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Allcocks

Anglers'
Guide

150th Anniversary Edition

1803-1953

CORONATION YEAR

Allcocks

ANGLERS' GUIDE

150th Anniversary Edition

CORONATION YEAR 1953

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S. ALLCOCK & CO., LTD.

*Directors: S. A. Shrimpton
P. H. Bomford F. J. Gaston*

**STANDARD WORKS
REDDITCH, ENGLAND**

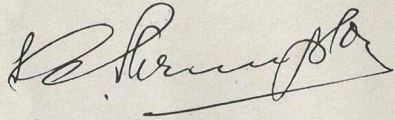
Something about ourselves

CORONATION YEAR marks a proud milestone in the history of S. Allcock and Company, for we have now been making fishing tackle for a century-and-a-half. This year, too, marks the 300th anniversary of that greatest of all angling books—Izaak Walton's *The Compleat Angler*.

Like most great enterprises, we started in a small way. About the time of the French Revolution my great grandfather learned the craft of making fish hooks at Redditch—one of the first men to do so, and two years before Nelson fell at Trafalgar had established himself in business. I have often imagined his astonishment if he could return to Redditch today, and see the vast enterprise that has grown from that small beginning, a concern that now makes tackle of every conceivable type and whose name is a household word all over the world.

It is many years now since we published our first *Anglers' Guide*, and our friends, both of the public and in the trade, will know that these publications have always been more than mere catalogues. In addition to descriptions and prices of tackle, they have contained much valuable information that, we venture to believe, anglers have found both useful and entertaining—indeed, we can blush with pleasure at the appreciative letters we have received on this score.

On this great occasion, we intend our *Anglers' Guide* to be as informative and entertaining as before—and we are also going to introduce a new note into it. It has been suggested to us that the public would be interested to know something of our history and how we make the tackle whose quality is a byword wherever anglers meet. So we are prefacing this special 150th Anniversary Edition of the *Anglers' Guide* with something about ourselves.



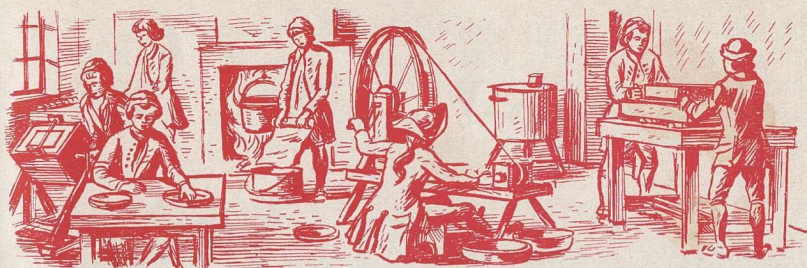
CHAIRMAN AND MANAGING DIRECTOR



S. A. Shrimpton, Chairman
and Managing Director



P. H. Bomford, Director and Secretary



Birth of an industry

THERE can hardly be a well-known river or lake in the world where fish are not today being caught on Allcock tackle. To the anglers on the waters (if not to the fish themselves!), the name of Redditch is famous as the source of Allcock tackle.

Redditch does not lie on a river or lake and an inquiring mind might wonder what there is about it that led to its becoming the centre of an industry concerned with angling. The answer is bound up with the history of needle-making.

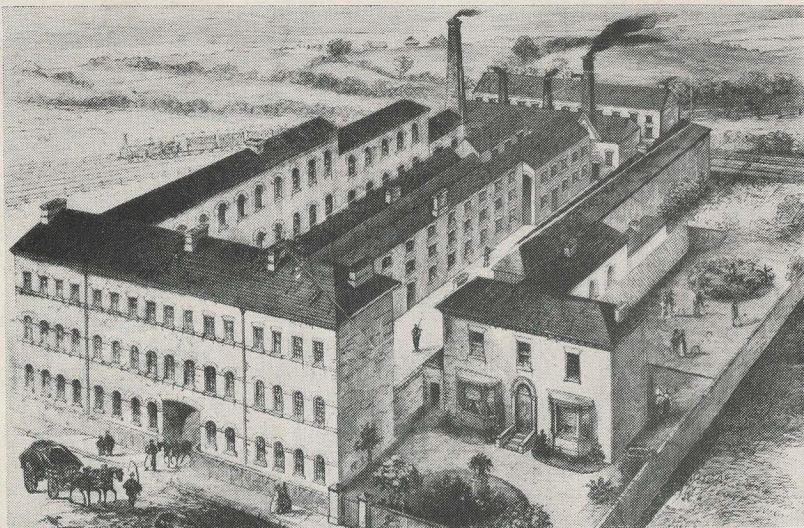
A needle is in essence a length of fine drawn wire with a sharp point. Bend it, add a barb and you have a fish hook. Redditch, a clean red-bricked town with 27,000 inhabitants, has been concerned with needle-making since at least the end of the seventeenth century. One theory is that when Bordesley Abbey was dissolved in the reign of Henry VIII the monks were dispersed and taught the craft to the local people.

1803-1953

The development of hook-making as a sideline to needle-making was gradual. So far as we know, it began at Sambourne, a village three miles from Redditch, about the middle of the eighteenth century. From Sambourne one of the apprentices travelled to Redditch and taught the craft of hook-making to apprentices in Redditch. Among these was Polycarp Allcock, whose son Samuel was to give his name to the firm whose history these words record.

In this history of needle-making occurs another interesting link with

the Allcock story. A very early reference to the craft takes us to the village of Long Crendon, Bucks. Among the list of needle-makers in the neighbourhood figures the name Shrimpton. About 1809 a member of the Shrimpton family came to Redditch, and his descendant, J. W. Shrimpton, married a daughter of Samuel Allcock.



The Allcock premises in the 19th century

The industry must have faced difficult days, for, when Charles I was on the throne, it was squeezed between two armies, both desperate for men and money. However, it survived as a cottage industry, wealthier makers travelling to London on behalf of several different firms, the 50-mile journey taking about ten days and costing seven guineas.



