



C. FARLOW & CO. LD.  
*Fishing Tackle Manufacturers*  
LONDON

25

ca. 1925.

Established 1840.

**C. FARLOW & CO.**  
LIMITED

**Fishing Tackle  
Manufacturers**

**10 CHARLES STREET,  
ST. JAMES'S SQUARE,  
LONDON, S.W. 1.**

Telegrams - GREENHEART, PICCY, LONDON.  
Telephone - - - - GERRARD 2380

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*Works:* **GRENABY ROAD,  
SYDENHAM ROAD NORTH,  
CROYDON.**



The business was established in 1840, and this quaint old signboard has been in use ever since.

One of the chief factors in the success of this business has been the personal attention given to all orders, great or small.

This is still maintained, and every order entrusted to us comes under the charge of the Managing Director,

C. F. FARLOW;  
or the Manager,  
W. A. HUNTER.



## GREENHEART TROUT RODS.

A good greenheart rod has qualities which are not to be found in a rod of any other material, and which make it so great a favourite with many fly fishers.

Provided genuine old greenheart is used, and the rod skilfully made, it is very hard to beat, and still harder to oust from the affections of its user.

But the wood must be good and thoroughly seasoned, the making and "tuning" done by a man who fishes and knows the true feel of a rod—two features impossible of attainment by any mechanical means whatever.

For general river or stream fishing the best all-round length is 10 ft., and for loch fishing we find 10 ft. 6 in. and 11 ft. the favourite lengths.

For dry fly fishing 10 ft. is probably best, and a fairly stiff rod should be selected.

The shorter rods have their special advantages, on the score of lightness, handiness in confined spaces, etc. Personal attention is given to selecting rods ordered, and we gladly assist intending purchasers to secure the most suitable rods for their requirements.

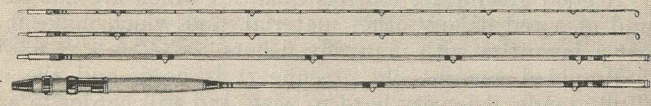
All the following rods are made at our own works, near London, tested, numbered and registered, but as slight variation is inevitable owing to the nature of the wood, etc., we cannot supply spare tops or other parts unless we have the rod to work to. In an emergency, a new top can be supplied if the ferrule off the broken one is sent as a guide.

### A Remarkable Tribute from a Leading American Fishing Tackle Manufacturer.

"We recently had the pleasure of seeing some greenheart rods of your manufacture. The greenheart in these rods was very fine, and if it is not asking too much we would like to know where you obtain your greenheart."



## FARLOW'S "PERFECT" GREENHEART TROUT ROD.



### The Best Greenheart Fly Rod made.

When we first introduced this rod, a good many years ago, it was such a great advance on anything made at that time that we called it the "Perfect," and all subsequent experience has gone to justify the name. It has been our constant endeavour to maintain the high standard of these rods by an unremitting attention to every detail of their manufacture.

The greenheart used is the very choicest, selected years ahead of actual requirements and thoroughly seasoned; while the action, style and finish cannot be surpassed.

They will fish either wet or dry fly, have ample play right down to the hand without any feeling of weakness, cast a good line, and are altogether very satisfactory rods to use.

Three pieces, with spare top, cork handle so constructed that the greenheart is continued at the same thickness right down to the end of the handle, thus giving great casting power and perfect control; "Universal" reel fittings and nickelled bridge rings. The joints are double brazed parallel suction fitting; they do not require tying together, and never slip.

Best quality cloth cover with hollow protecting case for tops, and butt spear.

Lengths ...	...	9 ft.	9 ft. 6 in.	10 ft.	10 ft. 6 in.	11 ft.
Weight, about † ...		6½	7½	8	8½	9 ozs.

Price ... £3 5 0   £3 7 6   £3 10 0   £3 12 6   £3 15 0

Agate rings fitted to butt and tops, 10/- per rod extra.

### A "PERFECT" OUTFIT.

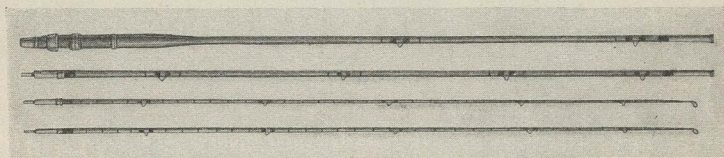
A 10 ft. rod as above (or other length), with best aluminium reel and double tapered line of the correct weight for the rod, complete for £6 5 0.



GREENHEART TROUT FLY RODS—continued.

### THE "GRENABY."

The next best thing to the "Perfect."



Similar in style and make, but a little plainer finish in order to meet the need for a lower-priced rod. Made in three joints with spare top, cork grip, snake rings, revolving centre end rings, double brazed suction joints.

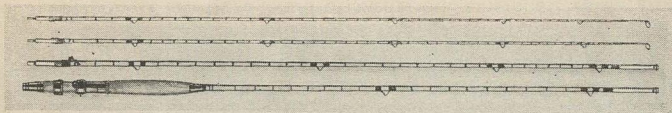
Hand-made throughout, carefully balanced, well finished and thoroughly reliable.

Lengths ...	8	9	9½	10	11 ft.
Prices ...	£2 7 6	£2 10 0	£2 12 6	£2 15 0	£2 17 6

To form a complete outfit choose the "Grenaby" reel in Section B. Size 3 in. for rods up to 10 ft. and 3½ in. for 11 ft. rods. A Number 2 "Kingfisher" line, Section C; size 2 for rods of 9 to 10 ft., and size 3 for the longer rods.

**TROUT FLY RODS**—continued.

**COMPOSITE GREENHEART—SPLIT CANE.**



In this model the butt and joint are greenheart; the tops, hexagonal split cane.

Many anglers like this combination as it gives the typical greenheart action in butt and joint, with the extra stiffness and strength of split cane in the tops. Very superior finish in every detail, agate butt and end rings, nickelled bridge intermediate rings, cork handle, hollow top case, spear, etc.

In two lengths only ... ..	9 ft.	10 ft.
<b>Prices</b> ... ..	<b>£5 5 0</b>	<b>£6 6 0</b>

Complete the outfit with a 2 $\frac{3}{4}$  or 3 inch (according to the length of rod chosen) aluminium reel with adjustable drag, and a "Heron" line, size 2 or 3.

We cannot afford space for testimonials in this issue, but the original letters in large numbers can be seen at our office.



## SPLIT CANE FLY RODS.

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A perfect split cane fly rod is the highest attainment of the rod-maker's art, for to experience and ability must be added mechanical knowledge of an advanced nature.

Take, for example, the top joint of a light fly rod. It is made in six sections, and each must be fashioned so accurately that all will go together into a perfect hexagon, showing scarcely the line of joining. The correct tapering is even more delicate, for if any one part is too thick or too thin by the thickness of a cigarette paper, the "action" will be wrong and, unlike a wood rod, cannot be corrected by subsequent treatment.

It will be seen, therefore, that tools and gauges of a very high order are necessary, and these have been designed and made at our own works to ensure absolute accuracy in the preparing and fitting together of the sections of cane.

This high standard of workmanship with the choicest of materials has had surprising results on the strength and stability of split cane rods, and led to a very considerable reduction in their weight.

Steel centres are fitted to some of the following patterns in stock, and to any rod so ordered without extra charge, but the number of rods so fitted is steadily decreasing.

We invite comparison between any of our "Blue-Wrapt" rods and a similar rod by any other maker in the world, and we are perfectly confident of the result.

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## COMPETITIVE TESTS.

It may be said with some truth that tournament casting is not fishing, but it is the more severe test from the manufacturers' point of view.

At the International Casting Tournament held in Paris in July, 1921, Farlow rods simply "swept the board" in the fly-casting events—taking at least three-fourths of all available prizes.

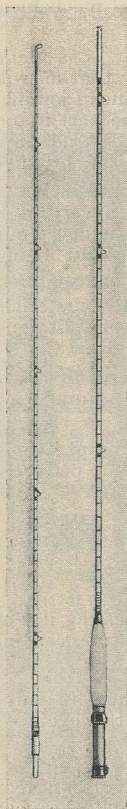
As to the fishing qualities of Farlow rods, we could print hundreds of testimonials if space permitted, but an actual trial would be your best proof.





## EXTRA LIGHT SPLIT CANE FLY RODS.

Length 7 ft. ; weight,  $2\frac{1}{2}$  to 3 ozs.



### THE "ARIEL."

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Though not the lightest rod made (we recently produced one of  $\frac{1}{8}$  of an ounce, complete in every detail, to settle a controversy) this model is one of the most effective ever offered in this class.

It is a quick, strong, handy little rod for small streams ; throws a good line and retrieves it well ; is capable of handling strong fish and gives its user the maximum of pleasure with the least possible exertion.

Hexagonal throughout, with all the latest improvements in fittings, rings, etc.

Price £7 7 0.

Complete in cloth cover and hollow wood or aluminium case.



## SPLIT CANE TROUT RODS—continued.

### THE "VICTORY."

Length, 8 ft. Two pieces. One top.

Weight about  $4\frac{1}{2}$  ozs.

An ideal rod for accurate light dry fly work where long casting is seldom necessary, but where clean casting combined with real pleasure and comfort on small streams or confined waters is desired. For wading up clear chalk streams and stalking shy trout this rod is admirable.

A new feature is the "all-round" winch fitting, which permits of the reel being fixed in various positions relative to the rings, so that the strain in the rod does not always continue in one direction; the weight of the reel will bring it under the hand naturally, but it is not necessary that the rings of the rod should always be in line with the reel.

**Price**, complete in hollow wood or aluminium case,

**£6 6 0.**

### THE "HUGHES."

Length, 8 ft. 9 in. Two pieces. One top.

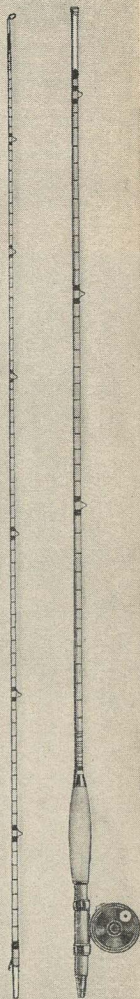
Designed by the famous casting champion, Mr. R. D. Hughes, for use in Devon and similar streams. A capital "knock-about" rod, rather more powerful than the "Victory," and well-balanced for general use. A convenient feature is the marking in inches along the butt so that trout can be measured immediately and returned to the water without delay, if necessary.

Agate butt and end rings, reversible spear inside handle.

**Price**, **£5 10 0.**

Reel and line to match either of above rods,

**£2 10 0.**





## SPLIT CANE FLY RODS—continued.

### THE "PARIS-TOURNAMENT."

Tournament rods represent the maximum amount of strength and casting power possible in a given weight, and casting under Tournament conditions is a very severe test of durability and quality.

This rod is 9 ft. 6 in. long and within the regulation weight of 170 grammes, or about 6 ozs. The ferrules, handle and winch fittings are made as light and small as possible in order to get the greatest amount of strength in the rod itself.

At the International Casting Tournament held in Paris in 1921, this pattern rod took 3 out of a possible 4 prizes, including the first in both classes.

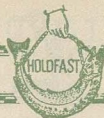
The extra amount of labour and time involved in getting these rods exact to weight makes them rather more expensive than the usual fly rods, but we believe them to be the most powerful 6 oz. fly rods in existence.

**Price, £6 6 0.**

A 3-inch aluminium reel with a No. 3 "Heron" line gives best results with this rod.

The following extract from a letter speaks for itself:—

"It may interest you to know that last week I killed a sea-trout of 10½ lbs. and a salmon of 20½ lbs. with that little "Paris" rod you sold me. How I came to be salmon fishing with such a rod does not matter, but I put on a tiny "Dusty Miller" and hooked a salmon at the third cast. Before I knew where I was I found the backing running out, and then I started running! The fish took me down rapids and pools before I killed him, which I did in 40 minutes. The rod does not seem a bit the worse." C.R.G.



SPLIT CANE FLY RODS—continued.

Long Single-handed Rod for Loch Fishing.

### THE "BLAGDON."

Length 11 feet in two joints. Weight about  $8\frac{3}{4}$  ozs. This is a real single-handed rod which can be used without fatigue, and the extra length is often very valuable.

We designed this rod for our own use on Blagdon Lake, and both from bank and from boat have found it the best pattern we ever tried.

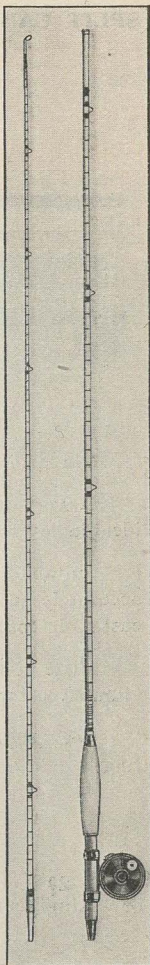
Although light, the rod is powerful and well-balanced, because nothing has been skimped to get a small scale weight.

Cork grip long enough to allow a variety of hand positions, agate butt and end rings, nickelled steel intermediate bridge rings, etc.

Price, £7 7 0.

From a letter dated December 8th, 1921 :—

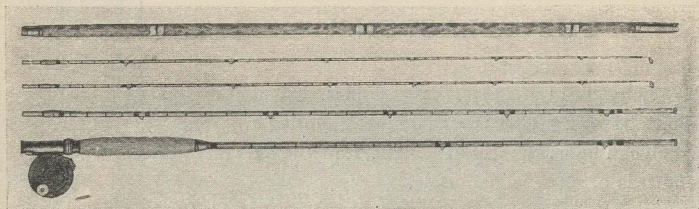
"I am much obliged for your prompt attention to my order for the "Blagdon" rod which arrived safely, and which I find perfect in every respect. When it has the line on it has *the* action."





