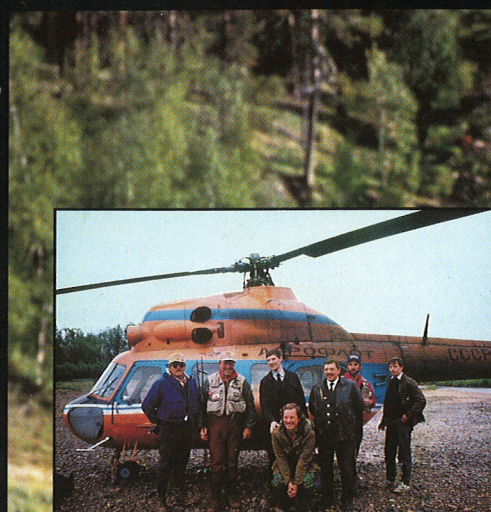
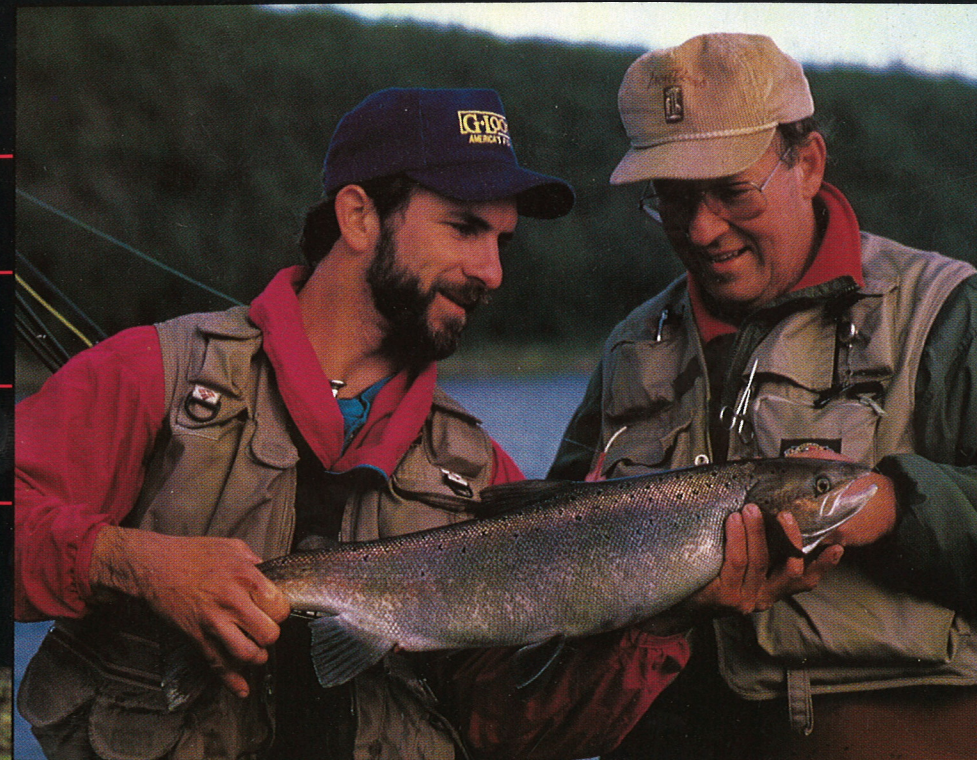


Atlantic Salmon Fishing's New Frontier



The Ponoï River on Russia's Kola Peninsula

BE AMONG THE FIRST TO DISCOVER IT NOW

For additional information and reservations, call:
G. Loomis Outdoors Adventures
206-225-6516

P.O. Box E, 1359 Down River Drive, Woodland, WA 98674 Fax 206-225-7169

American Hosted and Managed Fishing Adventures On a Prolific Wilderness Salmon River

In December 1990, an important contract was signed with U.S.S.R. authorities, giving G. Loomis Outdoors Adventures exclusive fishing rights at the fabled Ponoï River on the Kola Peninsula of Russia. The contract gives exclusivity on what we believe is the best salmon river on the Kola, with over 40 miles of productive water plus a number of fishable tributaries. No one else from the outside world will be permitted to fish the Ponoï, a magnificent salmon river first seen and explored last summer.



