

FALL & WINTER

1894-95

CATALOGUE & BUYERS  
GUIDE

No.  
56.

III, II2,  
II3, II4, II5  
& II6

MICHIGAN

AVENUE

CHICAGO.

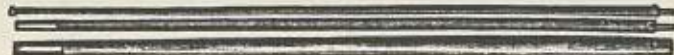


# FISHING RODS, TACKLE, ETC.

## FISHING RODS.

In selecting the goods in this department it has been done with a view to get standard and reliable goods only, and we know of no single article in the following list that is not the best obtainable of its grade. Made of the best quality woods, warranted clear timber, free from knots and flaws. Weight given is for rods alone, and does not include cases. Any rod not found as represented can be returned at our expense and money refunded if returned as soon as examined.

### Wood Rods.



Plain Rod.



Fly Rod.



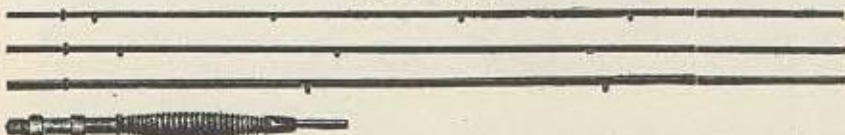
Bait Rod.

Our prices are lowest jobbing prices on fishing tackle. That is why the prices may seem low to you for good goods.

	Feet.	Each.
48410 Fish Rod, 3 pieces, jointed, single brass ferrule; about.....	10½	\$0.12
48411 3-Piece Jointed Rod, single brass ferrule, ringed for line.....	10½	.15
48412 4 Piece Jointed Rod, varnished, single brass ferrule, ringed for line, natural color.....	12	.20
48413 3-Piece Light Bass, stained, double ferrules, rings and reel bands, brass capped butt.....	10½	.38
48414 Fish Rod, 3 pieces, fly or light bait, stained dark, double ferrule, brass butt cap, ringed for line, brass reel bands.....	10	.47
48415 4-Piece Bass or Bait Rod, stained lancewood tip, guides and reel bands, brass butt cap, double brass ferrules, finely finished.....	12	.75

	Feet.	Each.
48416 3-Piece Bait Rod, stained ash and lancewood tip, brass mounted, guides and reel bands.....	9½	\$0.75
48417 3-Piece Light Bass Rod, varnished ash with lancewood, tip full mounted, in nickel. A good rod.....	10	1.20
48418 3-Piece Fly Rod, ash butt and second joint, nickeled lancewood tip, full mounted, a light, fine rod, covered dowels, 8 oz.....	10½	1.30
48421 4-Piece Fine Stained General Rod, covered dowels, reel bands, brass mounted, hollow butt, extra lancewood tip, braided butt.....	12	1.80
48422 4-Piece California General Rod, lancewood except first joint, ash butt, nickeled, full mounted, solid metal reel seat, silk wound, anti-friction tie guides and silk wound at short intervals, reel seat above hand, in cloth bag, 3 rods in one, good anywhere. One extra short tip and one extra heavy tip.....	12	3.00

### Steel Rods.



The Bristol Steel Fishing Rods. They are a marked departure from all rods of the past, and your fishing outfit is incomplete without one. Every rod guaranteed against breakage from reasonable use or from defects in manufacture.

48423 (1) Bass Rod, telescopic, 9 ft. 6 in., full nickel, mounted with solid reel seat above hand, line runs through the center of the rod; when telescoped the rod is 32 in. in length, all closed within the butt length, with celluloid wound handle. Weight, 12½ oz. Price.....		\$4.25
48423½ (5) Fly Rod, 9 ft. 6 in., reel seat below hand, otherwise same style and description as No. 1. Weight, 11½ oz. Price.....		4.20
48424 (8) Fly Rod, 10 ft., full nickel mounted, with solid reel seat below hand. This rod is jointed, has standing line guides on outside, does not telescope. Weight, 9¼ oz., with celluloid wound handle. Price.....		5.00
48424½ (13) The St. Lawrence Bass Rod, 7 ft. 6 in., full nickel mounted with solid reel seat above hand. This rod is jointed, has standing guides and 3 ringed tip. This is one of the best bait-casting or boat rods on the market. Weight, 9¼ oz., with celluloid wound handle. Price.....		5.00

### Lancewood Rods.



Lancewood Bait Rod.