1851—1951

Allcock tackle has received many awards of merit at the leading exhibitions of Europe during the past 150 years. At Britain's Great Exhibition of 1851, Allcock tackle was awarded a gold medal. A hundred years later the company were proud to learn that their products had been chosen for display at the 1951 Official Festival of Britain.



The boy traveller

THOMAS ALLCOCK, first member of the family of whom we have a record, was a farmer, as was his son Joseph. The next in the line, Sylvester, born two years before the '45 Rebellion, was the first needle-maker in the family. It was his son, Polycarp, who became apprenticed as a hook-maker, starting in business in Redditch in 1803.

Polycarp came near to inheriting a fortune, but Fate decreed otherwise. A cousin of his mother had emigrated to America and inherited the entire fortune of his master. When he in turn died, he left a considerable sum of money to members of the family, but tedious litigation followed and little of the money ever reached Polycarp and his brothers.

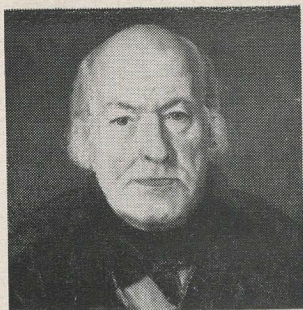
Whether this happening caused Polycarp to rail against the injustice of Fate, or whether he was a philosophic man who found ample happiness in his craft, we know not. What we do know is that he started the business and steadily expanded its scope. At this time the industry was still very much of a cottage one.

Samuel, Polycarp's son, was born in 1829, and began to work for his father at the age of 10. We know little of Samuel's ability as a craftsman, but it is clear that he was an exceedingly enterprising business man. In coaches, swaying and jolting along the rutted roads and across the uneven cobbles of Britain's towns and cities, he travelled the land tirelessly seeking business. His journeys attracted sufficient notice for him to become known as "the boy traveller".

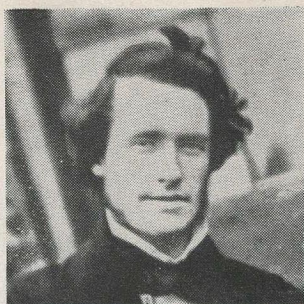
1803-1953

Samuel was quick to see the implications of the Industrial Revolution. Men from the country were crowding into factory towns where work beckoned to them. He speedily exploited the new trend.

A further development now took place, when rod-making (hitherto



Polycarp Allcock



Samuel Allcock at the age of 30 years

centred mainly in London), was introduced by him. Very rapid extension was made, necessitating increased accommodation, and a site for new works was purchased.

By 1866 the Allcock works, now employing 30, were making floats, rods and hooks, as well as many other articles. Although hooks continued to be made by hand, Samuel began to introduce machinery, albeit crude, for other lines.

About this time Samuel moved to the newly constructed works on its present site at Clive Road, and it was not long before the number of employees had doubled to 60.

Meanwhile the indefatigable Samuel continued to travel—abroad as well as at home. In 1871 he paid his first visit to America. The firm's books of this period show orders for flies and other goods from the Continent as well as Canada and the United States.

Samuel was buying too from abroad and one incident illustrates his drive and decisiveness. A Belfast firm had ordered from South Carolina a consignment of canes for use in the bleaching fields, but in transit they were sunk in the Savannah River. The Belfast firm declined to accept delivery. Samuel, on hearing what had happened, immediately



Samuel Allcock in later years



*Annie Kezia, daughter of Samuel Allcock,
and wife of J. W. Shrimpton*



A. Williams



G. E. Leach

purchased the canes, which he found suitable for use. In the meantime the Belfast firm had ordered another consignment of canes from South Carolina, but this time the American firm declined to accept the order. The Belfast firm now found that Samuel Allcock was their only source of supply.

In 1879 occurred the most important development in the production of fishing rods—the evolution of the hexagonal built (or split) cane rod. Previously rods had been made of solid ash, hickory, lance wood, green-heart or other woods. Rods made of these woods were durable, but extremely heavy, especially when it came to casting a fly all day. A built cane rod is made by cementing together six identical tapered triangular sections of cane. The resulting rod is both lighter and more powerful than a solid rod, as every angler today has good reason to know.

An interesting index of prices is given in a document dated 1894—the best rod available cost 12 guineas, while a complete boy's rod could be bought for twopence.

By 1880 Samuel Allcock employed 400 workpeople, and the Clive Road works could now probably claim to be the largest makers of fishing-tackle in the world.



A. C. Williams



S. B. Leach

In 1884 Samuel Allcock took into partnership two sons-in-law, A. Williams and G. E. Leach. He died in 1910, when Williams and Leach took over control of the firm, both of whom had been connected with it for more than 30 years. The advent of the Shrimpton family to Redditch has already been mentioned. In 1884 Samuel's daughter, Annie Kezia, married J. W. Shrimpton. Their son, now chairman and managing director, joined the firm in 1902. The third generation also comprised the late S. Bernard Leach and A. Courtney Williams, author of *A Dictionary of Trout Flies*; many fine specimen fish caught by him are set up at the Allcock Works.



Another example of Samuel's acumen was the establishment, in the 1890's, of his own factory for the production of silkworm gut at Murcia, in Spain. At that time Spain was the only producer of consequence of silkworm gut. The factory's annual output increased to enormous proportions, supplying markets all over the world, including America. Samuel Allcock became a recognized authority on the production of silkworm gut, particularly on salmon sizes and the making-up of salmon casts.

In recent years silkworm gut has been, to some extent, replaced by various substitutes. Although Allcocks no longer have a factory in Spain, gut is still purchased in sufficient quantities to ensure that Allcocks have the pick of the crop every year.

The 1914-18 war practically brought production to a standstill—in common with other firms the resources were almost entirely turned to war materials, including large quantities of hooks for the Admiralty. Armistice brought an unprecedented demand for fishing tackle, both at home and oversea.

The changes of the inter-war years had a tremendous influence on the industry. Previously, tackle had been bought largely by people of leisure. Now greater opportunities of cheap travel, and increased leisure, led to the ever-growing popularity of angling. The perfection, too, of spinning techniques, including the development of threadlining with the fixed spool reel, was altering the character of the equipment wanted.

