggs*

LITTLE FIREHOLE: Species listing right?

-2-

NOTE: Preceeding page written before photostats actually received. In looking at stats (1 of which is enclosed) I note that the gray areas over water do not appear to be uniform. They will be on the final guide. Also quite a few little dirt specks and smears here and there I'll clean up. Also legibility of lake names appearing in such gray areas will be vastly improved.

Kindly react.

Yrs



You dont have to return
this photostat.

Guild, Bascom & Bonfigli, Inc.

522 Columbus Ave

ADVERTISING

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8 Artee Way Oakland
Jan 8

From the office of:
DAVID BASCOM
Chairman of the Board

Dear Bud:

Not waiting for an answer to the questionnaire I sent you last week, I've gone ahead and edited some of the copy for the fishing guide, which I am herewith sending you for your approval.

Most of this copy will appear on the same center spread on which the map appears, and will be continued on the back.

This, as you can see, is the copy concerning specific fishing spots, with brief lead-in to same. The general comments concerning fishing in the area will appear elsewhere in your guide and are not included here.

As you can see, I've had to cut your gorgeous fishy copy to beat all hell. I'm assuming you're going to go for the size brochure I suggested. If I'm correct, the amount of copy you see here is just about the maximum we can fit into the available space. In order to get more, we'll either have to enlarge the size of the guide, or possibly sacrifice the self-mailing feature of the guide, which I suggested.

Now for comments and questions on the accompanying copy:

I've omitted all dope about how to reach places talked about. I figure on making the map sufficiently lucid and well-marked so that routes should be self-evident.

Note I added the scientific Latin names after trout. You want to do this or eliminate? *I like this.*

HEBGEN LAKE: You may want to mention some other type lure to replace the copper wobblers I mention. Is listing of species of ~~inconnu~~ found here complete? Rainbows, browns, whitefish are all gamefish I've ever taken.

SOUTH FORK: Is listing of species complete? Please change listing of favored flies to suit yourself.

DUCK CREEK: Listing of species correct? On this (as well as all other listings) please go ahead and make any changes you wish--but in so doing, please don't lengthen the copy. If you add 10 words to Duck Creek copy, take out 10 words somewhere else.

→ You may get irritated or constipated over absence of listing for MACKINAW. Most authorities agree lake trout and MACKINAW are the same fish. In several of my fish books the same scientific name (*Christivomer namaycush*) is used to refer to either or both.

Since it will show prominently on map, I think you should have a few words of comment about the Gibbon, and I've planned on space for same. Write as much as you want--I'll chop the living hell out of it, as I've done with your other deathless prose.

Also, since I eliminated mention of Elk Lake in the Hidden Lake reference, wish you would write a short paragraph on Elk.

NEXT QUESTION: Assuming, when we get into actual typesetting, that our copy is too long, and we have to omit mention of one or two of these waters altogether. Which two would you cut out?

NEXT QUESTION: Assume the opposite--when we get into actual typesetting, we find we have space to elaborate on one or two of the streams a bit more than we've done. On many waters, you, Bud, have given me far more information than I've used, so this wouldn't be difficult. But specifically, which streams (one or two) would you like to see amplified if it proves possible to do so? (Don't count on this.)

A BROAD BASIC QUESTION: Do you feel, as you well may, that in order to make the copy fit the available space on the suggested-size brochure, it has become too terse, too condensed, too colorless? If you do, say so--and I'll reapproach the whole thing.

COMMENT: In your notes, you made specific mention, in connection with some waters, of what fishing was like last season. I've left this out, because this brochure should last for years (mighty expensive to revise annually) and thus should be timeless, not timely.

QUESTION: You want to leave out mention of Rocky Mt Whitefish altogether?

QUESTION: Do any waters other than Yellowstone Lake and river contain the rare, beautiful authentic Yellowstone Cutthroat (*Salmo (Lewisii) clarkii*) and which I need not tell you is not to be confused with the ordinary cut, or various native or hybrid cuts?

QUESTION: You want to copyright this whole shebang when it gets to finished form? Will cost you 6 to 10 bucks.

BIG IDEA: How about putting a line on the cover that says PRICE: 25¢--and then actually giving them away for free. People you give 'em to may be more impressed.

Cordially,

Dave

SEE KING-SIZE P.S. FOLLOWING-→

Please make any + all changes you want on accompanying copy, return to me soon as possible.

P.S.

You asked for my comments on a couple of things sometime back. Here they are:

ALBINO RAINBOW: Your idea of keeping an albino rainbow or two in a live tank in your store, or window, is good. Couldn't help but excite interest, particularly with a neat little card beside it, explaining the rareness of the albino rainbow, plus fact they may be caught in some waters nearby.

