

Milwards

CATALOGUE

INCORPORATING

"Anglers ANGLES"



REPRESENTANT FOR DANMARK
FIRMA PETERSEN BACH
V. SVEND NIELSEN
AALBORG

1954/5
EDITION



OW 13

Milwards

FISHING TACKLE

... a name to angle with !

MILWARDS FISHING TACKLE LTD.
 (HENRY MILWARD & SONS ESTABLISHED 1730)

Managing Director:
 Colonel H. G. V. MILWARD, T.D., D.L.

Head Office and Factory:
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 Telephone : REDDITCH 147
 Telegrams and Cables:
 MILWARD, REDDITCH

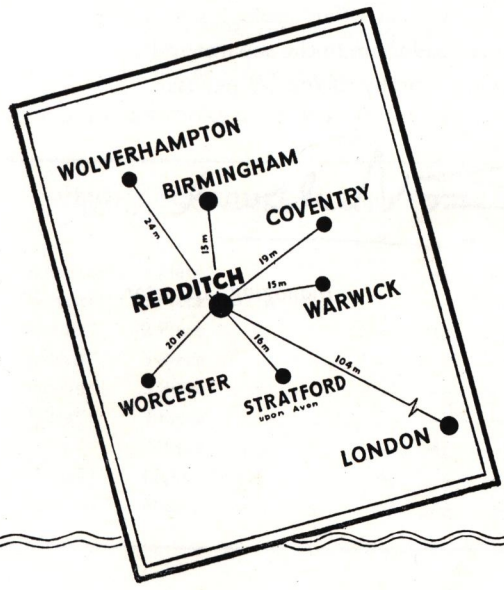
1954 CATALOGUE

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 AGENTS AND TACKLE
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IMPORTANT NOTE.

The fact that goods are listed
 must not be taken that they
 are in stock: specification and
 prices are subject to alteration
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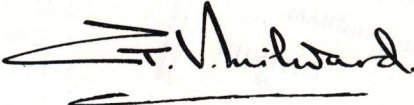


Redditch,
England.

THE " RIGHT " ANGLE

IN the life of every fisherman, even the most experienced, there arises from time to time, doubt as to which rod, reel and line give the correct balance and which tackle is best adapted to certain types and conditions of fishing. If you are ever in doubt or require any advice, "Milward Service" is at your disposal. This service also includes, by appointment, free individual coaching or instruction in casting on our own private pool at Redditch. I hope that anglers will avail themselves of these facilities.

Our little booklet of essays, "Anglers Angles", written by a number of friends whom I knew to be equally qualified as writers and fishermen had such an immediate success that the edition was quickly out of print. I have therefore incorporated these essays in this year's edition of our Catalogue. Whilst I must offer apologies to those anglers who have already read them in the separate edition, I hope they may be found worthy of second perusal.

 T. V. Milward T.D., D.L.

Managing Director.

RODS



Material. Milward Split Cane Rods are made from "Hexacane", our high duty, high resistance split bamboo. "Hexacane" is a very different proposition to any other split cane. Only the finest Tonkin Bamboo is used, and this "tempered" by our own process which improves both quality and strength. The cane sections are cut on machines of our own design and building, to precision engineering limits and glued together with a plastic cement, exclusive to us, which is as strong as the cane itself. Other than at the rings therefore there is no necessity for whippings and tyings, which unnecessarily cover up the beauty of the natural cane, and the accurate work of master craftsmen.

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 had not been thought of before, and an indication of the thought and research which goes into our rods.



Action. It is impossible to describe accurately in words the action of rods, particularly Fly Rods, for 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 it is the user doing all the work, and not the rod. Milward rods come between these two extremes, and combine power without losing sensitivity.

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. A light, badly balanced rod is much more tiring than a heavier well-balanced rod. 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, for their hollow construction makes them incredibly light.

Fittings. All rings, ferrules, reel fittings, etc., are made by us, and their outstanding quality thus maintained. We only use, where stated, GENUINE AGATE rings. Milwards do not use poor substitutes.

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

WEIGHT SCHEDULE for Light Fly and Spinning Rods

				7	8	8½	9	9½	10	10½ ft.
"Flymaster"	2 Piece	—	4½	5½	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	—	—	—	—	— "

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 3).

Aluminium and Walnut screw reel fittings.

Solid cork grip.

Agate butt and end rings.

Round bridge intermediate rings.

Zip fastener secured bag.