The second world war again brought production to a standstill, leaving problems of manpower and shortages of materials that are well known. The popularity of angling, however, increased more than ever, and it is today reckoned that, with two million followers, fishing is Great Britain's most popular sport.

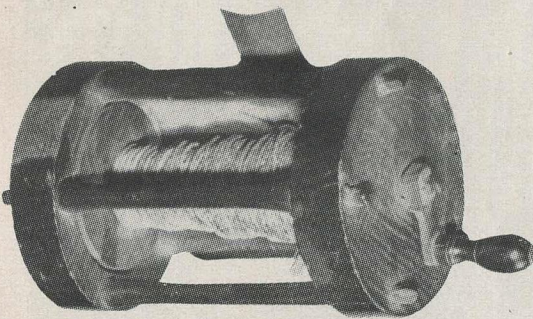
The demand for tackle from oversea continued unabated too, and Allcocks are proud to be able to claim an important and continuing contribution to the country's export drive.





The one that got away

OUR grandfathers—let alone Izaak Walton, Charles Cotton and other illustrious anglers of earlier days—would be spellbound to see the light tackle of today. Rods weigh a few ounces, compared with the several pounds of the solid back-breaking barge poles of yore ; reels are delicate and sensitive (for comparison we have in mind one of uncertain age, in the possession of the Piscatorial Society and illustrated below, made of *lignum vitae*, brass and wrought-iron, weighing 1 lb. 5 oz.); threadlines catch twenty- and thirty-pounders; hooks are tiny; and artificial baits are veritable works of art.



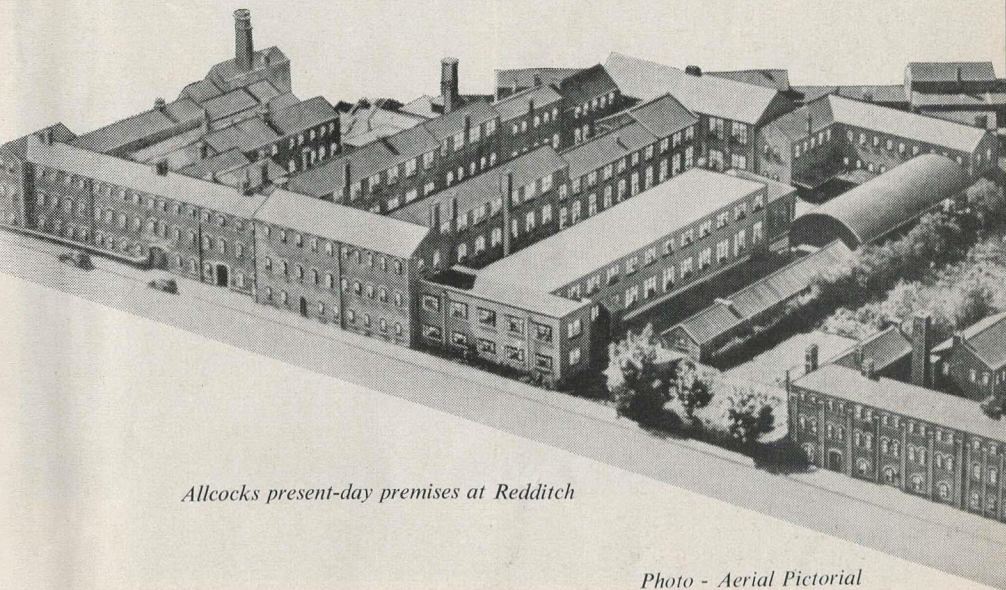
An early reel. This reel, the age of which is unknown, is made of lignum vitae, brass and wrought iron. It weighs 1 lb. 5 oz. and presents a striking contrast to the light and compact Allcock "Felton Crosswind" (on right)

Photograph by courtesy of the Piscatorial Society



Recent years have seen tackle improved almost to a pitch of perfection, removing from angling the fatigue that used to be one of its chief drawbacks. The improved quality does more than this—as the rod bends double to the scream of a running reel, the angler feels a thrill given to few of his fellow men. The tackle of today, too, enables the tyro to attain rapid proficiency.

Improvement of tackle has been a gradual but steady process, stemming from Samuel Allcock's first realization of the advantage offered by factory production in comparison with a cottage industry. Although



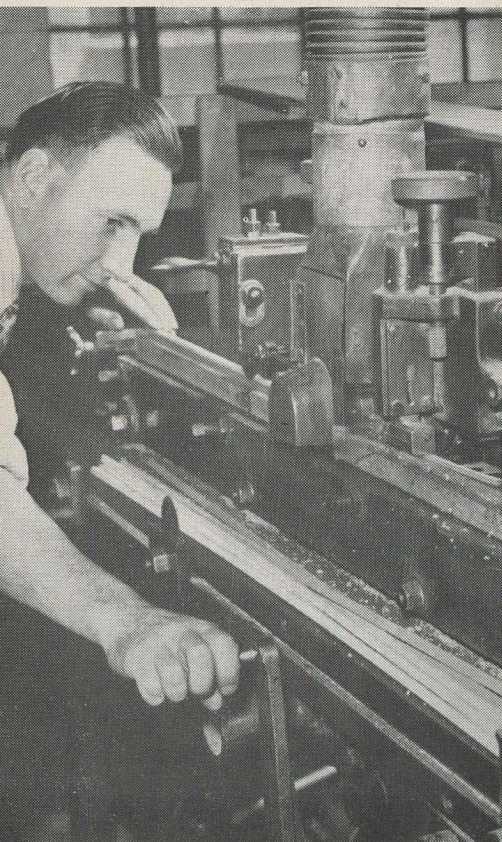
Allcocks present-day premises at Redditch

Photo - Aerial Pictorial

machinery plays leading parts in almost every production line today, it does not do so at the expense of craftsmanship; rather has it increased the scope and potentialities of the craftsman.

