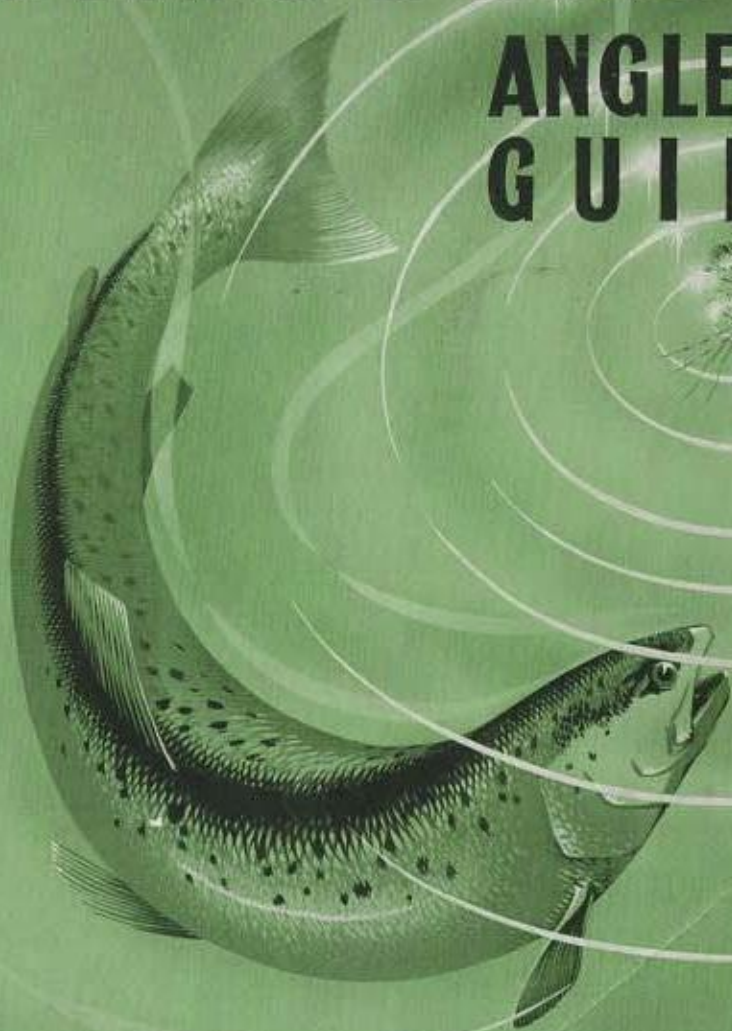


Allcocks

ANGLERS GUIDE



DEER TRADE MARK



RODS

ALLCOCKS ANGLERS GUIDE

Allcocks Rods

AT our Redditch Works we have the most efficient rod-building equipment in existence today. This, backed by systematic organization and carefully planned production, enables us to produce the best rods in the world at the most reasonable prices.

Our main consideration in building rods of all grades is the maintenance of that high quality which has made the name Allcocks famous throughout the world. We would give special mention to our Built Cane Rods, pointing out that with our machinery we can cut and taper cane sections with a degree of mathematical accuracy achieved nowhere else in the world, ensuring thereby that all six sections of a rod form an exactly symmetrical whole, fitting together with the exactitude of machined metal.

A further very important point is this: we do not mass-produce butts, joints and tops in batches, for assembly into rods at the finishing stage, as do many manufacturers. Every Allcock Built Cane Rod is built as an individual rod from the initial cutting of the cane.

Although we are mechanized to the fullest possible degree, to ensure minimum prices, there are processes in the building of a rod which cannot be carried out by a machine. It is the hereditary skill of Allcocks rod craftsmen that, in carrying out the final building and finishing, produces the unmistakable Allcock rod.

Nowhere in the world will tackle-craftsmen be found to equal Allcocks rod builders. Here, in Redditch, the historical centre of the industry, we employ craftsmen whose fathers, grandfathers, and even great-grandfathers, learned their trade with us.

As a final guarantee, every finished rod receives at least three inspections before it leaves our stock room. At the least sign of a possible imperfection a rod is rejected without question.



As a result of such care and experience, it is hardly surprising that Allcocks rods are :—★ OF THE BEST POSSIBLE DESIGN FOR THE WORK THEY ARE REQUIRED TO DO ★ PERFECTLY BALANCED AND OF MINIMUM WEIGHT COMPATIBLE WITH RELIABILITY ★ OF A SUPERLATIVE FINISH ★ CAPABLE OF OUTLASTING ANY OTHER RODS IN EXISTENCE.

Buy an Allcock rod and guarantee to yourself years of trouble-free sport.

CHOOSING YOUR ROD

1955 heralds more new Allcock rods for all types of fishing. On the face of it, this may appear to complicate the choice of your new rod. A veritable "*embarras de choix*" one might think, such is not really the case, with more patterns from which to choose, at all price levels, it is that much easier to find the exact rod you require, and what is more, at the price you wish to pay for it.

Giving advice on the choice of a rod is far from easy, as tastes differ, and conditions vary from one water to another.

We feel, however, that our advice may be safely given and taken regarding certain rods.

