

Press Release

For immediate release, 21 July 2008

Ernest Schwiebert's Masterful Mayflies of North America

New York, NY—Scott & Nix, Inc. is proud to offer *Mayflies of North America*, a new series of four fine-art reproduction posters of Ernest Schwiebert's masterful mayflies. Using original art loaned from the Schwiebert estate, each of the 12 × 18 inch posters features 30 illustrations of natural mayflies in perfect pose, just as Schwiebert illustrated them. From tiny Blue Winged-Olive "Psuedos" to massive Yellow Drakes and Coffin Flies, here are all the mayfly species that are important to anglers across the continent. The illustrations are labeled with common and up-to-date scientific names and are grouped by time of emergence and life stages. Perfectly accurate and perfectly printed, the *Mayflies of North America* set is ideal for any angler's home, office, or vacation lodge.

Ernest G. Schwiebert was just twenty-five years old when his ground-breaking *Matching the Hatch* was first published in 1955. Over the years, this now classic book helped define a new era of flyfishing by focusing on the use of natural imitative insect patterns—it also introduced the ubiquitous phrase "match the hatch" to millions of anglers all over the world.

Color plate sections of the original *Matching the Hatch* featured exquisitely detailed pencil and watercolor drawings of mayflies created by Schwiebert to accompany his text. Schwiebert collected and preserved mayflies from his fishing trips and meticulously rendered all the major species to help angler's identify and to imitate natural insects with artificial flies.

PRODUCT DETAILS

- Four, 12 × 18 inch prints (shipped flat in special reinforced mailer)
- Reproduced in full color using fine-art stochastic-screening process for smooth continuous tone and complete color fidelity
- Fine-paper limited edition available on special Crane's Crest Fluorescent White Wove 110# cover-weight paper (\$159.95, set of 4)
- Open edition prints on Finch Fine 80# cover-weight paper (\$85.00, set of 4)
- Custom framing available

Please forward all inquiries regarding this press release to George Scott at (212) 627-5909 / george@scottandnix.com. For more information about the Scott & Nix, Inc., please visit www.scottandnix.com. For more information about Ernest G. Schwiebert, please visit www.scottandnix.com/partners.php.