For example, in the old days fine rods were produced entirely by hand. But no two rods, even from the same pair of hands, were exactly the same in character or action. In the hands of highly trained and skilled operators, the machines of today can turn out hundred of rods with little perceptible difference between them—and at prices within reach of all pockets.

Through the Allcock marketing organization—under the control of Mr. P. H. Bomford, director and secretary—flows a constant stream of information as to the needs and whims of the anglers of the world. This in turn dictates the programme of the production side.



*Modern machinery ensures
dead-accurate tapering*



*Tonkin cane for built cane rods
is expertly selected*

To meet these requirements, a very large range of rods has been developed, suitable for all types of fishing. There are roach rods, built for the lightning strike at the slightest hesitation of a quill float; the

1803-1953

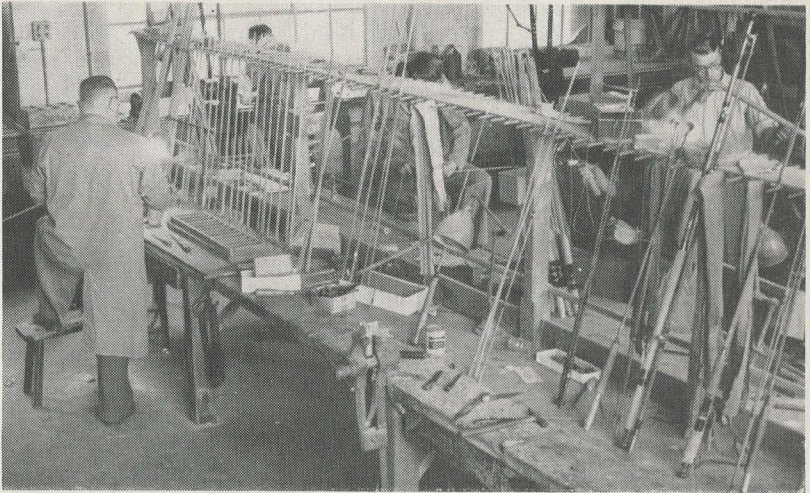
famous "Light Caster"; heavier spinning rods for monsters and heavy streams; built cane trout and salmon rods to bring game fishing within reach of all purses; and rods for all types of sea-fishing.

Most rods are of built cane, but for the conservative angler Allcocks

continue to produce rods in the more moderate priced greenheart. Allcocks cater too for the growing ranks of those who favour glass rods, whose power, durability and lightness are certainly a great attraction.

Ultra-light bottom rods are usually made of Spanish reed, but cane from Tonkin, China, is used for built cane rods. The cane arrives in huge bundles, which are stacked house-high in the warehouse. All cane is closely inspected before purchasing, even the slightest flaw being ground for rejection.

In the workshop the cane is sawn into lengths, and then sections, before reaching the shaping-machines. When built cane rods were made entirely by hand, even the most skilled workmen found it difficult to



Fitting ferrules and handles to built cane sections

produce six sections entirely alike. The shaping-machine makes it possible to taper all six sections of a rod with hair's breadth accuracy. After shaping the sections are bound together, then sent to the glueing shop. After their glue bath the sections are left for the necessary time to dry thoroughly. The fittings are then fixed, the rings and whippings put on, and the whole rod varnished. The rod is now ready for testing for every rod must conform rigidly to a specification—your dry fly rod must be capable of placing a fly delicately; your spinning rod capable of dropping a bait just where you want it, and of turning a heavy fish that has run downstream; and so on.

For every Allcock rod there is exactly the right reel. Just as Samuel Allcock pioneered scientific production of tackle, so the firm has always been in the lead in its reels. The famous "Felton Crosswind" (recently reduced in price) deserves special mention. Its crosswind principle gives it a big advantage over any other fixed spool reel. For



lighter spinning there is the "Silver Superb", while for all-round fishing, including spinning, we believe there is no other reel on the market comparable with our justly famous "Aerial".

For every Allcock rod and reel there is a line to match, whether for spinning, threadlining, bottom, fly or sea fishing. Last year, it is estimated that upwards of five hundred miles of line, mainly silk and nylon, came off the winders. Allcock lines today are the sum total of years of experience, ceaseless patient trial and error. Lines may be given as many as six dressings before being hung on massive frames to dry—making a hundred weird geometrical patterns somewhat reminiscent of modern art.

For those who prefer it, there is the even more up-to-date Terylene Polyester, which we consider admirable for spinning and for fly fishing. It is cheaper than silk, behaves well under practical fishing conditions, and has the great advantage for spinning that it absorbs little water.

Coming down the line, we cast a quick glance at the float. In the floatshop, floats of every conceivable size, shape and colour make a myriad of patterns to delight and tempt the eye.

Close by the floatshop are made artificial baits, including Devons, minnows, plugs and spoons. A recent war casualty returned is the Nevison Golden Sprat, celebrated as a most killing bait. These baits consist of natural sprats preserved by a method known only to Allcocks.

Allcocks, maintain too, the craft of fly tying—whether for salmon, trout, chub or dace. This work is done by highly-trained operators who are thoroughly familiar with the exact dressing required for all flies produced—a most important consideration in these days when so many wrong materials and formulae have come into currency. Equally deft hands select and knot gut or nylon into casts, and tie the smallest roach hooks to finest strands of gut or nylon no more than the size of a human hair.

Coming to the end of our cast, we find ourselves back where Polycarp Allcock started—hooks. Modern machinery has, of course, both simplified and speeded up production of hooks, but the quality of the finished article (as witness Allcocks "Model Perfect" hooks) depends

on the craftsman as much as any other item of equipment. Fine soft wire from Sheffield is cut into double lengths and pointed at both ends. The length is halved, and then fed into automatic machines which complete the processes of barbing, bending and ringing (or flattening).

The hooks, still in the "soft", are now subjected to heat treatment, *i.e.*, first hardened and then tempered. From a glance at the colour of the batch in the furnace, the operator knows when they are "cooked". This faculty amounts to a very highly developed instinct, and it takes years to become an expert in the heat-treatment shop. Every different type of hook—from the tiny No. 20 roach hook to the massive one for conger eels—needs different timing. On emerging from the furnace the hooks are quenched in oil; this makes them both hard and brittle.

