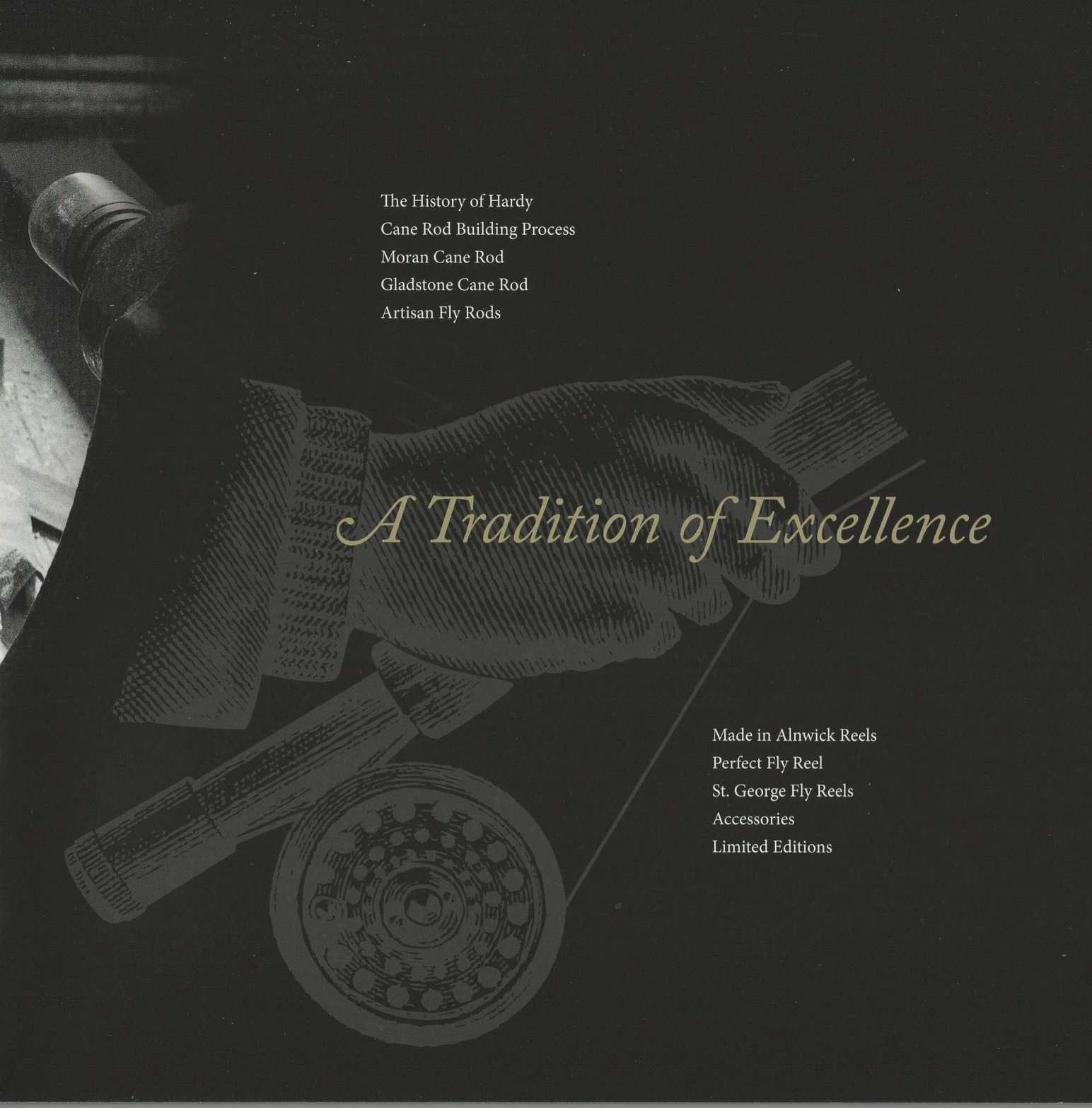




BY APPOINTMENT TO HRH  
THE PRINCE OF WALES  
MANUFACTURERS OF  
FISHING TACKLE  
Hardy & Greys Limited, England

**HARDY BROS.**  
(ALNWICK) LTD. MADE IN ENGLAND



The History of Hardy  
Cane Rod Building Process  
Moran Cane Rod  
Gladstone Cane Rod  
Artisan Fly Rods

*A Tradition of Excellence*

Made in Alnwick Reels  
Perfect Fly Reel  
St. George Fly Reels  
Accessories  
Limited Editions

*The* HISTORY OF HARDY





*William Hardy*

In 1872, a young man called William Hardy set up shop as a gunsmith in Alnwick, Northumberland, and that might very well have been the end of the story had not the great engineering magnate Lord Armstrong persuaded him to take his brother John James into partnership.