TROUT FLY RODS have always been considered at Allcocks as specially important, as the performance demanded and the high stresses developed in casting a fly delicately and accurately give the greatest possible scope to the subtleties and refinements of the rod-builder's craft. A range of fly rods has been provided to meet practical fishing conditions throughout the trout-fishing world and we recommend all the listed patterns with complete confidence.

For the beginner, who wishes to purchase his outfit economically, there is no better dry fly rod than the 9-ft. "Marvel" (P. 31), although many prefer the 3-jt. "Popular" (P. 30) on account of the greater ease in transporting a 3-jt. rod. Either rod may be used also for wet fly fishing, although many wet fly men favour a longer rod, particularly for lake or reservoir fishing, and here the 9½ and 10-ft. "Popular" come into the picture.

In the top grade the new hollow glass "K.B.X. 'Golden Test'" (P. 24), the "Colonel" (P. 23) and "Sapper" (P. 22) take the place of the "Marvel" and "Popular." These rods are fitted with the patent "Holdwell" screw winch fitting, as are the "Gilmour" and "Leander."

At the other end of the price range we have the "Alpha" and "Rex" (P. 33) as low in price as serviceable trout fly rods can possibly be.

FOR SALMON FLY WORK we have the incomparable "Standard" in 12 and 14-ft., the "Sapper Salmon" for greased line fishing, and a rod brand-new this season, the "Velox" (P. 35) which will appeal to the man to whom price is a consideration.

FOR GENERAL BOTTOM FISHING (Bream, Chub, Barbel, Tench, etc.) we still think that one can find no better rod than the "Wallis Wizard" (P. 47) a rod of sufficient power to deal effectively with "glass-casers" yet delicate enough to strike the shyest and sharpest roach-bite. Designed to cast float tackle long distances, it gives of its best when used with our "Duco" or "Silver Superb" fixed-spool reels (P. 62). If, however, a free-running Nottingham reel is preferred, the Allcock "Aerial" cannot be bettered.

For the angler who is determined to have the very best that can possibly be produced, we have designed a "de-luxe" edition, Allcocks "Supervizard." Details of this may be found on P. 47.

We have also recently introduced two built cane bottom rods, the "Record Breaker" (P. 44) at 108/—, plus tax, and the "Lucky Strike" (P. 44) at 82/6 plus tax. These are both very sound rods and remarkable value for money.

FOR MATCH FISHING we have introduced a new model at a popular price. The "Champion" will, we are sure, prove a very popular rod, being stiff and well balanced (P. 45).

In the higher grade we recommend the "Gloria" and "Match Special" (Page 46).



THREADLINE SPINNING. We offer a complete range of rods for threadline spinning to suit all casting weights and strengths of line. Our famous "Light Caster" is, of course, the most popular threadline rod of all, but the "K.B.X. Kastlite" the new hollow glass rod, is gaining in popularity, particularly for use with very fine lines and ultra-light baits. Full details of the range, with performance tables will be found on Pages 38-40.

FOR HEAVY SPINNING we offer two really first-rate rods recently re-designed and now incorporating the latest developments.

We would draw particular attention to the very long cork handles which make for the maximum of comfort and the minimum of fatigue. The "Hercules" and the "Perfect" figure on Page 41.

SEA RODS. Particular attention has been given this year to sea-fishing tackle in general, which is evidenced by the increased range featured in this Guide.

In studying the requirements of the sea angler we reached the conclusion that the main item needed was a good heavy built cane sea rod in all lengths, at a rock-bottom price. We offer the "Climax" (P. 51) in 7, 8, 9 and 10-ft. for all types of general sea-fishing, confident that in designing it we have helped sea anglers in the way that we helped threadline spinners in 1930 when we introduced our famous "Light Caster," sales of which reached five figures many years ago. We recommend the 7 and 8-ft. "Climax" for boat fishing, the 8 and 9-ft. for the pier, and the 10-ft. for beach and rock work.

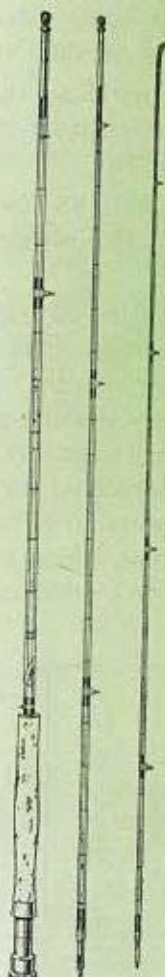
IMPORTANT

The articles described in this list may be obtained through retail dealers only. In cases of difficulty we shall always be pleased to send the address of the nearest Allcock stockist.

Kindly note that as strictly wholesale manufacturers we cannot in any circumstances deal direct with anglers or fishing clubs.

RODS

THE "SAPPER" HIGHEST GRADE 3 JT BUILT CANE TROUT FLY ROD



*The
"Sapper"*

A336

The "Sapper" is an ideal 3 joint rod for the majority of the rivers in northern England, Wales and the West Country, for fishing both the wet and the dry fly. It is finding an increasing sale in Canada, Australia, and in Central and East Africa.

ACTION

9, 9½-ft. Medium Dry Fly
10-ft. "Midway"

FITTINGS

Solid cork handle reinforced suction ferrules, steel bridge rings, agate butt and end rings, ALLCOCKS "Holdwell" patent screw winch fitting.

FINISH

Closely whipped in contrasting old gold and black silk on natural hardened cane surface.