To give the hooks strength or "temper" they go through another furnace, this being the most important of all the making processes. The result should be a hook which has just sufficient temper or "spring" so that it will "give" sufficiently under pressure yet neither break nor pull out of shape. The real quality of a hook is judged by the angler on this final qualification in which Allcocks "Model Perfect" and other hooks are supreme.

After being barrel-polished, they are then given a bronze (rustproof), tin, gilt or nickel finish according to the special requirements of the market for which they are destined.

In short, the aim of Allcocks is to ensure that in the future there will be heard less often throughout the land that melancholy phrase, "the one that got away".



Tom Boswell, one of the most skilled rod-makers in the country, was awarded the B.E.M. in the New Year Honours for his services to the industry. Mr. Boswell, who has been with Allcocks for more than 55 years, is a foreman rod-maker and expert buyer of green-heart. He has been instructing apprentices for 35 years.

Photo by courtesy of the "News-Chronicle"



A question of balance

IF one had to give a single-word description of the secret of good fishing, there could be no better choice than **BALANCE**.

Although, as we have seen, tackle down the years has become lighter and more delicate, it does not necessarily follow that a light rod is always superior to a heavier one. A rod must be properly balanced, as indeed must all tackle. A light rod of poor design may be far more tiring to use than a well-balanced heavier one, particularly when it comes to fly fishing, spinning or threadlining. In these days, the intelligent angler naturally picks the lightest rod capable of doing the job he requires, but over and above this he will demand correct balance, so that his days are happy carefree ones, free from wrist-fatigue and back-ache.

One can design a motor-car or television set on the drawing-board, and know, before testing the finished product, that it should yield a certain performance. Not so a fishing rod. Here it is a matter of trial and error. This is where Allcocks have the advantage—every rod produced from the company's factory has the sum total of 150 years' experience behind it. Although we pride ourselves on our craftsmanship, we are also practical anglers, and no rod ever penetrates into our catalogue without first being subjected to the most exacting tests on the water as well as in the factory.

Just as every Allcock rod is perfectly balanced for its task, so in the Allcock catalogue there are reel, line, cast or trace, and hook, flies or lures to go with it.

Whether the angler's quarry be roach, bream, dace or chub; if his dream be to capture the monster pike of all time; whether he seek salmon on Deeside, trout on chalk or moorland streams, mackerel, bass or pollack from the sea—Allcocks provide the tackle to do the job, and at the lowest price that *quality* equipment can be offered. For those whose

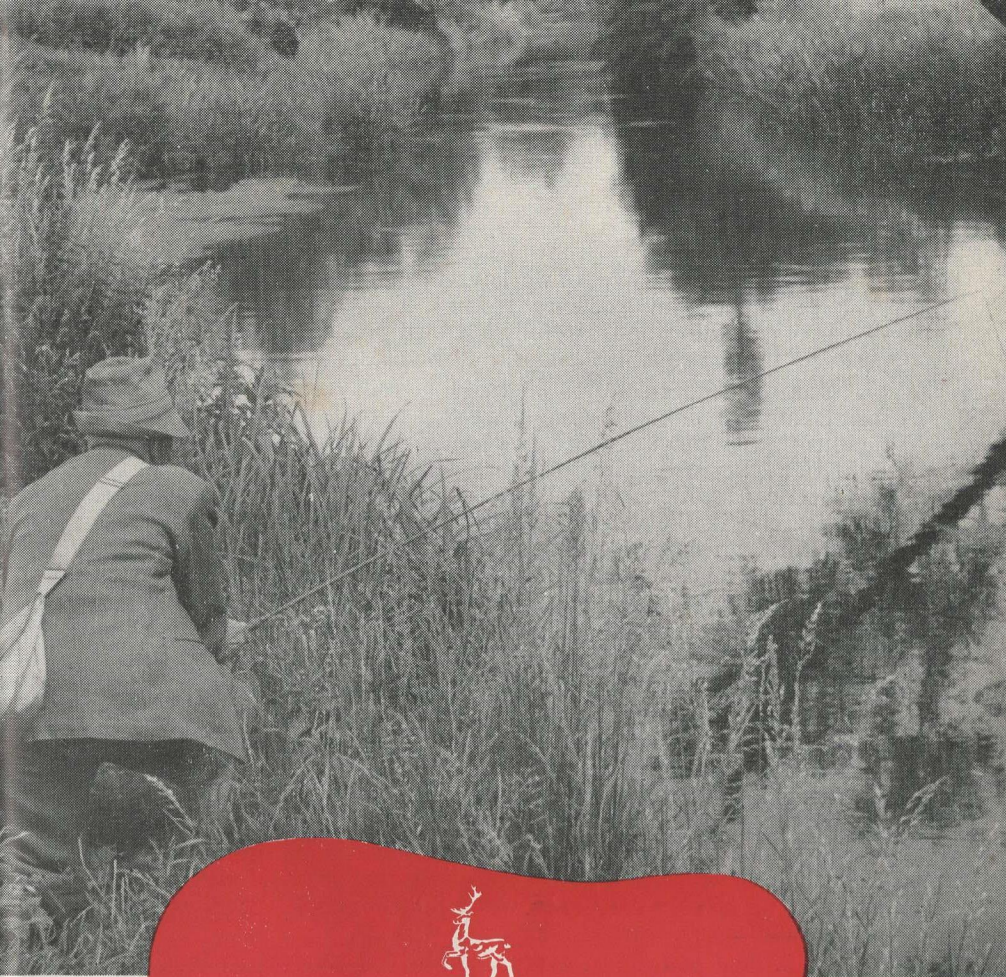
interests are outside the types of fishing we have just cited, Allcocks still offer the requisite tackle. Allcock tackle has killed such heavy fish as a 575-lb. shark. One of our "Medina" rods was recently used by a retired Naval captain to land a 185-lb. skate.