The Hardy brothers advertised themselves as 'gunsmiths, whitesmiths and cutlers', although the guns they sold were actually made in Birmingham. There things might have stood, but in 1874 an advert appeared in the Alnwick Mercury announcing that the firm was selling 'superior River and Sea Fishing tackle'.

To begin with the brothers bought in most of the tackle they sold, their reels, for example, coming from Malloch. However, as the firm expanded, Hardy found themselves with a reputation for superior quality tackle to defend and realised that they could hardly continue to depend on products made by competitors, so in 1891, after three years of patient development, they launched a reel which became their most famous product, the Perfect. It was an instant success and the firm has built it here in Alnwick, with occasional interruptions, right up to the present day, a feat that no other tackle manufacturer can even begin to challenge.

It wasn't long before Hardy's products had gained worldwide fame and royal warrants were rained upon them, the company having held at least ten in its time. Some funny things happened along the way, including a letter which finally got to Alnwick having been addressed to "Hardys, c/o the King, England" and a birthday telegram from King George V, who, having been reminded that Thomas Hardy's birthday was approaching, absent-mindedly sent the message to his favourite tackle manufacturer instead of the nation's favourite novelist.

This tradition and heritage still underpins everything we do at Hardy, and this Hardy Bros. collection showcases some of the best rods and reels—still built here in our Alnwick factory, where our latest generation of highly skilled craftsmen, designers and engineers benefit from over 140 years of knowledge and experience.

Hardy Bros., a tradition of excellence, now available directly from Hardy or from your local authorised Hardy dealer.



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## CANE

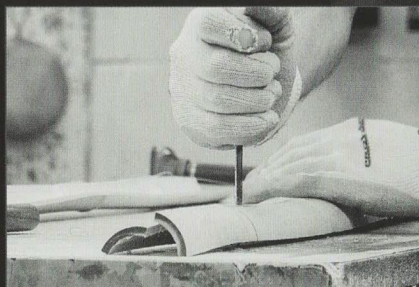
Hardy Bros. have been building split-bamboo rods in Alnwick for more than 130 years, a tradition which the firm is proud to uphold. Why? A split-bamboo rod is a unique work of art, and no matter how long you search, no matter how much money you spend, you will never find another exactly like it. When you buy one, you will own a piece of history that you will be able to leave to your children and your grandchildren, confident in the knowledge that it has been built to last.

Building bamboo is a demanding process, requiring fine judgement and immense attention to detail, but we believe that the range we build at Alnwick today is the best available, anywhere. Every rod that Hardy Bros. produce is made by Calum Gladstone and Tom Moran, who have over 50 years of experience building bamboo rods between them. Perhaps it isn't surprising that the results are so very special.

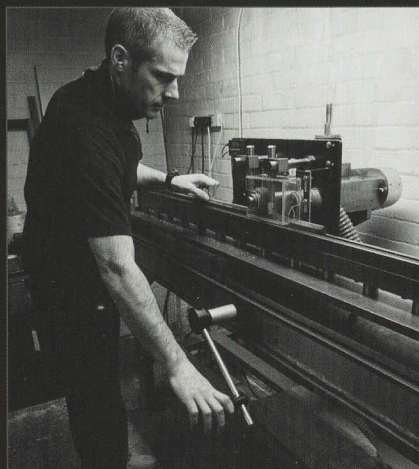
Our master bamboo rod builders work is their life, which is why their products are so outstanding. When you buy a Hardy Bros. cane rod, you are buying fifty years of experience, distilled into three or four ounces of split bamboo, built with such loving care so that when you use it to cast a fly, you will never forget.



