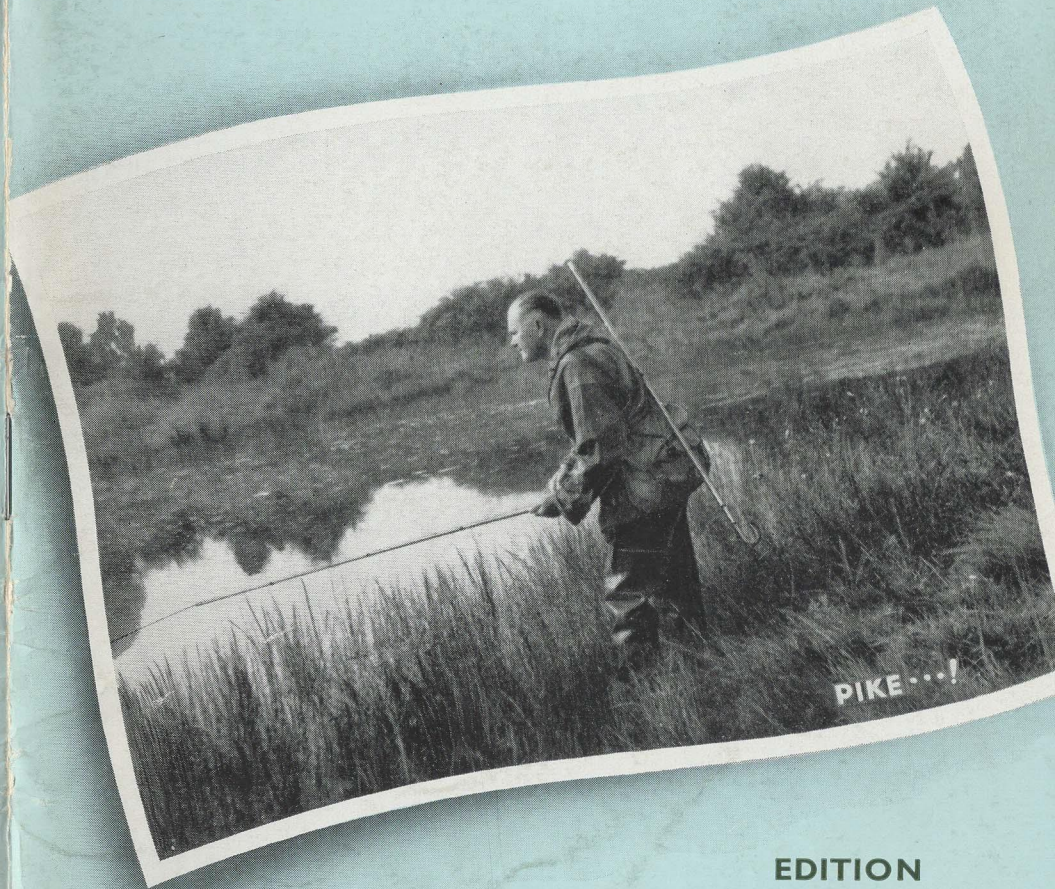


# Milwards

CATALOGUE

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EDITION

1958-59

PRICE: ONE SHILLING

125

# Milwards

## FISHING TACKLE

... a name to angle with !

### MILWARDS FISHING TACKLE LTD.

(HENRY MILWARD & SONS

ESTABLISHED 1730)

7, BURY STREET

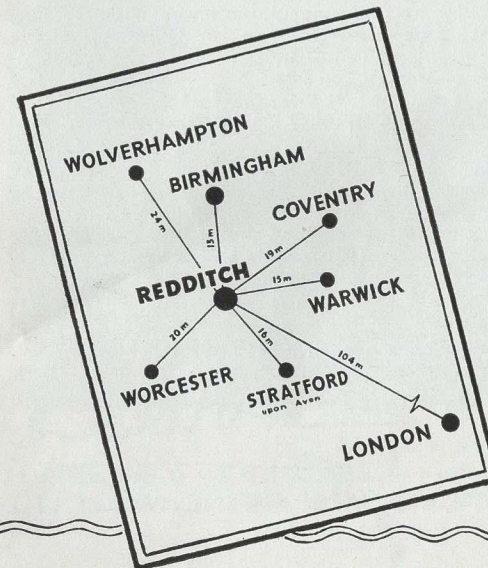
ST. JAMES'S, LONDON, S.W.1

Tel. WHITEHALL 9886/7

Managing Director:

Colonel H. G. V. MILWARD, T.D., D.L.

1958/59 EDITION



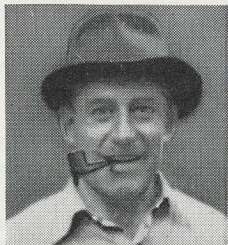
Head Office and Factory :  
**R E D D I T C H**  
**E N G L A N D**  
 Telephone : REDDITCH 147  
 and 774  
 Telegrams and Cables :  
**MILWARD, REDDITCH**

#### IMPORTANT NOTE.

The fact that goods are listed must not be taken that they are in stock: specification and prices are subject to alteration without notice. Orders booked subject to prices ruling at time of dispatch.

## PROGRESS REPORT

by  
T. B. THOMAS



1957 was a year of great activity for Milwards. It was an exceptionally busy year for us, and a very considerable increase in the volume of our business was both convincing and satisfying proof that more and more anglers consider us the leading firm both for sound and ingenious design and for unsurpassed workmanship.

Not all our energy, however, was engaged in coping with this notable business increase. Much of our time was spent looking ahead in improving and perfecting the design of our tackle.

We believe we can quite honestly claim to have made far more progress in improving tackle, in the last ten years at any rate, than any other firm. In support of this claim we would mention advances like the first use of Terylene, the so simple but ingenious knurled ferrule, the use of reverse tapers and staggered ferrules and the development of the RVU dressing, to quote but a few. Such advances can only come from people who really understand fishing and fishing tackle. From this point of view 1957 was a vintage year for us. Let us tell about our new products.

In the field of trout fly rods, we made a great advance last year when we introduced the staggered ferrule reservoir rod, the Flyrover SFR. By altering the ferrule position on this rod we succeeded in producing a rod of great power but one with a pleasant, untiring action that is both sensitive and kind to fine casts. Indeed one gentleman used it successfully on the Test with a 6x cast and size 000 flies.

When we started experiments with this rod, we also tried out the principle with others, and the Troutcraft SFR is the result. This is a rod with a wonderfully sweet, smooth action, exceptional balance and a most sensitive top. We caught a lot of trout last year when testing this rod and we know a lot of other anglers will do likewise this year.

A fly rod, of course, has to be a compromise. It has to cast, hook fish and play fish, and the best action for the one is not the best action for the others. In 1689, it was written in the *Angler's Vade Mecum* :

"The rod for fly must by no means be top-heavy ; but very well mounted and exactly proportional as well as slender and gentle at the top : otherwise it will neither cast well, strike readily nor ply and bend equally."

In the Troutcraft SFR we think we have carried out this old but sound advice in a modern and ingenious manner.

On fly lines too, we have made great strides. You may recall nine years ago we put in our own braiding plant and pioneered the use of Terylene. At the same time we had the courage to attempt what no one had succeeded in doing in eighty years — finding a better dressing for fly lines than linseed oil. This was a tough nut — but we cracked it. It gave us a great deal of trouble, and expense, for we were dealing with materials about which little was known. 1957 saw us finally perfect the RVU 130 method. Our lines are now smoother and softer than any others with still of course the dual assets of great durability and the fact that they will not become sticky.

## PROGRESS REPORT by T. B. THOMAS (Continued)

On the question of smoothness, incidently, did you know you can make a fly line too smooth ? We knew we were eventually going to come up against this "smoothness barrier" and we arrived at this stage last year. Agate rings, of course, have a completely smooth polished surface. If you oppose this surface with another smooth one, in this case the line, you have a very high coefficient of friction and the line will not shoot.

Milward fly lines now have a discontinuous surface although you will not see the difference with the naked eye. This too leads to better grease retention and longer floating performance. Experiments on line surfaces are continuing and we think they will lead to further improvements in the future.

We are introducing one new size of fly line this year — the Flycraft HBGxxx. This line is designed for the EXPERT reservoir angler who can cast a very long line and pick up and control a "belly" much longer than that on our normal HBG. This will give much longer casts to the highly skilled caster.

On undressed lines too, we have made, and continue to make great progress. On page 4 you will see a photo of a machine of our own design and building. This machine enables us to produce braided lines which are smoother and finer, and even more remarkable, due to altering the molecular structure of the line material, considerably stronger. It also has given us a greatly increased output and for this reason we were able last season to reduce our prices.

There are two reasons why we are able to make progress of this nature on fishing lines. Firstly we are the ONLY firm of British Tackle Makers who actually braid their own lines. Secondly we have within our Group organisation research facilities available to no other tackle firm.

Our greatest progress we consider has been on float fishing rods. Indeed, in our new and quite revolutionary Swimversa, we think we have made the greatest progress yet made on rods of this type.

More and more float anglers, and in particular match anglers, are taking advantage of the fixed spool reel, and using the double handed cast, are casting float and tackle farther and farther. The normal "match" rod with the action confined to the tip, is a very bad casting rod but most anglers are satisfied to accept its shortcomings in this direction in order to obtain a very fast striking action. This two handed casting also, puts great strain on a stiff rod.

We have overcome this problem in this way. By making the butt of split cane with a reverse taper, that is, making it finer at the butt cap than at the top of the handle, we give the rod great casting power. Yet when the rod is held in the normal fishing position, all the flex is behind the hand and the rod has the fast tip action required. The position in which the rod is held along the very long handle too, controls the speed and "width" of the strike while again the flex in the butt acts as a cushion when playing a fish. All in all we think we can reasonably claim an exceptional piece of rod designing.

We were amongst the pioneers of hollow split cane rods, and our Troutmaster fly rods have earned an enviable reputation all over the World. For the last five years we have been experimenting with hollow float fishing rods and the Swimmaster is the result of this work. It is a very light 12 foot rod with a fine action. We are sure that it will be well accepted by the more expert float anglers.