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

Price all models: With extra top £12. With one top £9

Weight schedule see page 3. For correct lines see pages 28 and 30.

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:

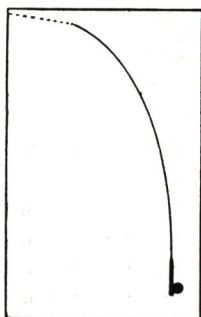
As for "Flymaster" rods.

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

Price:

Including EXTRA TOP,
 £12

Weight schedule, see page 3.
 For correct lines
 see pages 28-30.



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".

Correct Lines: See pages 28 and 30.

Specification: Extra light anodised reel fittings.
"Gripmaster" knurled suction serrated joints.
Short cork handle.
Agate butt and end rings.
Round bridge intermediate rings.
Spare top.
Anti-jar rubber button.
Zip fastener secured bag.

In three models: 2 piece. Length ... 7 ft. Weight schedule
3 piece. Length ... 8 ft. see page 3.
3 piece. Length ... 9 ft.

Price £11 with extra top. £8 with one top.

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.

Specifications: Brown "Hexacane."
Universal sliding winch fittings.
Cork handle with rubber button.
"Gripmaster" knurled suction serrated joints.
Agate butt and end rings.
Round bridge intermediate rings.
Zip fastener secured bag.

Price £10

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



The "Flylite"

The TROUTMASTER Series of Hollow Built Cane RODS

We have been asked on many occasions to produce a split cane rod of hollow construction such as we manufactured before the war, and have therefore designed the "Troutmaster" Series.

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 $\frac{3}{8}$ ozs.

Action: Medium, for easy short casting. A beautiful rod for small waters and ideal for a lady.

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.

3 Piece. Length 9 ft. 4 ins.
Weight 5 $\frac{1}{2}$ ozs.

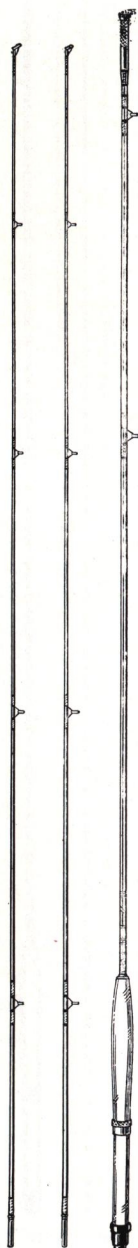
Action: Medium to stiff. An excellent rod for all round fishing in waters where fish run big. Being so very light for its great power, it can be used all day without undue fatigue.

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.
Round bridge intermediate rings.
Spare top.
Anti-jar rubber button.
Each rod supplied with two tops and an aluminium carrying tube.

Price £18 all models.

For Correct Lines see pages 28-30.



FLY RODS

The Flyrover. 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. Flyrover in the Mirimichi river in 1950, and we give below an extract from a letter about the pre-war model of the new Flyrover, which is an incredible testimonial.

Despite their power, these rods can be used all day with little fatigue and we know anglers who use them often for trout fishing. The 9 ft. model is, in fact, in our opinion, the ideal rod for reservoirs like Blagdon, where a long line must be cast and where large fish can be expected.

Specification:

Gripmaster Knurled suction ferrules (see page 3).

Solid cork grip. Agate butt and end rings. Aluminium screw reel fitting designed to take an extension Butt.

Round bridge intermediate rings.

Spare top. Zip fastener secured bag.

3 Piece. Lengths 9 ½ 10 10½ ft.

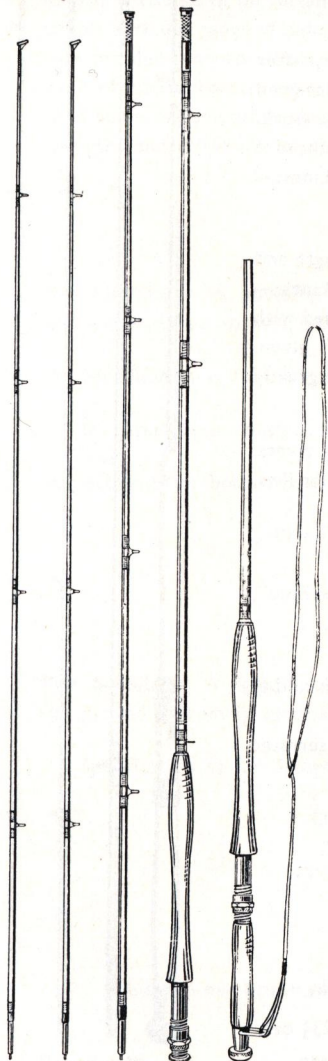
Weight schedule, see page 3.