SPLIT CANE FLY RODS—continued.

### THE "ELF."



Three joints with spare top. Length, 9 ft. Weight, about 6 ozs.

A very useful pattern for general stream or river fishing. An ideal ladies' rod, light, yet strong and thoroughly serviceable.

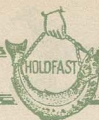
Suitable for either dry or wet fly fishing, it will throw a short line accurately and is capable of anything up to 25 yards if required; for casting in confined places, under trees, etc., the "Elf" is very handy.

Made in 3 joints with spare top, as illustrated, and hollow cane or aluminium top holder.

Cork grip, agate butt and end rings, nickelled bridge intermediate rings.

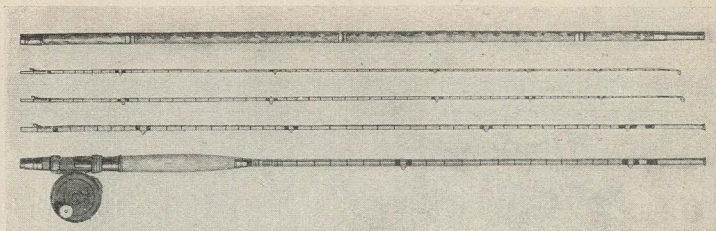
Price, £7 7 0.

A 2 $\frac{3}{4}$  inch aluminium reel and a No. 2 double tapered "Heron" or "Kingfisher" line should be used with this rod.



SPLIT CANE TROUT RODS—continued.

### THE "FARLIGHT."



Length, 9 ft. 6 in.

Weight, about 7 ozs.

A medium length rod for general purposes, equally useful for dry fly on rivers, or loch fishing from a boat.

In action the rod plays well down to the hand, but is quite free from whippiness or any suggestion of weakness. The tops are very "steely" and give you confidence for an extra long cast when necessary, or when the wind is troublesome. The whole rod has a quick lively response that makes striking certain and accurate casting easy.

This pattern has lockfast joints, agate butt and end rings, nickelled steel bridge intermediate rings, cork handle, aluminium spear, etc. Two tops, and cane or aluminium top case.

Price £8 8 0.

A 3 inch aluminium reel and a No. 2 "Heron" tapered line are best suited to this rod.

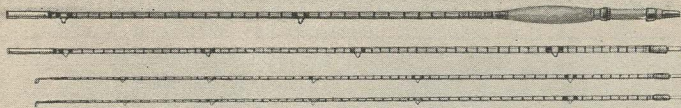


## SPLIT CANE TROUT RODS—continued

## THE "ANTENOR."

Length, 10 ft.

Weight, about 7 ozs.



In comparing this rod with the 9½ ft. one on page 11, which is apparently the same weight, it should be borne in mind that the latter is fitted with lock-fast joints, which are considerably heavier than suction joints.

We believe this pattern to contain the maximum amount of strength and casting power, without loss of balance, in the minimum of weight. It is made of specially selected cane, and all fittings, ferrules, etc., are kept as light as possible, but it is entirely free from the weakness so often associated with so-called "light" rods.

It is an ideal dry fly rod, quick and clean to lift the line or strike a fish, with a beautiful even curve under strain.

Three joints with spare top and cane top case. Cork grip, steel snake rings, with revolving centre (steel or agate) butt and end rings.

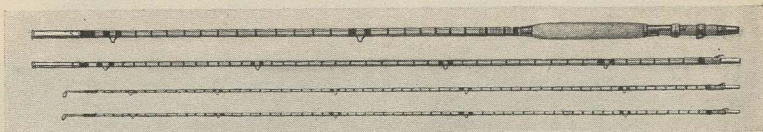
Price, £9 9 0.

"The 'Antenor' rod received safely. I must say I have *never* known such joy in fishing. The perfect balance and the lightness, combined with the comfortable feeling of strength, are wonderful."

J.R.B.

SPLIT CANE FLY RODS—continued.

THE “SEXTILE.”



Hexagonal built cane with steel centre.

Length, 10 ft.    3 joints with spare top.    Weight, about 8 ozs.

This pattern is specially recommended to those who like a steel centred rod, as it has all the best characteristics of that class.

It is built on the stiffish side, with plenty of power for casting against a down-stream wind, but not heavy or too hard on fine tackle. Useful also for sea-trout fishing, and strong enough to cope with big fish.

The cork grip is sufficiently large, and with the reel fittings and socket for spear the balance is right, and the rod does not feel heavy or tiring in use.

Fitted with lockfast joints, steel snake or bridge rings, agate centred butt and end rings of the most improved pattern, solid cork grip, and “Universal” reel fittings.

Price, £10 10 0.

Suitable Reel and Line.

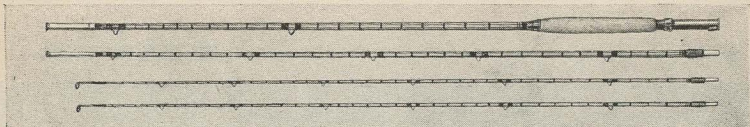
3½ in. dry fly reel with variable drag and large barrel; 30 yd. double-tapered No. 3 “Heron” line and 50 yards fine silk backing.





SPLIT CANE FLY RODS—continued

### THE “SHERINGHAM.”



Three-piece, with two tops, cork handle, suction joints, snake rings and nickelled steel revolving top rings. Built of specially selected cane, combining lightness and strength, superior finish in every detail.

Length, 10 ft.

Weight, about  $6\frac{1}{4}$  ozs.

Price, £9 9 0.

The original pattern was built to the order of H. T. Sheringham Esq., Angling Editor of *The Field*, and author of “Trout Fishing,” etc., etc., who kindly writes to us as follows:—

“I have much pleasure in testifying to the merits of the little split cane rod which you built for me, and can speak after giving it two years’ hard work under varying conditions of weather and waters. It embodies all my ideas of what is required in a rod for *delicate* dry fly fishing; weight is reduced to a minimum; action is properly maintained from handle to point; casting power is quite sufficient for anything up to 20 yards; and lastly (points which I regard as of great importance) it will fish a short line as well as a long one, and the delicacy of its strike and play makes it possible for one who has a heavy hand to use fine drawn gut in safety, and this without too great sacrifice of power. I have killed trout of nearly 3 lbs. with this rod quite as quickly as I could have killed them with a heavier weapon.

“This rod is, in my opinion, in itself a refutation (if refutation is needed) of the allegation that British manufacturers cannot build a really efficient light rod.

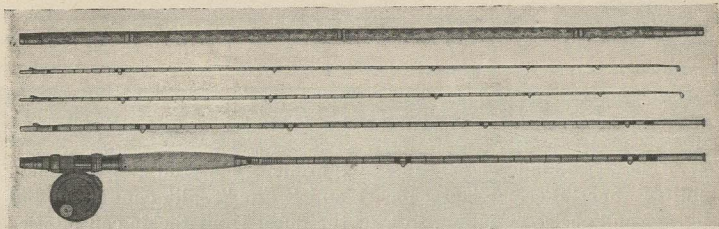
“Faithfully yours,

“H. T. SHERINGHAM.”



## SPLIT CANE FLY RODS—continued.

Special Patterns for Loch Fishing, Sea Trout, etc.  
Lengths, 10 ft. 6 in. and 11 ft.



The tendency towards shorter and lighter rods continues in a marked degree and is perfectly sound. There is no need to use a long heavy rod where a shorter and lighter one will do the work equally well.

In boat fishing, however, as well as on many rivers, it is necessary to have as long a rod as can comfortably be used with one hand. When 9 or 10 ft. gut casts with two or three flies are used, it is almost indispensable to have a rod at least 10 ft. 6 in.; and for sea-trout fishing with the chance of a grilse, as often happens, the 11-ft. rod is best.

They are made in three joints with spare top, lockfast fittings, snake or bridge rings, cork handle, "Universal" reel fittings, etc., agate centred butt and end rings.

In action they are usually supplied with a fair amount of play evenly distributed, not "whippy," but not too stiff and tiring. If unable to choose one in person state what balance you like best and we will select accordingly.

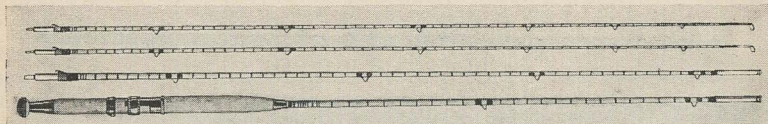
10 ft. 6 in.	11 ft.
Price, £9 9 0	£10 10 0

A  $3\frac{1}{2}$  inch aluminium reel will balance either of the rods, and will hold 30 yards of double-tapered casting line and 40 or 50 yards of backing.



## DOUBLE-HANDED RODS FOR TROUT, SEA-TROUT AND GRILSE.

12 ft., 13 ft., and 14 ft.



These are made in the same high grade of material and workmanship as our "Perfect" greenheart and "Fife" split cane rods, but lighter and easier in action, so that the finest trout tackle can be used when necessary.

The 13 ft. and 14 ft. rods are very much liked for sea-trout fishing where one is likely to meet with a grilse, as the rods are powerful enough for the larger fish while light and pleasant to use and capable of casting fine light tackle.

The 12-ft. rod is a very favourite length with many anglers who like a long rod for boat or bank fishing—something a little longer than the ordinary single-handed rod and yet not heavy or clumsy.

The greenheart rods are made from specially selected wood, with suction joints, nickelled steel bridge rings and revolving end rings, double cork grip, etc.

Length	...	12ft.	13 ft.	14 ft.
Price	...	£4 5 0	£4 15 0	£5 10 0

The split cane rods are fitted with lockfast joints, nickelled bridge rings, double cork grip, "Universal" reel fittings, agate end rings, spare top and top case.

Length	...	12 ft.	13 ft.	14 ft.
Price	...	£10 10 0	£11 11 0	£12 12 0

## H. L. LEONARD CELEBRATED SPLIT BAMBOO RODS.

**The Best that America Produces.**

A good many anglers have got to know and like "Leonard" rods, and they are admittedly superior to any other American make, being remarkably powerful for their weights.

### DRY AND WET FLY RODS.

Each Rod has two tops, cork handle and snake guides.

Nos.

43.	Special Catskill rod,	9 ft.,	about $4\frac{1}{8}$ oz.	... ..	Prices on application.
25.	Regular fly rod,	9 $\frac{1}{2}$ ft.,	about $5\frac{5}{8}$ oz.	... ..	
28.	" "	10 ft.	" 6 to $7\frac{1}{4}$ oz.	... ..	
30.	" "	10 $\frac{1}{2}$ ft.	" $7\frac{1}{2}$ to $7\frac{3}{4}$ oz.	... ..	
32.	" "	11 ft.	" 9 oz.	... ..	
34.	" "	12 ft.	" 12 oz.	... ..	

The following are some specially powerful and light patterns much used for Dry Fly Fishing:—

Nos.

53.	The "Itchen,"	10 ft.,	weight about 6 oz.	... ..	Prices on applic'n.
52.	" "	9 $\frac{1}{2}$ ft.,	" $5\frac{3}{4}$ oz.	... ..	
51.	The "Enz,"	9 ft.,	" $5\frac{1}{4}$ oz.	... ..	

### SALMON FLY RODS.

13 ft. long,	weighs	16 to 17 oz. or 18 to 19 oz.	... ..	Prices on application.
14 ft.	" "	19 to 20 oz.	... ..	
15 ft.	" "	23 to 25 oz. or 27 to 29 oz.	... ..	
16 ft.	" "	27 to 28 oz.	... ..	



## ABOUT THE CARE OF RODS.

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Rods should not be put away in damp covers. Take the joints out and wipe them dry, replacing only after the cover is quite dry. Take care that the tapes are so fastened that none of the joints is twisted in the cover, and, if possible, hang the rods up by a loop sewn on the top of each cover. Keep the ferrules clean but not greasy; if dirty, clean with a soft rag and a little plate powder. For lubricant use a piece of tallow candle or hard soap, rubbing the ferrule over lightly and wiping off with a soft rag.

Our suction joints fit so nicely that, if attended to in this simple fashion, they will always give satisfaction and never slip or turn.

Grasp the metal parts only (a little piece of sheet rubber in the hand is a great help) so as not to twist the wood or cane when putting the rod together or taking it apart.

We will execute repairs to any make of rod, and, having our own factory in London, can do so with the minimum of delay. Please address to 10 Charles Street, St. James's Square, London, S.W., enclosing a note of what requires doing and attaching your name and address securely.

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What other people say of Farlow Rods :—

"The 12-ft. rod has done noble work for five or six seasons with me at Loch Stack. It has landed many salmon, the largest 24½ lbs. in 35 minutes—others of 22, 20, and smaller fish. I do not think 2,000 sea-trout, as well, would be exaggerating. It needs revarnishing \_\_\_\_\_."—H.D.

"More than twenty years ago I bought from you a 10 ft. 6 in. greenheart trout rod, for which I paid, I think, £2 5 0, and I have fished with it off and on since. A few weeks ago, fishing for trout in an Irish lough, I hooked a 6½ lb. salmon, and after playing him over two hours, landed him. Not only did the rod last out, which was surprising, but the top was not even bent. In these days of cheap and nasty fishing tackle I think it only right that an instance like this of the value of good material and good workmanship should not pass without recognition."—J.A.D.



## SPLICED GREENHEART SALMON RODS.

### THE "TRAHERNE."

For real hard work there is nothing to equal a spliced greenheart rod, especially in spring fishing, or on big rivers where heavy lines and big flies are necessary; and spliced rods are specially adapted to "Spey" and "Switch" casting having the necessary extra strength in the top joint for that work. They are balanced rather heavy forward, with plenty of action down to the reel (although free from "whippiness"), and once properly timed will cast a long line with the minimum of exertion.