Amongst our more successful rods is the Searanger 9½ foot rod which we introduced but a few years ago. This has proven a most popular model, particularly for beachcasting with a large fixed spool reel. We have been asked for a similar

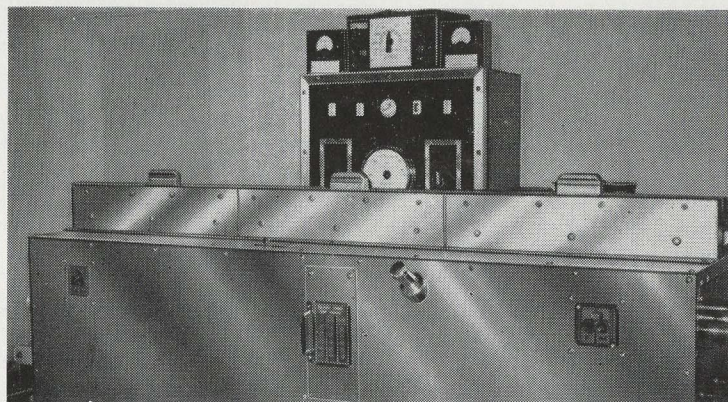
**PROGRESS REPORT** by T. B. THOMAS (Continued)

rod to cast up to six ounces. Our new 10½ foot Searanger will carry this amount of lead and at the same time has the pleasant pliant action of the 9½ foot model.

Finally let us tell you a little about tests carried out not so much to improve design, as to check the design of our more standard models. Last year, partly to check our own ideas but also because of some extraordinary statements in the sporting press to the effect that a light line can be cast farther than a heavier one, we held some fly casting tests. We invited a number of experienced trout and salmon fishermen, all un-biased, to act as "guinea-pigs" and we measured their efforts at both distance and accuracy with different outfits. The results of these tests we have recorded in a pamphlet entitled "Distance Data" which we will be pleased to send to any interested angler.

We mentioned a little earlier that fly rods (and indeed other rods too) must be compromises. We build our rods on a system of graduated tapers, in which the rod tapers throughout its length in a series of steps. These tests proved to us the soundness of our method. Although Milward rods have each a size of line that suits them best, and a distance at which they "cast themselves" our method of taper does make them effective from the very shortest cast up to the very longest. Furthermore, when conditions call for a very light line or a heavier one than usual, a Milward rod will still give good casting performance.

Milwards, as you will know, is a very old firm — one of the oldest of any type in this Country, in fact. We are only old in reputation and tradition however. We have, we believe, the most modern factory of its kind in Britain, and our workmanship too, we believe, is unsurpassed. In this report we have tried to show that we are also very progressive designers of fishing tackle. When you have seen some of the rods and lines we have mentioned in this report, we believe you will think so too. And, as actions speak louder than words, we are always delighted, by appointment, to show any angler our factory, our workmanship and our casting pool where any of our goods, new or old, can be tried out.



This machine produces lines, which are finer, smoother and even stronger than before.

**THE TROUTCRAFT SFR**

A new and quite outstanding rod of both advanced and ingenious design.

The Troutcraft SFR is built on the staggered ferrule principle of a 3 ft. 11 in. butt and a 4½ ft. top. By lowering the ferrule position from the middle of the rod, we have greatly improved both the action and balance, and a combination of the staggered ferrule and our normal system of graduated taper gives a rod in which any "bounce" in the butt is eliminated. The resultant action is as smooth and sweet as a one piece rod.

Even more important, the long, uninterrupted top gives a striking action that is positive, sensitive and sympathetic to fine casts.

This combination of exceptionally smooth casting action and firm but gentle hooking performance makes the Troutcraft a remarkably fine rod for all round trout fly fishing. Our system of graduated tapers too, permits it to throw easily either a very short line or a reasonably long one, giving a wide range of uses to include most types of fly fishing except long distance reservoir work.

Specification : Tempered Hexacane.

- Gripmaster knurled suction serrated ferrules.
- Scroll shaped cork grip.
- Agate butt and end rings.
- Aluminium and walnut screw reel fitting.
- Stainless steel round bridge intermediate rings.
- Black and white speckled whippings.
- Zip fastener secured bag.

Length	...	...	...	...	8 ft. 5 in.
Weight	...	...	...	...	5 ozs.
Price with one top	...	...	...	...	£10 10 0
Price with two tops	...	...	...	...	£14 0 0

U.K. MARKET. ADDITIONS FOR PURCHASE TAX. SEE SCHEDULE INSIDE FRONT COVER



## THE SWIMMASTER

Milwards were amongst the pioneers of hollow-building split cane, and for some years now we have been experimenting with float rods of this construction in a variety of lengths and actions. The Swimmaster is the result of these experiments and of the pooled opinions both of members of our Staff and other anglers all over the country who have tried these prototype rods.

Weighing only 11 ounces, the Swimmaster is an extremely light rod with a very fine fast action. Besides this fast sensitive tip, however, we have succeeded in building into this rod rather more casting action than is usual in a rod of this type.

Completely hollow throughout butt and joint, this rod is a fine example of master craftsmanship in rod building.

Specification : Butt and joint in hollow built Hexacane.  
Split cane top.  
Suction joints.  
Duralumin sliding reel fittings.  
Agate butt and end rings.  
Stand off round bridge intermediate rings.  
Long cork handle.  
Cloth bag.

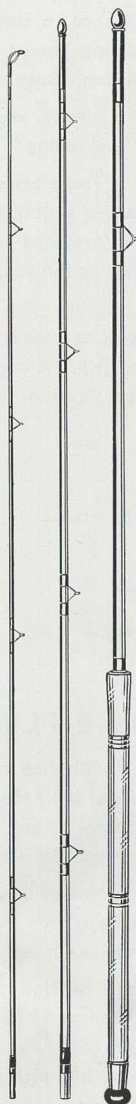
Length	...	...	...	...	...	12 ft.
Average weight	...	...	...	...	...	11 ozs.
Price	...	...	...	...	...	£9 12 6

## THE SEARANGER (10½ ft. Beachcaster)

One of the most popular and highly regarded rods we have produced in recent years, is the 9½ ft. Searanger. It is a useful rod for a number of purposes but above all of course it is a very fine beachcaster using the fixed spool reel or multiplier, with leads up to 3½ ozs.

In response to many requests, we now introduce a 10½ ft. model with double built butt, to cast weights up to 6 ozs. and with a little more length to clear the breakers. This is a fine rod for beachcasting with a very pliant action.

Length	...	...	...	...	...	10½ ft.
Weight	...	...	...	...	...	26 ozs.
Price	...	...	...	...	...	£10 10 0



Swimmaster

U.K. MARKET. ADDITIONS FOR PURCHASE TAX. SEE SCHEDULE INSIDE FRONT COVER

## FLY AND SPINNING RODS

### Design

Design begins on the river bank, and the expression "Designed by Anglers" has become a hackneyed one. Nevertheless, Milward Rods are designed by expert fishermen on our staff, backed by many years of experience and research, unsurpassed craftsmen, and a first-class, well-organised factory.

### Material

Milward's split cane rods are made from "Hexacane," which is constructed as follows. The finest obtainable Tonkin bamboo is first "tempered" by our own process which improves both quality and strength. The cane sections are then cut on machines of our own design and building, to precision engineering limits, and laminated with urea-formaldehyde cement of a type exclusive to us. The bonding strength of this cement is so high that other than at the rings there is no necessity for whippings, which unnecessarily cover up the beauty of the natural cane, and the accurate work of master craftsmen.

### Steel Centre

Modern rod-making methods have eliminated the need for this form of construction which in our opinion was never in any case a successful one.

### Fittings

All rings, ferrules, reel fittings, etc., are made in these works by us, and their outstanding quality thus maintained. We use, where stated, genuine agate rings which are superior to those of any other material.

Our double-handed spinning rods are all fitted with our "Gripmaster" reel fittings which are fully described on page 38. This method is superior to the screw seat in function, and is lighter and much more comfortable to use.

The retaining rings on the reel fittings on our Spincraft Rods are tapered inside and lock the reel firmly in place. Screw fittings are therefore quite unnecessary on these rods, besides allowing the angler no choice of reel position, and being most uncomfortable in use.



### Ferrules

All "Hexacane" Rods are fitted with our "Gripmaster" knurled ferrules. As will be seen in this illustration, a very firm grip can be obtained when putting up and taking down a rod. A simple idea; but one that has not been thought of before, and an indication of the thought and research which goes into our rods. We have probably had as much experience of various locking type ferrules as anyone in the trade and it is our considered opinion that sooner or later they always give trouble. A well made well fitted suction ferrule is a much better proposition particularly when knurled as our "Gripmaster" ferrules.

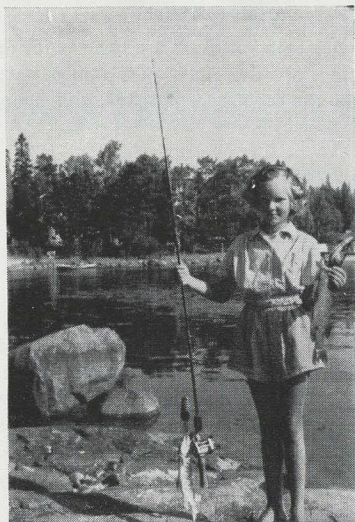
**Action**

It is impossible to describe accurately in words the action of rods, particularly fly rods, as the expressions stiff or medium do not mean the same to everyone. These expressions are therefore used in this catalogue only to differentiate between rods belonging to the same group, but having different actions. Rods that are too whippy or too stiff are tiring to use, for with rods of this type it is the user doing all the work, and not the rod. Our rods always come between these two extremes and combine power without losing sensitivity.

We would draw your attention to our remarks on maximum casting weights on page 37. You will also note that the maximum casting weight of each spinning rod is listed. This practice has been extremely well received by anglers everywhere as a means of preventing them overloading their rod and as a yardstick when selecting a rod for the particular job they have in mind.

**Weight and Balance**

Balance is MUCH MORE IMPORTANT than weight. This is not only our opinion ; you will find it in the catalogues of the other top-class rod makers of the world. A light badly balanced rod is much more tiring than a heavier well balanced one. Our rods are made perfectly balanced, and as light as possible consistent with the job they have to do. Our Troutmaster Rods represent the ultimate in rod design and building, for their hollow construction makes them incredibly light.



*The charming daughter of Mr. L. Nordgren, Milward Finnish Agent, with her Spinover outfit and small pike*

**The "Flymaster."** This series of rods is designed, in the modern manner, for all round trouting. We show below the curve of a Flymaster when extended in the back cast. The discerning fisherman will note the power in the butt and centre of the rod, which can be developed fully if a long cast is required or a fish requires holding. He will also observe the smooth curve of the rod tip, so gentle on fine gut.