*Tonkin Bamboo*



*Splitting the culm*



*Milling tapers*



## THE PROCESS

- Tonkin bamboo is carefully selected by Calum and Tom on the basis of fibre density, node distance and marking.
- Bamboo culms which are selected are cured in a special digitally controlled oven, before the bamboo is split into the strips which will be used to make the rod sections.
- Painstaking preparation of the strips includes gentle filing of the nodes, heating and pressing flat, before each strip is formed into a triangular section.
- A purpose built, milling machine is used to precisely form the strips so they will mate together to produce the correct taper—at tolerances of less than 1000<sup>th</sup> of an inch.
- Tapered sections are carefully inspected and then assembled into rod sections, then glued together to make a hexagonal section, and passed into the binding machine.
- After binding, the sections are cured in the drying cabinet, before cleaning to remove string and any excess glue.
- Final cleaning, sanding and heat straightening precedes the pieces being cut to length and prepared for the fitting of 18% nickel silver ferrules and the handle.
- The handle is assembled from 'flor' grade cork shives; selecting only from the very best.
- The final stage of the long process is the varnishing, which takes a week to complete—four coats are applied with a day between coats, and ten or more days in a temperature controlled drying room is needed before the rods are polished and ready to deliver.

## *The* MORAN

A vastly experienced and talented rod builder, Tom Moran became obsessed with bamboo fly rod building in the 1970's and was revered for producing very efficient compound tapers in cane.

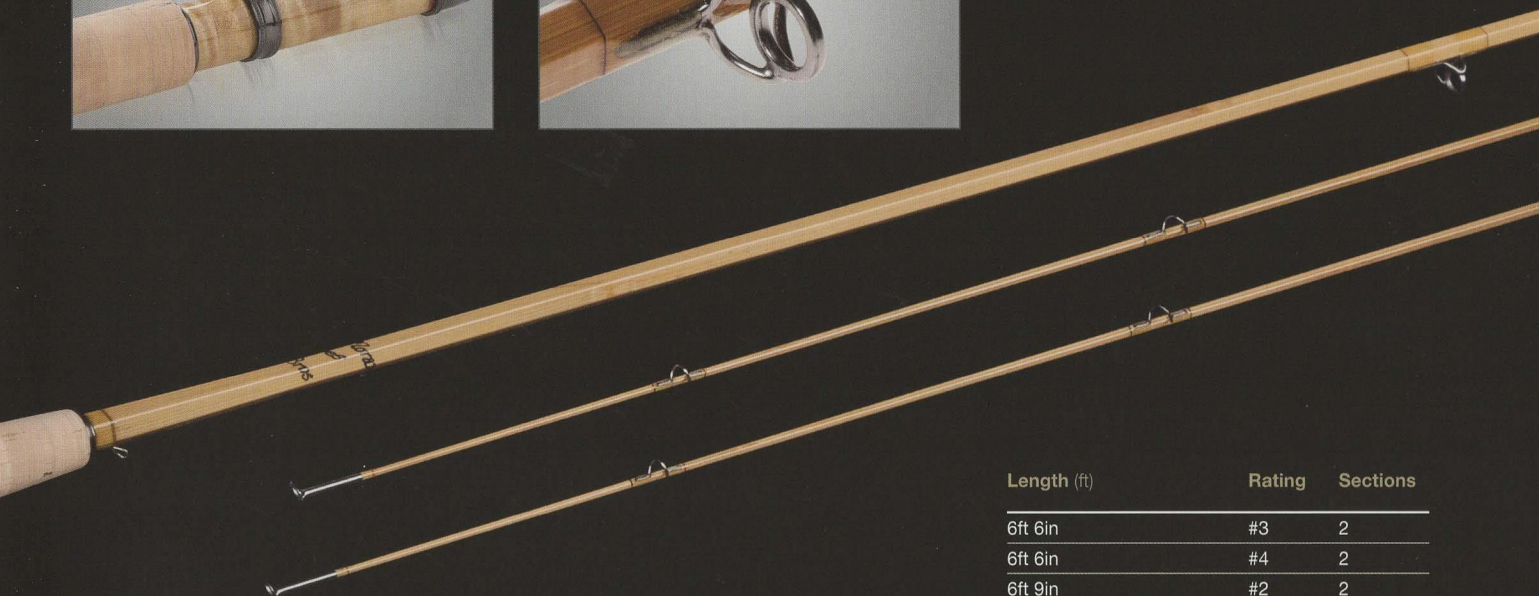
His trademarks include only using the best Tonkin cane and making components from scratch. Tom worked in the USA where he found a real demand for his high quality rods, and since returning to the UK he has continued his passion of working with cane, bringing his considerable skill and expertise to Hardy.