Each rod supplied in a high-grade partitioned bag.

9, 9½, 10-ft. 165/- ea.

*Allcocks
"Holdwell"
screw winch
fitting*



RODS

THE "COLONEL" HIGHEST GRADE 2 JT BUILT CANE TROUT FLY ROD

A375

The "Colonel," in its 1955 form, although designed primarily for chalk-stream dry-fly fishing, has proved popular with dry-fly purists everywhere. The special tapering of the top, which provides the fast dry-fly action, also ensures that 4x points may be used without fear.

ACTION

8, 8½-ft. Fast Dry Fly
9-ft. Fast-Medium Dry Fly

FITTINGS

Solid cork handle, reinforced suction ferrules, steel bridge rings, agate butt and end rings, ALLCOCK's "Holdwell" patent screw winch fitting.

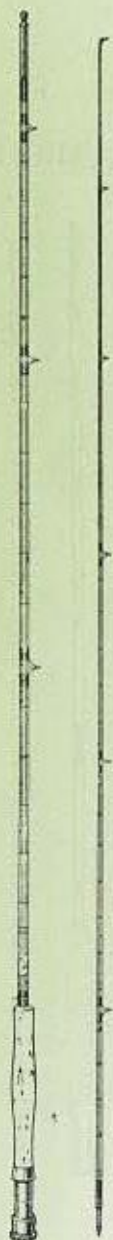
FINISH

Closely whipped in contrasting old gold and black silk on natural hardened cane surface.

Each rod is supplied in a high-grade partitioned bag.

8, 8½, 9-ft. 165/- ea.

*Allcocks
"Holdwell"
screw winch
fitting*



*The
"Colonel"*

RODS

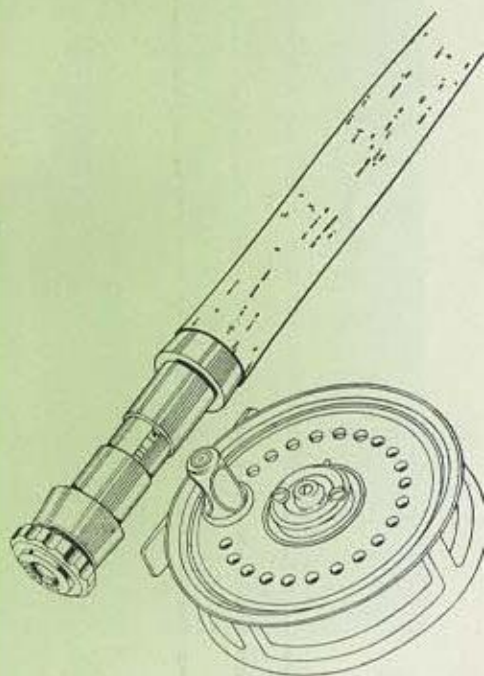
THE ALLCOCK “HOLDWELL” SCREW WINCH FITTING

The new “Holdwell” screw winch fitting has been introduced in connexion with the “Sapper” and “Colonel” and “Golden Test” rods, and we feel that a rather closer examination of its features would appear due.

This fitting is, we may fairly claim, the finest on any fly rod in the world, and—its main characteristic and advantage—holds the reel, irrespective of size, at the absolute bottom of the handle. This naturally increases the “counterpoise” effect of the reel to the maximum, making for comfortable, accurate casting and minimum fatigue. The fitting is simple in design, and because *the entire fitting* (as against one small, movable component in less efficient fittings) is opened by unscrewing a conveniently placed button, WHICH DOES NOT ENGAGE DIRECTLY with the reel scoop, jamming is virtually impossible. Light in weight, precision-made and neatly finished, the ALLCOCK “Holdwell” screw winch fitting is metal throughout—with the exception of the plastic operating button—and therefore completely reliable.

Please remember—only Allcock rods are fitted with the Allcock “Holdwell” screw winch fitting.

Patent No. 694124



RODS

THE "GILMOUR" HIGHEST GRADE 3 JT BUILT CANE TROUT FLY ROD



*The
"Gilmour"*

A340

The "Gilmour" was designed exclusively for Allcocks clients north of the Tweed. It has, however, rapidly proved a favourite at home and abroad with all who favour a slow, easy action for wet-fly fishing. Of moderate power, the "Gilmour" is very gentle to 4x gut. Highly recommended for loch, lake and reservoir fishing in all parts of the world.

ACTION

(All Lengths)

9½, 10, 10½-ft. Easy Scotch-Style Wet Fly

FITTINGS

As "Sapper"

FINISH

Closely whipped with royal blue silk on natural hardened cane surface.

Each rod supplied in high-grade partitioned bag.

9½, 10, 10½-ft. 165/- ea.

*Allcocks
"Holdwell"
screw winch
fitting*



RODS

THE "LITTLE GEM" 2 JT BUILT CANE BROOK ROD

A380

The "Little Gem," designed for fishing small, overgrown brooks, has been built to the minimum weight consistent with reasonable casting power. With a No. 1 double-tapered "Glider" up, it is an exceptionally accurate and altogether delightful little rod. The "Little Gem" makes a perfect ladies' rod.

ACTION

7-ft. only. Fast-Medium Dry Fly

FITTINGS


Cork handle, reinforced suction ferrules, steel bridge rings, agate butt and end rings, tapered aluminium winch fitting and butt cap.