**Specification :**

"Gripmaster" Knurled suction serrated ferrules (see page 27).

Aluminium and Walnut screw reel fittings.

Solid cork grip.

Agate butt and end rings.

Stainless Steel round bridge intermediate rings.

Speckled black & white whippings.

Zip fastener secured bag.

In two models : 2 piece 8 8½ 9 ft.  
3 piece 8½ 9 9½ 10 ft.

**Price all models : £10 10 0**

**With extra top : £14 0 0**

Please state clearly whether model with one or two tops is required.

Weight schedule see page 42. For correct lines see pages 61-64.

**The "Flycraft."** Identical in appearance and specification with the "Flymaster," the "Flycraft" rods were originally designed for North America, and have strong butts and light tops giving a quick tip action. Many anglers have commented on their excellent hooking powers, and whilst outstanding for all types of trout fishing they are particularly suited for dry fly work, and for the wet fly and nymph upstream.

**Specification :**

As for "Flymaster" rods.

Whippings speckled gold & black

In two models : 2 piece 8 8½ 9 ft.  
3 piece 8½ 9 ft.

**Price including EXTRA TOP**

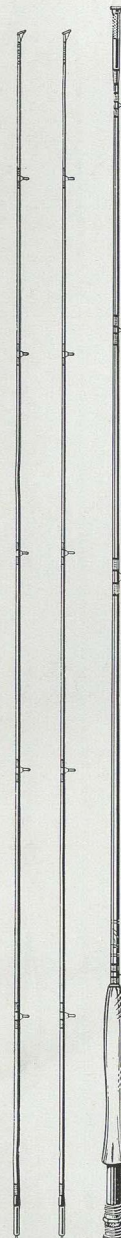
**£14 0 0**

Weight schedule, see page 42.

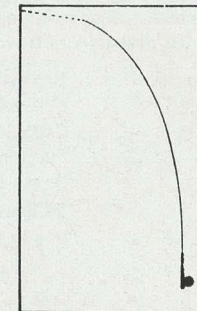
For correct lines see pages 61-64.

**For new Troutcraft Rod see page 23**

U.K. MARKET. ADDITIONS FOR PURCHASE TAX. SEE SCHEDULE INSIDE FRONT COVER



The "Flymaster" or The "Flycraft"



**FLY RODS**

**The Flylite.** Designed to combine sensitive power with minimum weight due to ultra light fittings, the 7 and 8 ft. rods will still throw a short line on an overgrown stream, and make ideal rods for a lady or boy. The 9 ft. model was designed for Steelhead fishing, and will cast a very long line and handle big fish. It has been aptly described as the "Powerhouse."

For correct lines see pages 61—64.

- Specification : Extra light anodised reel fittings.  
"Gripmaster" knurled suction serrated joints.  
Short cork handle.  
Agate butt and end rings.  
Stainless Steel round bridge intermediate rings.  
Spare top.  
Anti-jar rubber button.  
Speckled red & black whippings.  
Zip fastener secured bag.

In three models :

2 piece. Length 7 ft.                      3 piece. Length 8 ft., 9 ft.

Price £8 15 0                                  Price £9 10 0

With two tops £12 0 0                      With two tops £13 0 0

Please state clearly whether model with one or two tops is required.

Weight schedule, see page 42.

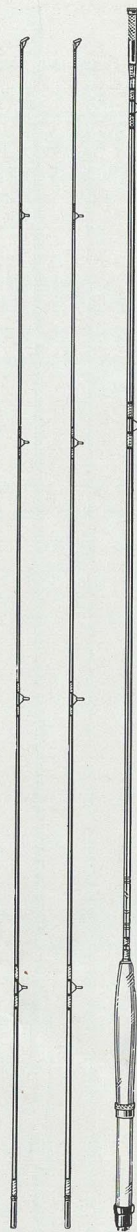
**The "Serviceman."** This suit-case rod which packs into 27 ins. is designed for any keen fisherman who wants to pack a rod conveniently in his kit. Making up into a 9 ft. 5 piece fly rod, with a better action than many 2 and 3 piece rods, and a 7 ft. 4 piece stiffish spinning and G.P. rod, it has been the object of much praise from travellers all over the world.

- Specification : Brown "Hexacane."  
Universal sliding winch fittings.  
Cork handle with rubber button.  
Suction serrated joints.  
Agate butt and end rings.  
Stainless Steel round bridge intermediate rings.  
Zip fastener secured bag.

Price £12 10 0

When not in use the rod should be hung up in its bag, by the loop on the top of the bag.

U.K. MARKET. ADDITIONS FOR PURCHASE TAX. SEE SCHEDULE INSIDE FRONT COVER



The "Flylite"

**The COLTCRAFT**

In these days of very high taxation and expensive education, we appreciate the difficulties of many parents in equipping their sons (and daughters) with good tackle. We are indeed frequently asked whether we make a thoroughly reliable rod in a rather less expensive class, and one which does not have the refinements of our normal Milward range.

For this reason we have decided to introduce two rods under the brand "ColtCraft." These rods are well designed and well made and are typical Milward products lacking only the refinements of our higher priced rods. They are light and well balanced for youthful users and will give long and faithful service. They make also, of course, excellent "second rods."

- Specification : "Hexacane" throughout.  
Serrated suction ferrules.  
Agatine end ring.  
Stainless butt ring.  
Round bridge intermediate rings.  
Bright alloy sliding reel fitting.  
Partition bag.

In two models 8 ft. 2 piece and 9 ft. 3 piece.

Weight 4 $\frac{3}{4}$  and 5 $\frac{1}{2}$  ozs.

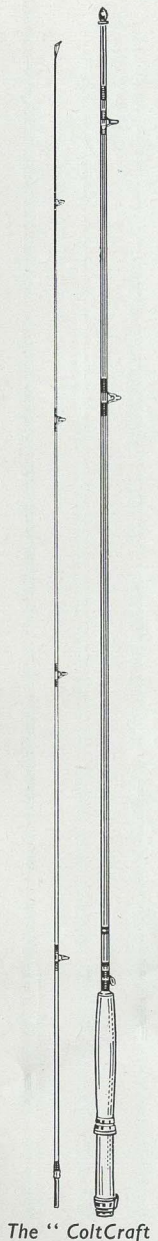
Price both models £6 12 6

To give some idea of the cost of equipping an angling novice we give below two suggested balanced outfits based on the two lengths of "ColtCraft" rod.

ColtCraft 8 ft. 2 piece	ColtCraft 9 ft. 3 piece
Price ... £6 12 6	Price ... £6 12 6
Flycraft Junior Reel	Flymaster Junior 3 $\frac{1}{2}$ in. Reel
Price ... £2 10 0	Price ... £2 17 0
Flycraft IEH Line	Flycraft HDH Line
Price ... £2 10 0	Price ... £2 10 0
TOTAL ... £11 12 6	TOTAL ... £11 19 6

Plus current Purchase Tax

U.K. MARKET. ADDITIONS FOR PURCHASE TAX. SEE SCHEDULE INSIDE FRONT COVER



The "ColtCraft"



**The TROUTMASTER Series  
of Hollow Built Cane RODS**

The great feature of these rods is that, in the two piece rods the butt, and in the three piece the butt and middle joint, are of hollow construction buttressed at scientifically estimated intervals by short sections of normal solid split cane. They are accordingly, extremely light while as powerful as much heavier rods of normal built cane construction.

These rods are difficult to make and are only handled by our most skilled craftsmen using special methods and machinery of our own design. Each rod represents the height of the rod builder's art and is accordingly expensive.

The "Troutmaster" Series comprises three models as follows :

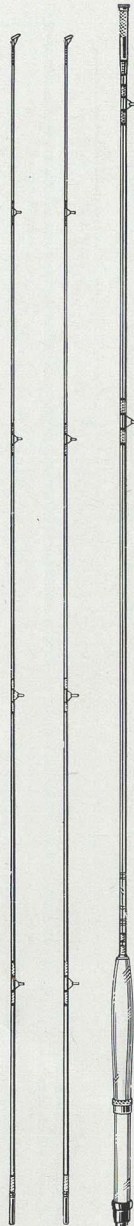
- |          |   |                      |
|----------|---|----------------------|
| 2 piece. | Length ...  | 7 ft. 2 ins.         |
|          | Weight ...  | 2 $\frac{7}{8}$ ozs. |
| Action : | Medium, for easy short casting. A beautiful rod for small waters and ideal for a lady. <b>Price £18 0 0</b>   |                      |
| 2 piece. | Length ...  | 8 ft. 10 ins.        |
|          | Weight ...  | 4 $\frac{1}{4}$ ozs. |
| Action : | Stiff with tip action. A powerful rod for Dry Fly fishing or for the Wet Fly man who likes a stiffish rod. <b>Price £20 0 0</b>   |                      |
| 3 piece. | Length ...  | 9 ft. 4 ins.         |
|          | Weight ...  | 5 $\frac{1}{4}$ ozs. |
| Action : | Medium to stiff. An excellent rod for all round fishing on waters where fish run big. Being so very light for its great power, it can be used all day without undue fatigue. <b>Price £20 0 0</b> |                      |

Specification all models :

- Hollow built tempered "Hexacane."
- Extra light non-flash anodised reel fittings.
- "Gripmaster" knurled suction serrated joints.
- Short cork handle.
- Agate butt and end rings.
- Stainless Steel round bridge intermediate rings.
- Spare top.
- Anti-jar rubber button.
- Each rod supplied with two tops and an aluminium carrying tube.

For correct lines see pages 61—64.

U.K. MARKET. ADDITIONS FOR PURCHASE TAX. SEE SCHEDULE  
INSIDE FRONT COVER



The "Troutmaster"

**FLY RODS**

**The Flyover.** These outstanding rods were originally designed for Salmon fishing in Eastern Canada, where a single-handed rod is used and an extension grip required to give greater leverage when playing a fish, and for double handed-casting. They have also made a great name for themselves in New Zealand for big Rainbows, and indeed in many other parts of the world.

