



HOUSE of HARDY  
ALNWICK ENGLAND



BY APPOINTMENT TO HRH  
THE PRINCE OF WALES  
MANUFACTURERS OF  
FISHING TACKLE  
House of Hardy Ltd, England



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### Designing a Hardy carbon fibre blank

To make the highest quality rod blank it is necessary to start with the highest quality materials. At our Alnwick factory we use only the highest specification carbon fibre cloth, irrespective of cost. The cloth is graded according to its tensile strength, the type of resin used to hold the fibres together and its elasticity, known as 'elastic modulus'. These qualities affect the action of a rod and its ability to withstand breakage. The rod taper is critical to its action.

The skill in designing a prototype rod blank therefore lies in selecting just the right modulus carbon fibre cloth and in creating exactly the right taper to achieve the desired rod action. In our new generation of multi-modulus rods we have taken the art of rod design one stage further by using different grades of carbon fibre cloth within the same rod in order to refine the action. We now use advanced computer based analysis to help our design experts obtain the necessary feel.

### Bamboo rods

The Palakona trade name for Hardy bamboo rods was first registered on 13th June 1902. The rod is made from six sections of the finest Kwantung bamboo that have been gently roasted to reduce moisture content. In 1925, Laurence Robert Hardy, known by colleagues and friends as LR, invented a bamboo cutting machine capable of creating a perfect angle and taper on each split-bamboo section.

It allowed the sections to be glued together with the greatest accuracy to form a perfect hexagon. The highly skilled craft of making a Palakona rod has changed little over time, except that we no longer roast our bamboo in the ovens of the local bakery as they did in those early days.

## The range

On the following pages you will find rods suited to every type of fishing and every circumstance. With such a variety of rods available, you can tailor your choice to suit your personal preference for rod length, line weight, rod action and price. Whichever rod you choose, rest assured that it has been handmade to the very highest standards and will prove to be a faithful companion for many years to come. In fact, our confidence in Hardy craftsmanship is underpinned by lifetime original user warranties on all our rods covering any material or manufacturing defect that might occur.

### Elite fly rods

The ultimate, tip-action luxury fly rod with looks that match its superb performance. Available in sizes from 8'6" to 15'4" for trout, sea trout, salmon and saltwater fishing.

### Ultralite fly rods

One of the lightest fly rods for a given length in the world. The range includes a selection of 4-piece rods, specially designed for travelling. Available in sizes from 7'6" to 15' for trout, sea trout, salmon and saltwater fishing.

### Gem fly rods

A new range of single-handed fly rods, designed using the latest carbon fibre technology to achieve a fast, yet progressive action. Available in sizes from 7'6" to 11' for trout, sea trout and single-handed salmon fishing.

### Viscount fly rods

A value-for-money benchmark for fly-fishers. The Viscount is available as a boxed set complete with reel, line, backing, leader, flies and booklet, or as an individual rod in sizes from 8'6" to 10' for trout fishing.

### Salar salmon fly rods

A new salmon fly rod representing outstanding value. The range combines cutting-edge carbon fibre technology with Hardy craftsmanship. Ideal for overhead or Spey casting. Available in sizes from 12'6" to 16'.

### Salmon Travel fly rod

A 15', 4-piece salmon fly rod that takes the hassle out of long distance travelling. Its progressive middle to tip action is ideal for overhead or Spey casting.

### Marquis fly rods

An extremely versatile and easy to cast rod with a progressive action. It also offers exceptional value in its class. Available in sizes from 7' to 15'3" for trout, sea trout and salmon.

### Favourite spinning rods

Our ever-popular spinning rods, ranging from a 7'6" rod for light spinning through to the 12'6" Specialist for coarse or salmon fishing.

### Deluxe Classic Smuggler rods

The perfect travelling companion, fitting discreetly into your briefcase. Available in 6, 7 or 8 piece fly rods, as a spinning rod, or in a boxed 'Compleat Angler' set.

### Palakona split-bamboo rods

The classic split-bamboo rod, ideal for presenting dry flies and nymphs on small rivers and streams. Three standard rod sizes are available, or any rod up to 9' can be made to order.