Price, all models, £13

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

"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 "Flyrover"

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 introduced this year, after thorough testing throughout 1953. This rod is designed for small and medium rivers, and for greased line work. It makes an ideal rod for a lady, and is so well balanced it can be used single-handed if desired. Correct Lines:— Double Taper FCF or Forward Taper HBG.

The 12½ ft. rod is the most popular all-round length and can be used right through the season. Correct Lines:— FCF Double Taper or GAAP 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 flies, and the GAAP 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.
 Round bridge intermediate rings.
 Zip fastener secured bag.
SPARE TOP.

In three models:	11ft. 3in.	12½ft.	14ft.
Average weight	14 ozs.	16 ozs.	23½ ozs.
Price ...	£16	£18	£20



"Flyranger"

“MILFLEX” HOLLOW GLASS ROD

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. Finished in handsome dark brown shade.

Specification as for Flymaster (page 4).

In three-piece construction. 8½ 9ft.

Correct lines for both models: Flycraft HDH or ICH. Flymaster HCH or ICH

Price ... £9 0 0

The Spinflex. A light quick-actioned rod, for use with fixed spool reels. Has proved extremely successful in Canada.

Specification as for Spincraft (page 10).

One model : 7 ft.

Price ... £8 0 0

See also our **Spinover Mk II** in Milflex solid Glass (page 13)

SPINNING RODS

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 Magnacast 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, the 8 ft. model is suggested. We do stress that conditions should be on the side of the Salmon angler if such an outfit is to be used. They should not be used in heavy water or with heavy baits.

Specification: Sliding reel fittings.

"Gripmaster" Knurled suction serrated ferrules.

Large Stand-off Agate butt ring.

Lightweight Agate intermediate and end rings.

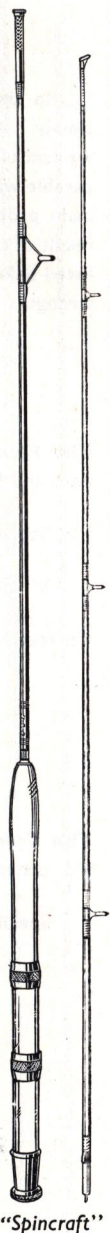
Aluminium/rubber button.

Zip fastener secured bag.

In three models ... 7 ft. light 7 ft. medium 8 ft.

Price £8 0 0

Maximum casting weights	5 drms. (9 grammes)	6 drms. (11 grammes)	8½ drms. (15 grammes)
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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 keyways, 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. We shall be pleased to adjust the fittings to take non-standard reel plates.

The Spincraft Major. Designed in 1950 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.

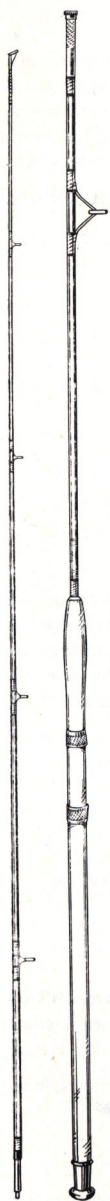
Specification: "Gripmaster" reel fittings.
 "Gripmaster" knurled suction serrated ferrules.
 Large stand-off Agate butt ring and agate end and intermediate rings.
 Aluminium/rubber button.
 Zip fastener secured bag.