ANGLER'S GUIDE TO THE FIREHOLE by Irving M. Strong: I'm not qualified to comment on the accuracy, or lack thereof, of Mr. Strong's observations. However, the thing is well-written and sounds authoritative. If anyone tries to peddle these for 25¢, as you mention, I'll be amazed if the enterprise is successful. Also, anything but a giveaway of these is bound to incur some bitterness and resentment, because the appearance of the whole thing is calculated, deliberately or unconsciously, to make it look like an official publication, issued by the Park. Strong's best bet would be to peddle these in copious quantities to motels and merchants in and around West Yellowstone, which they would in turn give away to their customers. Apart from bitterness-resentment thing I mentioned, there just aren't enough fly fishermen around with two bits to shuck out for something that looks like it ought to be free.

Have you ever considered developing a mail order line, selling stuff to suckers fishermen mail order? Mighty profitable if done right.

Do you suppose, when your fishing guide reaches its final, critical stages, that you and Pat might be able to sneak up here for a few days, maybe a weekend???? Mary and I would love to have you come up, we have plenty of (actually two) of extra beds, could show you fishmovies, fishprints, fishpictures, take you to S.F. aquarium, maybe even over to nearby coast to show you Bascomtechnique for catching small saltwater stuff, and you and I could make big masterful decisions regarding your goddam fish guide. Phoenix to S.F. is only a couple of hours by plane, and I'd guess you could drive it in one day.

DB

G B B

Guild, Bascom & Bonfigli, inc.

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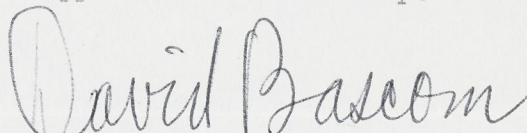
222 Columbus Avenue · San Francisco 11, Calif. · YUkon 2-8400

From the office of:
DAVID BASCOM
Chairman of the Board

April 11, 1961

TO BUD LILLY:

For the fee of \$1 which you have paid me, I hereby give you all rights and privileges to use the map of the area surrounding West Yellowstone, Montana, which I created and expect to copyright in my name, and which I have designated as "Fishmap." This map is presently incorporated into your "Fishguide." These rights and privileges shall extend without further payment for as long as you, as an individual, maintain principal ownership of the Trout Shop, in West Yellowstone, Montana. In addition, I hereby divest myself of any and all rights and privileges, as well as ownership, of all material contained in your "Fishguide," with the exception of the "Fishmap."


David Bascom

G B B

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From the office of:
DAVID BASCOM
Chairman of the Board

Easter Sunday

Dear Bud:

I guess you and I both thought it would never really get finished, but here it is.

First, here is what's enclosed:

- 1) Reproduction art for INSIDE PAGES of Fishguide
- 2) Reproduction art for OUTSIDE PAGES of Fishguide
- 3) Original art for FISHMAP
- 4) Original art for Lillyfish
- 5) Rough layout for finished guide (which I sent you before and which you returned).

In talking to printers, photo-offset people, take along everything but the original art for the Lillyfish. They won't need that. I'm sending it along so you may keep it as a souvenir, and for possible future use on other stuff, such as stationery.

You'll note that items 1) 2) and 3) are protected with double flaps, the inner flap being transparent tissue. The engraver, of course, will remove both before photographing, but for the present I suggest you do not remove the inner tissue, since even the tiniest flecks of dirt that may get on any of this can show up on the finished thing like a bowel movement from a Madison River Salmon Fly.

Be sure the printer understands the rough layout is not intended to indicate color or paper stock, but simply positioning of material and folding.

One other small but important thing: Most of the elements on these finished pieces are pasted on with rubber cement, rather than drawn directly on the board. I don't think any of these will come loose, but double check such tiny things as the letters inside the fish and numbers on the fishmap just before the printer you select takes it over.

NOTE: You will observe that I have had the temerity to change the name of your establishment from THE TROUT SHOP to BUD LILLY'S TROUT SHOP. As your advertising and public relations counselor, I strongly advise this for reasons that should be obvious. You will note it appears in the new version on the front and back covers only. If, however, you---in your stubborn, reactionary way--insist on changing this back to THE TROUT SHOP, you may make this disgusting, inadvisable change yourself by (a) gently lifting the revered words "Bud Lilly's" from the thing in the two places they appear, using a sharp knife to assist in the lifting (b) pasting down the word "The" in their place. To assist you in this ignoble endeavor, I am appending these drab replacement words:

THE

THE

THE

THE

THE

If you detect anything of a critical or major nature that's wrong with any of this stuff, write or phone me. Above all, don't let my slob printer attempt making changes on this.

I hope you will approve the minor changes and additions I've made thruout the whole thing.

Now get to work.

Tight shoelaces,

4X

G B B

Guild, Bascom & Bonfigli, inc.