## Handle types





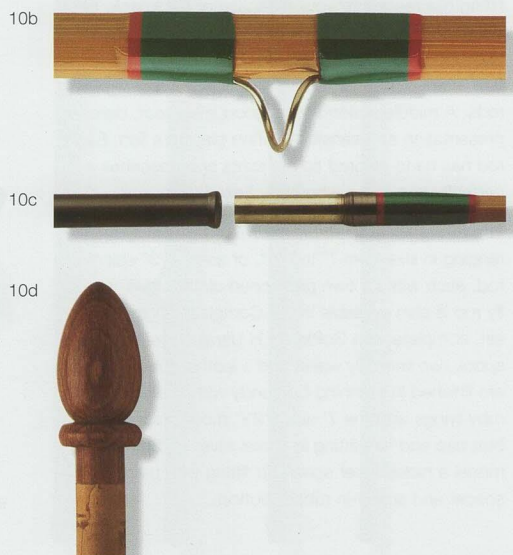
10a

## 10 Palakona split-bamboo fly rods

- 10a 2 piece rod with a spare top section
- 10b hard chrome snake rings with crimson tippings
- 10c suction joint
- 10d polished rosewood and cork rod stopper

The Palakona is the classic split-bamboo rod, ideal for fishing with dry fly or nymph on small rivers and streams. Its heritage dates back to 1882 when William and John Hardy invented 'an improved system for building fishing rods in hexagonal form'. Since then we have further improved the methods and materials used in the construction of the Palakona, making it even better.

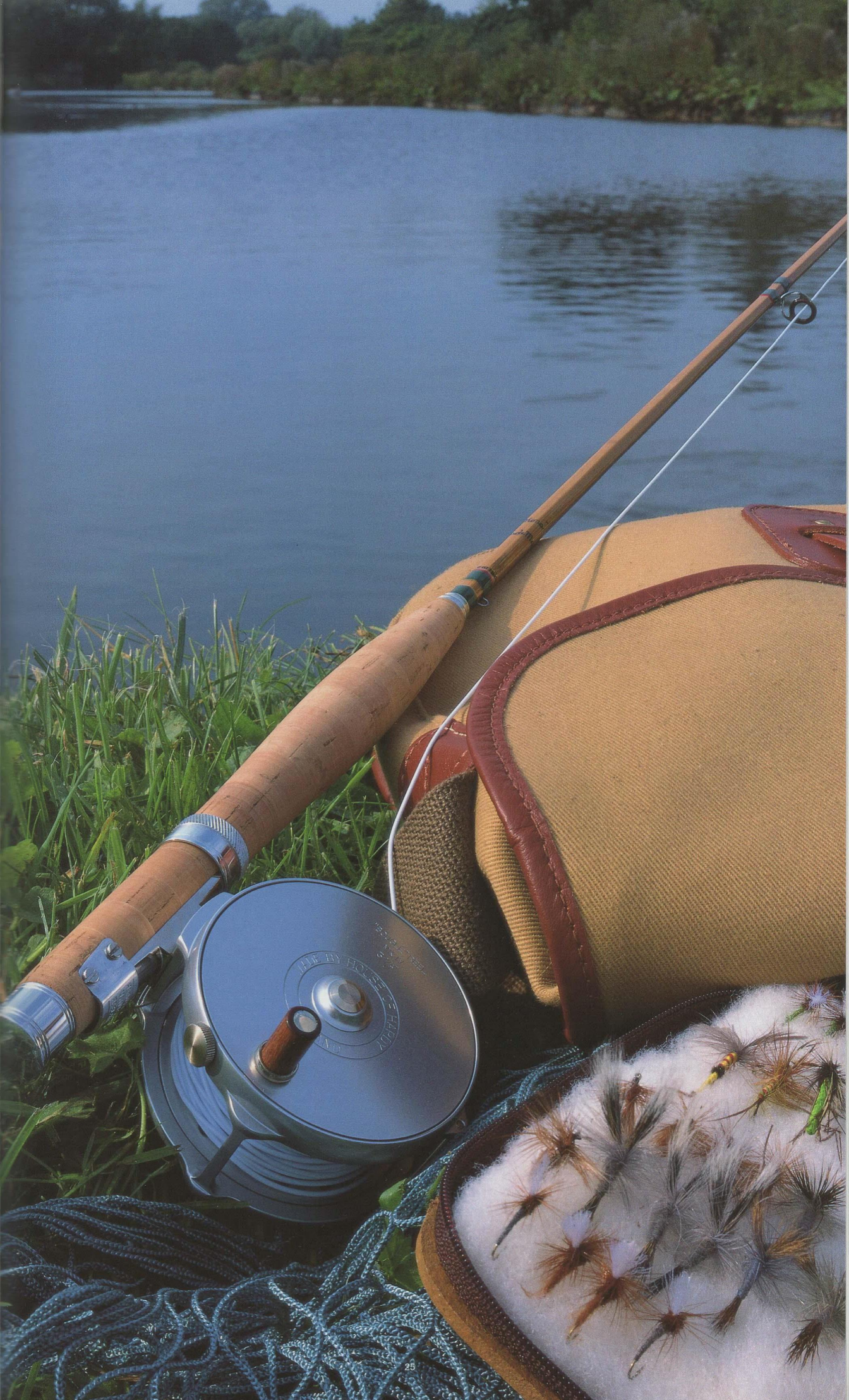
The rods are handmade from the finest bamboo from Kwantung in China. Three standard sizes are available from 6' to 7'2". They are of 2 piece construction and come with a spare top section so each top section can be rested on alternate days. Every detail is of the highest quality. The suction joints, reel fittings and butt caps are made from polished aluminium; the rod stopper is of polished rosewood and cork, and the hard chrome snake rings are secured with crimson tippings. However, any Palakona can be custom-made to order up to 9' in length to your own specification.