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

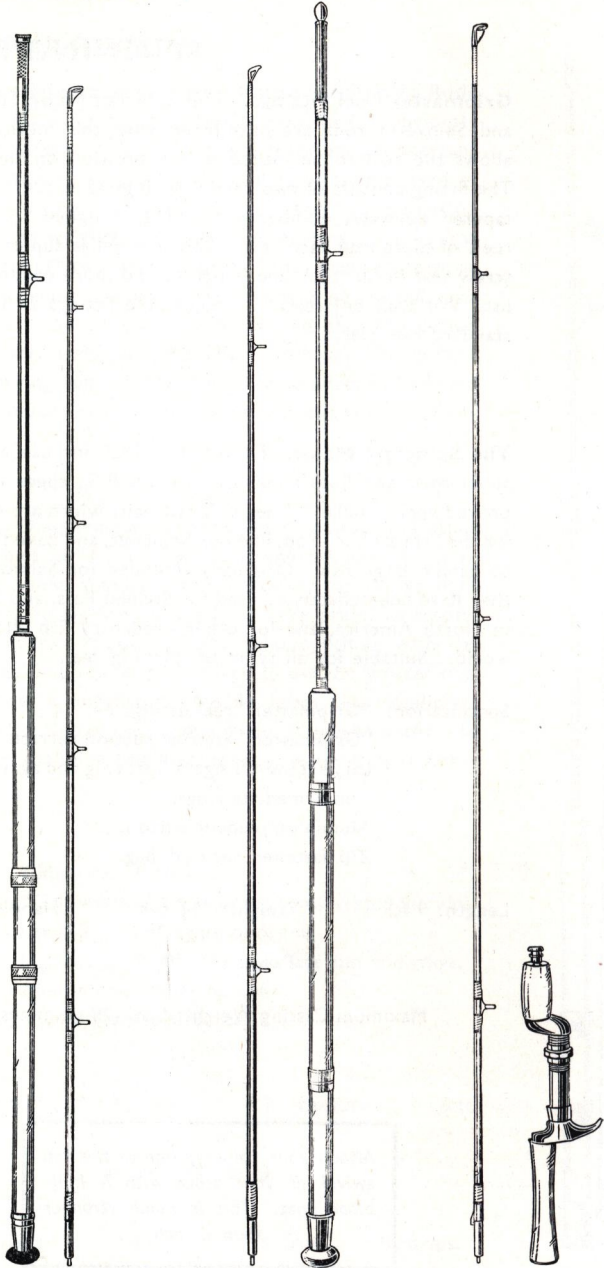
Price £10 0 0

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



"Spincraft Major"



"Spinmaster"

"Pikemaster"

"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.
 Long cork handle.
 Rubber button.
 "Gripmaster" locking reel fittings.
 "Gripmaster" knurled suction serrated ferrules.
 Zip fastener secured bag.

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

Price all models, £12. Illustration, page 12.

Maximum Casting Weights, all models, 1 $\frac{3}{4}$ 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 £7 10 0.** Illustration on page 12.

Maximum Casting Weight: 1 $\frac{1}{2}$ ozs. (42 grammes).

The Pikemaster. Originally designed as a stiffish pike rod, these rods have proved excellent for a variety of uses—spinning, live baiting, trolling, heavy ledgering and light sea fishing in many different countries.

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

9 ft. three piece. 8 $\frac{1}{2}$ ft. two piece. **Price £7 10 0.** Illustration page 12.

Maximum Casting Weight: 2 ozs. (56 grammes).

SPINNING RODS

The Spinversa. We designed this rod three years ago 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.

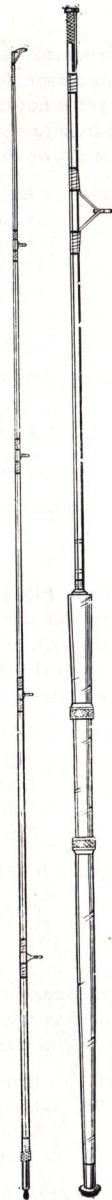
Although this rod is designed for use with our Spinover multiplying reel, we know anglers who like a rod which works down into the handle, and who use the Spinversa with fixed spool and centre pin reels.

Specification: Tempered Hexacane.
 "Gripmaster" knurled ferrules.
 "Gripmaster" locking reel fittings.
 Large Agate butt ring.
 Agate intermediate and end rings.
 Long 29-inch handle.
 Zip fastener secured bag.

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

Price £10 10 0

Maximum Casting Weight: $\frac{3}{4}$ oz. (21 grammes)