Showing Short Butt.

	Length Feet.	Each.		Length Feet.	Each.
48425 3-Piece All Genuine Imported Lancewood Fly Rod, finely nickel plated, improved shoulder ferrules, silk wound tie guides, covered dowels, solid nickel reel seat below hand, fancy or corrugated hand grasp, with one extra tip, in cloth bag, partitioned, a bargain. Fly rod, heavy.....	10½	\$1.25	Weights on rods may vary 1 to 3 oz.		
Fly rod, light.....	10	1.35			
48427 3-Piece All Genuine Imported Lancewood Fly Rod, in wood case or form, finely finished, full nickel plated shoulder ferrules, fancy silk wound tie guides, covered dowels, solid nickel reel seat below hand grasp, corrugated zylonite butt, with one extra tip. A good one.....	10½	1.95	48428 3-Piece All Genuine Imported Lancewood Bass Rod finely nickel plated, improved shoulder ferrules, silk wound tie guides, covered dowels, solid nickel reel seat above hand, cane wound or zylonite butt, with one extra tip, in cloth bag, partitioned; a very fine rod (a bargain).....	9	\$1.25
			48429 3-Piece All Genuine Imported Lancewood Bass Rod, in wood form, varnished and polished, nickel plated, solid reel seat, shouldered ferrules, covered dowels, metal plugs, fancy silk wound tie guides for line, wound or fancy butt stock, one extra tip (a bargain) Bass rod.....	9	1.95
			Bait rod.....	7½	2.00

48430 3-piece and extra tip, all best Jamaica lancewood carefully selected and thoroughly tested, patent hard rubber butt and extra fine finish, welt ferrules and metal plugs. Each rod in wood form, full nickel plated mountings, fancy silk winding between joints. Feet. Each		
Fly rod, reel seat below hand.....	10	\$2.95
Bass rod, reel seat above hand.....	9	3.00
Bait rod, extra heavy.....	8	3.05
48430½ Trout or Black Bass Rod, best Jamaica lancewood, for bait casting, has rubber butt, full nickel plated mountings, fancy silk windings. Two piece, extra tip, in wood form, 6½.....		3.00

### Henshall Bass Rods.

48431 Henshall Bass Rod, all genuine Jamaica lancewood, solid rubber butt, German silver mountings, extra fancy silk windings. Each rod put up in lined wood form. The best lancewood rod in the market at any price. No better rod made. Generally retails at \$8.00, 8 ft. 3 in. long. Our price.....		4.75
48431½ Jamaica Lancewood Short Bait Rod, genuine, 3-piece with extra tip, cork butt and aluminum reel seat, extra fancy silk windings, full German silver mountings, in lined wood form. 8 ft. bait.....		5.00
9¼ ft. very light fly.....		4.95

### Combination Lancewood Rod.

48432 7-Piece Combination Lancewood Rod, corrugated black celluloid grip, shouldered and trimmed ferrules, nickel plated trimmings, silk wound tie guides, bass bait, trout bait and trout fly combination, 1 short butt, 1 long ash butt. When short butt is used will make a difference of 24 inches in length of rod, in any combination 7 to 10 feet; one of the best and handiest rods in the market. Will make 6 different rods. Each.....		\$2.75
48433 Florida Bass Rod, extra heavy, all lancewood, selected wood, rubber hand grasp, silk wound throughout, nickel plated mountings, metal plugs, 3-piece, extra tip; length, about 8½ feet. Each.....		\$2.50
48434 Tarpon or Florida Bass Rod, combined rod, will make a 3-piece rod, 8½ ft., 18 oz., and a 2-piece rod 5½ ft., 16 oz. Jamaica Dagame wood, double tie guides, solid nickel reel seat, nickel mounted corrugated zylonite butt. Heavy, strong and durable. The 2-piece rod is a good tarpon or gogebec trolling rod. Everything about this rod is finely finished, and the wood resembles lancewood very closely. Each.....		\$3.95

### Jointed Bamboo Fishing Rods.

The Bamboo Rods are light, handy and strong, can be used with or without reels. The best trolling rods in the market. Length, feet. Each.