Nearer home, we need only point to the long list of "All England" matches won on Allcock tackle and the long list of specimen fish—listed in previous *Anglers' Guides*—caught on it.

Allcock tackle catches fish all the world over. Mention has already been made of the company's contribution to the export drive—our exceedingly active oversea branches are situated, among other territories, in the United States, France, Canada, Australia, New Zealand and South Africa.

Top and butt joints are ferruled and tested for action





Rods

ALLCOCKS ANGLERS' GUIDE

Allcocks rods



AT our Redditch Works we have the most efficient rod-building equipment in existence today. This, backed by systematic organization and carefully planned production, enables us to produce the best rods in the world at the most reasonable prices.

Our main consideration in building rods of all grades is the maintenance of that high quality which has made the name Allcocks famous throughout the world. We would give special mention to our Built Cane Rods, pointing out that with our machinery we can cut and taper cane sections with a degree of mathematical accuracy achieved nowhere else in the world, ensuring thereby that all six sections of a rod form an exactly symmetrical whole, fitting together with the exactitude of machined metal.

A further very important point is this: we do not mass-produce butts, joints and tops in batches, for assembly into rods at the finishing stage, as do many manufacturers. Every Allcock Built Cane Rod is built as an individual rod from the initial cutting of the cane.

Although we are mechanized to the fullest possible degree, to ensure minimum prices, there are processes in the building of a rod which cannot be carried out by a machine. It is the hereditary skill of Allcocks rod craftsmen that, in carrying out the final building and finishing, produces the unmistakable Allcock rod.

Nowhere in the world will tackle-craftsmen be found to equal Allcocks rod builders. Here, in Redditch, the historical centre of the industry, we employ craftsmen whose fathers, grandfathers, and even great-grandfathers, learned their trade with us.

As a final guarantee, every finished rod receives at least three inspections before it leaves our stock room. At the least sign of a possible imperfection a rod is rejected without question.

As a result of such care and experience, it is hardly surprising that Allcocks rods are :— ★ OF THE BEST POSSIBLE DESIGN FOR THE WORK THEY ARE REQUIRED TO DO ★ PERFECTLY BALANCED AND OF MINIMUM WEIGHT COMPATIBLE WITH RELIABILITY ★ OF A SUPERLATIVE FINISH ★ CAPABLE OF OUTLASTING ANY OTHER RODS IN EXISTENCE

Buy an Allcock rod and guarantee to yourself years of trouble-free sport.

Choosing your rod As tastes and individual fancies vary, it is not easy to advise on the choice of a rod.

We feel, however, that both novice and expert may safely follow our advice regarding certain rods.

TROUT FLY RODS have received special attention this year. On turning to the appropriate section of the *Anglers' Guide*, you will find that the whole range has been carefully overhauled, and a fresh modern approach made to actions, fittings and finishes.

As the result of several years of experimental work, actions and lengths have been very closely related—with the joint aims of providing a range of fly rods to meet practical fishing conditions throughout the trout-fishing world, and eliminating all combinations of length and action that do not give maximum efficiency.

Whether in the highest grade—"Colonel", "Sapper", "Gilmour" and "Leander"—or in the popular-priced grade—"Marvel" and "Popular"—we offer this range with the fullest confidence.

For details see pages 36, 37, 39, 40, 42, 43.

Note :—A very useful list of suggested fly-fishing outfits will be found on page 45, following the built cane fly-rod section of the *Guide*.

FOR SALMON FLY WORK we have added two new patterns to our range. The "Sapper Salmon" extension butt, 10-10½ft (p.48), for the smaller rivers and for greased-line fishing, has been hailed with enthusiasm by progressive salmon fishers on both sides of the Atlantic. The "Shannon" 13ft, (p.47), has been introduced to meet the needs of the angler who wishes to fish the sunken fly and has to consider his pocket. At under £12 this rod, with good, but simplified fittings and finish, is a genuine bargain, having the power, strength and action of many rods selling at twice its price.

FOR MATCH FISHING. In addition to that well-trying favourite Allcocks "Gloria" (p.53), we have great pleasure in introducing our new model.

Allcocks "Match Special" (p.52) is, we can honestly say, the most outstanding bottom rod which we have designed for some years.

Possessing the unique feature of an Allcock "Duraglass" tip, the toughest yet gentlest material ever to go into a rod tip, the "Match Special" has to be handled to be fully appreciated. We have more to say about the "Match Special" on page 52.

FOR HEAVY BOTTOM FISHING (BREAM, CHUB, BARBEL, TENCH, etc.) we recommend Allcocks "Wallis Wizard" (p.54), a rod of considerable power yet delicate enough in action to strike the shyest roach bite. Designed to cast float tackle long distances, it gives of its best when used with a fixed spool reel, such as Allcocks "Duco" or "Silver Superb" (p.71). If, however, a free-running Nottingham reel is preferred, the Allcock "Aerial" cannot be bettered.

For the angler who is determined to have the very best that can possibly be produced, we have designed a *de luxe* edition of the "Wallis Wizard", Allcocks "Superwizard". Details of this may be found on page 54.

For threadline spinning we offer an incomparable range of rods. We would particularly draw attention to the new Hughes-Parry rod designed for single handed use with the Allcock "Felton Cross wind" reel. Details of this and other threadline rods will be found on pages 56 and 57.

FOR HEAVING SPINNING we advise Allcocks "Hercules" (p.57) with an Allcock "Aerial" reel.

SEA FISHING. The sea angler will find no better rod in existence than Allcocks "Medina" (p.58). This should be used with an Allcock "Aerialite" sea reel (p.74).

THE " COLONEL "

HIGHEST GRADE 2 JT BUILT CANE TROUT FLY ROD

A375

The " Colonel ", in its 1953 form, although designed primarily for chalk-stream dry-fly fishing, has proved popular with dry-fly purists everywhere. The special tapering of the top, which provides the fast dry-fly action, also ensures that 4x points may be used without fear.