We introduced them to the Home Market a few years ago for Salmon fishing on the smaller rivers, for greased line work, and for big Sea Trout, and they have been

extraordinarily successful. We do not of course suggest these rods as substitutes for the normal double-handed Salmon rod, for the extra length and power of these are essential on many rivers. These are, however, powerful rods and despite their size, will handle big fish. A 32-pound Atlantic Salmon was landed on a 10 ft. Flyover in the Mirimichi river in 1950, and we give below an extract from a letter about the pre-war model of the new Flyover, which is an incredible testimonial.

Specification :

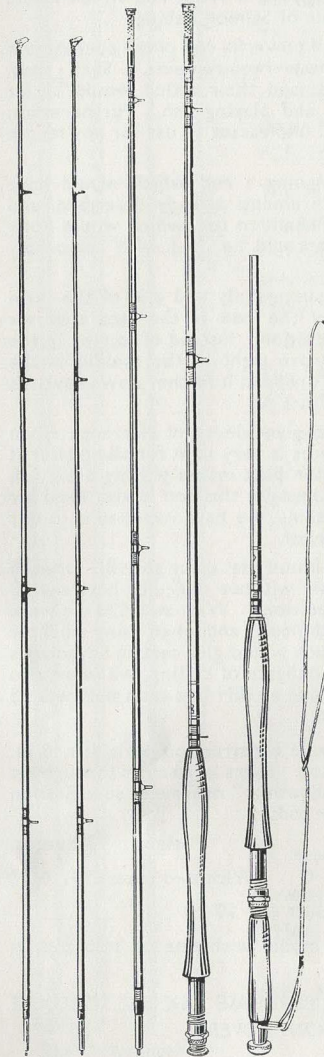
- "Gripmaster" knurled suction ferrules (see page 27).
- Solid cork grip. Agate butt and end rings.
- Aluminium screw reel fitting designed to take an extension butt.
- Stainless Steel round bridge intermediate rings.
- Spare top.
- Zip fastener secured bag.
- 3 piece. Lengths 9, 9 $\frac{1}{2}$ , 10, 10 $\frac{1}{2}$  ft.
- Weight schedule, see page 4?
- Price all models £15 0 0**

The extension butt which can be supplied as an extra fitting to this rod consists of a six-inch cork handle with ferrule which can instantly be fixed below the handle of the rod itself to allow double-handed casting, and to facilitate playing a fish. Fitted with retaining lanyard.

**Price £1 10 0**

For details of our new Flyover S.F.R. Reservoir Rod, see page 34.

" I may say I have one of your rods, a powerful 9 ft. 6 ins. fly rod and in 1948, when fishing the Campbell river . . . to my horror I hooked into a Spring Salmon. No gaff, only a trout landing net, but 29 minutes later (timed) my friend waded in and getting both hands round the wrist of its tail, pulled it on to the shingle. 39 pounds ! " T.B., Hope, B.C.



The "Flyover"

U.K. MARKET. ADDITIONS FOR PURCHASE TAX.  
SEE SCHEDULE INSIDE FRONT COVER

**The FLYROVER S.F.R.**

For the last three years we have been giving a great deal of thought to the problems facing the ever growing number of Reservoir Trout fishermen. These anglers require a rod which will stand up to the very hard wear imposed by continuous long casting, often into a wind, and of picking up long and sometimes heavy lines. Indeed their requirements could be summarized by saying they required a Trout rod which would stand up to the wear and tear of Salmon fishing.

The obvious solution was a stiff powerful rod of the tournament type which would fulfil these requirements. Such rods, however, are not fishing rods and their action would be far from satisfactory in hooking and playing fish. Furthermore, such rods would be tiring and unpleasant to use for any length of time.

We therefore set about designing a rod which would have sufficient power for the requirements already described, and at the same time would be pleasant to use, which would hook and play fish well, and which could be used with reasonably light casts.

This we claim to have done successfully and one of the main reasons for the excellence of the rod is the fact that we have staggered the ferrule position. Instead of coming in the middle of the rod, and therefore right in the middle of the rod's bending action, we have dropped it farther down towards the butt.

The rod is 9 ft. 5 in. long to give plenty of clearance when fishing off dams and at 7 $\frac{3}{4}$  ounces is very light for the power it possesses. Because an extension butt makes playing a big fish much more comfortable, and because this rod is also ideal for Sea Trout and light Salmon fishing, we have included it in our Flyrover Series described overleaf.

When testing out this rod we found that using an HBG forward taper line we could make casts without difficulty between 33 and 36 yards under fishing conditions. With an HCH we were able to cast 30 yards without difficulty and when using a lighter line such as ICH and HDH, which would give certain advantages in the way of floatability and delicacy of casting, we were also able to cast 30 yards. Even using an IEH line casts between 25 and 27 yards were easily made.

Specification : Staggered ferrule construction with 4 ft. 6 in. butt and 5 ft. top. Extra large rings throughout for ease of " shooting " otherwise specification as for Flyrover rods.

Length : 9 ft. 5 ins. Weight : 7 $\frac{3}{4}$  ounces.

Price with one top £11 10 0 With two tops £15 0 0

Extension Butt £1 10 0

Please state clearly whether model with one or two tops is required.

U.K. MARKET. ADDITIONS FOR PURCHASE TAX. SEE SCHEDULE INSIDE FRONT COVER



The "Flyrover S.F.R."

**FLY RODS**

**The Flyranger.** This range of rods will cover all Salmon fly requirements. Our tempered "Hexacane" construction enables us to pack plenty of the necessary power into these rods without making them over-heavy. They are in fact light, and so perfectly balanced that one can fish hard all day with them without fatigue.

The 11 ft. 3 in. model is designed for small and medium rivers, and for greased line work. It makes an ideal rod for a lady, and it is so well balanced it can be used single-handed if desired. Correct lines : Double Taper FCF, Forward Taper HBG or HBG xxx.

The 12 $\frac{1}{2}$  ft. rod is the most popular all round length and can be used right through the season. Correct lines : FCF Double Taper or GAAF Forward Taper. Used with this latter line quite remarkable performance is given. Many anglers have written us about their greatly improved casting and fishing with this outfit.

The 14 ft. model is a fine powerful rod for big rivers. A DAD line for big sunken flies, an FCF for smaller low water flies, and the GAAF for either.

Specification : Double-built tempered "Hexacane," 3 piece construction.

Screw reel fittings.

Long comfortable cork handle with rubber button.

"Gripmaster" knurled suction serrated joints.

Agate butt and end rings.

Stainless Steel round bridge intermediate rings.

Zip fastener secured bag.

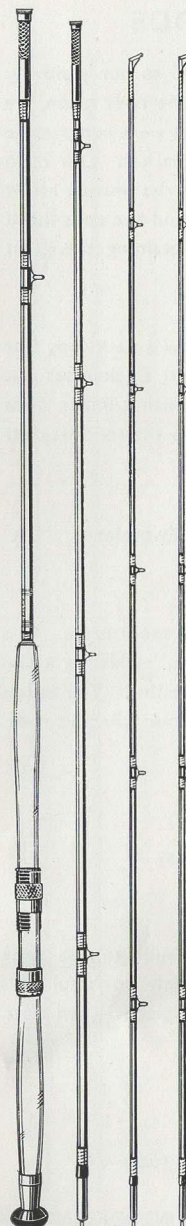
SPARE TOP.

In three models : 11 ft 3 in. 12 $\frac{1}{2}$  ft. 14 ft.

Average weight : 14 ozs. 18 $\frac{1}{2}$  ozs. 23 $\frac{1}{2}$  ozs.

Price £17 10 0 £20 0 0 £22 0 0

U.K. MARKET. ADDITIONS FOR PURCHASE TAX. SEE SCHEDULE INSIDE FRONT COVER



The "Flyranger"

**“ MILFLEX ” HOLLOW GLASS RODS**

In the development of hollow glass rods we have preferred to hurry slowly. As makers of what many consider to be the finest split cane rods made, we had of course to be certain that our rods in this new material were comparable with our range of cane rods, before we put them on the market. Our main problem was to eliminate the unpleasant “ kick ” which is the normal result of tubular construction. This we have succeeded in doing and the rods listed below are smooth in action and pleasant to use, while retaining the great strengths and durability of this remarkable material.

**The Flexcraft.** A powerful trout fly rod which will throw a very long line and stand up to hard work. Careful control of the wall thicknesses has eliminated the unpleasant “ kick ” normally associated with tubular glass construction, and the action of these rods is very similar to that of first-class split cane rods. Finished in handsome dark brown shade.

Specification as for Flymaster (page 29).

In three-piece 8½ 9 ft. Two-piece 8 ft.  
Price ... £10 0 0

**The Spinflex.** A light quick-action rod for use with fixed spool reels. This is the best type of rod for glass construction as the “ kick,” which is a disadvantage in fly rods, is here a very definite advantage in casting. The action of Spinflex rods is extremely pleasant and similar to that of our Spincraft rods. These rods have proved very successful in Canada.

Specification as for Spincraft (page 37).

One Model : 7 ft.

Maximum casting weight ½ oz. (14 grammes).

Price ... £8 10 0

**The Flexrover.** These are single-handed salmon rods built to the same specification as the Flyrover (page 33). They are extremely powerful rods and will stand up to hard work and handle big fish. Three piece 9½ and 10 ft. One top.

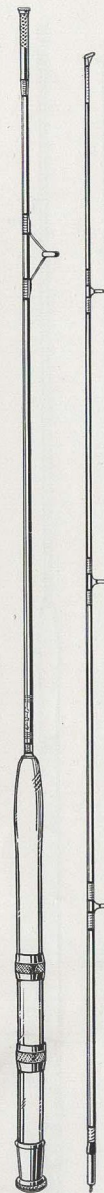
Price ... £11 0 0

Extension Grip £1 10 0

See also our **Spinover Mk. II** in Milflex solid Glass (page 40).

U.K. MARKET. ADDITIONS FOR PURCHASE TAX. SEE SCHEDULE INSIDE FRONT COVER

**SPINNING RODS**



The “ Spincraft ”

**Maximum weights to be cast with Milward Spinning Rods**

This is extremely difficult information to give, for it is obviously affected by a number of factors, of which the most important are, the distances to be cast, the methods of casting, type of reel and amount of energy used by the caster, and the period of time that top weights are used. The figures given against each rod are therefore average figures. They may on occasions be slightly exceeded provided that the cast is not forced, that great care be taken to avoid over-run, and that the period of using relatively heavy baits is of short duration. We do here stress that playing heavy fish will have little effect on Milward rods but continuous casting with excess weights will “ kill ” any rod.