48435 2-Piece, Japanese bamboo, double ferrules, plain straw color.....	8 to 9	\$0.15
48436 3-Piece, Japanese bamboo, double ferrules, plain straw color.....	14 to 18	.36
48437 4-Piece, Japanese bamboo, double ferrules, ringed, plain straw color.....	14 to 16	.44
48439 3-Piece, Calcutta bamboo, double ferrules, ringed, reel bands and capped butt.....	10 to 12	.55
48440 4-Piece, Calcutta Bamboo, double ferrules, ringed and capped butt.....	14 to 17	.65
48441 4-Piece, Calcutta bamboo, double ferrules, ringed, reel bands, capped butt.....	14 to 17	.80
48442 4-Piece, Calcutta bamboo, double ferrules, reel bands, capped and cane wound butt.....	13 to 16	1.10
48443 3-Piece, Calcutta bamboo, double ferrules, standing guides, reel bands, capped and cane wound butt, nickel mounted.....	10 to 12	.86

### Bamboo 4-Piece Rod. Length, feet. Each.

48444 5-Piece Calcutta bamboo, double ferrules, standing ring guides, reel bands, and cane wound below hand, one extra tip in butt.....	18 to 20	\$2.20
This is a great favorite with the trade where an extra long, strong rod is wanted.		
48445 3-Piece, Calcutta bamboo, improved shoulder ferrules, wound tie guides, covered dowels, solid reel seat, nickel plated trimmings, capped and zylonite or cane-wound butt, extra lancewood tip, in cloth bag.....	9 to 11	1.00
48446 4-Piece, Calcutta bamboo, bass rod, nickel plated, improved shoulder ferrules, full mounted extra lancewood tip, standing guides, metal reel seat, cane-wound butt.....	14 to 16	2.00
48447 Jap Boat Rod, 2-piece Japanese Bamboo Boat Rod, with 14 in. corrugated black zylonite butt or grip, nickel plated mountings, solid reel seat, tie guides, tube tips. Length, 6½ to 8 feet.....		.75
48448 Oconomowoc Bass Rod, 1 corrugated short butt, with 1-piece Japanese bamboo, 7 to 8 feet long, brass mounted, tube tips, reel seat above hand. A big seller.....		.65

**Split Bamboo Rods.**

Our Split Bamboo Rods are the best in the market at anywhere near the prices we offer them, and are warranted as represented.

ALL OUR RODS ARE GUARANTEED just as represented. Any not found so can be RETURNED at our expense. Our "Split Bamboo" prices are 50 to 100 per cent. lower than regular retail prices.



48448½ The "Baby Brook" Fly, the very best 3-piece all hand-made, six strip, split bamboo, polished orange wood butt, full German silver mountings, first-class in every particular, the equal to if not better than the best rods made by anybody. Each rod, with extra tip, in flannel lined wood form, with canvas case. Weight, 3 ounces, 7½ feet long. Price.....\$25.00

48449 3-piece genuine six strip hexagonal split bamboo rods. Patent zylonite butts, full nickel plated mounting, welt ferrules, metal plugs, solid reel seat, fancy silk windings, 1 extra tip. Each rod in a wood form. Fly rod, reel below hand, 8 oz., 10½ feet..... 3.50  
Bait casting rod, reel above hand, 9 oz., 7½ ft. 3.55  
Long bait rod, reel seat above hand, 13 oz., 10½ feet..... 3.90

48450½ Three-piece hexagonal, six strip Bamboo Rods, welted waterproof ferrules, metal plugs, full nickel plated. Fancy silk windings, fancy celluloid wound butt, inlaid with cedar, each rod in lined wood form. These rods are beauties. Fly rod, weight about 7 oz.; length 10 feet..... 5.00  
Bait rod, weight about 9 oz.; length, 8½ feet.... 5.10

48451 The very best 3-piece all hand-made six strip hexagonal split Bamboo Rods Patent hard rubber butts, full German silver mounted, waterproof welted ferrules, metal plugs, fancy silk windings, first class in every particular. Each rod in lined wood form, with canvas bag and extra tip. This is the rod that usually retails at \$25.00, and is good value even at that price. It is the best rod that we can get made up. Fly rod, reel seat below hand, 7 oz., 10 feet..... 16.50  
Bait rod, reel seat above hand, 10 oz., 8½ feet... 16.55