10b

10c

10d



THE BY HOUSE OF HENRY  
MADE IN U.S.A.

# Rod specifications

Length ft/ins	cm	AFTM	Weight oz	g	Pc	Ha	Re	Ro
Elite								
8'6"	259	#4	3	86	2	B	1	54" x 2"
8'6"	259	#5	3½	89	2	B	1	54" x 2"
9'	274	#4	3½	96	3	B	1	39" x 2"
9'	274	#5	3½	98	3	B	1	39" x 2"
9'	274	#6	3½	98	3	C	1	39" x 2"
9'	274	#7	3¾	105	3	D	1	39" x 2"
9'	274	#8	4	113	3	D	1	39" x 2"
9'	274	#9	4½	122	3	D	1	39" x 2½"
9'6"	290	#6	3¾	105	3	D	1	41" x 2"
9'6"	290	#7	3¾	110	3	D	1	41" x 2"
10'	305	#6	4½	119	3	D	1	43" x 2"
10'	305	#7	4½	128	3	D	1	43" x 2"
10'6"	320	#7	4½	128	3	D	1	45" x 2"
13'4"	406	#9	9½	276	3	E	2	60" x 2½"
15'4"	467	#10	11½	335	3	E	2	66" x 2½"
Ultralite								
7'6"	229	#4	2	55	2	B	3	48" x 2"
8'	244	#4	2¼	64	2	B	3	51" x 2"
8'6"	259	#4	2¼	64	2	B	3	54" x 2"
8'6"	259	#5	2½	68	2	B	3	54" x 2"
9'	274	#4	2½	71	2	B	4	57" x 2"
9'	274	#5	2½	75	2	B	4	57" x 2"
9'	274	#6	2¾	78	2	C	4	57" x 2"
9'6"	290	#6	3½	88	2	D	4	60" x 2"
9'6"	290	#7	3½	92	2	D	4	60" x 2"
10'	305	#6	3½	95	2	D	4	63" x 2"
10'	305	#7	3¾	97	2	D	4	63" x 2"
10'6"	320	#7	3½	99	2	D	4	66" x 2"
13'6"	410	#8	9½	273	3	E	5	60" x 2½"
15'	457	#10	10½	299	3	E	5	66" x 2½"
Ultralite Travel								
8'6"	259	#5	2½	75	4	B	3	28" x 2½"
9'	274	#6	3½	88	4	C	4	30" x 2½"
9'6"	290	#7	3½	108	4	D	4	31" x 2½"
10'	305	#7	4	114	4	D	4	33" x 2½"
10'6"	320	#8	4½	116	4	D	4	34" x 2½"
Salmon Travel								
15'	457	#10	10½	293	4	E	10	49" x 2½"
Gem								
7'6"	229	#3	2¼	65	2	B	6	48" x 2"
8'	244	#4	2½	72	2	B	6	51" x 2"
8'6"	259	#5	2½	72	2	B	6	54" x 2"
9'	274	#6	3½	96	3	C	6	39" x 2"
9'6"	290	#7	3½	107	3	D	6	41" x 2"
10'	305	#7	4	114	3	D	6	43" x 2"
10'6"	320	#7	4	114	3	D	6	45" x 2"
11'	335	#7	4½	120	3	D	6	47" x 2"