**The Spincraft.** Designed for use with the Bretton and other fixed spool reels for Trout, Sea Trout and Salmon, the Spincraft has the quick, smooth action necessary for casting light baits and handling big fish on fine lines. We prefer to recommend our Spincraft Major rods for Salmon fishing with the fixed spool reel but where it is desired to use the shorter rod, we recommend the 7 ft. heavy or 8 ft. model.

Specification : Sliding reel fittings.

“ Gripmaster ” knurled suction serrated ferrules.

Large stand-off Agate butt ring.

Lightweight Agate intermediate and end rings.

Aluminium/rubber button.

Zip fastener secured bag.

In four Standard Models :

7 ft. Light 7 ft. Medium 7 ft. Heavy 8 ft.

Maximum Casting Weight :

5 drms 6 drms 12 drms 8½ drms  
(9 grammes) (11 grammes) (21 grammes) (15 grammes)

Price : 7 ft. Models £9 0 0 8 ft. £9 10 0

Weight schedule page 42

**Ultra Light Models.** We are now making up specially for certain Continental countries a range of Spincraft rods on the staggered ferrule principle, for use with ultra light baits and on small streams. These can be made to order, normal delivery 1 month. In 5, 5½, 6, 6½ ft. Price £9 0 0

**SPINNING RODS**

**Gripmaster Reel Fittings.** Our Spincraft Major, Spinmaster and Spinversa rods are now fitted with this method which allows the reel to be locked in any position on the handle. The fitting consists of two retaining rings each containing two tapered keys, numbered 1 and 2, designed to take the reels of most manufacturers. This method is superior to the screw seat in function, and is lighter and more comfortable to use.

**The Spincraft Major.** Designed for use with fixed spool reels and lines from 8 to 15 lbs. B.S., these rods have proved very popular. They will cast baits which are too heavy for the "threadline" rod, like our Spincraft, and have the power to handle large fish. Originally intended for Salmon fishing, they have been effectively used for Striped Bass, and Steelhead in North America, and for other predatory fish all over the world. Suitable for all types of spinning reel.

Specification : "Gripmaster" reel fittings.  
"Gripmaster" knurled suction serrated ferrules.  
Large stand-off Agate butt ring and Agate end and intermediate rings.  
Aluminium/rubber button.  
Zip fastener secured bag.

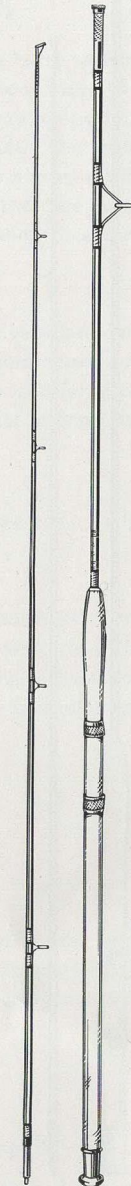
Length : 9 ft.      Weight : 11½ ozs.      Handle : 28 ins.

Price £12 0 0

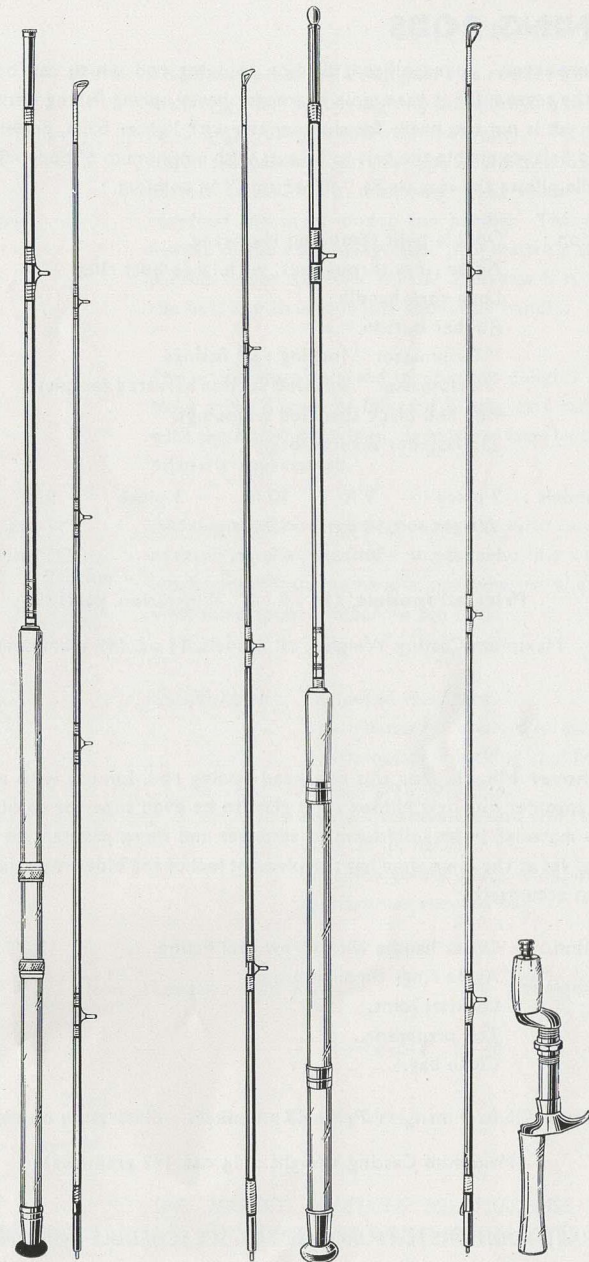
Maximum Casting Weight : 1 oz. (28 grammes).

Attach your spinning line to the top swivel of your trace with a half-blood knot. This is much stronger than a loop.

U.K. MARKET. ADDITIONS FOR PURCHASE TAX. SEE SCHEDULE  
INSIDE FRONT COVER



The "Spincraft Major"



The "Spinmaster"

The "Finmaster"

The "Spinover" Mk. II

**SPINNING RODS**

**The Spinmaster.** A magnificent Salmon spinning rod which can be used right through the season, for it has ample power for heavy spring fishing with big baits in big water yet is not too heavy for summer use with lighter baits, prawns, etc. The action and balance enable the bait to be cast with a minimum of body effort, and the long handle allows the cast to be "fished out" in comfort.

Specification : Double-built tempered Hexacane.  
Agate rings throughout, with large butt ring.  
Long cork handle.  
Rubber button.  
"Gripmaster" locking reel fittings.  
"Gripmaster" knurled suction serrated ferrules.  
Red and black speckled whippings.  
Zip fastener secured bag.

In two models :	2 piece	9 ft.	10 ft.	3 piece	9 ft.	10 ft.
	Weight	16 ozs.	17 ozs.		17 ozs.	18 ozs.
	Handle	26 ins.	28 ins.		25 ins.	26 ins.

Price all models, £14 0 0. Illustration, page 39

Maximum Casting Weights, all models, 1 3/4 oz. (49 grammes).

**The Spinover Mk. II.** For this overhead casting rod, for use with a multiplying reel, we consider our new Milflex solid glass to be even superior to our Hexacane. This new material, in its solid form, is stronger and more resistant to setting than split cane, yet at the same time has the pleasant feel of the older material, and can be tapered as accurately.

Specification : Offset handle with screw reel fitting.  
Agate rings throughout.  
Lockfast joint.  
Top protector.  
Cloth bag.

Length : 5 ft. 3 ins. Price £8 0 0. Illustration on page 39.

Maximum Casting Weight : 1 1/2 ozs. (42 grammes).

U.K. MARKET. ADDITIONS FOR PURCHASE TAX. SEE SCHEDULE INSIDE FRONT COVER

**SPINNING RODS**

**The Spinversa.** We designed this rod for our own use in casting small baits weighing but a few drams upstream for Salmon, using a Spinover multiplier. To obtain the action we required for this type of work, and in fact the perfect action for a multiplier used in any way, we reversed the taper under the handle. That is to say, instead of the cane being made progressively thicker, or parallel under the cork, on the Spinversa it is thinner at the butt cap than it is just above the handle.

The action thus obtained is a perfect delight. The butt has a great degree of flex and a long cast can be made with the laziest of swings. It must, in fact, be tried to be properly appreciated.

Although this rod is designed for use with our Spinover multiplying reel, we know anglers who like a rod which works down into the handle, and who use the Spinversa with fixed spool and centre pin reels.

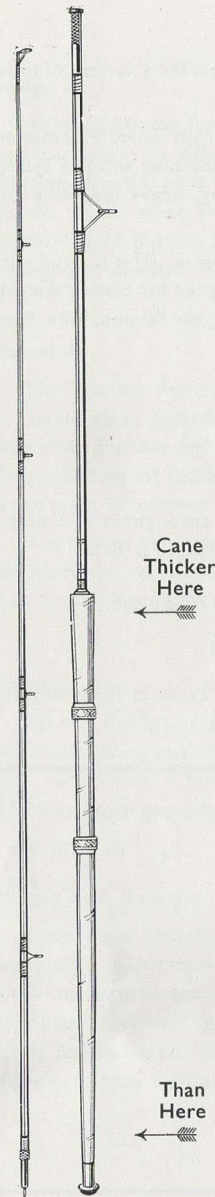
Specification : Tempered Hexacane.  
"Gripmaster" knurled ferrules.  
"Gripmaster" locking reel fittings.  
Large Agate butt ring.  
Agate intermediate and end rings.  
Long 29 in. handle.  
Speckled gold & black whippings  
Zip fastener secured bag.

Length : 8 ft. 9 ins. Weight : 11 ozs.

Price £12 15 0

Maximum Casting Weight : 3/4 oz. (21 grammes).

U.K. MARKET. ADDITIONS FOR PURCHASE TAX. SEE SCHEDULE INSIDE FRONT COVER



The "Spinversa"

**The FINMASTER ROD**

**The Finmaster.** In this range we offer three models suitable for a variety of types of fishing all over the world.

The 8½ ft. 2 piece and the 9 ft. 3 piece models were originally called Pikemaster. We found, however, that besides being excellent rods for spinning and live baiting they had many other uses and were used also for trolling, heavy ledgering and light sea fishing.

We have now added another model to this range in 9 ft. 2 piece. This is a rod with a much easier action than the other two models and is designed for casting weights of up to ¾ oz. It is therefore an excellent rod for spinning for Salmon, Pike, Bass, etc., and also a splendid rod for Carp and Barbel.