FINISH

Red whippings on natural hardened cane surface.

Each rod is supplied in a high-grade partitioned bag.

7-ft. 99/- ea.



The
"Little Gem"

When walking along the river bank with your rod up, always carry it butt foremost—never with the tip in front.

RODS

THE "LEANDER" HIGHEST GRADE 2 JT BUILT CANE TROUT AND SEA-TROUT ROD

A385

The "Leander" was designed for fishing a wet or dry fly to very large rainbow trout in the fast, heavy rivers of New Zealand. When increased supplies permitted the offer of this rod at home, it rapidly achieved wide popularity. Although single-handed and comparatively light, it is immensely powerful and is the ideal rod for heavy trout and sea trout.

ACTION

9-ft. Extra Powerful Medium Dry Fly

FITTINGS

Solid cork handle, reinforced suction ferrules, steel bridge rings, agate butt and end rings, ALLCOCKS "Holdwell" screw winch fitting.

FINISH

Very closely whipped with mid-green silk on natural hardened cane surface.

Each rod supplied in a high-grade partitioned bag.

9-ft. 248/- ea.

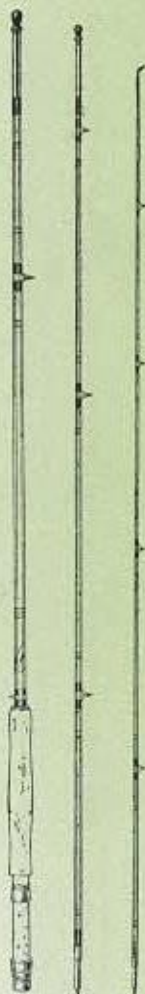
*Allcocks
"Holdwell"
screw winch
fitting*



*The
"Leander"*

RODS

THE "POPULAR" 3 JT BUILT CANE TROUT FLY ROD



The
"Popular"

A320

The most inexpensive high-grade built cane trout rod ever offered to the public.

ACTION

9, 9½-ft. Medium Dry Fly
10-ft. "Midway"
10½-ft. Easy Wet Fly for
Lake and Loch

FITTINGS

Cork handle, reinforced suction ferrules, steel bridge rings, agate butt and end rings, tapered aluminium winch fitting and butt cap.

FINISH

Red whippings on natural hardened cane surface.

Each rod supplied in high-grade partitioned bag.

9, 9½, 10, 10½-ft. 105/- ea.

The natural flies on which trout feed make a fascinating study. Knowledge of their habits and life-cycle can make the difference between a blank day and a heavy creel.

RODS

THE "MARVEL" 2 JT BUILT CANE TROUT FLY ROD

A365

A beautiful dry-fly action at a very reasonable price.

ACTION

8, 8½-ft. Fast Dry Fly

9-ft. Fast-Medium Dry Fly

FITTINGS

Cork handle, reinforced suction ferrules, steel bridge rings, agate butt and end rings, tapered aluminium winch fitting and butt cap.

FINISH

Red whippings on natural hardened cane surface.

Each rod supplied in a high-grade partitioned bag.

8, 8½, 9-ft. 105/- ea.

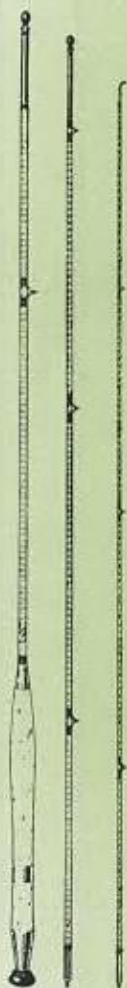
If your cast stubbornly refuses to sink when required to do so, rub it with a little damp clay, soap, or damp grass.



*The
"Marvel"*

RODS

ALLCOCKS GREENHEART TROUT FLY RODS



The
"Gladiator"

Allcocks greenheart fly rods are built from only the best of selected seasoned timber. They are hand-tapered and balanced by craftsmen who have devoted a lifetime to their art. This explains the outstanding sweetness of action and perfect balance which have characterized Allcocks greenheart rods for generations.

A310

The "Gladiator," 3 joint, greenheart, cork handle, snake rings, bronzed winch fitting, rubber button, in bag.

9-ft. 75/- ea.

10-ft. 82/6 ea.

A315

The "Taw," 2 joint, greenheart, cork handle, snake rings, bronzed winch fitting, rubber button, in bag.

7-ft. 66/- ea.

8-ft. 75/- ea.

In fishing a fly, a balanced outfit is of the utmost importance. Particularly ensure that your rod and line are perfectly matched.

RODS

THE "REX" AND "ALPHA" BUILT CANE FLY RODS

We have produced in the "Rex" and in the "Alpha" two rods for the man who badly wants a built cane fly rod for himself, or possibly for a youngster who is taking up the sport, and who does not wish to pay the price normally associated with built cane rods. Every possible economy has been effected and the result is a sound "Utility" model with no frills.

