

The Folks at Doak's

You don't have to spend much time with any of us to know that the Miramichi is a part of our bloodstream. We are so thankful for the privilege of living and raising our families in such a wonderful part of God's creation.

The past several years have underlined the fact that the Miramichi continues to be a vibrant and vital stronghold for the Atlantic Salmon. We are vigorously committed to its health and preservation and actively promote practical, effective salmon stewardship through traditional angling practices and sensible, long term management.

Jerry Doak: Our family's heritage has been blood-knotted to the Miramichi for nearly 200 years. The family ties that bind us to each other and to the land of our birth are strong ones indeed. Bonnie and I are especially proud to be carrying on this tradition and through the years, each of our children have also been closely involved with the store as well.

It has now been 30 years since I took over this work from my father. I still use some of his tying tools when I'm at the vise, and I employ the skills and values he taught me every day.

Through the providence of God, and the generous support of our many friends and customers, we have been richly blessed over the years and we are grateful to both, in their rightful order.

Working with Bruce and John has always been a hoot. Their talent, character and integrity make them irreplaceable, and their wit and insight make every day an adventure. They have a unique way of leaving no opinion unpassed, which makes them a great source of advice, but their greatest strength is in going the extra mile to make each customer feel welcome, comfortable and well served.



Jerry Doak, John Lyons & Bruce Waugh



Melanie & Jeremy Nichols, Megan Doak, Matthew Doak, Bonnie & Jerry Doak



John & Candace Lyons with Alexis (L) & Amber (R)

John Lyons: John joined our staff in 1986 while still in high school. His patience and helpfulness behind the counter have earned him many friends. His exceptional talent at the vise has enabled him to develop the spinning of deer hair bugs and bombers into a real art form (see page 8-9). We still don't know how he does it, but we're sure glad he does it for us.



Bruce and Arlene Waugh with Cassandra & Michael

Bruce Waugh: Bruce has been with us since 1980, and over the years, he has come to know the salmon tackle business inside out. Not only does he produce well over 15,000 salmon flies a year but he is also an avid salmon angler. His dedication and enthusiasm are a vital part of what keeps our business going. While other men of his talent would be constantly seeking to draw attention to their abilities, Bruce lets his work speak for itself, which it does eloquently through the hairwings pictured on pages 5-7.