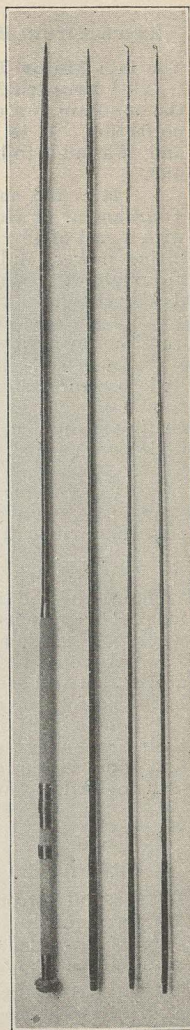
A spliced rod takes very little more time to put together than a ferruled rod, and it is only necessary to make sure that whatever binding is used the splice is quite firm. Never go on fishing if you feel the splice shaking; if it is loose at one point there is undue strain at another.

The Traherne rods are made in two lengths, viz., 17 ft. 4 in. and 16 ft. The former is an ideal rod for spring fishing, big rivers, Norway, etc.; and the latter is a very useful all-round rod for general work.

Three pieces with spare top, solid greenheart throughout, snake rings, universal reel fittings, plated steel revolving end rings, etc.

17 ft. 4 in. Traherne rod, £7 10 0.

16 ft. Traherne rod, £6 10 0.





### Extract from Badmington Library on " Salmon and Trout."

The late **Major Traherne** wrote :—

" I have tried all sorts and sizes of rods, by various makers, but the one I am now using, and have used for many years, is, to my mind, perfection. **It is a greenheart, in two splices, made by Farlow,** and, if a rod is to be judged by its power of casting, it should be a good one.

" It is the one with which I won the first prize at the Fishing Tournament at Hendon, in July, 1884, for the longest overhead cast, with a cast of 45 yards 1 inch. To cast a long line a rod requires great lifting power, and my rod possesses this quality to a great extent, although, at the same time, it is not heavy enough to tire one in a hard day's fishing.

" I am at a loss how to describe it, but its virtue lies in an equal distribution of strength, in proportion, from the butt to the point.

" A heavy butt, with no spring to it and with a weak top, is of little use for casting purposes beyond a certain distance. The spring should be felt, to a certain extent, to the bottom of the butt when casting; and I consider a rod which does not possess this quality of little or no value.

" **I have sent my favourite rod to Farlow's,** and should anyone wish to try one made on the same lines he will be able to obtain it at that establishment.

" A 17 foot rod is quite long enough for any ordinary casting for salmon, provided it is of sufficient power. A 16 foot rod is long enough for peel or grilse fishing, or even for salmon, when the water is low, and where fine tackle and small flies are required.

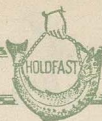
" Anyone who has read the reports of the Casting Tournaments at Hendon will see what marvellous casts were made with 16 ft rods, but they must be made of good stuff with plenty of lifting power.

" Fishermen of any experience will, of course, select a rod to suit their own fancy; but I strongly recommend the novice to make his first effort with a rod under his strength, and, above all things, to avoid using one with a weak, whippy top."

### PREPARED ADHESIVE TAPE FOR SPLICED RODS.

Specially strong tape on reels of 6 yards,  $\frac{1}{2}$  inch or  $\frac{3}{4}$  inch wide, 2/6 per reel.

This tape is also invaluable for temporary repairs, and a reel should form part of every angler's equipment.



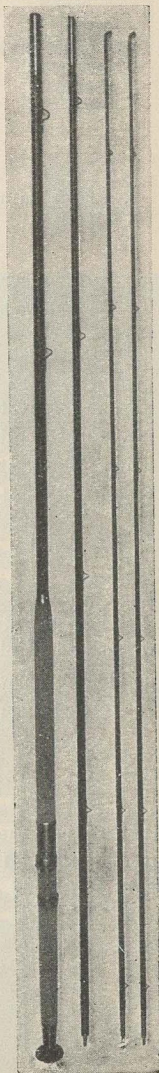
## FARLOW'S PRIZE MEDAL GREEN- HEART SALMON RODS.

Ever since the Great International Fisheries Exhibition in 1851, Farlow's Greenheart Salmon Rods have been recognised as the highest standard of worth, and in purchasing one you get a rod with an unequalled reputation, made under the best of conditions by men bred on salmon rivers and who can use as well as build a rod, fashioned out of the choicest materials, such as are only at the command of a firm of this standing, and guaranteed to give you satisfaction.

On the next page we give a list of the most generally useful patterns, of which we hold a large choice, and from which we pick with great care every rod ordered, to suit, as far as we know them, the needs of the purchaser.

If space permitted we could give hundreds of testimonials from satisfied customers, but you cannot go wrong in purchasing a Farlow rod.

**The world's record in switch casting is held by one of our Greenheart Rods.**





**GREENHEART SALMON RODS**—continued.**Fourteen-foot Rods.**

Light salmon or grilse rods, see the special "Perfect" pattern on page A 23.

**Fifteen-foot Rods.**

See also the special pattern on page A 23.

**Sixteen-foot Rods.**

Probably the best all-round length for normal use on most rivers. Made in three joints with a spare top, fitted with hardened steel snake rings, plated steel revolving centre butt and end rings, "Universal" reel fittings and rubber button. Long cork grip and solid rubber button.

**Price £6 10 0.**

**Seventeen-foot Rods.**

For spring fishing and for rivers that require long casting, a 17 ft. rod is preferable and often necessary. Great care is taken to get full casting power without unnecessary weight, and a swing and action which make casting a real pleasure.

**Price £7 10 0.**

**Eighteen-foot Rods.**

This is the maximum length for most rods now, and these will cast as far and with much less exertion than the 20 to 22 ft. rods of earlier days.

**Price £8 8 0.**



## FARLOW'S "PERFECT" LIGHT SALMON RODS.

14 ft. and 15 ft.

Three pieces with spare top and cane top case, universal reel fittings, solid cork grip above and below the reel, and rubber button.

Since we introduced these rods some years ago, we have had an ever increasing demand for them on account of their lightness and pleasant action combined with great casting and lifting power. The weight and power is distributed so evenly over the entire rod that the action is felt right down to the hand without any suggestion of the weakness or "whip-piness" so often found in "light" rods.

This result is due to the use of very fine old greenheart and a great amount of skill and experience in the manufacture. Every rod is numbered, registered, and thoroughly tested before being sent out.

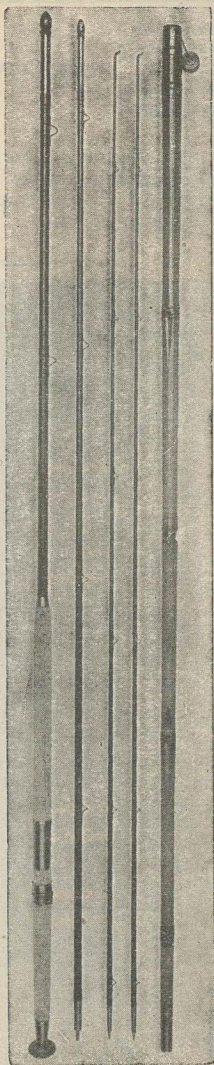
Weight of 14-ft. rods, about 23 ozs.

**Price, £5 0 0.**

Weight of 15-ft. rods, about 26 ozs.

**Price, £5 15 0.**

These are splendid ladies' salmon rods, and very much liked, as they can be used with comfort and pleasure instead of fatigue, and yet are strong enough to hold good fish in fast water.





## FARLOW'S " PERFECT " OUTFITS.

14 ft. Farlow's " Perfect " light salmon rod ... ..	£5	0	0
4 in. aluminium reel ... ..		3	15 0
40 yards double tapered waterproof line and 60 yards of backing ... ..		2	5 0
		<b>£11 0 0</b>	
-----			
15 ft. Farlow's " Perfect " rod ... ..	£5	15	0
4½ in. aluminium reel ... ..		4	4 0
40 yards double tapered waterproof line and backing ...		2	7 6
		<b>£12 6 6</b>	

### Extracts from Letters Recently Received.

" Perhaps it will interest you to hear how excellently well the little salmon rod has behaved this season—which you made for me for Coracle fishing—especially the last three days on the Dee (N. Wales) I killed six salmon and a grilse with it on Wednesday, Thursday and Saturday—28, 26, 19, 18, 16, 10 lbs. and a grilse 5 lbs. I killed the two largest of these fish each in under 20 minutes—in strong water! One hooked foul in the fin (the 19 lb.) in 11 minutes! and the rod as straight as a dart as soon as the fish were landed. A better little rod could not be made. I was also using one of your single gut casts."

R.M.

" I have tried the 17 ft. greenheart salmon rod and like it very much; it has great lifting power and casts itself, is nicely balanced. and fulfils the conditions required as to centre of gravity, etc. I am much obliged to you for your trouble, and am very pleased with your rod-maker, who has carried out my instructions very well."

R.H.H., Colonel.

" I am very much pleased with the 16 ft. salmon rod you made for me last year, and I shall be much obliged by your making and sending me another one exactly the same as to weight and length."

R.W.W.D.

" I can't say enough in praise of your " Perfect " salmon rod; it bears out its name in every way."

A.G.H.B.



GREENHEART SALMON RODS—contin'd.

**THE "KELSON."**

Length, 16 ft. 6 in.

The chief feature of the "Kelson" rod is the extra strength and weight in the lower portion of the top joint and upper part of the middle joint, combined with sufficient play in the butt to bring the action right down to the hand. The result is great power of steady endurance in holding fish in a strong stream as well as the power of lifting and propelling a long line by every method of casting in any kind of weather, and "Kelson" rods are particularly well adapted for "Spey" and "Switch" casting.

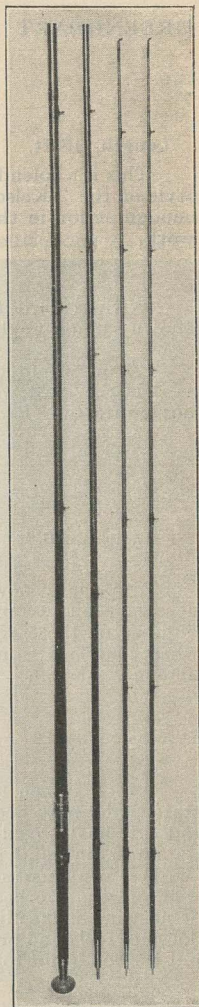
Made in three joints with a spare top; they are fitted with nickelled steel bridge rings which greatly facilitate "shooting" the line and reduce wear by friction to a minimum.

Price, £6 15 0.

Extract from "The Salmon Fly,"

By the late G. M. Kelson.

"My favourite greenheart is a Farlow, more than thirty years of age, and looking as young as ever. On this subject it is difficult to write of this firm in words of becoming praise and without giving the impression of some conscious exaggeration of language and sentiment in one's endeavour to do fairness all round. It is, however, the literal truth that the correct action may be implicitly relied upon by the purchaser."





GREENHEART SALMON RODS—continued.

THE “BERESFORD.”

Length, 16 ft. Three joints with spare top. Suction fittings.

This is a splendid all-round rod for general work, balanced after the style of the “Kelson” rod—plenty of casting and lifting power, and enough action in the butt to enable the rod to do its full share of the work.

Price, £6 10 0.

With regard to this Salmon Rod, General Beresford, a well-known salmon angler of great experience, kindly wrote to us:—

“You would do wisely to take the measurements of this rod, as it is the most wonderful one I ever had for **cutting into a wind horizontally.**”

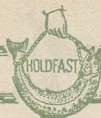
THE “SYKES.”

Length, 16 ft. Three joints with spare top. Lower joint ferruled; upper joint spliced.

A specially powerful rod for spring fishing when heavy lines are necessary on account of high winds, etc. We have made a large number of these rods for the Helmsdale and other exposed rivers, where adverse conditions of wind and weather often work havoc among weak rods.

Price, £6 15 0.

A well-known French angler writes to us: “I am very willing to state that I have been nothing but very satisfied with the “Beresford” rod. It has proved as good as it was nice-looking, and for that, with its dark tint and plain unpretentious, but ‘classy’ finish, it makes the best ornament of my rod rack. It does the ‘Switch’ cast very well and the overhead cast splendidly, and the fact that there is wind or no wind makes little difference. Although exceedingly powerful it does not feel dead or stiff as is often the case; the tops are very strong, but the rod is not top-heavy in the least.”



## FARLOW'S SPLIT CANE SALMON RODS.

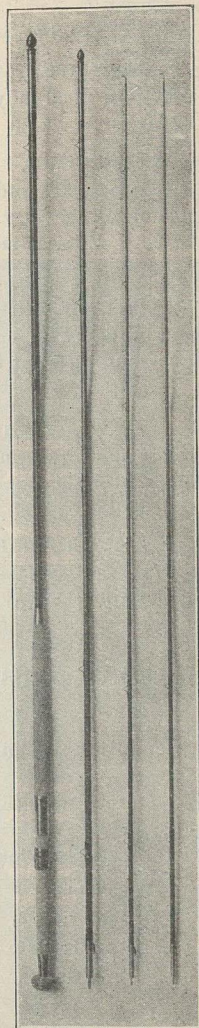
Hexagonal. Double Built.

The very choicest canes are employed in the manufacture of these rods; selected for us by specially appointed agents in the East, the canes are shipped to us direct and stored, hardened, and finally made into rods in our own factory in London. At every stage of manufacture, from the cutting and splitting of the canes to the final polish, the rods are in the hands of highly-skilled men, whose only concern is to turn out first-class fishing rods which will cast a good line and recover it cleanly, kill fish in reasonable time, and generally give satisfaction to their users.

The joints are the best "lock" pattern with serrated ends and waterproof lining; snake or bridge rings, agate centred revolving rings on butt and tops, "Universal" reel fittings, solid cork grip above and below reel, and rubber button.