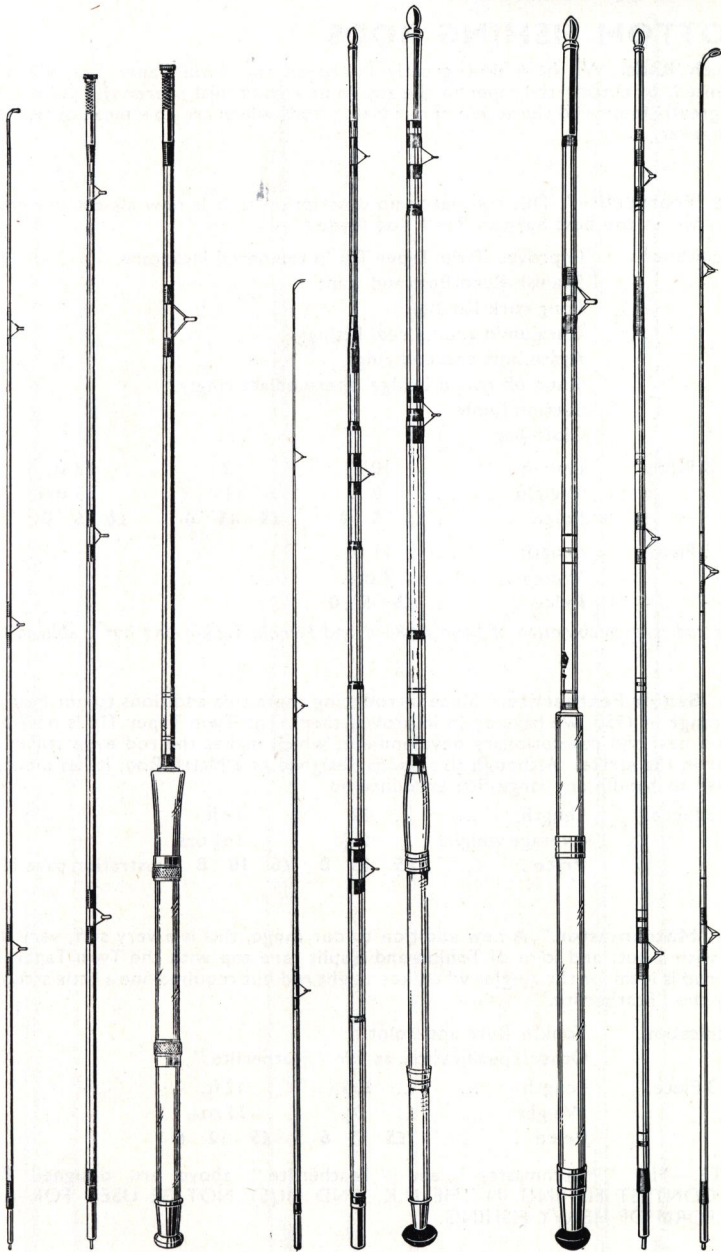
Cane
 Thicker
 Here
 ←

Than
 Here
 ←

"Spinversa"

RODS

Milwards
FISHING TACKLE
... a name to angle with !



"Floatmaster"

"Senior Featherlite"

"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.
 Stand off round bridge intermediate rings.
 Suction joints.
 Cloth bag.

3 Piece.	Length ...	10½	12	13 ft.
	Weight ...	8	11	13 ozs.
	Price ...	£5 5 0	£5 15 0	£6 5 0
2 Piece.	Length ...	11 ft.		
	Weight ...	9 ozs.		
	Price ...	£5 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 ...	£5 15 0	£6 10 0

Illustration page 15.

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."

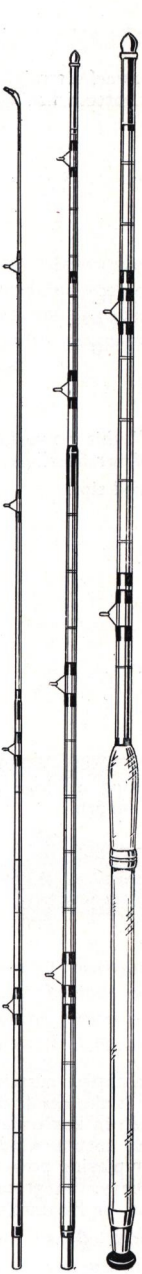
3 Piece.	Length ...	10½	12 ft.
	Weight ...	8½	11 ozs.
	Price ...	£5 2 6	£5 12 6

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.

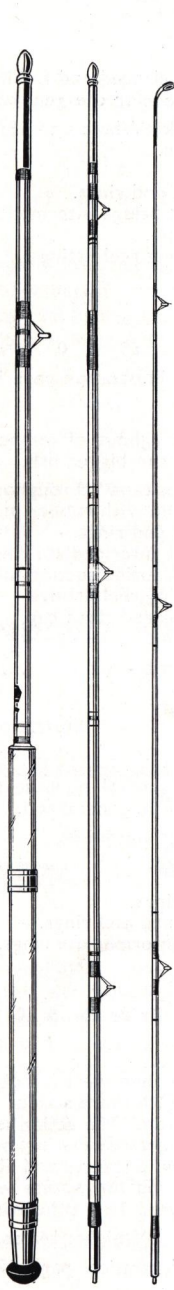
Never attempt to gaff or net a fish until it is well beaten.