Specification : Brown Hexacane.  
Long cork gripped with rubber button.  
Sliding reel fittings.  
Agate rings throughout.

The 9 ft. 2 piece model is fitted with stainless steel rings throughout including a large stand off butt ring, and an agate end ring. Its handle length is 28 ins.

In three models : 8½ ft. 2 piece, 9 ft. 3 piece, 9 ft. 2 piece.

Price £8 10 0. Illustration, page 37.

Maximum Casting Weight : 8½ ft. 2 piece and 9 ft. 3 piece, 2 ounces (56 grammes).  
9 ft. 2 piece, ¾ ounce (21 grammes).

**WEIGHT SCHEDULE for Light Fly and Spinning Rods**

			7	8	8½	9	9½	10	10½	ft.
" Flymaster "	2 Piece	...	—	4½	5¼	6	—	—	—	ozs.
" Flymaster "	3 Piece	...	—	—	5½	6	7	7½	—	"
" Flycraft "	2 Piece	...	—	4¾	5¼	6	—	—	—	"
" Flycraft "	3 Piece	...	—	—	5½	6¼	—	—	—	"
" Flyrover "	3 Piece	...	—	—	—	7	8	8½	9	"
" Flylite "	2 Piece	...	3½	—	—	—	—	—	—	"
" Flylite "	3 Piece	...	—	4¼	—	5¾	—	—	—	"
" Spincraft "	Light	...	4½	—	—	—	—	—	—	"
" Spincraft "	Medium	...	5¾	7¼	—	—	—	—	—	"
" Spincraft "	Heavy	...	6¼	—	—	—	—	—	—	"

U.K. MARKET. ADDITIONS FOR PURCHASE TAX. SEE SCHEDULE INSIDE FRONT COVER

**BOTTOM RODS**

**Design**

Milward Bottom Rods are designed by experts on our staff, often in conjunction with our agents in different parts of the country and with other expert anglers. This first-class design is backed by unsurpassed craftsmen and by a first-class modern factory. In no other branch of tackle making is craftsmanship so important as in the making of Bottom Rods. It is not therefore surprising that our rods enjoy the highest reputation amongst coarse anglers.

**Materials**

Our Bottom Rods are made either from the finest obtainable Spanish Reed or Tonkin cane, according to specification. The action, weight and strength of these rods depends entirely on the selection of the cane by experts. As no two canes are identical there is inevitably some variation between rods, although, due to the great experience of our rod makers this variation is very slight.

The tops of our rods are all in " Hexacane " and in the case of our Match Rods they carry the very steep step taper which we call the Twin Taper Tip, and which gives an incredibly fast striking action.

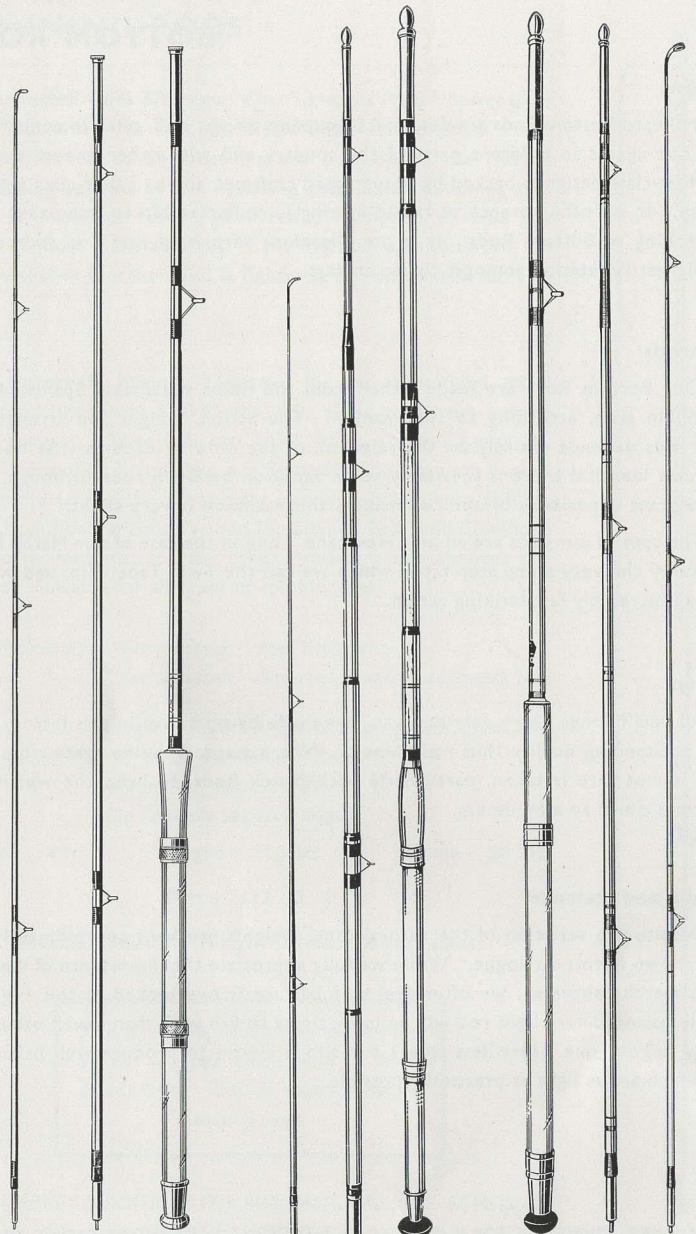
**Fittings**

All reel fittings, rings, ferrules, etc., are made by ourselves in this factory and their outstanding quality thus maintained. Where stated genuine agate rings are used. Great care is taken, particularly with Match Rods, to keep the weight of all fittings down to a minimum.

**Weight and Balance**

Despite the variation of the natural cane, weights are kept approximately to those shown in this catalogue. While we fully appreciate the importance of weight to the match fisherman, we often feel that balance is overlooked in this regard. A badly balanced very light rod will be more tiring to fish with than a well balanced slightly heavier one. Needless to say our aim is always to produce well balanced rods which are as light as practically possible.

U.K. MARKET. ADDITIONS FOR PURCHASE TAX. SEE SCHEDULE INSIDE FRONT COVER



The "Floatmaster"

The "Senior Featherlite"

The "Floatcraft"

**BOTTOM FISHING RODS**

**Match Rods.** We have now greatly improved the Twin Taper Tip which we invented, by cutting the taper in the top joint a good deal nearer the point. This has greatly improved the action of our Match Rods which are now more outstanding than ever.

**The "Featherlite."** This rod needs no description as it is now almost universally regarded as the best Spanish Reed Rod made.

Specification : Improved Twin Taper Tip in tempered Hexacane.  
Spanish Reed Butt and Joint.  
Long cork handle.  
Duralumin sliding reel fittings.  
Agate butt and end rings.  
Stainless Steel stand off round bridge intermediate rings.  
Suction joints.  
Cloth bag.

3 Piece.	Length ...	10½	12	13 ft.
	Average weight	8	11	13 ozs.
	Price ...	£6 5 0	£6 15 0	£7 5 0
2 Piece.	Length ...	11 ft.		
	Average weight	9 ozs.		
	Price ...	£6 5 0		

(This rod is a combination of Spanish Reed and Female Tonkin and has a spliced top.)

**The "Senior Featherlite."** Since introducing these two additions to our Featherlite range in 1953, we have again improved them. The Twin Taper Tip is now built with a new and revolutionary development, which makes the rod even stiffer and faster in the strike. Although this rod is designed as a Match Rod, it has plenty of power to handle any large fish encountered.

3 Piece.	Length ...	12	14 ft.
	Average weight	11¾	14½ ozs.
	Price ...	£7 0 0	£7 15 0

Illustration page 44.

**The "Matchmaster."** A new addition to our range, this is a very stiff, very light rod with a butt and joint of Tonkin and a split cane top with the Twin Taper Tip. This rod is ideal for the Angler who likes a light rod but requires one a little stronger than the "Featherlite."

Specification : Tonkin Butt and Joint.  
Other specification as for "Featherlite."

3 Piece.	Length ...	10½	12 ft.
	Average weight	8½	11 ozs.
	Price ...	£6 2 6	£6 12 6

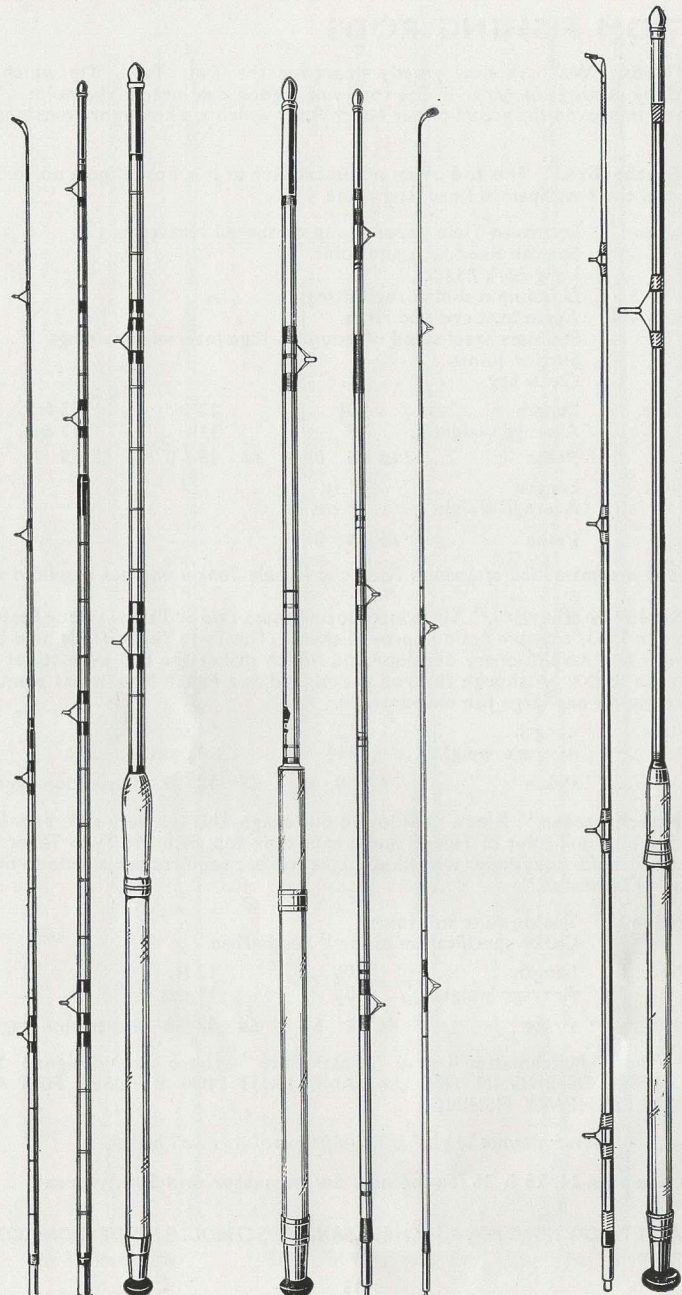
Illustration page 46

NOTE.—The "Matchmaster" and "Featherlite" above are designed FOR CONTEST FISHING IN THE U.K. AND MUST NOT BE USED FOR ANY FORM OF HEAVY FISHING.