Pc – number of pieces

Ha – handle profile type

Length ft/ins	cm	AFTM	Weight oz	g	Pc	Ha	Re	Ro
Deluxe Classic Smuggler								
7'	213	#4	2⅞	68	6	B	11	16" x 2"
8'2½"	250	#5	2⅞	82	7	B	11	16" x 2"
9'5"	287	#6	5¼	149	8	C	12	16" x 2½"
8'3"	251	2-14 <sub>g</sub>	6½	185	7	E	13	16" x 2½"
Marquis								
7'	213	#3	2	57	2	B	7	45" x 2"
7'6"	229	#4	2⅞	61	2	B	7	48" x 2"
8'	244	#4	2⅞	65	2	B	7	51" x 2"
8'6"	259	#5	2⅞	71	2	B	7	54" x 2"
9'	274	#6	3½	89	2	C	8	57" x 2"
9'6"	290	#7	3½	97	2	C	8	60" x 2"
10'	305	#7	3¾	108	2	C	8	64" x 2"
10'6"	320	#7	4¼	120	2	C	8	66" x 2"
15'3"	464	#10	13½	383	3	E	9	66" x 2½"
Salar								
12'6"	381	#9	8	227	3	E	17	54" x 2½"
15'	457	#10	10½	304	3	E	17	66" x 2½"
16'	488	#10	11½	332	3	E	17	70" x 2½"
Viscount								
8'6"	259	#5	3½	94	2	B	19	54" x 2"
9'	274	#6	3¾	107	2	C	19	57" x 2"
9'6"	290	#7	4½	128	2	C	19	60" x 2"
Palakona split-bamboo								
6'	183	#4	2¼	78	2+1	A	16	45" x 2"
6'8"	203	#4	3¼	92	2+1	A	16	45" x 2"
7'2"	218	#5	3¾	106	2+1	A	16	45" x 2"
Favourite spinning								
7'	213	4-20 <sub>g</sub>	3	85	2	F	20	n/a
8'6"	259	7-35 <sub>g</sub>	8	227	2	E	14	n/a
10'	305	10-50 <sub>g</sub>	9	255	2	E	14	n/a
11'	335	10-42 <sub>g</sub>	11	312	2	E	14	n/a
Favourite Specialist								
12'6"	381		9½	269	2	F	15	n/a
Carp MHX								
12'	366	2lbs	8¾	248	2	G	17	n/a
12'	366	2¼lbs	9½	269	2	G	17	n/a
13'	396	3lbs	12¼	346	2	G	17	n/a
Carp Euro J								
12'	366	2¼lbs	10	283	2	G	17	n/a
12'	366	2¼lbs	10½	269	2	G	17	n/a
13'	396	3¼lbs	11½	304	2	G	17	n/a
Match MJ800 Ultramatch								
12'	366		5½	156	3	F	18	n/a
13'	396		6	170	3	F	18	n/a
14'	427		6¾	191	3	F	18	n/a
15'	457		8	227	3	F	18	n/a

Re – reel fitting

Ro – rod tube size

## Rod handle profiles

- A Cigar
- B Reversed half wells
- C Full wells
- D Elongated full wells
- E Two part shaped
- F Parallel
- G Abbreviated Duplon