A360

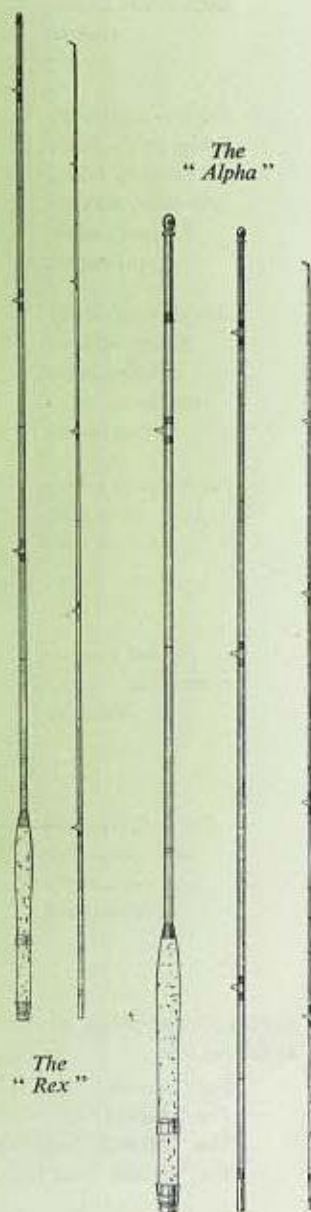
The "Rex" 2 joint. Cork handle, bronzed suction ferules, bronzed snake rings, metal end ring, aluminium winch fitting and butt cap. Blue whippings.

9-ft. 82/6 ea.

A325

The "Alpha" 3 joint. Cork handle, bronzed suction ferules, bronzed snake rings, metal end ring, aluminium winch fitting and butt cap. Blue whippings.

9-ft. 82/6 ea.



RODS

THE "VELOX" 3 JT BUILT CANE SALMON FLY ROD

A390

Introduced in place of the 1953 "Shannon," the "Velox" is a somewhat more powerful rod, built to the specification in general demand today. Still a popular-priced rod, it has, during testing, proved capable of killing big spring fish.

ACTION

13-ft. only. Easy, but powerful.

FITTINGS

Cork handle, reinforced suction ferrules, steel bridge rings, agatine butt and end rings, bronzed sliding winch fittings, rubber button.

FINISH

Red whippings on a natural hardened cane surface.

Each rod supplied in high-grade partitioned bag.

13-ft. 216/- ea.

Notwithstanding the present-day popularity of the minnow, and the prawn, a correctly fished fly will probably kill more salmon in a season than any other lure.



A390

RODS



The
"Standard"

THE "STANDARD" HIGHEST GRADE 3 JT BUILT CANE SALMON FLY ROD

A395

The "Standard" is built, fitted and finished to the most exacting specifications. None but the pick of our most experienced and highly skilled craftsmen are permitted to work on it, and only the finest of materials are used.

ACTION

12, 14-ft. Easy for sunken fly.

FITTINGS

Solid cork handle S.A. "Lock-fast" ferrules, best quality steel bridge rings, agate butt and end rings, screw winch fitting, rubber button.

FINISH

Closely whipped with pure green silk on natural hardened cane surface.

Each rod supplied in a highest-grade partitioned bag.

12-ft. 297/- ea.

14-ft. 363/- ea.



RODS

THE "SAPPER SALMON" HIGHEST GRADE 3 JT BUILT CANE GREASED LINE LIGHT SALMON ROD WITH EXTENSION BUTT

A346

The "Sapper Salmon" may be used either single- or double-handed for greased line, and for fishing a sunken fly on the smaller rivers to both salmon and sea trout. When used single-handed, the extension butt may be pushed on to give greater leverage in playing a fish.

Designed initially for Canada, the "Sapper Salmon" has proved equally successful on home waters.

ACTION

10-10½-ft. only. Stiff, for greased line.

FITTINGS

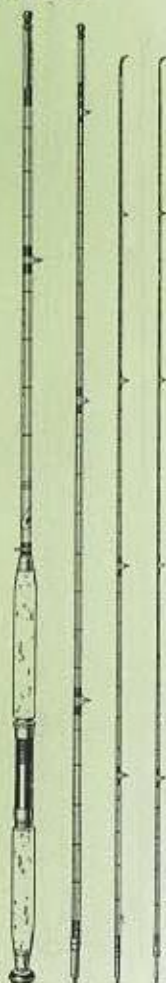
Solid cork handle, reinforced suction ferrules, steel bridge rings, agate butt and end rings, screw winch fitting, extension butt.

FINISH

Closely whipped with contrasting royal blue and crimson silk whippings on natural hardened cane surface.

Each rod supplied in a high-grade partitioned bag.

10-ft. (10½-ft. with extension butt in position) 240/- ea.

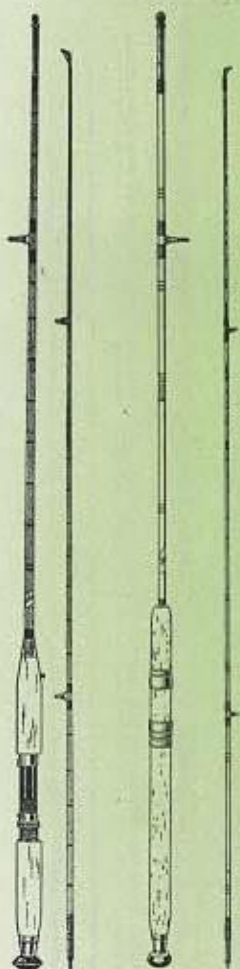


A346

Always touch up the point of your gaff before fishing. A blunt gaff has lost many a fish.