ACTION

8, 8½ft FAST DRY FLY.

9ft FAST-MEDIUM DRY FLY.

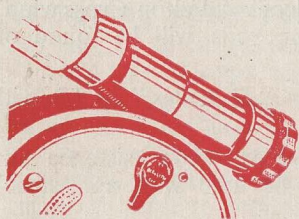
FITTINGS

Solid cork handle, reinforced suction ferrules, steel bridge rings, agate butt and end rings, ALLCOCKS " HOLDWELL " patent screw winch fitting.

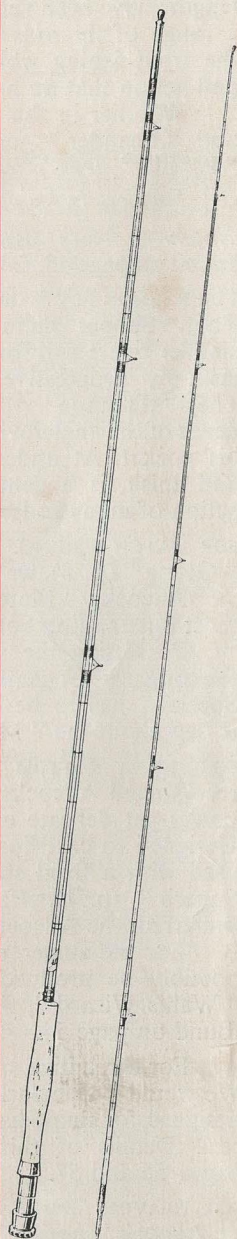
FINISH

Closely whipped in contrasting royal blue and crimson silk on natural hardened cane surface.

Each rod supplied in a high-grade partitioned bag. 8, 8½, 9ft 150/- each.



*Allcocks
" Holdwell "*
*screw winch
fitting*



A375

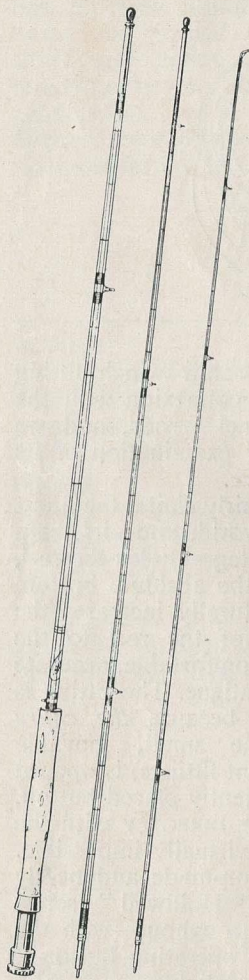
THE "SAPPER"

HIGHEST GRADE 3 JT BUILT CANE

TROUT FLY ROD

A336

The "Sapper" is an ideal 3 joint rod for the majority of the rivers in northern England, Wales and the West Country. A little more powerful in build than the "Popular", it is finding an increasing sale in Canada, Australia, and in Central and East Africa.



A336

ACTION

9, 9½ft MEDIUM DRY FLY.

10ft "MIDWAY".

FITTINGS

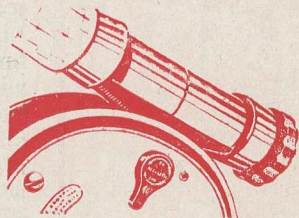
Solid cork handle, reinforced suction ferrules, steel bridge rings, agate butt and end rings, ALLCOCKS "HOLDWELL" patent screw winch fitting.

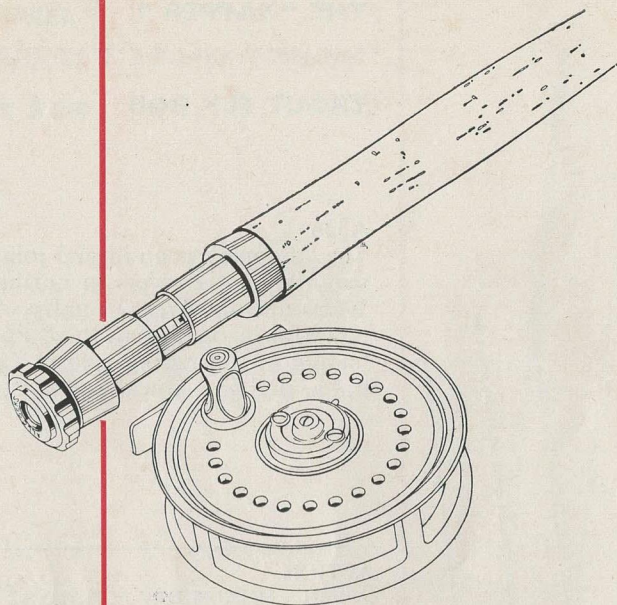
FINISH

Closely whipped in contrasting royal blue and crimson silk on natural hardened cane surface.

Each rod supplied in a high-grade partitioned bag. 9, 9½, 10ft 150/- each.

*Allcocks
"Holdwell"
screw winch
fitting*





**THE
ALLCOCK
“HOLDWELL”
SCREW WINCH
FITTING**

The new “Holdwell” screw winch fitting has been introduced in connexion with the “Sapper” and “Colonel” rods, and we feel that a rather closer examination of its features would appear due.

This fitting is, we may fairly claim, the finest on any fly rod in the world, and—its main characteristic and advantage—holds the reel, irrespective of size, at the absolute bottom of the handle. This naturally increases the “counterpoise” effect of the reel to the maximum, making for comfortable, accurate casting and minimum fatigue. The fitting is simple in design, and because *the entire fitting* (as against one small, movable component in less efficient fittings) is opened by unscrewing a conveniently placed button, WHICH DOES NOT ENGAGE DIRECTLY with the reel scoop, jamming is virtually impossible. Light in weight, precision-made and neatly finished, the Allcock “Holdwell” screw winch fitting is metal throughout—with the exception of the plastic operating button—and therefore completely reliable.

Please remember—only Allcock rods are fitted with the Allcock “Holdwell” screw winch fitting.