48452 Three-piece split Bamboo Rods, genuine six strip hexagonal patent rubber butts, full German silver mountings, solid metal reel seats, welt ferrules, metal plugs, fancy silk windings. Each rod in a lined wood form, extra tip. The best rod offered by anybody for anything like the price we name.  
Fly rod, reel seat below hand, 8 oz., 10½ feet... 6.00  
Bait rod, reel seat above hand, 11 oz., 8½ feet..... 6.00

48452½ Trout Fly Rod, 3-piece split bamboo, six strip, cork butt, aluminum reel plate, full German silver mountings, with extra tip, fancy silk windings. Each rod in a lined wood form, the best rod for the price ever offered. Very light; 5 ounces; length, 9 feet. Each..... 6.00

48453 Three-piece hexagonal six strip genuine Bamboo Rods. Welted waterproof ferrules, metal plugs, full German silver mounted, fancy silk windings between ferrules, inlaid cedar butt. Each rod in wood form, lined; extra tip. These rods we believe to be better than most \$12.00 to \$15.00 rods on the market. They are good ones. Fly rods, reel seat below hand, 8 oz., 9½ feet..... 8.90  
Fly rods, reel seat below hand, 8 oz., 10½ feet... 8.95  
Henshall bass rod, 9 oz., 8 feet 3 in. long..... 9.00

48454 Three-piece genuine six strip hexagonal Split Bamboo Rods, full nickel plated mountings, silk wound tie guides, solid reel seats, metal plugs, corrugated zylonite butts, each rod in wood form; 1 extra tip; Fly Rod, reel seat below hand, 10 feet..... 1.25  
Bait Rod, reel seat above hand, 9½ feet..... 1.30  
Wood case weighs 10 oz., where rod is described in wood case or form.

48455 Three-piece, six strip, hexagonal split Bamboo Rods, full nickel plated mountings, silk wound tie guards, solid reel seats, metal plugs, corrugated zylonite butts, each rod in wood form, extra tip, selected stock. Fly rod, weight about 8 oz.; length, 10½ feet..... 1.80  
Bait rod, weight about 12 oz.; length, 9½ feet.... 1.85

48456 Three-piece, six strip, hexagonal split Bamboo Rods, with cork grip, nickel plated mountings, solid metal reel seats and metal plugs in wood form. An extra tip. Fly Rod, weight about 8 oz.; length, 10½ feet..... 2.80  
Bait Rod weight about 12 oz.; length, 9½ feet... 2.85

48457 Four-piece, six strip, hexagonal split bamboo rods, with zylonite grips, nickel plated mountings, solid metal reel seat and metal plugs in wood form, without extra tip. Bait rod only, weight about 13 oz.; length, 10 feet..... 1.45  
ALL OF OUR RODS ARE GUARANTEED just as represented. Any not found so can be RETURNED at our expense. Our "Split Bamboo" prices are 50 to 100 per cent lower than regular retail prices.

Our claim that this Catalogue opens the large markets to you is no idle boast. Where else can you find so much? As a genuine guide to prices it has no equal.

**Trunk Rods.**



48459 Five-piece Trunk Rod, varnished; Feet. Each.  
long double nickel ferrules, covered dowels, nickel butt cap, one light, one heavy tip, making a good bass or bait, and also a light fly rod, ring guides, reel bands, lancewood tips, a very good, handy and cheap rod..... 11 \$1.20

48460 Five-piece Trunk Rod, natural wood finish, varnished double brass ferrules, lancewood tip, ring guides, brass butt, cap, fine little rod..... 10 .75

48461 Five-piece Bamboo Trunk Rod, plain brass-finished mounting, ring guides, 11½ to 12..... .90

48462 5-piece Bamboo Trunk Rod, improved and rimmed shoulder ferrules, covered dowels, silk-wound tie guides, metal reel seat, extra lancewood tip, a fine rod..... 2.00

48463 5-piece trunk rod, all genuine lancewood, butt varnished and polished, shouldered ferrules, fancy finish, nickel plated, whole rod made of lancewood, fancy silk windings and tie guides, solid metal reel seat, one extra tip; 10 to 13 oz., a good, honest rod. Fly Rod, reel below hand, about 9½ feet..... 2.50  
Bait Rod, reel above hand, about 8½ feet..... 2.55