RODS

THREADLINE SPINNING RODS IN BUILT CANE AND "K.B.X." COMPOUND



*The
"Light
Caster"*

*The
"K.B.X.
Kastlite"*

A255

THE "LIGHT CASTER"

Suitable for spinning with the "Allcock Stanley," "Silver Superb" and "Duco" fixed spool reels. Thousands of these rods have been sold, and the demand today is greater than ever before. Seldom can any pattern have given such universal satisfaction.

2 joint, built cane, solid cork handle, reinforced suction ferrules, agate rings throughout (extra-large butt ring), screw winch fitting, rubber button, partitioned bag.

7-ft. 115/- ea.

A256

As A255, but with sliding winch fitting.

108/- ea.

A525

THE "K.B.X. KASTLITE"

Built with "K.B.X." compound the new form of hollow glass for rod building developed by Allcocks in Redditch. This beautiful little rod is a trifle more flexible than the "Light Caster" and a little lighter and stronger than most built cane threadline spinning rods of similar design.

2 joint, "K.B.X." compound, solid cork handle, reinforced suction ferrules, agate rings throughout (extra large butt ring), bronzed sliding winch fitting, rubber button.

7-ft. 126/- ea.

A265

THE "SPINLITE"

A popular-price pattern. 2 joint built cane, cork handle, chrome rings (extra large butt rings), bronzed suction ferrules, sliding winch fittings and butt cap.

7-ft. 82/6 ea.

RODS

THREADLINE SPINNING RODS in BUILT CANE and "DURAGLASS"

A259

THE "HUGHES PARRY"

This rod has been introduced to meet the special requirements of the angler who wishes to spin single-handed with the "Felton Crosswind," using a 6 lb. line. 2 joint built cane, solid cork handle, reinforced suction ferrules, agate rings throughout (extra large butt ring), sliding winch fitting, rubber button, partitioned bag.

7½-ft. 141/- ea.

A260

THE "NIMROD"

A beautiful rod, longer and more stoutly built than the "Hughes Parry." Ideal for use with the "Felton Crosswind" and an 8-lb. line, for salmon, grilse, pike and sea trout. 2 joint built cane, solid cork handle, reinforced suction ferrules, agate rings throughout, screw winch fitting, rubber button, partitioned bag.

8½-ft. 165/- ea.

A258

THE "DURAGLASS" THREADLINE ROD

A powerful rod of solid fibre glass with the capacity to handle a wide range of baits and lines. 2 joint solid "Duraglass," cork handle, reinforced suction ferrules, agate rings throughout (extra large butt ring), sliding winch fitting, rubber button, partitioned bag.

6½-ft. 165/- ea.



The
"Nimrod"

The "Hughes
Parry"

RODS

TWO HEAVY SPINNING RODS FOR USE WITH "AERIAL," "EASICAST" and "GILDEX" REELS

Popular though thread-line outfits are today, there is still nothing to equal the thrill of spinning with a free running reel and a suitable rod.

The new "Hercules" and "Perfect" were designed to meet precisely this need, and they were fitted with very long cork handles which tuck comfortably under the arm when fishing out the cast so that they might be fished all day under the most exacting conditions without fatigue. They will cast heavy lures, and they have the necessary power to drive the hooks home and control big fish.

A280

THE "HERCULES"

3 joint built cane, solid cork handle (28-in. on 9-ft., 32-in. on 10-ft.) reinforced serrated suction ferrules, agate rings throughout, modified "Hold-well" screw winch fitting, rubber button, partitioned bag.

9-ft. and 10-ft. 174/- ea.

A270

THE "PERFECT"

Stouter in build, and more elaborately finished than the "Hercules" 2 joint built cane, solid 32-in. cork handle, reinforced serrated suction ferrules. Agate rings throughout, modified "Hold-well" screw winch fitting, rubber button, partitioned bag.

9-ft. 248/- ea.



The "Hercules"

Both "Perfect" and "Hercules" can be used with all normal salmon and pike baits of 1-oz. in weight and over, and lines of 10—25-lb. B.S.

RODS

BOTTOM RODS POPULAR PRICED

A130

3 joint, cane, lancewood top, balanced handle, "Bell's Life" rings, wire end ring, bronzed winch fittings, in bag.

10½-ft. 29/- ea.

12-ft. 33/- ea.

A150

The "Viking" 3 joint cane, greenheart top, stained dark green, cork handle, "Bell's Life" rings, porcelain end ring, bronzed winch fittings, in bag.

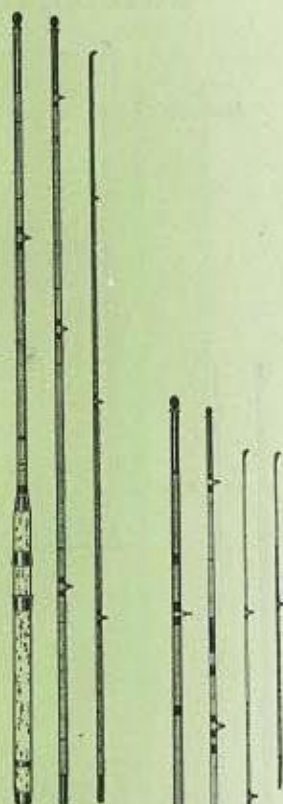
10½-ft. 58/- ea.