Tim Rajeff and Katharine Hart welcoming guests

A new, comfortable tent camp will be constructed this spring right in the heart of the best fishing. Fly fishing only will be permitted, and the camp will be managed by Russian-speaking American Tim Rajeff and his capable staff.

You can read about the Ponoï Experience in the January issue of *Field & Stream* and the February issue of *Fly Fisherman*. We believe that 1991, the first full season on the Ponoï, will firmly establish its reputation as one of the great wilderness fishing rivers of the world.

We hope you'll join us and be among the first to experience this exciting new Atlantic salmon frontier . . . which could redefine productive Atlantic salmon fishing. It's an opportunity to live a part of fly-fishing history.

Reservations are available now—first come, first served—from June 15, 1991, weekly through September 21-28.



Val Atkinson releases a 15 pounder



Bill Brewster cradles his seven hundredth lifetime atlantic salmon



Last summer two anglers had 16 hookups in 4 hours . . . right here near the Pornache Tributary

The River

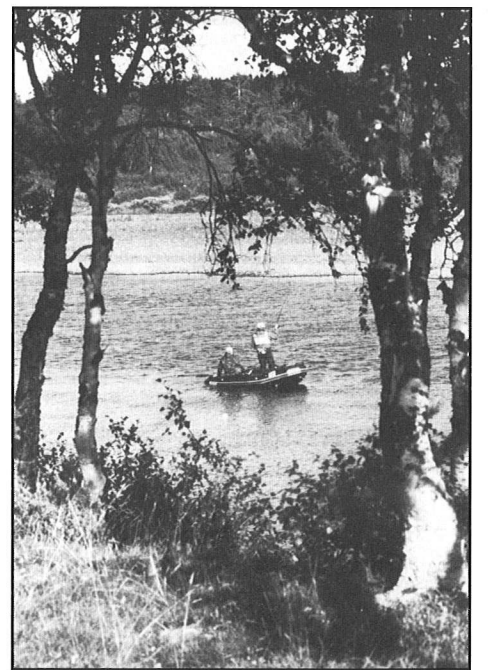
The Ponoï (pronounced Pa-noy) is located at about 67 degrees north latitude on the eastern area of the Kola Peninsula. The river originates in tundra plateau (which buffers spates) and flows southeast to empty into the Barents Sea. It is a wide, gentle gradient river with greatly varying character, providing the opportunity to fish as you like—wading, bank casting, and boat fishing. A sparse population estimated at about 100 people, mostly reindeer herders, live in the valley. There is no evidence of poaching, pollution, local sportfishing, or civilization encroachment.

The Ponoï enjoys a tremendous run of Atlantic salmon—all wild fish with no hatchery stock. Like other major Kola rivers, there is a managed and carefully controlled commercial fishery, which captures but a small part of the

year's run, leaving plenty of salmon to catch on the fly. All agreed the river was literally full of fish during our 1990 weeks. Netting curtailment is part of the new agreement, enhancing already impressive productivity.

The average weight of salmon caught this past season, including grilse, was about 8 pounds—largest caught were in the mid 20s. Larger fish were sighted, and Russian biologists report salmon to 45 pounds in the Ponoï.

Our waters include important tributaries such as the Pornache and Tumba, which are interesting salmon rivers in their own right. It is estimated that 80 percent of the annual run holds in the lower stretches of the river below the village of Kanevka, and this is right where our camp will be located.



The Camp

This will be an improved, refined version of our 1990 tent camp, which everyone found amazingly comfortable. Guests will be accommodated in spacious, heated two-man tents with floor, comfortable beds, and warm bedding. There will be electric generators on site for lighting, operating refrigeration equipment, etc. Hot showers will be available any time. Toilet facilities are "outside" but are clean and comfortable. Meals will be

"Americanized" with reliable food supply from both Leningrad and Helsinki. The camp will have its own chef.

