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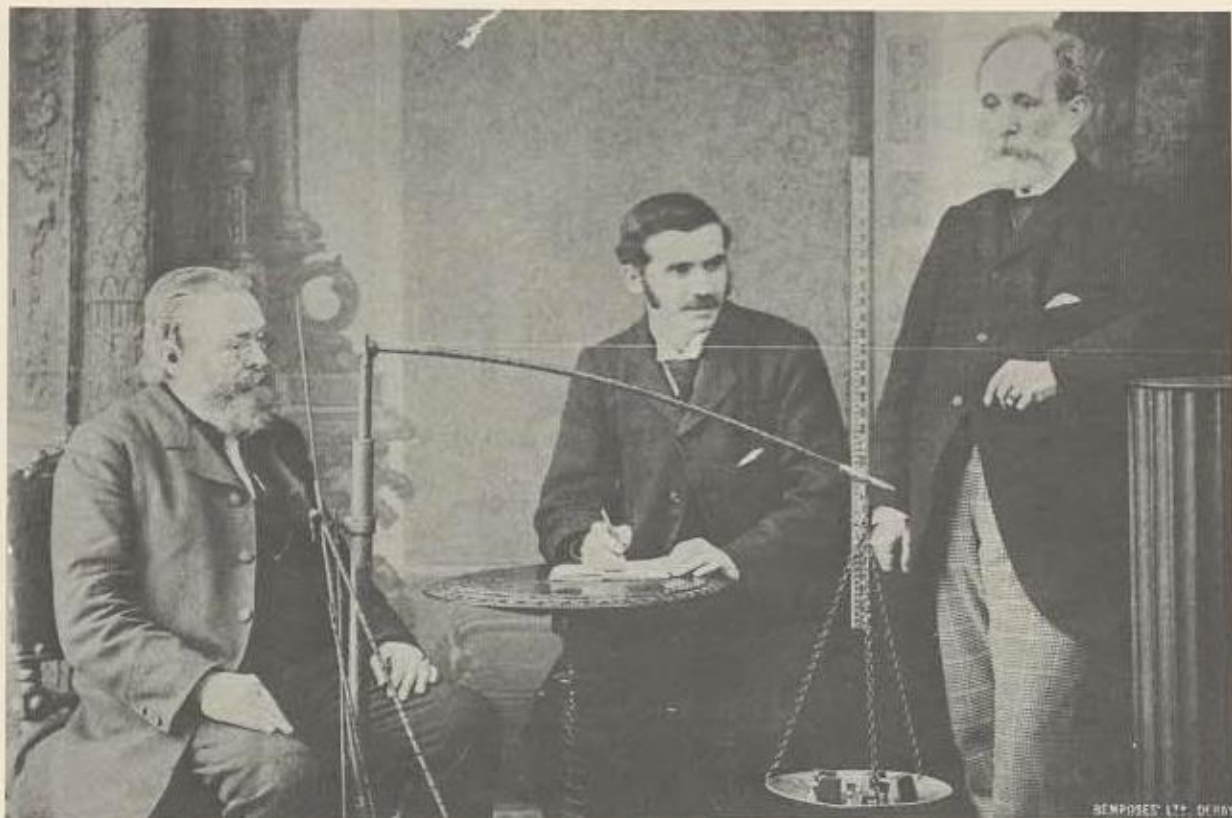
WATERPROOF
SILK LINES,
STEEL CENTRED
RODS,
STEEL RIBBED
RODS,
ERECT WINGED
FLIES,
ETC., ETC.,

NOW IN GENERAL
USE THROUGHOUT THE
CIVILIZED WORLD.

All our Specialities bear our Name or our Trade Mark, which is a sufficient guarantee of sterling worth and quality.

BEMROSE & SONS, LIMITED, PRINTERS, 23, OLD BAILEY, LONDON; AND DERBY.

[Entered at Stationers' Hall.]



REPRODUCED BY G. H. B. Y.

**THE TESTING OF STEEL-RIBBED AGAINST STEEL-CENTRED AND OTHER ROD JOINTS,
BY R. HOSKIN, M.I. MECH. E., AND THOS. NASH, M.I. MECH. E.**

"The 'Steel-Ribbed' Rod stands a maximum load of 14 lbs; the Steel Centre breaking at $7\frac{1}{2}$ lbs."

CRITIQUE.—“It is no small proof of the intrinsic value of any work, more especially of a work devoted to one exclusive object, that in the course of a few years five large editions have been exhausted, and yet another is called for.”—*Rod and Gun.*

So convinced are we, after three years' experience of it, that

THE BEST ROD IS THE



“STEEL RIBBED,”

For both lightness and relative strength, that we

CHALLENGE THE WORLD.