Each rod has a spare top, and a hollow cane case is provided to protect this from injury.

We keep the following patterns in stock, as they have been proved by many years' experience to be right in weight, strength and balance, but we also make others slightly varying from these, and shall be pleased at any time to send two or three for selection.





### SPLIT CANE SALMON RODS—continued.

The "FIFE," 3-joint, 14 ft. A short, light, but powerful salmon rod. An ideal lady's rod or for use on a small river. Weight about 22½ ozs. **Price, £13 13 0.**

The "FIFE," 3-joint, 15 ft., a great favourite for summer fishing with fine tackle, and yet powerful enough for almost any salmon river. Fishing on the Spey a few years ago, H.R.H. Prince Arthur of Connaught killed a 42-lb. salmon with ease on a Farlow "Fife" rod. Weight of rod about 25 ozs. **Price, £14 14 0.**

The "WAVERLEY," 3-joint, 16 ft. A splendid all-round rod and probably the most generally useful length for average home waters. Easy and pleasant to use, yet with plenty of casting and lifting power. **Price, £15 15 0.**

The "TWEED," 3-joint, 17 ft. Strong, powerful rods for large rivers and for Spring fishing with heavy lines. We have made a large number of this type for fishing in Norway and they have given great satisfaction. **Price, £16 16 0.**

The "BLYTHSWOOD." 3-joint, 18 ft. First made by us for the late Lord Blythswood and used by him and many other well-known anglers on the Tay. Very powerful rods. **Price, £17 17 0.**

## GREAT TRIUMPH FOR FARLOW RODS IN OPEN COMPETITION.

International Concours de Lancer, Paris, March, 1914, and again in July, 1921.

On each occasion Farlow split cane rods gained three out of a possible four first prizes, and won not by inches, but by yards—sweeping victories which left no doubt of the unapproached casting power of these rods.

W. M. Plevins, Esq., the European Champion Salmon Fly Caster uses Farlow rods exclusively.



SPLIT CANE SALMON RODS—contin'd.

### THE "KELSON."

Length, 17 ft. Three joints with spare top. Hexagonal, double built without steel centre.

As in the greenheart "Kelson" rods the chief feature that distinguishes this pattern is the extra strength in the middle joint and lower part of the top joint with ample play in the butt, and yet without any suggestion of whippiness or weakness.

The resulting action greatly assists all the ordinary casts and immensely facilitates "Switch" and "Spey" casting.

Such action is extremely difficult to secure in split cane, but, as will be seen from a letter of Mr. Kelson's, it is not impossible with a combination of very choice materials and highly-skilled workmanship.

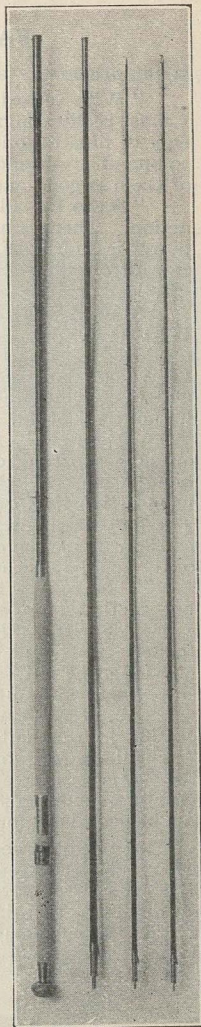
Each rod is numbered, registered, and bears Mr. Kelson's signature in fac-simile on the cane as a guarantee.

They are fitted with cork grip, lock-fast joints, and agate butt and end rings.

Price £16 16 0.

The late G. M. Kelson, Esq., reported on one of these rods as follows:—

"I made the 'Spey,' 'Overland,' 'Switch' and 'Peter' with such ease that I seemed forced to examine the rod very carefully. **It is made of some of the best cane I ever saw.** I must say that I was astonished at your success in getting the action so true and so quickly."







## FARLOWS' SALMON RODS.

What others say about them :—

“ With regard to the four special salmon rods you made for me, I must really congratulate you on the resemblance in every way. By way of illustration, I may say that I put them up and showed them to one of my friends, telling him to take his pick. He replied : ‘ Any of them is good enough for me. Give me whichever you like ! ’ ”

“ As to the all-round work, I do not think you could improve the action. There is no cast these rods do not perform, and the switching power is enormous. . . . In spite of all this power, these rods would cast a trout line. Such is my genuine verdict, and I thank you.”

G.C.W.

About the original rod the same client wrote to us on 19th January, 1919, as follows : “ You are to be congratulated on the rod you have produced—it is a triumph ! As far as all-round casting is concerned, I have cast both a heavy and light line out into the backing—40 yards and over—and I actually *lifted* and cast the whole of the lighter line without shooting. The switching power is knife-like.”

“ The new 17 ft. salmon rod with which you recently supplied me on such short notice has proved the very best rod of its size I ever handled and has the most extraordinary lifting power. I have been using it mostly for switching, and it throw a very long and clean line. The first day I used it was on the Garry, when I killed six fish, and as the water was very low and clear, it entailed using a long line most of the time. It is a real pleasure to use.”—G.L.A.-D.

“ The rod to hand with thanks. I have tried it and find it to be exactly what I required. In fact, it is the *best* salmon rod I have ever cast with. Plenty of power down to the hand, picks up the line to perfection, and throws as straight as an arrow both with a short and long line out. I feel extremely obliged to you for fitting me with so perfect a rod and one that suits me so well.”—H.S.

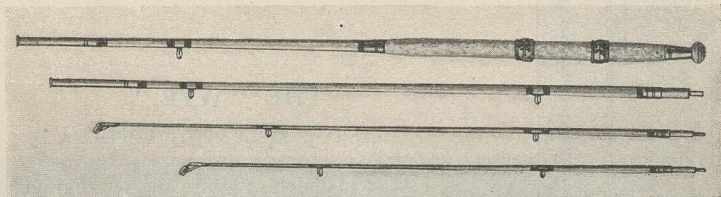
**Mr. D. E. Campbell Muir**, the well-known victor at so many casting tournaments, writing to us from Paris in March, 1910, says : “ It will interest you to know that I used your 18 ft. greenheart rod at the Paris Casting Tournament last week, when I managed to do a **world's record** of 38½ mètres in the salmon (switch) casting event. It is a beautiful rod for this style of casting.”

“ I enclose cheque for the 16 ft. greenheart rod you sent me last week, which arrived safely. It throws a long line without effort, and picks it up well even from slack water ; so much so that I find I can do distances with it which were impossible or required great physical exertion when using a 17 ft. greenheart or a 16 ft. split cane, which I have here also.”—A.E.N.J.



## SALMON SPINNING RODS.

Three Joints, Two Tops.



### GREENHEART.

As illustrated, made from thoroughly seasoned greenheart selected for this particular work. One top shorter for heavier baits or for trolling.

Cork grip, adjustable reel fittings, agate butt and end rings, rubber button, etc.

10 ft.  
£5 0 0

11 ft.  
£5 5 0

12 ft.  
£5 15 0.

### SPLIT CANE.

Double built, lock-fast joints, agate rings throughout, very superior finish in every detail. Cork grip, two tops, rubber button, etc.

10 ft.  
£9 9 0.

11 ft.  
£10 10 0.

### TWO SPECIAL PATTERNS IN SPLIT CANE.

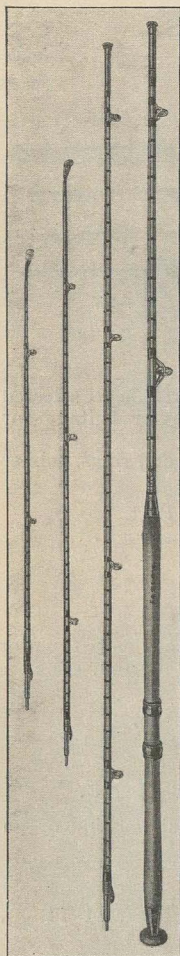
Designed by W. M. Plevins, Esq., for heavy bait casting or for extra large fish.

"Thrapston" No. 1. Length, 12 ft. 6 in.,  
extra strong throughout, agate ringed, cork  
handle, etc. ... .. £11 11 0.

"Thrapston" No. 2. Length 10 ft. 6 ins.  
Particularly suitable for baits of 1½ to 2 ozs. ... .. 9 9 0.



## SALMON SPINNING RODS—continued.



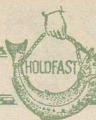
## THE "WYE."

(C. G. Heywood Model).

12 ft. in 3 pieces; split cane, agate ringed throughout, cork handle and adjustable reel fittings. This rod is made in 3 pieces, the top being unusually short. The provision of a short top ensures long casting from the action of the rod alone, play coming well down into the butt. The top being short, it is specially stiff and is free from any dithering when casting, effecting the accuracy of the throw. It is gauged to throw baits of from  $\frac{3}{4}$  oz. to  $1\frac{1}{4}$  ozs., suitable for spring fishing in heavy water, and especially for casting from the bank where a long rod is necessary to clear bushes on the retrieve.

By the action of the rod alone one is able to throw a  $\frac{3}{4}$  oz. lead suspended  $1\frac{1}{2}$  yards from rod point, and a yard trace with light minnow at end, or it is equally effective with a jerk cast where the lead is reeled up close to the rod point.

Price, £12 12 0.



## SPINNING RODS—continued.

**Two-piece Greenheart and Split Cane.****THE "DEESIDE."**

Length 12 ft. Two joints with spare top. A full-length rod for spring fishing with gudgeon or other baits, and for high banks. Has full reach with nice easy action but is not heavy.

Selected greenheart with long cork handle, porcelain rings throughout, rubber button, etc.

Price, £5 15 0.

**THE "AVON."**

Length, 11 ft. Two joints with spare top. Hexagonal split cane with lock joints, agate rings throughout, cork handle, rubber button, etc. A general purpose pattern for spinning with baits of  $\frac{1}{2}$  to  $1\frac{1}{2}$  ozs. Simple adjustable reel fittings for any style of casting.

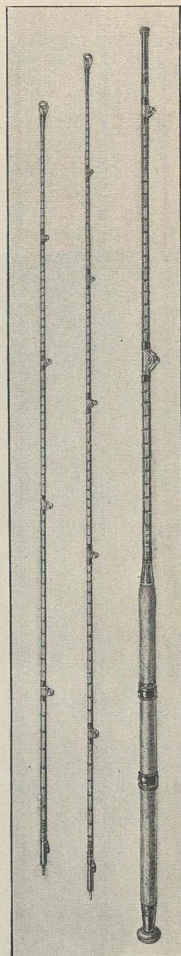
Price, £10 0 0.

**THE "EDEN."**

(E. M. Corbett Model.)

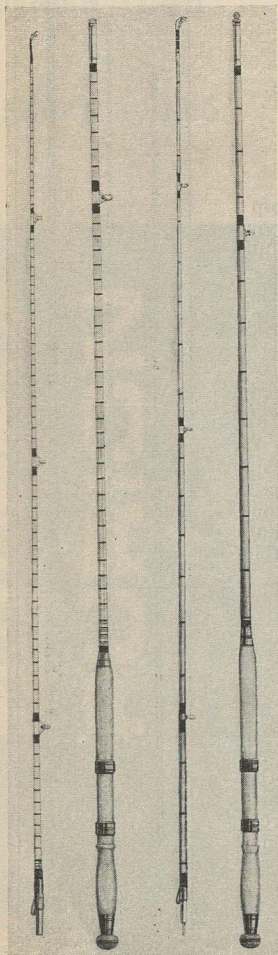
Length, 9 ft. 3 ins. Two joints, one top. A shorter and lighter rod than either of the above patterns; specially suitable for baits of  $\frac{1}{2}$  to 1 oz. This rod and a 4 in. "Ariel" reel make a first-rate combination. Hexagonal split cane, agate rings throughout, trumpet end rings, long cork handle with adjustable reel fittings.

Price, £7 7 0.





SPINNING RODS—continued.



## TROUT SPINNING RODS

With the advent of greatly improved reels for light spinning, the older type of stiff, long rods has been rendered unnecessary, and the modern trout spinning rod illustrated here is a much handier, lighter and more effective weapon.

The usual length is 8 ft. 6 in., in two pieces, with lockfast joint, cork handle, agate rings (protected and non-fouling), and rubber end.

These rods are also very useful for worm, or any kind of light bait fishing.

**Split Cane**, 8 ft. 6 in., two piece, with lockfast joint, agate rings throughout, highest quality and finish, £5 5 0.

**Greenheart**, specification same as above.

Price, £3 3 0.

From a letter dated 18/8/21, referring to one of these Split Cane Trout Spinning Rods: "The rod is arrived quite safely; it is the most beautiful thing in the way of angling gear that I have ever possessed."



## THE "BILLIKEN" BAIT-CASTING ROD.

For overhead casting with the "Billiken" reel (see Section B).

Made in one piece with independent handle, hexagonal built cane of the very highest grade, agate centred rings throughout.

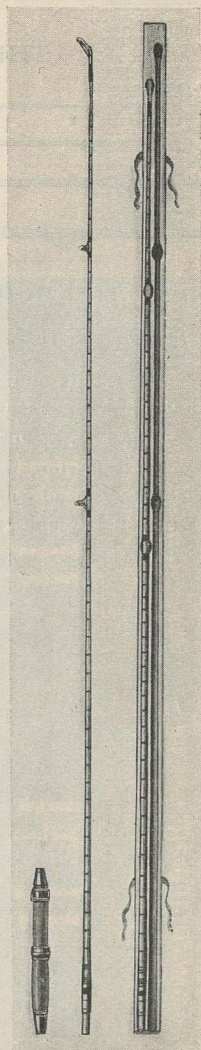
Length of handle, 9 in. ; total length about 5 ft. 9 in.