Camp manager Tim Rajeff, who received universal praise for the job he did last season, has agreed to manage the facility again. He was ably assisted by a very pleasant, hard-working staff who made a great impression on all visitors last summer. The camp will have all new 18-foot boats powered by new 20-hp

motors. The most productive fishing should be easily accessible by boat, both upstream and downstream from the new camp.

The camp will have radio contact directly to Murmansk in case of emergency. We'll also have a dedicated Aeroflot helicopter positioned near the camp for daily use. This will permit people to fly quickly and comfortably to more remote fishing locations to maximize the continued exploration of the Ponoï and her attractive tributaries.

The Fishing

Fly fishing only will be permitted and the fishing will be catch and release. Each angler can keep one salmon while at the river as food for the camp.

Salmon were taken by traditional methods using conventional wet flies, floating, intermediate or sink-tip lines, and single-handed rods in the 7-10 weight category. There is some beautiful dry-fly water, and dries were also effective. Producing flies were both feather and hairwing traditional patterns in sizes 2-10. The salmon were well configured, in excellent condition, and fought well, with long runs and frequent jumps. We're still early in the learning curve, and know that 1991 will reveal many new pools and successful catch methods. Complete pre-trip information will be available.

Seasons

We will operate from mid June through the end of September. Salmon begin running in late May and continue through early October. We believe we can maintain consistently productive fishing under various water conditions from the beginning of the season right through the end. It is believed that the greatest number of salmon enter the river in June and continue through the summer. The largest fish of the year enter the river in late August and September during a second run.



Hearty meals and bright campfires welcome you at day's end



Planned Itinerary

We are planning arrivals Murmansk on Saturday, staying at the Ponoï until the following Saturday. This permits six full fishing days at the river. Finnair serves Murmansk via Helsinki — or those wishing time in Leningrad before or after the fishing week will have arrangements made to meet your objectives.

A suggested itinerary to Murmansk would be as follows:

Day 1, Friday: Depart New York or Toronto via Finnair nonstop jet service to Helsinki. Dinner and overnight en route.

Day 2, Saturday: Arrive this morning Helsinki. Meeting on arrival and assistance with onward connecting flights on Finnair to Murmansk. You'll be met in Murmansk and transferred immediately to a large Aeroflot helicopter for transportation directly to the Ponoï Camp. A late afternoon arrival will give you time to settle in and rig tackle before dinner.

Days 3-8, Sunday-Friday: Six full days of Atlantic salmon fishing on the Ponoï River and its tributaries.

Day 9, Saturday: Midday departure from the river via helicopter directly to Murmansk, connecting with Finnair service to Helsinki. Arrive Helsinki early this evening. Meeting on arrival and transfer to your hotel for dinner and overnight.

Day 10, Sunday: Depart Helsinki for New York or Toronto with connections home.

Note: Murmansk can also be reached via Leningrad, which is serviced by most international airlines via Western European gateway cities, or by Aeroflot Soviet Airlines directly from New York. Flight itineraries will be coordinated to meet individual objectives.

Special Exploratory Trips

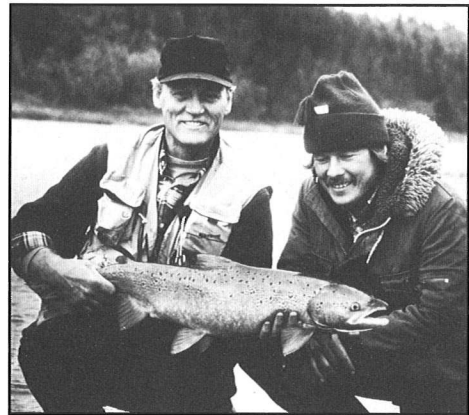
We have rights to conduct exploratory fishing on four hand-picked Northern Kola rivers — the Rinda, Zolotaya, Harlovka, and East Litza. There are Atlantic salmon in each and probably other species like large char, sea trout, and grayling. We'll helicopter to one river, fish it, and move to each one on consecutive days — saving the last two days for the best river of the four. This will be for the adventurous angler who wants to be among the first to test new waters and who doesn't mind roughing it in a tent camp we'll take with us. No Western anglers have fished these rivers before — they were previously closed for military reasons. Call us for details.