12-ft. 62/- ea.

A160

The "Isis" 3 joint, cane butt, middle joint spliced greenheart, 2 greenheart tops (one short for spinning and ledgering), stained light brown, cork handle, "Bell's Life" rings, agate butt and end rings, bronzed winch fittings, in bag.

10½-ft. 75/- ea.



*The
"Viking"*

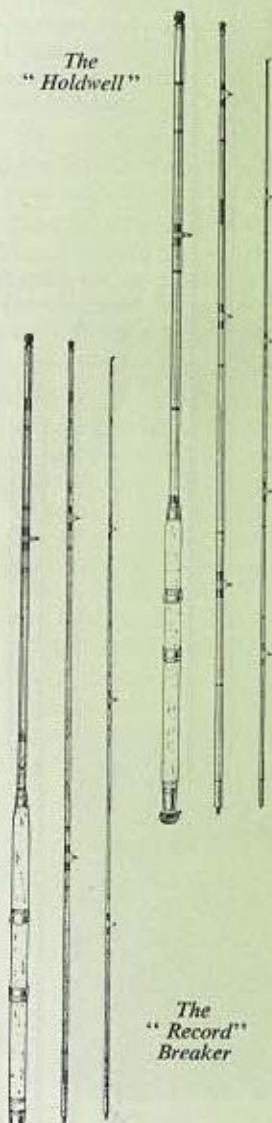
*The
"Isis"*

Local conditions are always the governing factor, but as a general rule, avoid heavy ground-baiting during the summer months except when bream fishing.

RODS

MEDIUM GRADE BOTTOM RODS

*The
"Holdwell"*



*The
"Record"
Breaker*

A165

THE "HOLDWELL"

3 joint, whole cane butt and joint, built cane top, cork handle, agatine butt and end rings, "Bell's Life" intermediate rings, bronzed sliding winch fitting and butt cap.

11-ft. 99/- ea.

12-ft. 108/- ea.

The 12-ft. "Holdwell" is built with the conventional "Thames" action.

A185

THE "RECORD BREAKER"

3 joint built cane, cork handle, agatine butt and end rings, "Bell's Life" intermediate rings, bronzed sliding winch fitting and butt cap.

The "Record Breaker" makes an excellent trout worming rod.
10½-ft. 108/- ea.

A186

THE "LUCKY STRIKE"

A new rod in our range and a real bargain. 3 joint built cane, cork handle, full stand-off rings throughout, bronzed suction ferrules, sliding aluminium winch fitting and butt cap.

10½-ft. 82/6 ea.

When returning fish to the water, always slide them gently into the water from the keepnet. Never drop from a height. See that, when returned, the fish's head faces upstream.

RODS

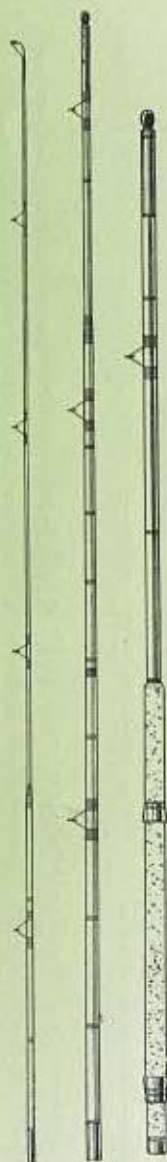
THE "CHAMPION" THE NEW POPULAR-PRICE MATCH ROD

A152

For many years a demand has existed for a stiff, reasonably light match rod at a price somewhat lower than the famous "Gloria." In 1954, the happy thought of combining female tonkin cane with spanish reed struck us and we were well on the way to producing the rod the market had been waiting for. During its short life so far, many hundreds of satisfied customers have found their "Champion" a "champion" indeed.

The "Champion" 3 joint match rod. Female tonkin butt, spliced Spanish reed joint, spliced-in built cane tip, solid cork handle, full stand-off rings throughout, bronzed suction ferrules, sliding aluminium winch fitting and butt cap. Blue whippings.

13-ft. 93/- ea.



*The
"Champion"*

RODS

HIGHEST GRADE BOTTOM RODS THREE OLD FAVOURITES

*The
"Gloria"*



A154

THE "GLORIA"

3 joint, Spanish reed butt, and spliced joint, spliced-in built cane tip, cork handle, agate butt and end rings, "Bell's Life" intermediate rings, suction ferrules, sliding winch fitting, and rubber button. Superb finish, perfect balance and action.

11-ft. 128/- ea.

12-ft. 132/- ea.

13-ft. 137/- ea.

14-ft. 141/- ea.

A170

THE "MATCH SPECIAL"

The match rod with the "Duraglass" tip. 3 joint, Spanish reed butt, Spanish reed joint spliced with tonkin, tonkin top with spliced-in "Duraglass" tip, cork handle, stand-off agatine butt and end rings, full stand-off intermediate rings, suction ferrules, sliding aluminium winch fitting and butt cap. Two-colour whippings, perfectly balanced. Weight (approx.) 10-ozs.).

11-ft. 132/- ea.