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From the office of:
DAVID BASCOM
Chairman of the Board

3/31/61

Dear Goofus:

PROGRESS REPORT:

Got all the type from the typesetter, all re-set, yesterday. Mostly okay this time---am having him re-set a couple of small paragraphs today, also adding the paragraph re Shoshone, Lewis Lakes which as it finally turns out I do have room for. I've made some minor little changes in copy here and there without your official okay, in order to make type and other elements fit the available space in the most attractive way, but haven't changed any facts.

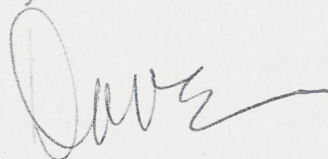
At any rate, barring the unforeseen, I should be shipping the finished paste-ups to you next Monday or Tuesday, together with all instructions that the printer will need. By all means get competitive bids from at least three places, and make sure they show you samples of the actual paper stock they intend using. Be sure the stock you choose has sufficient weight so that it can satisfactorily be printed on both sides, without one side showing thru or bleeding thru onto the other. The bids should include the folding operation, too. And for the last time, be sure to get at least one or two bids from photo-offset firms, since I feel pretty sure this method will prove less expensive than letterpress and provide equally good end results. I gave you my thoughts on color in an earlier letter.

After the thing is printed, I wish you would send me at least 200 copies. I'd want a few for my files, and think I can get one or two places here or in Okkland to hand them out to interested parties. Also, I would like to have the original art for the Fishmap sent back to me, since I may be able to use portions of this in future articles, with certain changes. The original art and type for the remainder of the guide you may keep.

It's been fun working on this, Bud, altho it has taken more time than both of us originally anticipated. I certainly hope you like the finished thing when you get it next week. Let me know.

So far as remaining bills for additional type, photostats, etc., I'll discuss those with you when you come up for your fishvisit, against the day when your ship comes in, in June.

Yrs,




BUD:

As a first step on revised fishing guide, suggest we determine exactly what spots should be mentioned. AFTER making this weighty decision, we can then determine what to say about each one, how much relative emphasis (or lack thereof) it deserves, whether to play it up as bait, lure or fly spot primarily, etc.

So to start off here are my suggestions--and I'm positive you can improve on these. Accompanying sloppy rough map (no roads shown, only streams, lakes) has coded circles in blue that represent my $\frac{1}{2}$ baked ideas, as follows:

1. HEBGEN LAKE. (accompanying description would tell of at least one or two ways of reaching lake, tell where boats could be rented, where good shore fishing is to be found, suggest lures, baits, flies, etc.)
2. MORMON POINT on South Fork Arm. Worm fisherman's paradise.
3. CONFLUENCE OF Duck and Cougar. Requires following dirt roads, a little hiking, and taking care to take bearings so you don't get lost on return journey. Good fly fishing, particularly in June-- not so hot for bait or spinner.
4. DUCK CREEK.
5. COUGAR CREEK
6. QUAKE LAKE. This should get a sizeable play.
7. MADISON in vicinity of Cliff Lake bridge.
Mouth of the Madison
8. MADISON around Ennis.
9. WADE LAKE.
10. CLIFF LAKE
11. HIDDEN LAKE
12. ELK LAKE
13. HENRY'S LAKE
14. SOUTH FORK below highway
15. SOUTH FORK above highway
16. MADISON in the Park
17. FIREHOLE
18. NEZ PERCE Creek

Thornton's Camp
Back of the Barns
nine mile
Seven mile Bend
Grayling - Morris
Red Rock
Henry's Lake 

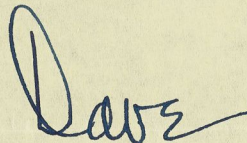
19. GIBBON RIVER
20. GREBE LAKE
21. ~~WOLF LAKE~~ *Jee*
22. YELLOWSTONE LAKE
23. YELLOWSTONE RIVER
24. GALLATIN RIVER
25. SHOSHONE LAKE
26. LEWIS LAKE

Now, Bud, chances are you will want to eliminate some of these suggestions and add others of your own. Fine and dandy. So far as total quantity is concerned, I feel that 2 dozen spots named and properly described is your ideal maximum. No real purpose served by having more. All we want to do, really, is make fisherman drool, get their tongues hanging out, their eyes bugging, etc., at prospects of fishing in this area. 2 dozen spots, properly described can do this as well (or better) than 30 or 36 spots. Also gives fisherman chance to make great discoveries of their own.

So please send me your list of the spots you'd like to plug, plus some idea of what you might like to say about 'em and maybe I can start work on a better map than the one in the present guide. If you want to include areas not covered by the enclosed rough map, go ahead--we can work on a smaller scale or include other spots as inserts.

I'm going down to Arizona for a week starting Sunday to investigate waters down that way, but don't let that discourage you from writing.

Cordially,



8 Aztec Way
Oakland 11, Calif