Photo credits: R. Valentine Atkinson and Bob Stearns.

Some Quotes from 1990 Ponoï Anglers

"Let me get right to the point of this article. The Kola Peninsula, about which so much has been said of late in salmon circles, is a true find. Yes, there are problems with logistics still, but — Ah! The fish are there! My advice, if you are a salmon angler and you are in the least adventurous, is to book a trip here — not next spring, either. Right now. The worst fishing you will likely experience is about on par with a good day in Eastern Canada. The best that's available will actually see you bring a dozen or more salmon to the net in a single day."

George Gruenefeld, from the Angling Report, Nov. 1990



"On our next-to-last day on the Ponoï, we took an extra long turn downriver in the helicopter and landed on the beach in a stretch of canyon water, just below a tributary called the Tumba. Andrei Velikanov assured us that no foreigner had ever fished there before. In a few hours, we took 8 salmon from a 50-yard long stretch of water that just looked hot, and was."

Duncan Barnes, from Field & Stream, Jan. 1991

"Under the right conditions, you can probably catch 20 fish per day on the Kola rivers, but from 4-5 fish per day during the best weeks is more realistic. Compare this to the average fish-per-day week we accept as normal on premier North American rivers — it's impressive."

Bill Hunter, Fly Fisherman Magazine, Feb. 1991

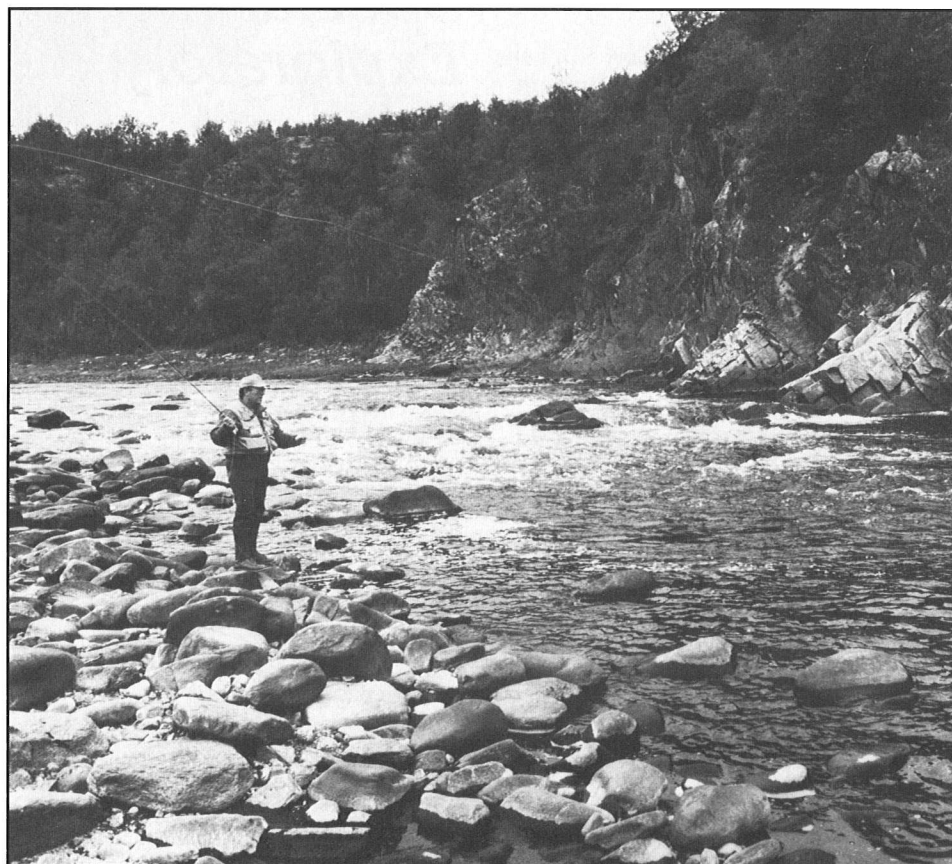
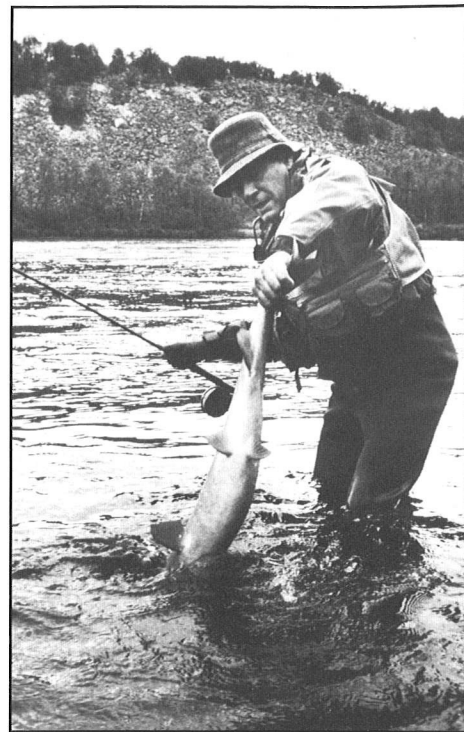
"During our stay, we averaged almost half a salmon per hour on the Ponoï. That's as good as we ever did during the best seasons in Iceland, and actually is about twice what our average Icelandic catch was over 20 years."