Never attempt to gaff or net a fish until it is well beaten.

See page 24, 25 & 26 for the new **Swimmaster and Swimversa**

U.K. MARKET. ADDITIONS FOR PURCHASE TAX. SEE SCHEDULE INSIDE FRONT COVER



The "Floatranger"

The "Matchmaster"

The "Searanger 9½ ft."

**GENERAL RODS**

**The "Floatcraft."** A beautiful balanced and finished rod with a powerful straight tapered "Hexacane" top, designed for the general run of heavier bottom fishing.

Specification : Tempered Tonkin Whole Cane Butt and Joint.  
"Hexacane" top.  
Suction joints.  
Agate butt and end rings.  
Stand off round bridge intermediate rings.  
Long cork handle.  
Duralumin sliding reel fittings.

Cloth Bag.			
Lengths ... ..	10½	12	14 ft.
Average weight ... ..	11	12½	15¼ ozs.
<b>Price ... ..</b>	<b>£6 0 0</b>	<b>£6 10 0</b>	<b>£7 5 0</b>

Illustration page 44.

**The "Floatmaster."** Made throughout of tempered "Hexacane," this powerful rod is designed for dealing with the bigger fish. An excellent rod for Steelhead.

Specification : Tempered "Hexacane" throughout (straight tapered tip).  
Long cork handle with rubber button.  
Agate butt and end rings.  
Stand off bridge intermediate rings.  
"Gripmaster" knurled suction joints.  
Duralumin sliding reel fittings.  
Zip fastener secured cloth bag.

3 Piece.	Length ... ..	10½ ft.
	Weight without button ... ..	12 ozs. approx.
<b>Price ... ..</b>	<b>£9 0 0</b>	

Illustration page 44.

**The "Services."** A first-class general purpose suitcase rod making up into a 5 piece 10½ ft. bottom rod or an 8½ ft. general rod. Packs into 27 in. length.

Specification : Whole cane butt and joints.  
"Hexacane" tops.  
Cork grip.  
Sliding reel fittings.  
Porcelain butt and end rings.  
Round bridge intermediate rings.  
Suction joints.  
Cloth bag.

**Price £6 10 0**

See pages 24, 25 & 26 for the new **Swimmaster and Swimversa.**

U.K. MARKET. ADDITIONS FOR PURCHASE TAX. SEE SCHEDULE INSIDE FRONT COVER



**GENERAL RODS**

**The "Floatranger."** For some time we have observed a trend amongst certain anglers towards a Bottom Rod with more action. The Floatranger is the result of experiments carried out in this direction. The action is lower down than in our other rods of this type, giving much greater casting power, particularly into a wind, greater hooking power at medium distances and above, and greater playing power for handling large fish. A fine rod for waters where fish run heavy. In green stained Female Tonkin, with Spliced Top, otherwise specification as for Floatcraft.

Initial model : 13½ ft.      Weight : 14 ozs.      Price £7 5 0

Illustration page 45.

**The "Floatrover."** Designed for all-round bottom fishing, the Floatrover is built throughout in Hexacane. Like the Floatranger, the action comes well down into the rod giving plenty of power for casting, and striking and playing fish. This fine rod is delicate enough for Roach yet strong enough for Barbel.

Specification :    Hexacane throughout.  
Solid cork handle.  
Dural sliding reel fittings.  
Dural butt cap.  
Stand off bridge intermediate rings.  
Agatine butt and end rings.  
Cloth bag.

Length : 11 ft.      Weight : 11 ozs.      Price £5 2 6

**SEA RODS**

**The "Searanger."** A new range of rods for specialised sea fishing. In brown Hexacane with cork handles, rubber button, rustproof steel rings and sliding reel fittings. The Skate rod has screw reel fittings and a harness ring, and the Pollack rod has a large butt ring to enable it to be used for beach casting with a fixed spool reel. This rod has a 30 inch handle and is designed to cast 3½ ozs.

Three Models :	Tope	Skate	Pollack and Bass
Length ... ..	7½	7	9½ ft.
Weight ... ..	23	40	22 ozs.
Price ... ..	£7 12 6	£11 5 0	£9 5 0

Illustration page 46.

For new 10½ foot model see page 26.

**LIGHT SEA FISHING**

Our spinning rods, our all round rods like the Finmaster and our float rods all have high anti-corrosive protection in the form of stainless steel rings etc. They are therefore ideal for light sea fishing. A little care and maintenance will render this protection even more effective.

U.K. MARKET. ADDITIONS FOR PURCHASE TAX. SEE SCHEDULE INSIDE FRONT COVER

**BIG GAME TACKLE**

**The "Seamaster."** This rod is designed for fish up to 500 lbs. and particularly for shark fishing in British waters. Its design is based on the ideas of certain of the leading British shark anglers as well as on the personal experience of members of our staff. It is sufficiently light to make taking the average size of these game fish a sporting proposition yet at the same time has enough power to handle the odd very large fish that is sometimes hooked.

Specification : 23 in. Greenheart handle.  
5 ft. double built Hexacane top.  
Heavy screw locking reel fittings with harness ring.  
Felt covered forward grip.  
Non-foul tulip end ring.  
Terylene rot-proof whippings.  
Rust-proof intermediate rings.  
Cloth bag.

Price £18 18 0

**The "Tatler 5."** A British made multiplying big game reel of very modern design and robust construction. The Tatler 5 has a fibre glass spool giving great strength, lever operated free spool clutch, and star drag. Its ample capacity of 400 yds. of 50 lb. Searanger line and 300 yds. of 75 lb. Searanger line makes it a splendid reel for shark fishing in British waters.

Price £13 2 6

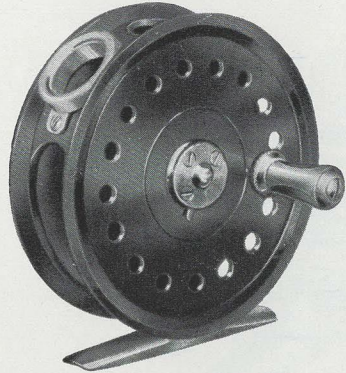
**"Searanger" Lines.** For the best big game lines yet produced see details of the Searanger lines on page 67.

"... Mrs. Eathorne caught her 352 lb. Mako on your Searanger line. Naturally we use nothing else. I wonder sometimes whether they ever wear out."

John Eathorne, Brixham.

U.K. MARKET. ADDITIONS FOR PURCHASE TAX. SEE SCHEDULE INSIDE FRONT COVER





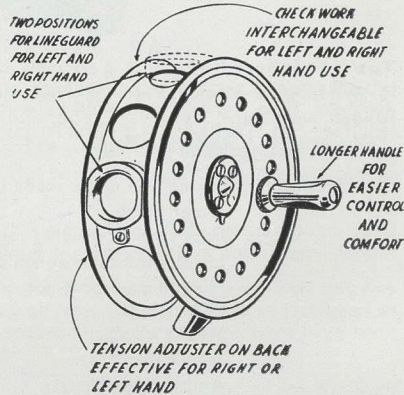
**FLYCRAFT REELS**

FULLY ADJUSTABLE TO RIGHT AND LEFT HAND USE

This new and outstanding range of fly reels, in four sizes, is the result of much thought, and experiment with new materials and processes.

These reels are made from solid drop forgings and are thus light and extremely strong. This extra strength is important, for accidents do happen and reels of normal construction will often buckle if dropped. Flycraft reels are anodised a handsome and durable black, a process we pioneered for fishing tackle, and have an outstanding feature in a self-lubricating bush. The spindle does not therefore need oiling.

Another outstanding feature of this range is a slightly longer, shaped handle, for better control and comfort. All reels have perforated drums, quick release catches, and adjustable bearings. On the original 3 1/8 in. model, which we have been making for some years, we have incorporated these advantages without altering the basic design. The three larger sizes, however, have been designed so that they can be used either right or left handed. The hard metal line guard can be simply moved to either position, and the checkwork likewise altered. A comfortable tension regulator, fitted on the back of the reel, also operates in both positions.



Sizes	3 1/8	3 1/2	3 3/4	4 ins.
Line capacity +	HEH+25	HDH+50	HCH+140	GAAF+120
Backing in yards	IEH+45	ICH+70	HBG+180	FCF+110
Price	£3 5 0	£4 0 0	£4 5 0	£4 12 6

*I have bought one of your "Flycraft" Rods, 9 ft. The best rod I ever had in my hand and the nicest work I ever saw.* T.E., Trondheim.

*The only one to survive the war is a 14 ft. Milward bream rod. After sixteen years' fishing, during which several pike up to 8 lbs. were landed, it is as straight to-day as the day it was made.*

Captain H.P.W., Holland.

U.K. MARKET. ADDITIONS FOR PURCHASE TAX. SEE SCHEDULE INSIDE FRONT COVER

**FLY REELS** (Line capacity plus backing given in brackets)

**The "Flyranger."** Highest grade aluminium Salmon reel. Finished in a non-flash brown and fitted with check regulator, spare check work, quick release perforated drum, adjustable bearings, rectangular chromed line guard.

Size 4 in. ... .. Price £4 16 0 (FCF+75 GAAF+60)

Size 4 in. (EWD) extra wide drum Price £5 12 6 (FCF+150 GAAF+125)

**The "Flymaster."** A Trout reel made to exactly the same specifications as the "Flyranger."

Sizes	...	...	3	3 1/2	3 1/2 in. EWD
Price	All models	...	...	...	£3 12 0 each
		(IEH+35)	(ICH+50)	(ICH+75)	
		(HEH+15)	(HCH+30)	(HCH+50)	

Illustration page 56.