Made in two degrees of strength, both of which fit into the same handle.

The lighter top is designed for baits up to  $\frac{1}{4}$  oz., and the heavier for  $\frac{1}{2}$  oz. and over.

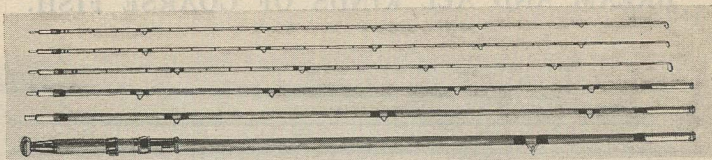
**Price** for the two, with one handle, £5 5 0.

The "Billiken" bait casting rod and reels won nearly all the available prizes in the light bait classes ( $\frac{1}{4}$  and  $\frac{1}{2}$  oz., accuracy and distance) at the International Casting Tournament in 1921.





## THE "COLONIAL" ROD.



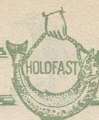
### Special Combination Rod for New Zealand, Tasmania, and The Colonies.

Made in four joints for compactness, each rod has two fly tops, one spinning top and hollow cane top case. Convertible from a fly rod into a spinning rod by taking away the small joint and fly top, and substituting a stiff top to fit in the large joint; this will make the 13 ft. rod about 10 ft.—an excellent rod for bait and spinning; and the same to a 14 ft. rod will make a 10 ft. 6 in. for bait and spinning.

We have supplied a great many of these rods for Colonial fishing and they are universally liked where gentlemen do not care to carry more than one rod, and yet must spin, etc., for the larger fish; they are specially built for this work, and are capable of killing heavy fish.

Price, best quality, 13 ft., £4 10 0; 14 ft., £5 0 0.

Very great care is taken in the selection and preparation of the greenheart for these rods in order that they may stand extremes of temperature, as this extract from a letter recently received from Canada will show: "I used the 'Colonial' rod I got from you all last year, and I must say it gave great satisfaction, it is one of the few wooden rods that I have seen able to stand the extremely dry atmosphere."



## THE "BILLIKEN" BAIT-CASTING ROD.

For overhead casting with the "Billiken" reel (see Section B).

Made in one piece with independent handle, hexagonal built cane of the very highest grade, agate centred rings throughout.

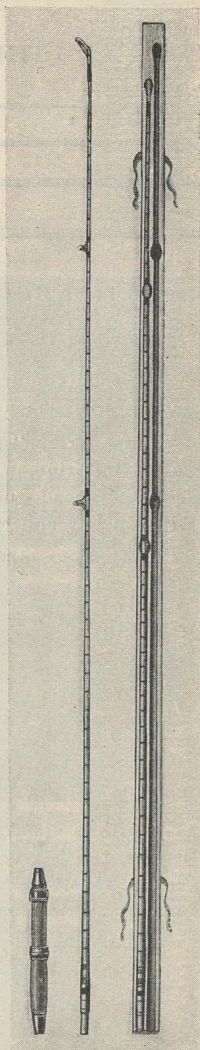
Length of handle, 9 in. ; total length about 5 ft. 9 in.

Made in two degrees of strength, both of which fit into the same handle.

The lighter top is designed for baits up to  $\frac{1}{4}$  oz., and the heavier for  $\frac{1}{2}$  oz. and over.

**Price** for the two, with one handle, £5 5 0.

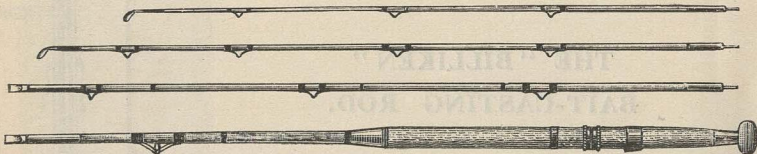
The "Billiken" bait casting rod and reels won nearly all the available prizes in the light bait classes ( $\frac{1}{4}$  and  $\frac{1}{2}$  oz., accuracy and distance) at the International Casting Tournament in 1921.







## THE "NORFOLK" PIKE ROD.



A CAPITAL ROD FOR PIKE SPINNING, LIVE BAITING, &c.

**Strong and serviceable, but not heavy.**

The butt and joint are East India cane, the tops are green-heart and of different lengths.

Cork grip, "Universal" winch fittings, snake rings, pronged guard butt ring, with inner revolving ring of hardened steel, similar revolving head rings, straight metal suction joints, double brazed. Division bag and rubber button.

They are made of the following lengths, viz :—

10 ft.	10 ft. 6 in.	11 ft.	11 ft. 6 in.
£2 15 0	£2 17 6	£3 0 0	£3 3 0

## TWO-JOINT PIKE ROD.

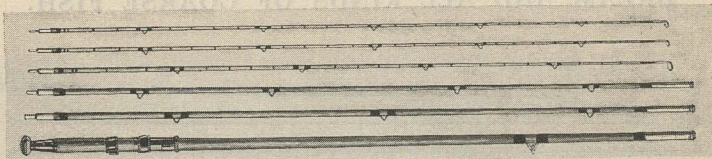
**For Spinning, Trolling, or Live Baiting.**

Butt is East India Cane with cork handle and adjustable reel fittings, top is greenheart. The rod is fitted with suction joint, steel centred revolving butt and end rings, snake intermediate rings, rubber button and cloth cover.

Lengths	... 9 ft.	10 ft.
Prices	... 38/6	43/6



## THE "COLONIAL" ROD.



### Special Combination Rod for New Zealand, Tasmania, and The Colonies.

Made in four joints for compactness, each rod has two fly tops, one spinning top and hollow cane top case. Convertible from a fly rod into a spinning rod by taking away the small joint and fly top, and substituting a stiff top to fit in the large joint; this will make the 13 ft. rod about 10 ft.—an excellent rod for bait and spinning; and the same to a 14 ft. rod will make a 10 ft. 6 in. for bait and spinning.

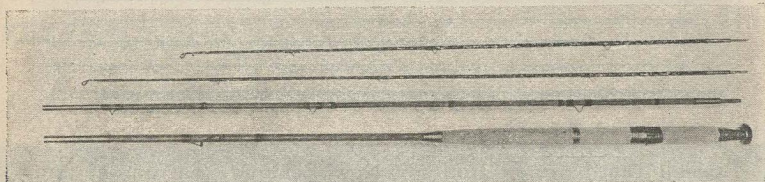
We have supplied a great many of these rods for Colonial fishing and they are universally liked where gentlemen do not care to carry more than one rod, and yet must spin, etc., for the larger fish; they are specially built for this work, and are capable of killing heavy fish.

Price, best quality, 13 ft., £4 10 0; 14 ft., £5 0 0.

Very great care is taken in the selection and preparation of the greenheart for these rods in order that they may stand extremes of temperature, as this extract from a letter recently received from Canada will show: "I used the 'Colonial' rod I got from you all last year, and I must say it gave great satisfaction, it is one of the few wooden rods that I have seen able to stand the extremely dry atmosphere."



## SPECIAL RODS FOR ROACH, PERCH, CHUB, BREAM AND ALL KINDS OF COARSE FISH.



No. 116. Cane bottom rod, 3 joints, balance handle, snake rings, "Universal" winch fittings, etc. Lengths, 9 ft. and 10 ft.  
**Price, 12/6.**

No. 117. Do., Do., with two tops, one for float fishing and one for spinning or ledgering. **Price, 18/6.**

No. 123. Superior quality, two greenheart tops, double-brazed joints, snake rings, in division bag. Length, 10 ft. **Price, 25/6.**

No. 160. Superior cane spinning or bottom rod, two greenheart tops, cork handle, double-brazed suction joints, snake rings turned wood button, in division bag.

Lengths	... 9 ft.	10 ft.	11 ft.
Price	... 30/-	32/6	35/-

No. 1607. Best whole cane Barbel or Jack rod, 3 joints with two greenheart tops, solid cork grip, "Universal" reel fittings double-brazed suction joints, rubber button, etc., best finish Phosphor bronze butt and end rings.

Lengths	... ..	9 ft.	10 ft.
Price	... ..	37/6	42/6



## SEA FISHING RODS.

### THE "PELICAN."

Designed by Alfred Powell, B.S.A.S.

Originally intended for big skate, halibut, conger, etc., this rod has also proved most useful for many kinds of big fish (including tarpon) in foreign waters.

Exceedingly powerful but yet light enough to be pleasant to handle.

The length of the rod complete is 7 ft. Handle 1 ft. 8 in., top 5 ft. 4 in.

Made of selected greenheart with cane-bound grip, porcelain centred rings, very strong and simple ferrule joint.

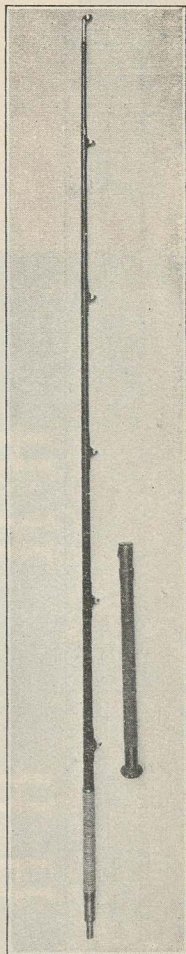
This form of rod with long top and short handle is far stronger than the usual two-piece rod with joint in the centre.

Price, £3 10 0.

### No. 2 "PELICAN" ROD.

Same design as above but not so powerful; suitable for general sea fishing, and a capital all-round rod. Length, etc., as above.

Price, £3 5 0.





## SEA FISHING ROD.

### The B.S.A. Light Tackle Rod.

Specially designed to comply with the Light Tackle Rule of the British Sea Anglers' Society which is as follows:—

“ The rod to be used shall consist of a tip of not less than 6 ft. in length and not exceeding 6 ozs. in weight (including the ferrule on the tip) and a butt not exceeding 14 ins. in length, but in no way restricted as to weight.”

We make the tip in two styles, viz. :—

1. Hexagonal split cane, which is the strongest material, with cane wound grip, agate-centred rings throughout, and
2. Selected greenheart with porcelain centred rings.

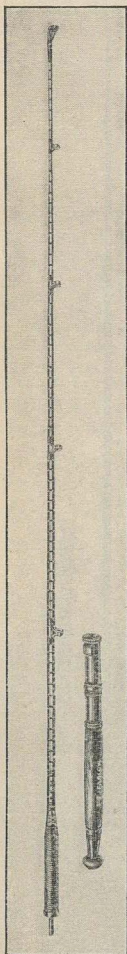
The handle is made of whole cane and carries the winch fittings just under the joint; it has a rubber button at bottom.

Price of No. 1 with handle, £4 4 0

„ No. 2 „ £2 15 0

To get the maximum amount of strength into this limited weight, the very best of materials and workmanship is essential, and the rods described above are unequalled in strength, workmanship or finish.

See the B.S.A. Light Tackle Line in Section C.





## THE B.S.A. COMBINATION SEA AND PIKE ROD.

For boat or pier fishing, spinning from rocks or in rivers and estuaries, trolling, live baiting, etc.

Nos. 1 and 5 maké a short, stiff sea rod about 7 ft. 6 in. long for boat work.

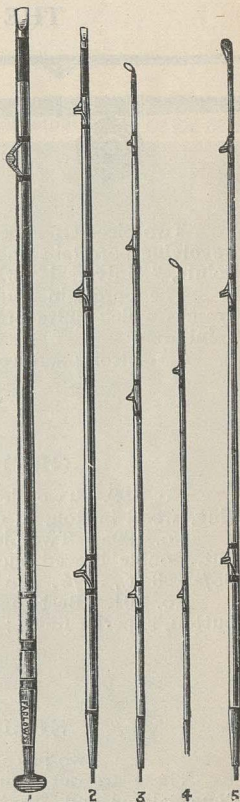
Nos. 1, 2 and 4 make a fairly stiff rod of 9 ft. 9 ins., for lighter sea work from pier or rocks, etc.

Nos. 1, 2 and 3 make a good 11 ft. spinning or trolling rod for a great variety of purposes.

The butt and tops are fitted with porcelain centred protected rings, and the intermediate rings are hard nickel silver, free and non-rusting.

The whole rod is made of selected greenheart, has double brazed suction joints, brazed stoppers, rubber button, etc.

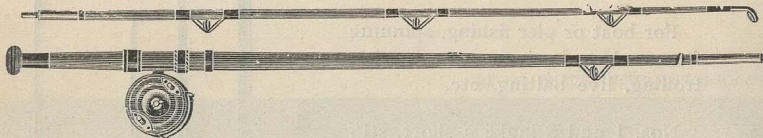
£3 17 6.





SEA RODS—continued.

### THE "ACME" SEA ROD.



Two-piece Greenheart, lengths 7 ft., 7 ft. 6 in., 8 ft. Fitted with revolving porcelain rings throughout, extra strong solid-drawn suction joints, "Universal" winch fittings and rubber button.

The porcelain rings are fitted in neat and strong nickel silver frames which quite prevent the line fouling and reduce friction to a minimum.

A strong serviceable, well-finished Sea Rod, £2 7 6.

### GREENHEART SEA RODS.

No. 199. Two-piece Greenheart, balanced handle, porcelain end ring, wood button, in division bag; 7 ft., 22/6; 8 ft., 25/-.

No. 199a. Two-piece Greenheart, porcelain centre rings throughout, double brazed suction joint, rubber button, division bag; 7 ft., 35/-; 8 ft., 37/6.

No. 201. Best quality Greenheart, cork handle, two tops, rubber button, superior finish; 7 ft., 47/6; 8 ft. 52/6.

### SPLIT CANE SEA RODS.

Two-piece, lengths 7 ft., 7 ft. 6 in. and 8 ft.