A190

THE "ECLIPSE"

Designed for the angler who demands a stiff, sharp-striking action, this beautiful built cane rod is without equal in its class. Light in weight and handy, the "Eclipse" is extremely powerful, and can be thoroughly relied on to deal with strong and heavy fish. 3-joint, built cane throughout, cork handle, "Bell's Life" rings, agate butt and end rings, bronzed sliding winch fitting, rubber button and partitioned bag. Truly this rod can be said to "eclipse" all rivals. Weights (approx.) 13½-ozs.

10½-ft. 150/- ea.

*The
"Eclipse"*



RODS

HIGHEST GRADE BOTTOM RODS THE "WALLIS WIZARD" AND THE "SUPERWIZARD"

*The
"Wallis Wizard"*

The improved post-war models of the well-known rod designed by F. W. K. Wallis. Built with an easy action and stand-off agate butt and end rings, to facilitate long, accurate and effortless casting, these rods with a "Duco" or "Superb" fixed spool reel make the ideal combination for the modern bottom fisherman.

Although they are quite suitable for dealing with quick-biting roach and dace, the power and reliability of the "Wizards" make them ideal for killing heavy, hard-fighting carp, chub and barbel.

A180

"WALLIS WIZARD"

3 joint, whole cane butt, built cane joint and top, cork handle, "Bell's Life" intermediate rings, stand-off agate butt and end rings, bronzed sliding winch fittings, rubber button, partitioned bag.

Weight (approx.) 12-ozs.

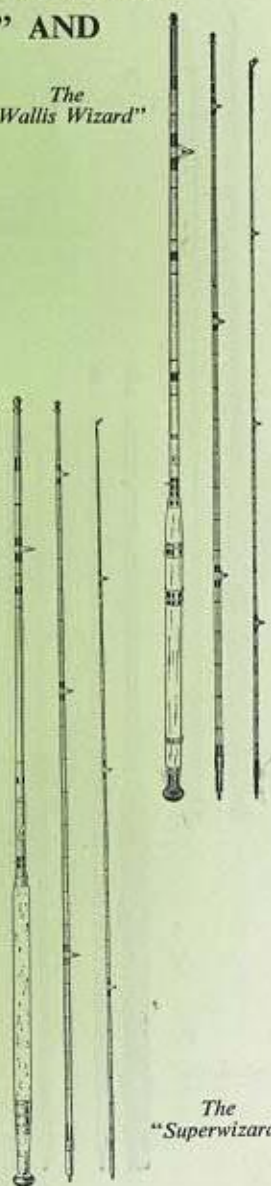
11-ft. 141/- ea.

A181

"SUPERWIZARD"

As "Wallis Wizard" but with full stand-off agate rings throughout.

11-ft. 158/- ea.



*The
"Superwizard"*

RODS

PIKE AND COMBINATION RODS



*The
"President"*



*The
"Combination"*

A245

THE "SLAPTON"

A recent introduction which is proving a great success in filling a long-felt need for a really good moderately powerful pike rod at a reasonable price.

2 joint, greenheart, cork handle, porcelain rings throughout, bronzed winch fitting and butt cap. 8-ft.

97/6 ea.

A210

THE "COMBINATION"

4 joint, mottled cane, 3 lancewood tops (making 11-ft. bottom rod, 9-ft. live-baiting rod, and 9-ft. spinning rod), balanced handle, snake rings, porcelain end ring on spinning top, bronzed winch fittings, in bag.

66/- ea.

A290

THE "PRESIDENT"

2 joint, built cane spinning, trolling, or boat rod, cork handle, agate rings throughout, sliding winch fitting, rubber button, partitioned bag.

6-ft. 116/- ea.

7-ft. 124/- ea.

When your threadline becomes kinked, take off the bait and pay out the line down-stream. The force of the stream will take out the kinks.

RODS

THE "CLIMAX" HEAVY BUILT CANE SEA ROD

A425

Rarely can any rod have met with the enthusiastic reception accorded by sea anglers to the "Climax." In the various lengths in which it is offered it covers all branches of general sea angling.

The "Climax" 2-joint heavy built cane, solid cork handle, porcelain rings throughout, bronzed heavy duty reinforced serrated suction ferrules, bronzed sliding winch fitting, large rubber button.

Closely whipped in old gold and black. Each rod supplied in a high grade partitioned bag.

7-ft. 108/- ea.

8-ft. 116/- ea.

9-ft. 123/- ea.

10-ft. 132/- ea.

We recommend the 7 and 8-ft. "Climax" for boat fishing, the 8 and 9-ft. for the pier or jetty, and the 10-ft. for rock and beach fishing.



The "Climax"

RODS

SEA RODS



The "Solent"

A410

THE "SOLENT"

2 joint, cane butt, lancewood top, balanced wood handle, bronzed suction ferrules, porcelain rings throughout, bronzed winch fitting and butt cap. In bag.

7-ft. 48/- ea.

8-ft. 51/- ea.

9-ft. 54/- ea.

A420

THE "NEPTUNE"

2 joint chooi, the new rod-building timber, solid cork handle, reinforced suction ferrules, porcelain rings throughout, bronzed winch fitting, rubber button, partitioned bag. A strongly built rod suitable for general sea fishing.

7-ft. 82/6 ea.

8-ft. 87/- ea.

A290

THE "PRESIDENT"

The "President," which figures among the pike rods on page 48, has found great favour as a light sea rod. We feel that it should not be forgotten in this connexion.