**The "Flymaster Junior."** Similarly finished to the "Flymaster," but without line guard, spare check work and check regulator.

Sizes ... .. 3 3 1/2 in.

Price ... .. £2 17 0 each

(As for "Flymaster")

**The "Flycraft Junior."** A plain finished, brown anodised reel, with quick release drum and effective check.

Size 3 3/8 ins. Price £2 10 0 Line capacity as for Flycraft 3 3/8 in.

**FLOAT FISHING REELS**

**The "Floatcraft" Mk. II.** Exceptionally free running reel fitted with quick release perforated drum, adjustable drag, optional check, interchangeable line guard, designed for use with finest nylon.

Size 4 ins. Price £3 3 0 Illustration page 56.

**The "Floatrover,"** A quite exceptional plastic float reel, with line guard adjustable to right and left hand use and optional check. Very free running and of strong construction.

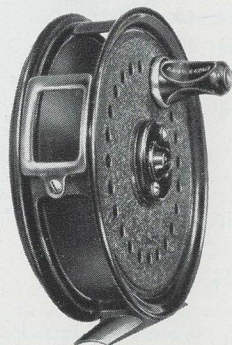
Size 3 3/4 ins. Weight 7 1/2 ozs. Price 25/-

**The "Cadet."** Plain finish Walnut reel with cast Brass back and optional check.

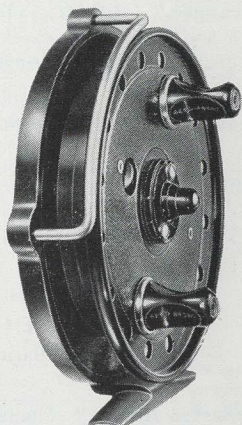
Sizes ... .. 3 3 1/2 in.

Price ... .. 21/- 25/- each

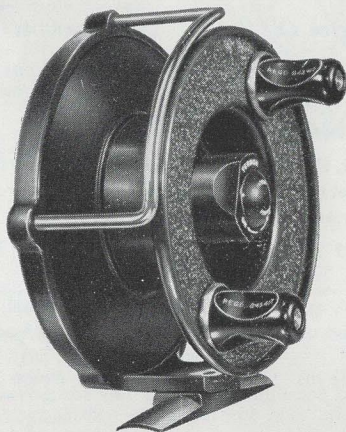
U.K. MARKET. ADDITIONS FOR PURCHASE TAX. SEE SCHEDULE INSIDE FRONT COVER



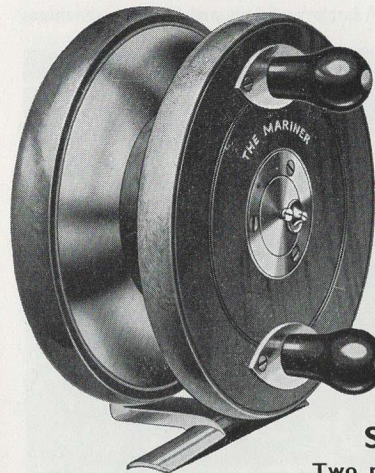
The "Flymaster"



The "Floatcraft" Mk. II



The "Castover"



THE "MARINER"

**SEA REELS**

Two normal duty models.

**The "Seafarer."** A handsome reel of seasoned Walnut with extra strong Brass Star back, brass flange and lining, winged nut, adjustable drag, strong pear-shaped handles riveted through heavy oval plates, oiling hole, all steel check work, optional check, Bickerdyke Line Guard.

**The "Mariner."** A centre pin reel of same high grade specification as the "Seafarer."

"Seafarer."	Sizes	...	3½	4	4½	5	6 in.
	Price	...	50/-	55/-	62/6	70/-	85/- each

"Mariner."	Sizes	...	3½	4	4½	5	6 in.
	Price	...	60/-	65/-	72/6	80/-	95/- each

**The "Castover."** All purpose Metal Sea and Spinning Reel with adjustable drag.  
Size 4 in. Price £4 4 0

Line Capacity : WOOD REELS

		3½	4	4½	5	5½	6 in.
20 lb. "Searanger"	...	150	250	—	—	—	— yards
35 lb. "Searanger"	...	100	180	250	360	—	— "
50 lb. "Searanger"	...	—	120	170	240	300	400 "
75 lb. "Searanger"	...	—	—	—	—	—	260 "

U.K. MARKET. ADDITIONS FOR PURCHASE TAX. SEE SCHEDULE INSIDE FRONT COVER

Since 1730...

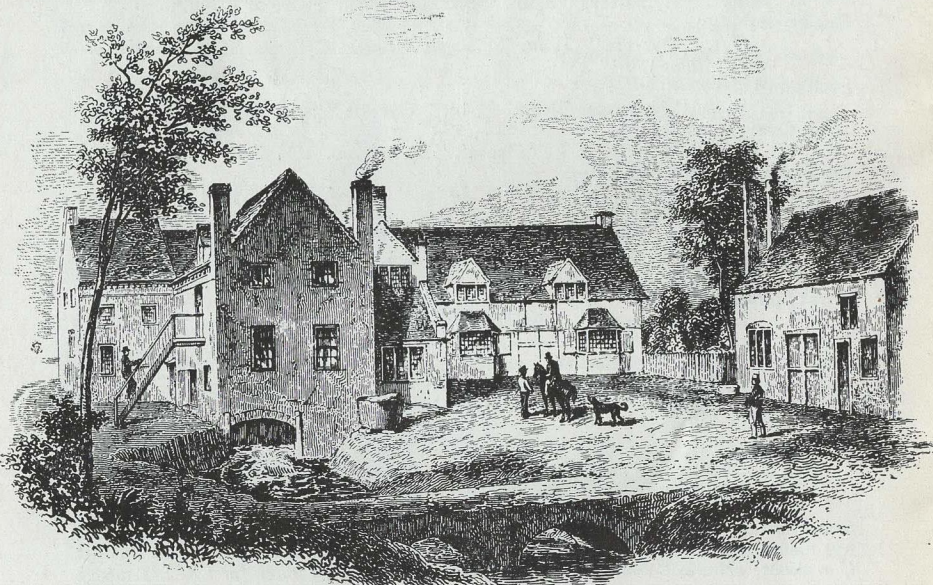
By this date the first Henry Milward was already established as a needle manufacturer at the old Washford Mills on the Warwickshire Arrow, until recent years a first-class trout stream. From needles to fish hooks is a logical step, although when we first commenced hook making is, alas! unknown.

By the early eighteenth century, however, we had already acquired a fine reputation as hook makers and had already started to add the range of other tackle articles which are to-day household words all over the world.

During the same period the scope of Milward manufacture likewise broadened in other directions and to-day Milwards Fishing Tackle Ltd. is one of a number of independent trading companies forming the group known as Amalgamated Needles and Fish Hooks Ltd., whose products range from sewing needles to surgical syringes, from precision engineering components to fountain pens and from machine designing to auto-feed screwdrivers.

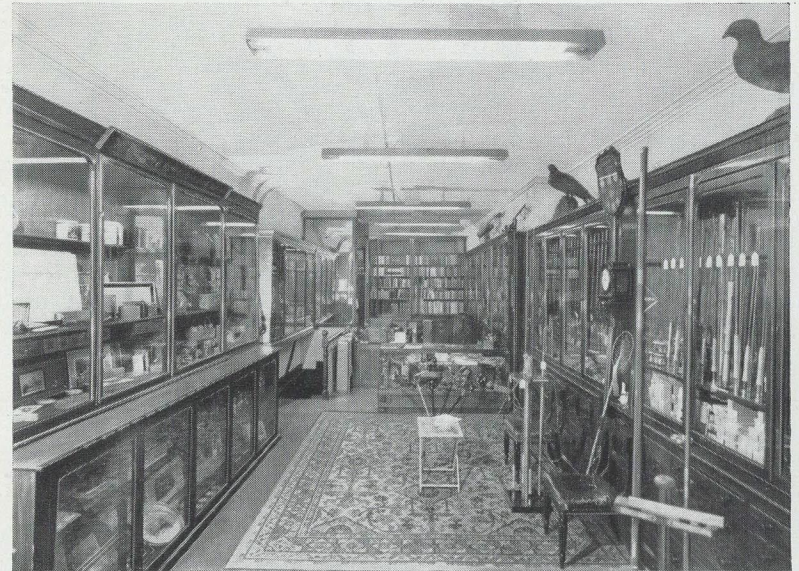
Our century and a half of experience in all types of fishing tackle is greatly strengthened by the available technical resources of this group of companies. Most of our machinery is built by our own group organisation, and in these days of rapid advance in methods and materials we have permanently at our disposal research and laboratory facilities available to no other firm of our type in the world.

It is this combination of craft experience, technical research and sound and extensive practical angling experience which makes us the highly progressive firm we strongly claim to be.



Old Washford Mills, Circa 1730

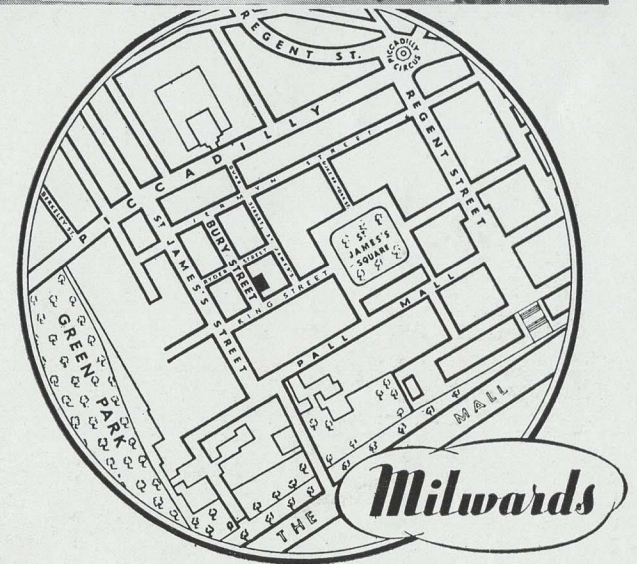
**A BOOKLET GIVING DETAILS OF THE FULL BUSINESS ACTIVITIES OF OUR GROUP MAY BE HAD ON REQUEST.**



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