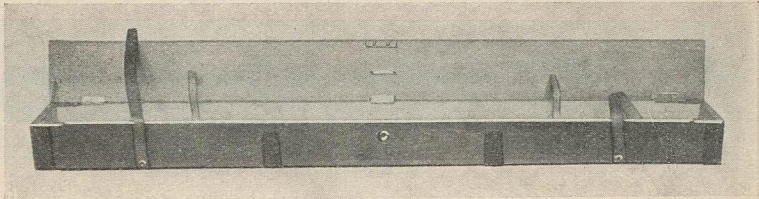
These are our own make and the same high grade as our Split Cane Salmon and Trout Rods.

Hexagonal cane built throughout, agate rings, cork grip, rubber button, etc.

Price, £5 5 0.



## ROD BOXES.



For 3-piece	12 ft. Rod,	4 ft. 6 in. long,	3½ in. by 4 in.	£3 10 0
„ 3 „	14 ft. „	5 ft. 2 in. „	3½ in. by 4 in.	3 15 0
„ 3 „	15 ft. „	5 ft. 6 in. „	3½ in. by 4 in.	4 0 0
„ 3 „	16 ft. „	6 ft. — „	4 in. by 4½ in.	4 5 0
„ 3 „	17 ft. „	6 ft. 3 in. „	4 in. by 4½ in.	4 10 0
„ 3 „	18 ft. „	6 ft. 7 in. „	4 in. by 4½ in.	4 15 0
„ 3 „	spliced „	7 ft. — „	4 in. by 4½ in.	5 0 0

The 7 ft. box will take a 17 ft. 4 in. "Traherne" Spliced Rod and three or four others.

The 3½ in. by 4 in. will hold 2 Salmon Rods and 2 Trout Rods.

The 4 in. by 4½ in. „ 4 „ „ „ „

All above measurements are those of the inside of the boxes.

We will paint initials on the lid of any of these boxes gratis, and strongly recommend this being done as a means of ready identification.

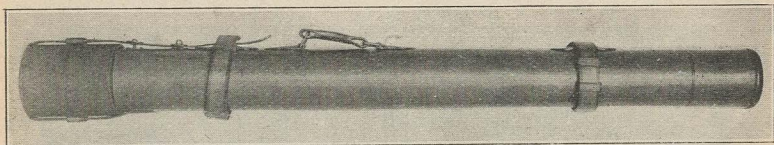
The above are kept in stock ; any other size required can be made in two or three days.

These Rod Boxes are made of White Wood, varnished, bound with iron at each end and round body, solid brass clamps let in at each end ; two strong straps outside, also two straps inside to keep rods together ; strong hinges and good lever lock and key.





## SOLID LEATHER ROD CASES.



These Cases are made of extra stout selected hides, hand sewn, and specially adapted for the hard usage inseparable from much travelling from place to place.

The rods are put in from the large end, and a stout leather cap covers and secures them.

Straps are provided for inside and outside use, also a strong leather handle to carry the case by.

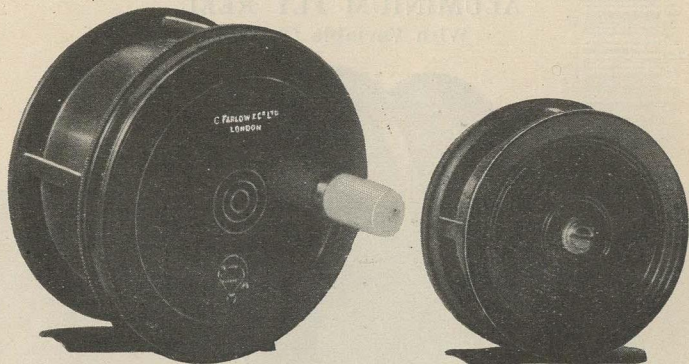
They are made in five sizes as follows :—

Nos.

- |    |                                |  |                          |
|----|--------------------------------|--|--------------------------|
| 1. | 4 ft. 6 in. long,              | will take three-joint rods up to 12 ft. in length. | } Prices on application. |
| 2. | 5 ft. 1 in. long,              | for rods up to 14 ft.                              |                          |
| 3. | 6 ft.            ,,        ,,  | 16 ft.   |                          |
| 4. | 6 ft. 3 in.       ,,        ,, | 17 ft.   |                          |
| 5. | 6 ft. 6½ in.     ,,        ,,  | 18 ft.   |                          |

Each case will hold five or six rods, and each case can be lengthened four or five inches by an arrangement of the cap, if required.

## ALUMINIUM SALMON AND TROUT REELS.



In this pattern the number of separate parts is reduced to a minimum and the construction strengthened and simplified. The reel can be taken apart in a few seconds with the aid of a small coin, and as easily re-assembled. It is most essential that reels should frequently be cleaned and oiled when in use; neglect of this inevitably leads to needless wear and trouble.

If the **left-handed** screw on back of reel is removed, the drum can be released by holding it firmly and unwinding the handle plate, which will then also be free, thus exposing the whole checkwork, etc.

The frame is made of a very strong aluminium alloy, cast in one piece. The check is of fine tempered steel, carefully adjusted, and the whole workmanship, style and finish are of the highest grade.

They are made rather narrower than usual and with a large barrel for quick winding.

Sizes ... ..	2 $\frac{3}{4}$	3	3 $\frac{1}{2}$	4	4 $\frac{1}{2}$ in.
Price ... ..	32/6	37/6	50/-	65/-	75/-

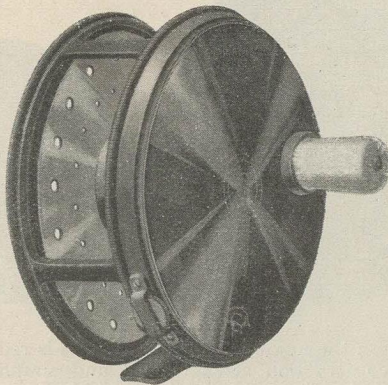
The 3-in. reel is a most useful one for fly fishing, being very light and yet possessing a large winding surface. It will hold 30 yards of double-tapered line and 20 yards of fine backing.



ALUMINIUM SALMON AND TROUT REELS—continued.

### ALUMINIUM FLY REEL.

With Variable Check.



The amount of resistance to the running out of the line is regulated by the milled screw shown on the illustration.

Made of a very tough aluminium alloy, the frame cast in one piece, all mechanism simple and free from complications, this is a perfect reel for fly fishing generally and dry fly work in particular.

Being narrow with a large barrel, it winds up very quickly and evenly.

Made in five sizes	2 $\frac{3}{4}$ in.	3 in.	3 $\frac{1}{2}$ in.	4 in.	4 $\frac{1}{2}$ in.
Price ...	37/6	45/-	60/-	75/-	84/-

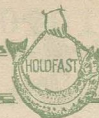
The 2 $\frac{3}{4}$  in. is an extra light reel, specially suitable for very light rods.

The 3 in. size is best adapted for single-handed rods up to 10 ft. in length and holds 30 yards of double-tapered line with 20 yards of fine backing.

The 3 $\frac{1}{2}$  inch reel will hold 30 yards of double-tapered line, suitable for a 10 ft. 6 in. or 11 ft. rod, with 30 yards of fine backing for reserve.

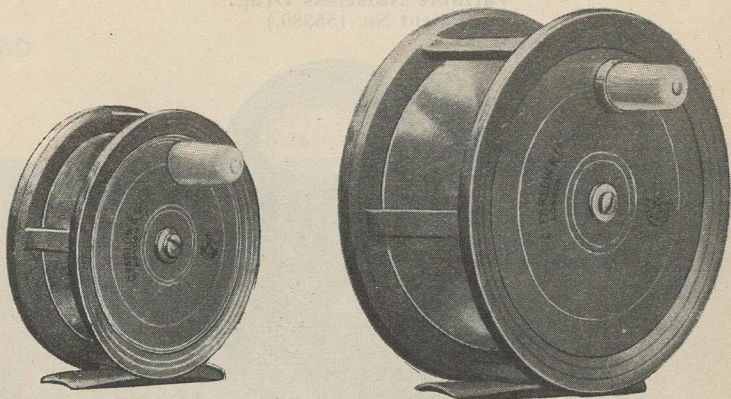
The 4 inch size is suitable for 14 to 15 feet salmon rods.

The largest size holds 40 yards of tapered salmon line and 100 yards of backing.



ALUMINIUM SALMON AND TROUT REELS—continued.

FARLOW'S "GRENABY" REEL.



A Moderate Price Reel of Very High Quality.

Made in Three Sizes.

	3 in.	3½ in.	4¼ in.
Prices ...	25/-	32/6	55/-

The 3 inch size is the most useful for single-handed rods up to about 10 ft., and it will hold 30 yards of tapered line and 20 yards of fine backing.

The 3½ inch size is best suited for powerful trout rods up to 11 ft. It holds 60 yards of line and being narrow winds up very quickly.

The Salmon size will hold a 40 yard double tapered line and 80 to 100 yards of backing.

The frame is cast in one piece, and is free from loose parts or screws. The drum can be removed, by taking out the screw in front, for cleaning and oiling. The check is tempered steel, with superior ratchet wheel, and the whole simple in construction, durable and elegant.

C. FARLOW &



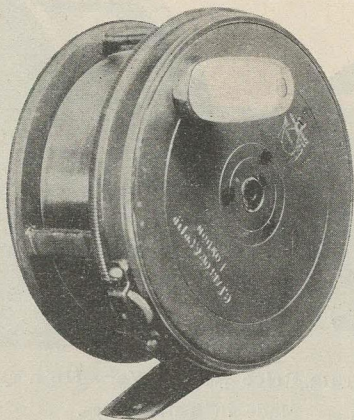
CO. LTD. LONDON.

ALUMINIUM SALMON AND TROUT REELS—continued.

## FARLOW'S PATENT SEMI-SILENT TROUT REEL.

Variable Noiseless Drag.

(Patent No. 155380.)



### THE "HEYWORTH."

This form of semi-silent check was invented by a well-known member of the Fly Fishers' Club and perfected by us. It will appeal at once to all who dislike the sound of the usual ratchet check, and if trout can hear then a quiet reel is certainly desirable.

The check consists of a flat steel spring bearing on a cam having a sinuous outline; the amount of pressure can be regulated by the usual milled screw, and even when set hard there is only a slight "purring" heard or, rather, felt.

Size 3 in., the most generally useful for trout fly fishing:—

Price, £2 2 0.

### SOLID LEATHER REEL CASES.

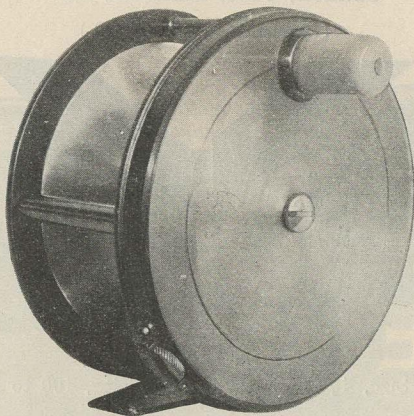
A good reel is worth protecting, and a solid leather case is the best protection. Each case is blocked to fit the reel, and lined with velvet.

Size of reel ...	2 $\frac{3}{4}$	3	3 $\frac{1}{2}$	4	4 $\frac{1}{2}$ in.
Price of case	12/6	15/-	17/6	21/-	25/-



ALUMINIUM SALMON AND TROUT REELS—continued.

## FARLOW'S BALL-BEARING SALMON REEL.



This reel is our own design and manufacture, and combines all the best features yet produced in salmon reels.

Made partly of special aluminium alloy and partly of gun-metal, it contains the maximum amount of strength in the least weight. Simple in construction and free from unnecessary or complicated parts, it has all the qualities that make up a thoroughly serviceable, practical reel.

A special and novel feature is the use throughout of hardened steel ball bearings; two sets of beautifully fitted journal bearings take all the running strain, while a third set takes all the side thrust between the plates. The result is a delightfully smooth-running reel, free from all jerkiness or unevenness, without any slackness or shaking, and absolutely devoid of any tendency to jam. Further, the ball bearings are practically indestructible in use, and consequently the reel will last for many years in perfect order.

The check is placed under the handle plate where it can be easily reached for purposes of cleaning and oiling, and the amount of drag is controlled by the milled screw shown in the illustration: this however, affects only the outrun, and is a very desirable feature as the tension can be readily reduced until you can strike from the reel with safety on the finest tackle, while it can be as readily increased to curb the rush of the strongest fish.

The winding in is unaffected by the check adjustment and is always easy and free, a condition to which the ball bearings contribute very materially.

Made in one size only, viz.,  $4\frac{1}{2}$  in., which holds 40 yards of double-tapered casting line, and 100 or 120 yards (according to thickness) of backing.

**Price of Reel, £5 5 0.**

Line: 40 yards best double-tapered, soft-dressed waterproof silk and 100 yards backing.

**Price £2 15 0.**

Solid leather Reel Case. **Price, 25/-**

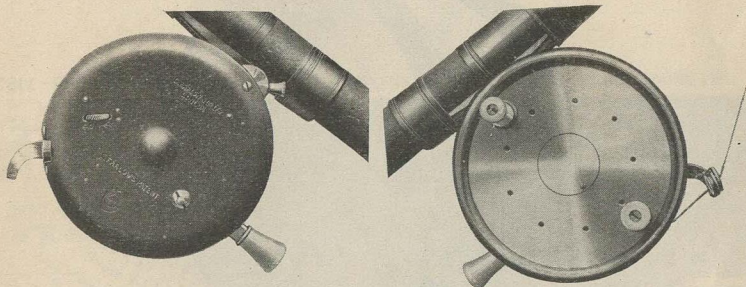
When ordering line, kindly give length and description of rod to enable us to choose the correct size.