RODS

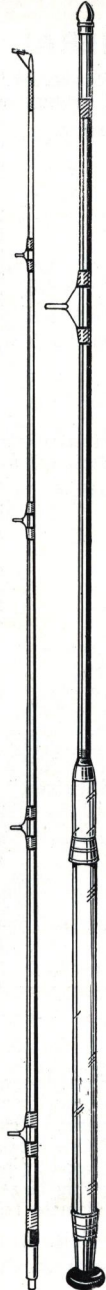
Milward's
FISHING TACKLE
... a name to angle with !



"Floatranger"



"Matchmaster"



"Searanger" 9½ft.

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.
Weight	11	12½	15¼ ozs.
Price	£5 0 0	£5 10 0	£6 5 0

Illustration page 15.

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.

Price £8 0 0

Illustration page 15.

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 £5 5 0

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 last season. 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 £6 5 0

Illustration page 17.

RODS

Milwards
FISHING TACKLE
... a name to angle with !

SEA RODS

The "Mariner." A fine range of Boat, Pier and Rock rods, with our non-corrosive plastic covered handles, Agate rings, and rot proof Terylene whippings.

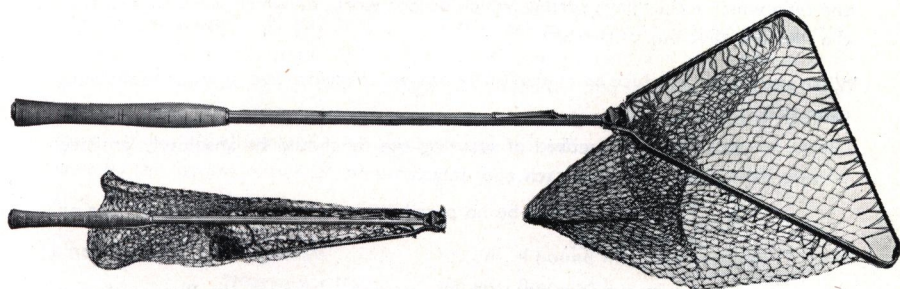
Lengths	6	7½	8½ ft.
Weight	36	28	30 ozs.
Price	...		£7 10 0	£8 0 0	£8 15 0

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.

Three models:		Tope.	Skate.	Pollack and Bass.	
Length	7½	7	9½ ft.
Weight	23	40	22ozs.
Price	...		£7 7 0	£10 10 0	£8 8 0

Illustration on page 17.

LANDING NETS



The "Troutmaster." The most annoying thing in fishing is a folding net which does not open when required. This will NEVER happen with the "Troutmaster." Besides however its certainty of function, this net is a pleasure to the eye, being finished in an anodised non-flash brown with a cork handle. The net is strong and waterproof, neatly fixed to the arms, which are angled to prevent the net catching on them. A knob is now fixed above the V bracket. If a loop of the net is placed around this knob when folded, the whole net is prevented from trailing and becoming caught up. The net is released when opened.

Length: Open 41 ins., folded 28 ins. Weight: 14½ ozs. Price £3 10 0

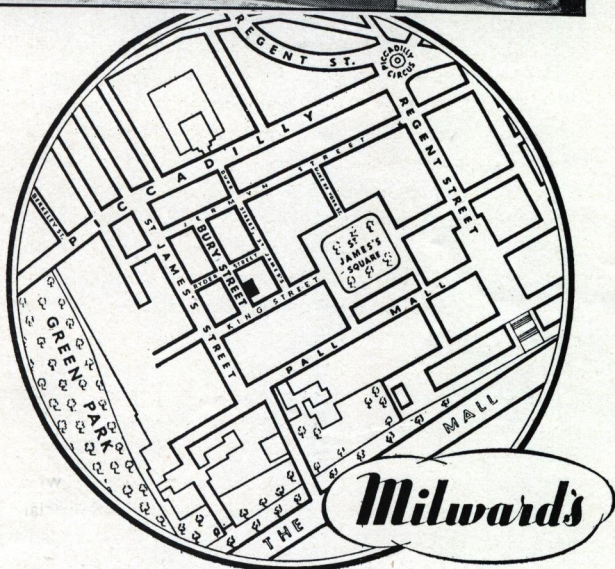
The "Magnet." A plain but well-made landing net, 12 in. iron ring to a 4 ft. cane handle, with a waterproof net. Price 17/6



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