## Reel fitting

- 1 Dr Hamish screw keyed uplocking black hard anodised fitting, composite spacer and cork covered housing.
- 2 Dr Hamish helical screwed downlocking black hard anodised fitting, composite spacer and cork covered housing.
- 3 Hard anodised pewter butt cap with uplocking sliding ring, cork spacer and cork covered housing.
- 4 Hard anodised pewter uplocking aluminium screw grip, cork spacer and cork covered housing.
- 5 Dr Hamish screw keyed downlocking pewter anodised fitting, cork spacer and cork covered housing.
- 6 Dr Hamish screw keyed uplocking clear anodised fitting, cork spacer and cork covered housing.
- 7 Polished aluminium butt cap uplocking sliding ring, cork spacer and cork covered housing.
- 8 Uplocking polished aluminium screw grip with insert, cork spacer and cork covered housing.
- 9 Downlocking polished aluminium fixed screw fitting – LRH butt cap and rubber button.
- 10 Dr Hamish helical screwed downlocking clear anodised fitting, cork covered housing and spacer.
- 11 Nickel silver butt cap and uplocking sliding ring, cork covered housing and spacer.
- 12 Nickel silver uplocking screw grip, wooden spacer and cork covered housing and screw-in rubber button.
- 13 Nickel silver screw grip and sliding ring, cork covered housing and spacer with LRH butt cap and rubber button.
- 14 1 piece Dr Hamish polished aluminium downlocking keyway fitting, aluminium LRH butt cap and rubber button.
- 15 Polished aluminium movable screw fitting – LRH butt cap and rubber button.
- 16 Polished aluminium butt cap with 'w' fitting and sliding ring, cork spacer.
- 17 Helical composite reel fitting.
- 18 2 black sliding rings.
- 19 Uplocking nickel silver with wood spacer, cork covered bailey housing.
- 20 Polished aluminium sliding rings.

## Matching rod to line and location

Rod type	Single handed				Double handed
Length	7' – 8'6"	8'6" – 9'6"	9'	9' – 11'	12'6" – 16'
AFTM line size	#3 – #5	#4 – #7	#7 – #9	#6 – #9	#9 – #10
Type of fishing	Small river/brook	Medium/large river Small stillwater	Salt water	Large river Large stillwater	Medium/large river
Fish	Trout	Trout	Bonefish Permit Barracuda	Trout Sea trout Grilse	Sea trout Grilse Salmon

# Other information

## The House of Hardy Museum

Opened by HRH The Princess Margaret in 1987, the Museum contains the world's finest and most extensive collection of Hardy fishing tackle. The display provides a fascinating insight into the development of fishing tackle and techniques during the nineteenth and twentieth centuries. People interested in fishing memorabilia will find a visit most rewarding.

In addition to the range of Hardy products past and present, the Hardy family wall and the gallery provide an interesting overview of the social history of the firm.

## Museum and Countrystore opening times

Open all year except 24th December – 2nd January

Monday to Friday 09.00 – 17.00

Saturday 10.00 – 17.00

Sunday 13.30 – 17.00 (1st March – 30th October)

## Countrystore

In the Countrystore, the current range of House of Hardy fishing tackle, clothing and accessories can be viewed and purchased in addition to postcards, videos and other mementoes. Major credit cards are accepted.

## Guided factory tours

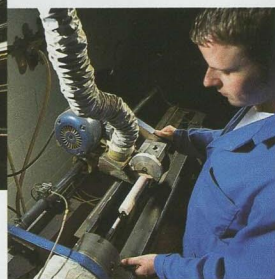
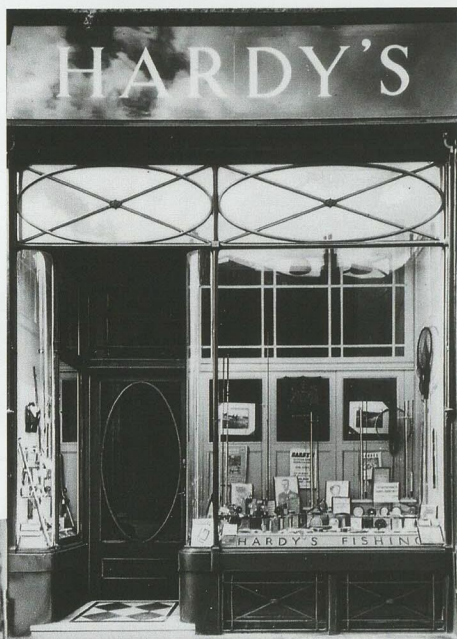
Many craft skills have been handed down for generations and are still practiced at our Alnwick factory. To produce the world's finest fishing tackle these traditional skills are combined, where appropriate, with new manufacturing techniques. Come and see for yourself by pre-booking one of the free guided tours which last approximately 1½ hours. Please note that persons under the age of 16 should be accompanied by an adult.