Bill Brewster, Plymouth, Mass.

A few final words . . .

This is an interesting and stimulating time to visit Russia now that the Cold War is over and the Iron Curtain largely a thing of the past. **The Kola Peninsula has remained peaceful, with none of the unrest you've read about in other areas of the U.S.S.R.** Travel within Russia is still not as easy and reliable as in some parts of the world, but we have assurances from Aeroflot of every effort in behalf of our guests. One needs to relax and accept things in Russia as they are to enjoy the whole experience. It should be kept in mind that no Kola river has been fished across an entire season by Western anglers. We feel especially confident about the Ponoï because it was explored last year in acute low water conditions, yet still provided outstanding salmon fishing. Under normal conditions, we believe it will fish wonderfully well. Nevertheless, there will undoubtedly be slower times to counterbalance the great days. That goes with the territory on any premier salmon river anywhere.

We look forward to working with you, and everyone here and at the Ponoï Camp will be doing all we can to help make the Kola Experience meet your expectations.



Fishing the lower Pornache

Terms & Conditions

COST: The cost is \$5,700 per angler round-trip Murmansk.

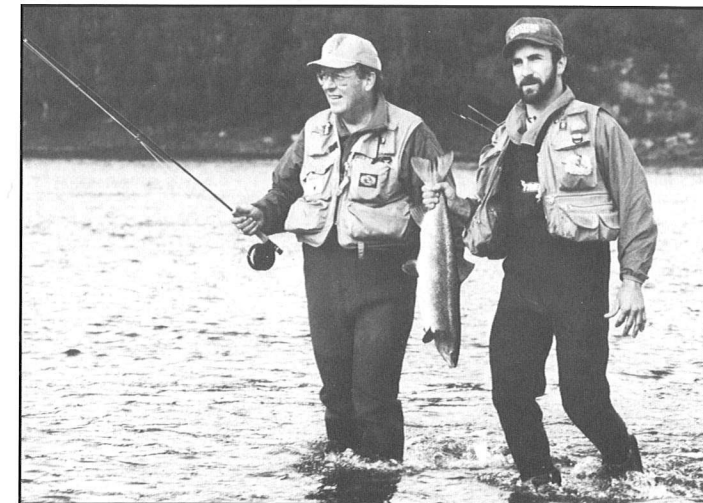
WHAT THE COST INCLUDES: Meeting on arrival Murmansk; round-trip Aeroflot helicopter flight Murmansk/Ponoï Camp/Murmansk; 7 nights' accommodation at the Ponoï, including all meals and based on double occupancy; 6 fishing days with one guide for each 2 anglers; boats, motors, fuel; soft drinks and bottled water at the camp; allocated helicopter transportation on the Ponoï River during the fishing week.