## SPINNING REELS.

Farlow's Patent Automatic Control Reel for Spinning for Salmon, Pike, Mahseer, etc.

(Patent No. 151733/20.)



No. 1 Size,  $4\frac{1}{2}$  inch. Line Capacity, 100 to 150 yards.

The running of the reel is controlled **by the line**; as long as the bait is exerting a pull the line lifts a simple lever and allows the drum of the reel to revolve freely. As soon as the bait reaches its destination, and the line relaxes, the revolving action stops automatically.

It is only necessary, therefore, to hold the drum stationary, by the handle provided, until the bait is released during the cast, and the reel itself will control the stopping and prevent over-running.

This reel can be used with comfort and success without any previous practice, and it appeals particularly to the non-expert and the beginner.

It is provided with an adjusting screw so that the brake pressure can be altered to suit individual liking or different styles of casting; or the automatic brake can be released completely and the reel controlled by hand in the usual way.

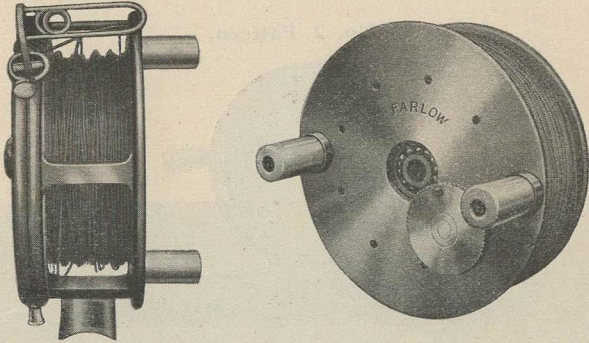
An optional drag, controlled by a milled disc on the edge of the reel, can be brought into use when playing a fish, and any degree of additional pressure can be exerted by the brake handle.

Further particulars on next page.

Price of Reel, £5 5 0.



## FARLOW'S PATENT AUTOMATIC CONTROL REEL



This side view shows the line-control more clearly. The line is threaded through the round eye which slides freely backwards and forwards in the projecting arm.

This arm is pivoted on an inclined bearing and the inside portion carries a brake pad normally resting against the face of the line drum.

The pressure of the line in its course through the eye, from the reel to the first rod ring, raises the brake lever and allows the drum to run freely, but when the bait begins to slacken in its flight the brake comes into operation and stops any tendency to over-run.

The drum runs entirely on ball bearings and these ensure steady free movement as well as long life.

When sent out the reels are adjusted for medium size baits of, say,  $\frac{3}{4}$  oz. weight. For heavier baits a little more travel should be allowed to the brake pad and this can be done in a second by moving the milled screw on the back of the reel; but this does not in any way affect the delicacy of the line control which works as easily with a heavy as with a light bait.

A well-known French angler writes: "The reel is perfect for anything up to 50 yards," and it is very seldom one wants to cast as far as that.

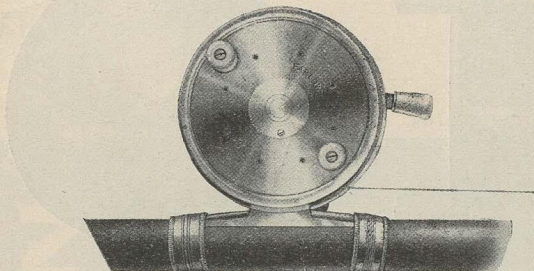
For salmon spinning we recommend 50 yards of waterproofed "Heron" line, size 2, (see Section C) and 100 yards of "Holdfast" silk line spliced on as reserve and backing.





## FARLOW'S NEW SPINNING REELS—continued.

### No. 2 Pattern.



This is the same size as the No. 1 but made without the automatic control and with free, instead of caged in, drum. The outer edge of the revolving drum is thickened and rounded so as to give a smooth and effective surface for finger or thumb control.

The illustration shows the reel mounted on top of the rod near the upper end of the cork handle, the best position for use.

As will be seen the line comes off the drum at the under side, and in this way makes no bend at the first rod ring.

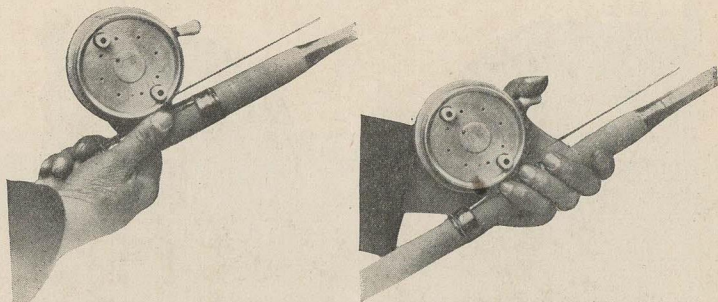
The capacity of the reel is the same as No. 1 and a convenient form of line is to have 50 yards of water-proofed spinning line (see the "Heron" in Section C) and 100 yards of silk backing.

This drum also is mounted on ball bearings and runs very sweetly.

**Price of Reel, £4 4 0.**

Line, 150 yards as described above, **£1 17 6.**

Unless the reel gets thoroughly soaked in water it is not necessary to take it apart as the ball bearings will run a long time without attention. When it is necessary to clean and oil the reel thoroughly, the front plate shown above can be released and the then-exposed centre screw removed; when that is done the drum will come off completely and expose all parts.

**FARLOW'S NEW SPINNING REELS.****No. 2 Pattern—continued.**

There are many different methods of casting with free-running reels, and when any one of these methods is mastered, casting becomes a great pleasure in itself and the chances of sport are much enhanced.

The thumb control shown above has much to commend it: the hand is in a perfectly natural position with no strain or stretch on any finger, the fleshy part of the thumb forms a most sensitive control for the reel and the slightest movement is effective; so that all the actions of casting, holding, releasing, controlling, stopping, are done without any apparent effort.

In winding in the line the left hand is brought forward as shown, keeping the reel on top of the rod; the first finger is free to guide the line evenly, the thumb rests on the brake handle ready to exert pressure in hooking and playing a fish.

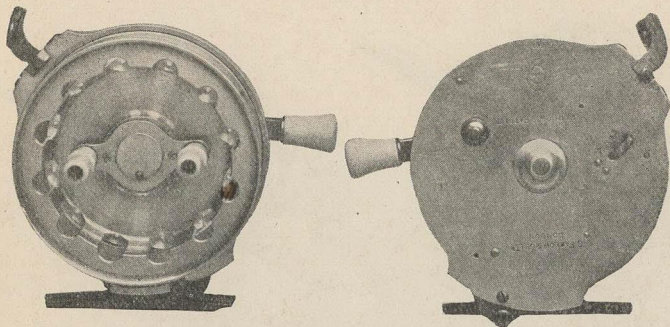
An optional silent drag is provided and easily brought into operation when required.

The reel is strongly and handsomely made in aluminium, and we confidently recommend it to all anglers who like to get the maximum amount of pleasure from each cast.



## FARLOW'S PATENT AUTOMATIC CONTROL SPINNING REELS—continued.

### No. 3 Pattern.



Size of line drum,  $3\frac{1}{2}'' \times \frac{7}{8}''$ .

Capacity, 100 yards.

A smaller and lighter pattern than No. 1, with open drum, automatic control, optional drag and brake lever.

Particularly suitable for use with a light double handed rod such as the "Corbet" in Section A.

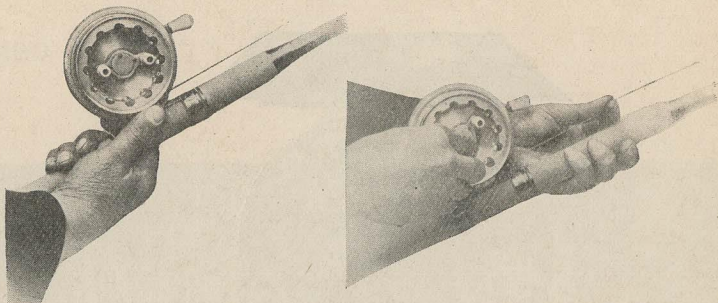
Control and action same as described for Pattern 1. The drum of this model is particularly light and quite moderate weight baits can be cast good distances with little effort.

A favourite device for securing comfort and accuracy is to visualise a clock face with your feet firmly planted on the centre of it and facing the figure XII. If you want your bait to land at, say, XI, bring your rod back to VI., start the cast there, "knock off" at III. and follow the bait round to XI. If X. is your objective, start at V., "knock off" at II. These examples are merely given to show the method suggested, but will be found helpful.

A No. 3 "Wire Plait" line (Section C) is a good choice for this reel.

**Price of Reel, £3 15 0.**

From a letter dated July 17th, 1921.—"I gave the spinning reel a very good trial with baits of different weights and found that it worked splendidly. I also tried, through careless winding, etc., to get an over-run (not a very hard thing to do with the average reel) **but your reel always worked smoothly.** You can certainly claim that you have brought out a reel free from the evils for which most reels are conspicuous."—G.J.S.

**FARLOW'S NEW SPINNING REELS—continued.**
**No. 4 Pattern.**


The same reel as No. 3 but without the automatic line control.

The illustrations show the reel above the rod and the very convenient thumb-control in that position.

The retrieving position is equally good and the brake lever conveniently placed for instant use in hooking or playing a fish. An optional drag is also provided and easily operated.

Like the No. 3, this pattern can be used for either single or double handed rods; the diameter of the drum is  $3\frac{1}{2}$  in. and its width  $\frac{7}{8}$  in.

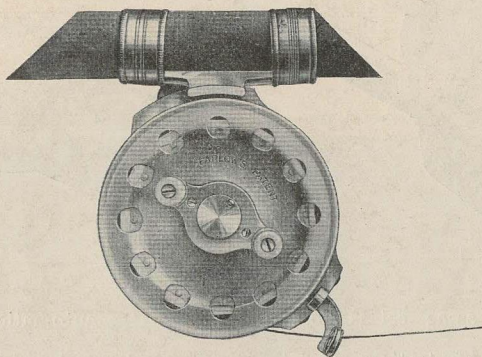
Line capacity up to 100 yards.

**Price, £3 3 0.**

The very light drum and free smooth running enable light baits and fine tackle to be used, as witness the following extract from a letter recently received :—" It is a delightful reel to use and I have got casts of 50 yards with it, using an ordinary perch paternoster lead as a casting weight." L.H., Col.



FARLOW'S PATENT SPINNING REELS—continued.  
No. 5 Pattern.



For light bait or minnow fishing with single-handed rods.  
Width of drum,  $\frac{5}{8}$ " Capacity, 50 yards.

Designed for casting with reel under rod, the line control being automatic except for a touch of the finger to hold the drum during the first portion of the cast.

Fitted with the patent control arm but without the brake lever ; has optional silent drag.

Drum has large diameter, giving quick wind-up, and is very light for easy starting with small baits.

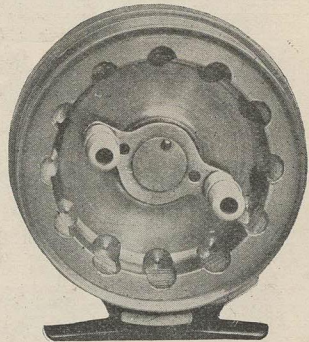
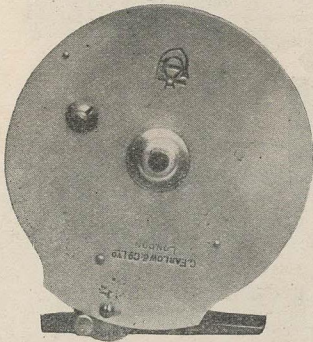
Line suggested as best is No. 0 "Heron" spinning line, see Section C.

**Price of Reel, £3 10 0.**

The following unsolicited letter was received recently :—

"I duly received the new self-regulating spinning reel, and having used it over the week-end I thought you might be interested in the results of my trials. I could write a book in enthusiastic praise of the reel but it is enough to say that it is the only reel I have ever tried with which it is impossible to get an over-run, and that a novice can use it and get as good results as an expert.

"I must congratulate you on solving what had come to be considered a most difficult problem, and I am convinced that anglers have only to try the reel once to agree with me. It is unnecessary for me to wish you success with the reel, because that is assured."—T.L.E.

**FARLOW'S NEW SPINNING REELS—continued.**
**No. 6 Pattern.**


Diameter of drum,  $3\frac{1}{2}$  inches. Capacity, 50 to 80 yards.

Similar in design to Pattern 5, but without the automatic control. Has optional silent drag.

This pattern can be used for a great variety of purposes, including float fishing, bait fishing, etc., etc. It can be placed in any desired position on the rod and controlled in any method preferred, being in fact an improved "Nottingham" reel.

The usual ratchet check has been replaced by a silent (optional) drag.

The barrel is very light and free-running, but there is an absence of the "flywheel" action characteristic of the ordinary "Nottingham" reels, which so often causes over-runs and tangles in the line.

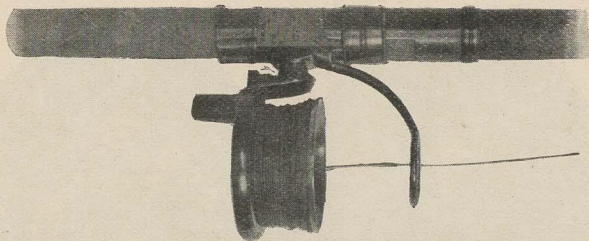
The accurately ground and hardened bearings not only ensure beautifully smooth working but give long life to the reel and an entire absence of looseness and rattling.

For float fishing, bait fishing, etc., see the "Holdfast" undressed silk lines in Section C.