*Moran Cane from £2995*



*Each Hardy Bros. Cane rod is hand-built to order in our Alnwick workshops and a waiting list applies. Please contact us to discuss your order.*



## Moran Cane

16 models in Blonde or Flamed finish

- Hand split Tonkin bamboo with hand filed, heat pressed nodes
- Hardy Bros. crystal clear finishing
- Supplied with two 'mirrored' tips as standard
- Hardwood ferrule plugs
- Blued and lacquered nickel silver fittings
- Highly polished, figured hardwood spacer, handpicked to match the finish of each rod
- Pure silk wraps with single tipping
- Titanium Carbide butt guides with black nickel intermediates and tip top
- Classic Hardy Bros. style best quality Flor grade cork handle

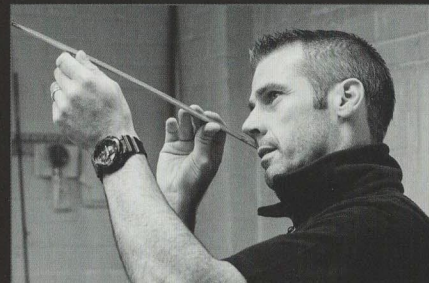
Length (ft)	Rating	Sections
6ft 6in	#3	2
6ft 6in	#4	2
6ft 9in	#2	2
7ft	#3	2
7ft	#4	2
7ft 3in	#4	2
7ft 6in	#4	2
7ft 6in	#5	2
7ft 9in	#4	2
7ft 9in	#5	2
8ft	#5	2
7ft 6in	#4	3
7ft 6in	#5	3
7ft 9in	#4	3
7ft 9in	#5	3
8ft	#5	3



## The GLADSTONE

Calum Gladstone has earned an enviable reputation after twenty years experience of cane rod design and manufacture. He designs, hand-builds, and individually finishes the Gladstone series rods. Calum is also a skilled angler with a wide range of experience in fly and other fishing methods.

Calum's rods rank as the finest ever built and thanks to his great skill in re-interpretating the classic tapers, with the grace and finesse that can only come from bamboo. They are built with techniques that were developed in Alnwick and have been handed down by six generations of craftsmen, using tools that have been refined over more than 120 years. The tremendously supple action of his rods is matched only by their superb finish and every one is a flawless work of art.



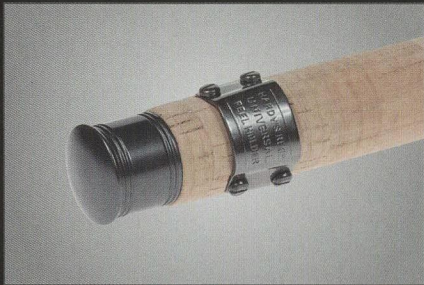
*Each Hardy Bros. Cane rod is hand-built to order in our Alnwick workshops and a waiting list applies. Please contact us to discuss your order.*



### Gladstone Cane

*5 models in Blonde or Flamed finish*

- Hand split Tonkin bamboo with hand filed, heat pressed nodes
- Hardy Bros. crystal clear finishing
- Gladstone style swelled butt
- Hardwood ferrule plugs
- Classic Hardy Bros. style cork handle and reel seat spacer
- Gun Metal 'W' style reel fitting
- Pure silk wraps with single tipping
- Supplied with two 'mirrored' tips as standard



Length (ft)	Rating	Sections
6ft 6in	#3	2
7ft	#4	2
7ft 6in	#4	2
7ft 6in	#5	2
8ft	#5	2

*Gladstone Cane from £2695*

Fine fishing tackle since 1872

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