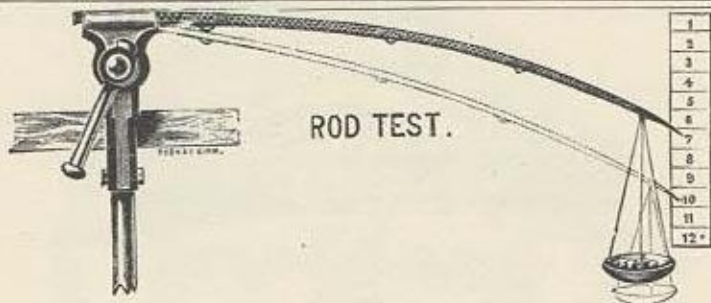
TO ENGLISH, CONTINENTAL, AND AMERICAN ROD
MAKERS.

We are so confident of the superiority of our “Steel Ribbed,” that we are willing, by way of an experiment, to produce a rod to be tested against a rod made by any contemporary, weight for weight, length for length, diameter for diameter. The maker of the rod proving inferior to defray all expenses incurred by the test, and to forfeit the modest sum (for we don't want to prevent the experiment from being made by naming a high figure) of Ten Pounds, which is to be paid to a public Charity, to be named by the winner.

If it is of Greenheart, a “Ribbed” Greenheart is superior to all other Greenhearts, whether steel centred or not, and the same result is found in the case of the Built Cane. A steel ribbed Built Cane broke at a maximum pressure of over 14lbs.; whereas a Non-Ribbed Built Cane broke at $7\frac{1}{2}$ lbs.; also on the score of stiffness the Ribbed Rod proved far superior. *See Engineers' tests* (by Thos. Nash, M.I.M.E., and R. Hoskin, M.I.M.E.) *See foregoing page.*

CRITIQUE.—“It is a fifth English edition, and there has also been a separate American edition. The fact is pretty good proof the work has been found attractive and useful by anglers.”—*The Scotsman.*

"When trout reach a more than ordinary size they disdain surface food. At twilight, and even later in the hot months, however, they will rise at the large moths, but are not to be allured to the surface by small flies."—*Scientific Angler*.



The above illustration gives the difference in stiffness of a Steel Ribbed and an Ordinary Rod, viz. :—The Ribbed Rod bending 7, and the Non-Ribbed 10 inches under the same weight!

Read the Reports (unsolicited) of habitual users.

Weakness transformed to Strength.

"Last Spring I sent you a rod, which was rather whippy, to be steel ribbed, which was a great success, and increased the power of the rod certainly twofold. It has given me great satisfaction."—MAJOR THE HON. F. TRENCH, Woodlawn, Co. Galway, Ireland, December 17th, 1893.

From same—Later.

"You have now ribbed three rods, one for a friend, and two of my own; all have given the most entire satisfaction, in fact in one case you have made a *very bad rod* into a real good one."—March 7th, 1894.

"The rod you have ribbed is very much improved."—Rev. G. R. PEAK, Bloxwich, near Walsall.

"I have given the greenheart rod you ribbed for me a fair trial lately on lake and river, and I am very pleased with it. It throws a long line, and requires very little muscular exertion. I also find I can strike fish better than before it was ribbed."—E. LLOYD MORRIS, Registrar, Llanely, Carmarthenshire, August 4th, 1892.

"After spawning, trout linger by the edges of streams that flow into the throats of the pools, and at this period rise boldly and unsuspectingly for a time, and are then to be allured by the novice in a comparatively easy manner."—*Scientific Angler*.

CRITIQUE.—“The whole of these subjects are clearly and exhaustively treated, and we should say, to use a colloquialism, that what the author did not know about fish and fishing was not worth learning.”—*Bell's Life*.

FOSTER'S "CHALLENGE THE WORLD" BRAND. THE "LITTLE DAVID."



This rod has the identical "swing" or play of the celebrated rods made and used by our father, the late David Foster, of "Scientific Angler" fame. We call it the "Little David" because it is a modification. Were we to reproduce the exact length, weight, and power, he (our predecessor) used, the thing would prove too much for our clients. The tendency of the time is for a rod of 9½ to 10½ or 11 ft., which has power, lightness, and stiffness combined, and never were these characteristics combined more perfectly than in the case of the "Little David." The play is down to the hand, and not confined mainly to the top joint, as in the case of the "Darent."

No. 671.	Cane-built, bronzed ferrules, 9½ to 11 ft., with the Devon-	s.	d.
	shire rubber handle and reel fitting, steel ribbed	55 0
	Cork handle same price.	Screw lock joints,	4s. 6d. extra.
	Steel bound, 10s. extra.	Steel centred, £1 extra.	Rubber
	Button, 2s. extra.	Extra top, 15s. extra.	Roller end rings, 1s.
			extra each top.

"I may mention I have two rods of your make, one of which has been my companion for the last twenty-five years, and is as good as new now."—REV. EARDLEY W. MURILL, Martin Vicarage, Salisbury.