THE Walton Powell ROD

Custom Built For The Exacting Angler

WHEN THE LEGEND BEGAN . . .

E. C. POWELL, Angler, Red Bluff, Calif, 1919

PRICE LIST

Standard WALTON POWELL fly rods are of 2-section construction. All bamboo rods have an extra matching tip. We make 3-section bamboo rods and 4-section graphite rods on special order. Graphite rods come with either one or two tips.

Walton Powell bamboo "Signature" fly rod	$500.00
Walton Powell bamboo "Golden Signature Companion" rod	$700.00
Walton Powell "Signature" graphite fly rod	$165.00 and up

The Walton Powell "Golden Signature" Companion bamboo fly rod is the ultimate in craftmanship. They are of either 2 or 3 piece construction with 2 tips and 2 butts. One butt is one foot shorter than the other. This rod is custom built only and takes 3 to 9 months for delivery. This is a very special rod, made for the very discriminating angler.

In our new graphite plant, we start with the raw materials and build our own blanks from scratch. This allows us to be in absolute control of every facet of our rods from start to finish.

THE WALTON POWELL GRAPHITE ROD IS THE BEST BUY AVAILABLE ANYPLACE AT ANY PRICE.

At the age of 36, E. C. Powell, Angler, decided that he could be of the greatest service to his fellow man by developing the finest fly fishing equipment possible and making it available to those who loved the gentle art of angling. He wished the pleasure and satisfaction of helping others enjoy the out-of-doors to the fullest measure. He so dedicated his life!

"Ed" Powell, as his fishing friends knew him, had only a fifth grade education. To develop machines and methods for making superior rods was difficult for him. There were days of doubt, lean days, hard days, long days; but never did he swerve from his dedicated effort and purpose of being of service to his fellow anglers. As a result, he became what history is recognizing — the greatest fly rod maker of all time.

He developed the basic mathematical formulas for fly rod tapering, a process of tempering bamboo canes, and a method of cutting and angling segments and still follow the fibers. He found many ways to improve actions and construction—always in harmony with "Nature's Immutable Laws" governing fly rod construction. He could make any type of action in any length or weight. Those who used his rods and appreciated the superior qualities spread the gospel, and anglers from the world over beat a path to his little shop in the back alley of 624 "C" Street, Marysville, California. His rods became treasured possessions—collector's items—and his craftsmanship became a legend.

"Ed" Powell is gone now, but the memory of the man and his rods lives on in the minds and hearts of his many friends — the anglers.

E. C. Powell, who was my father, left me with a hard-taught legacy. Starting at the age of 7, I worked side by side with him for many years in the developing and making of the Powell Rod, until I, too, had the knowledge and ability to make his beloved rods the way he wanted them made.

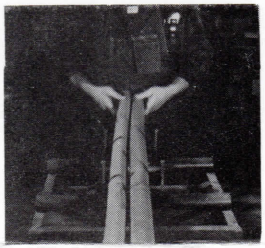
Today in my plant in Chico, California, I am carrying on where my father left off.

The legend shall not die, his dreams and ideals shall not end, and the greatness that is the Powell Rod shall continue to live and grow.

Walton Powell, Angler

WALTON POWELL, Angler
Chico, California 1980

The Walton Powell split bamboo fly rod's superiority has been achieved by honest, devout attention given to every detail in its construction plus 60 years of research and development by some of the greatest fishing rod craftsmen.



FLAME TEMPERING

Each piece of cane is heat treated and tempered by hand over an open flame to produce the greatest amount of casting strength and "Life" possible.

PERMABOND GLUING

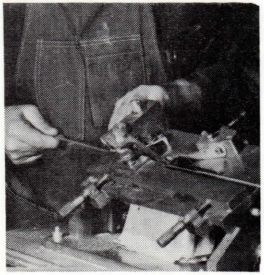
A highly developed glue is evenly applied to the six segments of the rod making the joints stronger than the cane itself.

HAND SPLITTING

The entire rod is made from a single stalk of Tonkin Cane with each segment being hand split true to the fiber and scientifically placed in position according to its original location in the raw cane.

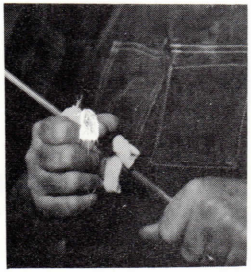
SCRAPING AND FILING

The surface areas are carefully hand scraped and filed to insure preservation of the outside fibers and then joined to produce a continuity of action from tip to butt.



PRECISION TAPERING

Each segment of the rod is precision tapered and angled to a "Pre-Determined Action." This process cuts only the pithy inside portion of the cane leaving the strong outside fibers intact.



OXIDIZED OIL FINISH

The rod is impregnated with an exclusive oil and gum formula and carefully hand-rubbed to insure longer protection against moisture and bacteria.

The WALTON POWELL fly rods are designed and made by an expert angler and fly caster. They are made in any type of action, any length, and various weights. The construction of a Walton Powell fly rod is based absolutely on that which is fundamental to fly casting itself.

From the selection of the raw material to the finished product, each and every fishing rod is afforded the same individual attention in it's construction that would be given to a "special" custom built job. We go into great detail to produce a smooth unity and perfect continuity of action that any good rod must have.

As a result of constant scrutiny by experts during and after construction, we sincerely believe that our rods are the finest obtainable at any price and unconditionally guarantee complete satisfaction.

A TRADITION OF QUALITY FOR OVER 60 YEARS

Split Bamboo **Graphite**

Powell Rod Company

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Walton Powell

Fishing Tackle of Distinction

CUSTOM BUILT RODS

Split Bamboo
Graphite