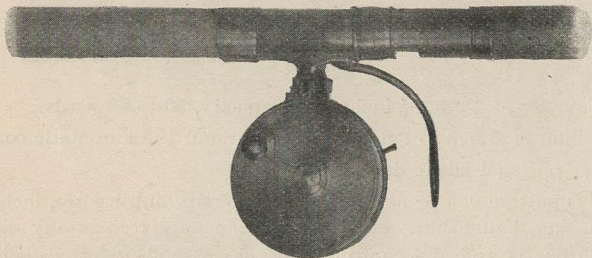
**Price of Reel, £2 17 6.**



## THE "MALLOCH" CASTING REEL.



POSITION FOR CASTING.



POSITION FOR WINDING IN.

These illustrations show the reel in the position for winding in the line, and also when turned over for casting. The reel does not revolve when casting, as the line comes off in the same way as a rope uncoils.

The most generally useful sizes are 3½ in. and 4 in., the latter being the regular salmon size.

Made in gun-metal, with reversible drum and optional check :

3½-inch £2 10 0      4-inch £3 3 0

Ditto in aluminium ...      ,,      £2 15 0      ,,      £3 10 0

Farlow's "Heron" waterproof silk spinning line is specially suited to this reel.

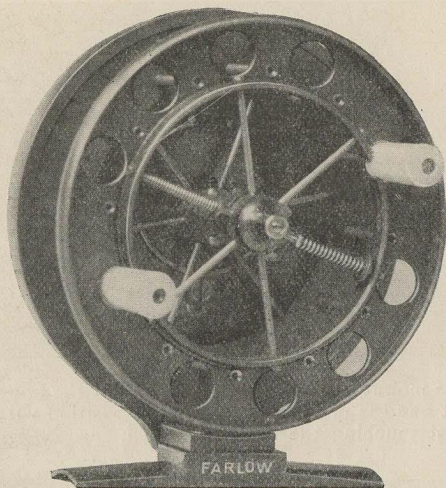
Sizes ...      ...      ...      1 (fine)      2 (medium)      3 (stout).

Per 100 yards      ...      ...      31/6      35/-      38/6

The 4-in. reel holds 100 yards of No. 2 or 3 line, and 30 to 50 yards of backing.



## THE "ARIEL" SPINNING REEL.



This reel is one of the best of the free-running type without any levers, brakes or other mechanical aids to control.

There are many methods of casting with reels of this type, and each angler will use that which gives him most pleasure or least trouble.

The one reproduced overleaf is recommended as being simple and effective. It ensures a very sensitive control in casting, and with very little practice good distances can be attained without any fear of over-running.

An optional ratchet check is also provided and it is useful in holding the drum in position when the rod is laid down, etc.

Made in aluminium throughout, very light drum with wire centre, centre pin action, very superior finish.

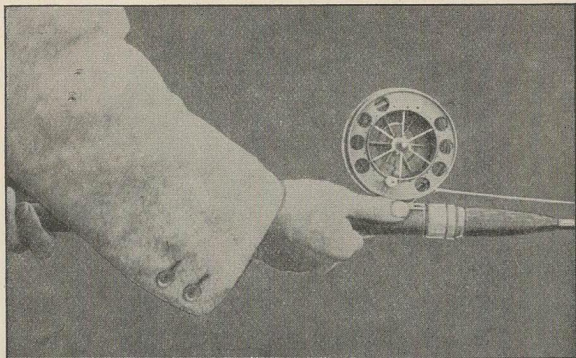
Sizes	...	3		$3\frac{1}{2}$		4		$4\frac{1}{2}$ in.
Prices	...	53/-		56/-		58/-		65/-

The 4-inch size is the most suitable for salmon spinning.

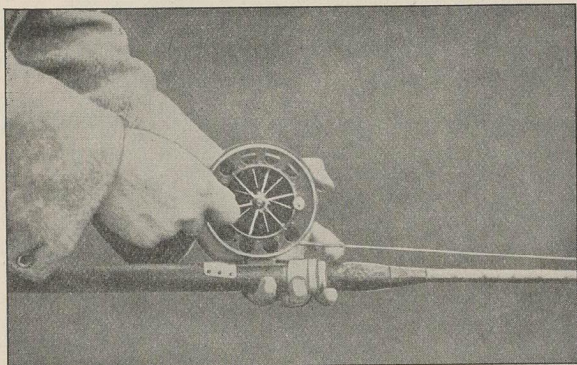




## THE "ARIEL" SPINNING REEL.

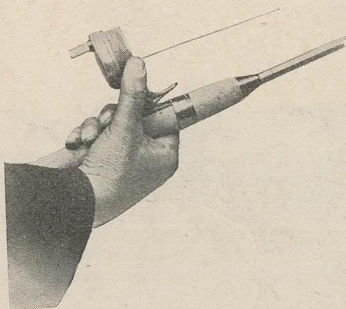


The reel is mounted on top of the rod and at the upper end of the grip, the right hand is in a natural and easy position with the ball of the thumb just touching the rim of the reel.

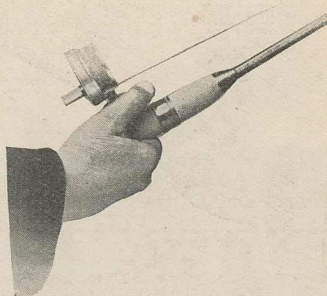


The retrieving position is equally satisfactory, as shown, the first finger guiding the line and ready for instantaneous pressure on the rim of the reel should a fish be hooked.

## FARLOW'S IMPROVED LIGHT BAIT CASTING REEL.



READY TO CAST



CAST IN PROGRESS

The novel feature in this reel is that at the end of the cast a touch of the finger brings the reel back into position for direct winding, without shifting the hand holding the rod or bringing the other into use at all.

In our reel a spring, controlled by the little finger or thumb of the casting hand, will bring the reel round in a second at the end of the cast or at any point where it is desired to stop the bait in its flight.

Spinning can begin immediately the bait reaches the water and full advantage taken of every cast without fear of catching up on the bottom through delays in beginning to wind in the line. Much lighter baits can be cast with this reel than with the revolving drum type, and it is particularly suitable for spinning the natural minnow for trout, or small artificial baits.

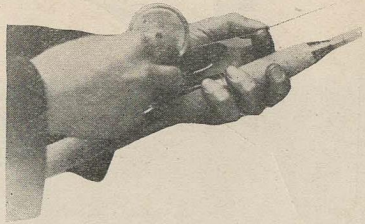
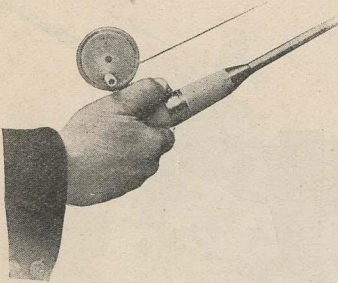
The drums are interchangeable so that a spare line or one of a different thickness can be brought into use all ready wound.

These reels are machine-made at our own works, and to keep the price as low as possible all superfluous hand polishing, etc., has been eliminated.

*Continued overleaf.*



**FARLOW'S IMPROVED LIGHT BAIT CASTING REEL**—continued.



When the lever is pressed down the reel comes round instantly into position for direct winding as shown above.

A silent drag is fitted in place of the usual ratchet.

Made in one size only and holds 50 yards fine undressed silk spinning line.

**Price of Reel £1 17 6.** Spare Drums **12/6** each.

100 yards No. 1 Wire Plait undressed silk spinning line, breaking strain 5 lbs., **9/6**.

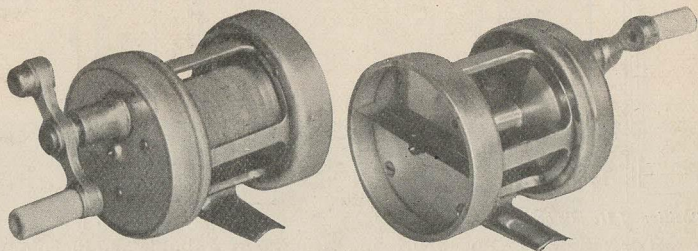
**A COMPLETE PRESENTATION OUTFIT.**

One Farlow's Light Bait Casting Reel, 2 Spare Drums, 3 Lines, Oil Can, Turnscrew, in neat box.

**Price, £4 4 0.**

## FARLOW'S "BILLIKEN" BAIT-CASTING REEL.

(Patents Nos. 15670/10 and 14871/13.)



The practice of overhead casting with very light and short rods is becoming more and more popular in this country, and the "Billiken" is specially adapted for that style of casting.

With this reel and a "Billiken" bait-casting rod a  $\frac{1}{4}$ -oz. bait can readily be cast up to 40 yards; a  $\frac{1}{2}$ -oz. bait to 50, and with practice, to 60 yards, or even further.

This facility in long-distance casting has been obtained by the invention of the patent fan regulator, the exclusive property of this firm and fully protected by patent.

The disadvantage of most forms of friction drag is that the pressure is continuous, and, if sufficiently strong to prevent over-running at the height of the cast, is too strong at the start and finish, and so retards the bait and shortens the cast.

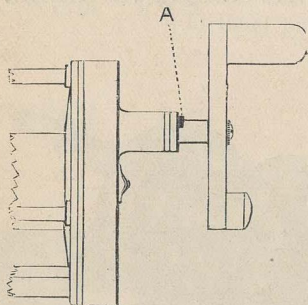
The fan offers no resistance at the beginning of the cast, but as the speed of the drum increases so does the air resistance to the fan, and thus the retarding action is greatest only when most required.

### Extract from *The Field*, Dec. 3rd, 1921.

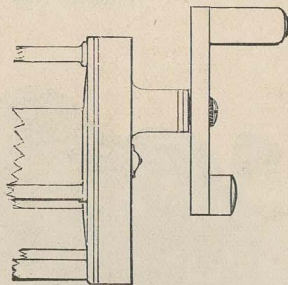
"Messrs. Farlow's delightful little "Billiken" reel, which we often use, casts a very light bait beautifully, and it is a most ingenious multiplier."



## THE "BILLIKEN" PATENT SPINNING REEL—continued.



*Position of Handle before making Cast.*



*Position of Handle for Winding.*

The handle does not revolve in casting. By a simple and ingenious arrangement it is raised out of gear by an outward turning movement into the position shown in the illustration.

When winding in line, the handle automatically goes into gear and with the multiplying action quickly recovers the line.

The fans are removable and interchangeable. The full-size one is that best adapted for normal use in fishing; smaller ones are supplied for long-distance casting.

Made in one size only, the "Billiken" reel holds 100 yards of No. 1 Wire-Plait undressed silk line.

### **Price of Reel, £3 15 0.**

The "Billiken" is undoubtedly the best tournament bait-casting reel in existence, and has taken the very foremost place in all recent tournaments. At the Paris Tournament in November, 1913, "Billiken" reels took first prizes in the  $\frac{1}{4}$  and  $\frac{1}{2}$ -oz. events.

### **Accuracy at the 1914 Paris Tournament.**

The "Billiken" proved to be easily first in this very important section, gaining six out of a possible nine prizes.

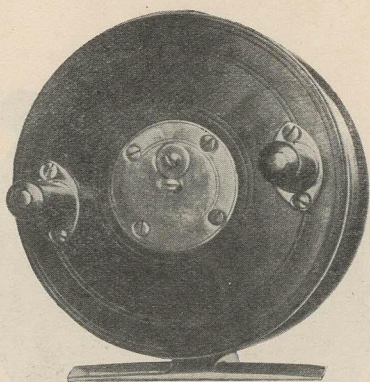
### **Accuracy and Distance at the 1921 Tournament.**

Once more the "Billiken" stood in a class by itself, taking practically all the prizes offered.

### **Unqualified Success in 1922.**

All prizes, distance and accuracy, in the  $\frac{1}{4}$  and  $\frac{1}{2}$ -oz. events were won with "Billiken" reels and a **New Record** for  $\frac{1}{2}$ -ozs. (**73 yards**) created by Docteur Maymou.

**THE "SUN" NOTTINGHAM REEL (PATENT).**



These Reels are made with a metal rim on the inside of the back plate, and also metal inner revolving plate, which prevents all possibility of warping or sticking, without adding any perceptible weight.

They are fitted with optional check and Bickerdyke line guard.

Sizes...	...	3	3½	4	4½	5 in.
Prices	...	35/-	40/-	45/-	55/-	67/6

**SUPERIOR QUALITY WOOD NOTTINGHAM REELS**

With adjustable Steel Check and Line Guard.

Horn Handles and Brass Handle Bearings.

Sizes	...	...	...	3	3½	4	in.
Prices	...	...	...	17/6	20/-	24/6	

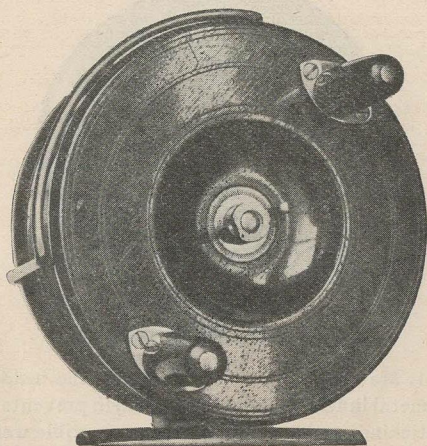
**WOOD NOTTINGHAM REELS.**

Optional Brass Check and Line Guard.

Sizes	...	...	...	3	3½	4	in.
Price	...	...	...	12/6	15/-	18/6	



## WOOD SEA REELS.



These are fitted with optional check so that they can be used for throwing from the reel when fishing from Pier or Beach, as well as from a boat, and are very useful, all-round Sea Reels.

The inner revolving plate is brass and the back of the reel is lined with brass so that there can be no warping or sticking. The winged nut in front is easily released with the thumb and fingers to allow of the reel being taken apart for cleaning and oiling, which should be done regularly.

Size ...	4	4½	5	5½ in.
Price ...	22/6	25/-	30/-	34/6

TRADE MARK  
PATENTED