NOT INCLUDED: Round-trip air fares from your home to Murmansk; visa processing; accommodations and meals in Helsinki, Leningrad or other en route cities; alcoholic beverages; items of a personal nature such as laundry, dry cleaning, room service, and gratuities for same; special individual transfers not coordinated with group arrival/departure; telephone calls; excess baggage charges; personal and/or baggage insurance; itinerary modification or deviation as requested by a passenger; gratuities to camp staff and guides; optional helicopter use to other rivers.

DEPOSIT, FINAL PAYMENT, CANCELLATION/REFUND: A nonrefundable deposit of \$2,850 per person is required to confirm your reservation. Final payment is due 60 days prior to departure. Cancellations received within 60 days of departure are subject to forfeiture of the entire fishing package cost unless client replacement is provided. *Receipt of deposit is acknowledgement that a registrant has read and accepts cancellation/refund and responsibility clauses.* **Note:** Trip cancellation insurance is available and it is highly recommended that this be purchased.

TRAVEL ARRANGEMENTS: All airline reservations for the Ponoï River will be processed by our designated travel company. They will coordinate air schedules and tickets to and from Murmansk for all registrants, will obtain invitation numbers and Russian visas, and will arrange accommodations and services in Helsinki or Leningrad as required by the itinerary and to meet individual objectives, including elsewhere in the Soviet Union. **It is necessary that air ticketing be coordinated through their office due to particular visa requirements for this region of the Soviet Union.** You will be receiving complete pre-trip information after your deposit is received by G. Loomis.

AIR FARE: We will endeavor to get you the lowest fares for the class of service you prefer to fly. With the present unsettled situation in the Middle East, air fares have been volatile and could change. As examples, current round-trip air fare quoted by Aeroflot New York/Leningrad/New York is \$1,216 Economy class; \$2,516 Business class. By comparison, the current fare quoted by Finnair is \$1,333 round trip Murmansk from New York via Helsinki Economy class; \$2,940 Business class. We will quote current air fares for each registrant from your departure city. First class fares available on request.



RESPONSIBILITY: Frontiers International Travel/Fish and Game Frontiers, Inc., Wexford, PA., and G. Loomis Outdoors Adventures and their subsidiaries, affiliated or associated companies, agents, sub-agents act only as agents for contractors or owners and outfitters, airlines, railroads, shipowners, charter air carriers providing means of transportation or other services, and all tickets, vouchers and contracts of such hotels, airlines, railroads, operators, owners and contractors are issued subject to any and all tariffs, terms and conditions under which such accommodation, means of transportation or other services are offered or provided, and the issuance and acceptance of any such tickets, vouchers and contracts shall be deemed to be consent to further conditions: a) that neither Frontiers International Travel/Fish and Game Frontiers, Inc./G. Loomis Outdoors Adventures nor any of their affiliated or associated companies, agents, sub-agents shall be or become liable or responsible in any way in connection with such hotels or lodges, means of transportation or other services, or for any loss, injury or damage to or in respect to any person or property howsoever caused or arising; b) air carriers involved are not to be held responsible for any act, omission or event during the time passengers are not aboard their airplane: the passenger contract, or tickets in use by the airlines, when issued, shall constitute the sole contract between the airline, the purchaser of any of these tours and/or the passenger; c) Frontiers International Travel/Fish and Game Frontiers, Inc./G. Loomis Outdoors Adventures reserve the right to make such alterations in the itinerary as it seems to them necessary or desirable, to refuse to accept or retain as a member of the party any person at any time (in such case refund will be based on the actual cost of the unfinished portion of tour) and to pass on to tour members expenditures occasioned by delays or offense beyond their control; d) the services of any IATA or ARC carrier may be used in connection with these tours; e) the right is reserved to cancel any tour prior to departure, in which case full refund will constitute full settlement to the passenger; f) prices quoted are based on foreign exchange values and tariffs currently in effect and prices are subject to change; g) baggage and personal effects, including items purchased, are the sole responsibility of the owners at all times and no employee/agent of Frontiers International Travel/Fish and Game Frontiers, Inc./G. Loomis Outdoors Adventures, their subsidiaries, affiliated or associated companies is authorized to accept these for storage, safekeeping, or transportation.

VALID: Jan. 1-Oct. 31, 1991

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