48464 Five-piece Trunk Rod, genuine hexagonal split bamboo zylonite butts, nickel plated mountings, solid metal reel seat, and metal plugs, fancy silk windings and a handsome rod. Each rod in a partition cloth bag. An extra tip with each rod.  
Fly rod, reel below hand, about 8 oz., 10 feet... 3.50  
Bait rod, reel above hand, about 12 oz., 9½ feet. 3.55

**Rod Cases.**

48465 Round Rod Case, embossed russet leather, copper riveted, nickel trimmed, capped end, fastened with strap and buckles, 40 in., 2 inch diameter. Each.....\$2.85  
50 in., 3 in. diameter, Each..... 3.00  
Cheaper quality leather neatly finished, 40 to 50 in. long, 2 in. diameter. Each..... 1.80



48466 Canvas Rod Cases, leather top and bottom, a dandy for the money. Weight, 8 to 8 ozs.—40 to 50 in. long. Each.....\$0.60

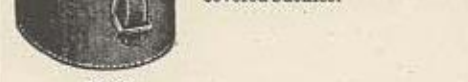
48466½ Canvas Rod Case, plain, heavy canvas. Each..... 40

48467 The "Handy" Fish Rod Holder, can be carried in the vest pocket; screws on gunwale of boat; is covered with rubber. Ordinary size, each...\$0.13  
Large size, each..... .15

48468 Fish Rod Holder, a good one for the money; screws on any part of the boat; forks covered with rubber. Each.....\$0.35



48469 Leather Reel Cases are made of bleached oak, finest leather, felt lined, with leather covered buckles.



48469 No. 11, to hold small single action reel.....\$0.75  
No. 12, to hold large single action reel..... .88  
No. 13, to hold small multiplying reel..... .88  
No. 14, to hold large multiplying reel..... 1.00

**The Universal Fish Rod Holder.**

48510 For trolling and still fishing in a boat. It can be fastened either to the gunwale or seat. It enables a person, if he desires, to go fishing without a guide to row for him, or to have two or three rods in use without their being all over the bottom of the boat to be stepped on and broken. By means of a thumb-screw it can be adjusted to any angle or any direction, as it works on a ball and socket joint. It is neatly and strongly made, is tinned, and forks are covered with rubber; it will take any rod from ½ to 2 in. diameter at butt. Weight, 26 oz. Each.....\$1.10



**Fishing Reels.**

(Reels by mail, 10 to 15 cents extra.)



48511 The Expert Reel. This reel has an entirely new device for use in casting or "playing" a fish, whereby the angler may vary the reel from a free runner to a delicate drag, heavy drag, or bring it to a complete stop, simply by the pressure of the thumb upon the guard. By this device the line may be stopped instantly at any desired point when casting. This guard is made of extra hard spring metal so that no matter how often used or struck by accident it will resume its original position. These reels, having a large diameter of spool, will reel in a line faster than the best quadruple multiplying reel. All finely polished, heavy nickel plated and well made; 40 yards, 2½ in. diameter, with click. Each.....\$1.55  
Extra by mail, 6c.

48512 The Famous Amateur Drag Reel, fine nickel plate, allowing line to dry quickly; can be changed to a free runner in an instant by simply pressing down on spring. Beats the best multiplier in reeling in the line. Very light weight, and fits any reel band. Small.....\$1.10  
Medium..... 1.25  
Extra by mail, 5c.



48513 The Competitive Reel, brass finish, plain, no click or drag, light and strong. Plain, free runner. Each.....\$0.10  
Extra by mail, 3c.



48514 Brass Free Running Reel, with band to screw on rod, 25 yards. Each.....\$0.30



48516 Rubber Side Plate Reel for light trout fishing, a good and strong reel.  
25 yards, each.....\$0.45  
40 yards, each..... .50  
80 yards, each..... .60  
Extra, by mail..... .05

48517 Polished Brass raised pillar, star pattern, with click, 25 yards, 1½ inches diameter of plates. Each.....\$0.20  
40 yards, 2 inches diameter of plates. Each.....\$0.23  
60 yards, 2 3-16 in. diameter of plates. Each.....\$0.30  
Extra, by mail..... .04

48518 Raised Pillar, polished brass, free running, no click or drag.  
25 yards, each.....\$0.20  
40 yards, each..... .25  
60 yards, each..... .30  
Extra, by mail..... .05