## Tour times

Monday to Thursday 10.00 and 14.00

Friday 10.00 (Excluding Factory Holidays)

For information or factory tour reservation call 01665 510027





### The Hardy Hall of Fame

To celebrate exceptional achievement, the House of Hardy invites anglers worldwide to write in with details of their best catches. Each November a judging panel reviews the entries to determine the twelve best specimen fish caught anywhere in the world on Hardy fishing tackle during the year. Successful entrants are elected to the Hardy Hall of Fame and have their names and details of their catches displayed in the House of Hardy Museum. Members will receive a Hall of Fame certificate, a lapel badge and a Hardy tackle voucher.

#### Please send details of your catch together with a colour photograph to:

Hall of Fame  
House of Hardy  
Willowburn, Alnwick  
Northumberland  
NE66 2PF, UK.

(House of Hardy reserves the right to use, without fee, any photograph received.)

### Royal Warrant

Over the years the House of Hardy has received orders from anglers the world over, as well as the patronage of the crowned heads of Europe. The company has been honoured with no less than ten Royal Warrants of Appointment during its 127 years of existence.

Supplying royalty has not always been without risk. When the Queen of Italy, an accomplished fisherwoman, ordered four Hardy fishing rods in April 1918, every effort was made to deliver the rods across war-torn Europe before the end of the fishing season. Fortunately, she received the rods in perfect condition within two months.

### House of Hardy on the internet

Visit our website for an overview of all our products. The website contains details of our distributors around the world as well as of all our dealers in the UK.

[www.house-of-hardy.com](http://www.house-of-hardy.com)

Name	Fish/size	Location	Equipment
Mr Pelle Klippinge HB Sweden	Sea trout 9,05kgs	River Em	13'6" Ultralite salmon rod Sovereign salmon reel
Mr Diarmuid Eire	Sea trout 7lb 4 oz	Loch Currane	9' Hardy Jet Viscount Mark II
Mr Alan Ferguson	Nile perch	Lake Nasser	Favourite Graphite spin
Mr D Dougal Berwickshire	Rainbow trout 3lb 4oz	Watch Reservoir	9'6" Ultralite rod Ultralite reel, #7 floating line
Mr JJ Clark Isle of Man	Salmon 26lbs 8oz	River Nith	15' Ultralite rod Marquis Disc reel
Bjorn Borgen Norway	Brown trout 7lb	River Waiau New Zealand	Sovereign rod Sovereign reel, Sovereign line
Jan Erik Blom Norway	Brown trout 8lb 4oz	River Waiau New Zealand	Sovereign rod Sovereign reel, Sovereign line
Hans Petter Fernander Norway	Brown trout 7lb 8oz	River Waiau New Zealand	Sovereign rod Sovereign reel, Sovereign line
Ole Jorgen Jorgenson Norway	Brown trout 8lb 8oz	River Waiau New Zealand	9' Sovereign rod Sovereign reel, Sovereign line
W Seffelaar Netherlands	Carp 14.35kg		Matchmaker
JF De Mayer Belgium	Brown trout 7lb 2oz	River Test	9' Sovereign rod JLH Ultralite reel, Sovereign line
Mr P Griffiths Durham	Salmon 12lb	River Tees	8'6" Hardy Perfection rod Lightweight reel, Floating line
Ingmar Patterson Sweden	Sea trout 8.55kg	River Em	13'9" Hardy Deluxe rod Perfect reel, Floating line
Mary Cleere Dublin	Salmon 13lbs		10' Hardy Elite rod Ultralite disc reel, #6 floating line



# HOUSE *of* HARDY

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