THE "GILMOUR"

HIGHEST GRADE 3JT BUILT CANE

TROUT FLY ROD

A340

The "Gilmour" was designed exclusively for Allcocks clients north of the Tweed. It has, however, rapidly proved a favourite at home and abroad with all who favour a slow, easy action for wet-fly fishing. Of moderate power, the "Gilmour" is very gentle to 4x gut.

Highly recommended for loch, lake and reservoir fishing in all parts of the world.

ACTION

(All Lengths)

9½, 10, 10½ft EASY SCOTCH-STYLE WET FLY.

FITTINGS

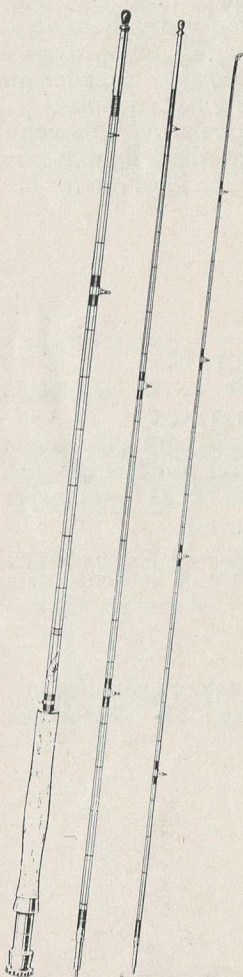
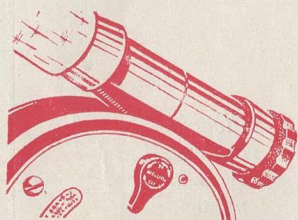
As "Sapper".

FINISH

Closely whipped with royal blue silk on natural hardened cane surface.

Each rod supplied in high-grade partitioned bag. 9½, 10, 10½ft 150/- each.

*Allcocks
"Holdwell"
screw winch
fitting*



A340

THE "LEANDER"

HIGHEST GRADE 2 JT BUILT CANE TROUT AND SEA-TROUT ROD

A385

The "Leander" was designed for fishing a wet or dry fly to very large rainbow trout in the fast, heavy rivers of New Zealand. When increased supplies permitted the offer of this rod at home, it rapidly achieved wide popularity. Although single-handed and comparatively light, it is immensely powerful and is the ideal rod for heavy trout and sea trout.

ACTION

9ft EXTRA POWERFUL MEDIUM DRY FLY.

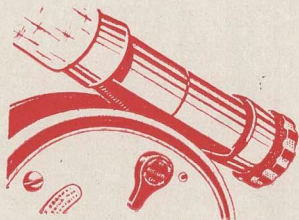
FITTINGS

Solid cork handle, reinforced suction ferrules, steel bridge rings, agate butt and end rings, ALLCOCKS "HOLDWELL" screw winch fitting.

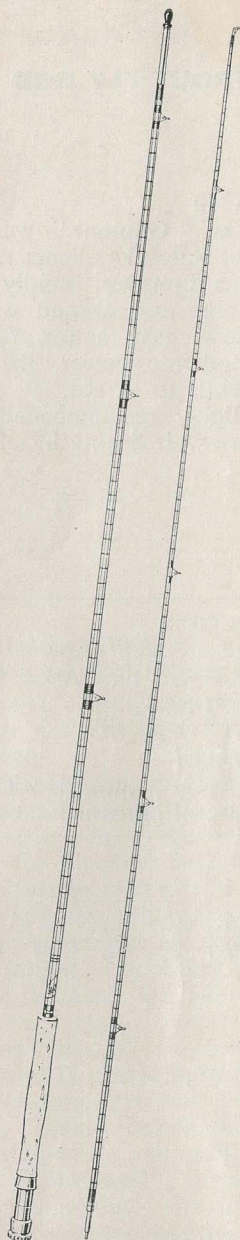
FINISH

Very closely whipped with mid-green silk on natural hardened cane surface.

Each rod supplied in a high-grade partitioned bag. 9ft 225/- each.



*Allcocks
"Holdwell"
screw winch
fitting*



A385

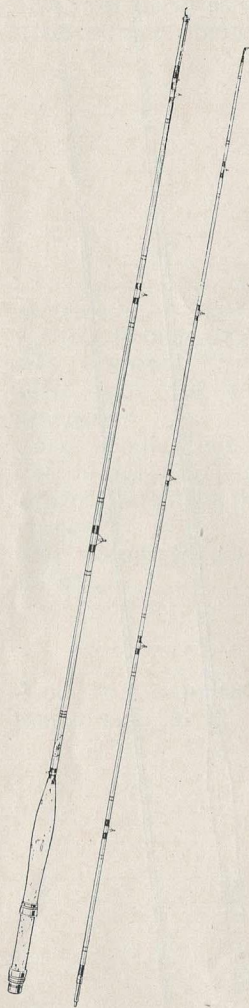
THE "LITTLE GEM"

2 JT BUILT CANE

BROOK ROD

A380

The "Little Gem", designed for fishing small, overgrown brooks, has been built to the minimum weight consistent with reasonable casting power. With a No. 1 double-tapered "Glider" up, it is an exceptionally accurate and altogether delightful little rod. The "Little Gem" makes a perfect ladies' rod.



A380

ACTION

7ft only. FAST-MEDIUM DRY FLY.

FITTINGS

Cork handle, reinforced suction ferrules, steel bridge rings, agate butt and end rings, tapered aluminium winch fitting and butt cap.

FINISH

Red whippings on natural hardened cane surface.

Each rod supplied in a high-grade partitioned bag. 7ft 90/- each.



When walking never carry the rod with the tip in front. Always carry the rod with the butt in front.

THE "MARVEL"
2 JT BUILT CANE
TROUT FLY ROD

A365

A beautiful dry-fly action at a very reasonable price.

ACTION

8, 8½ft FAST DRY FLY.

9ft FAST-MEDIUM DRY FLY.

FITTINGS

Cork handle, reinforced suction ferrules, steel bridge rings, agate butt and end rings, tapered aluminium winch fitting and butt cap.

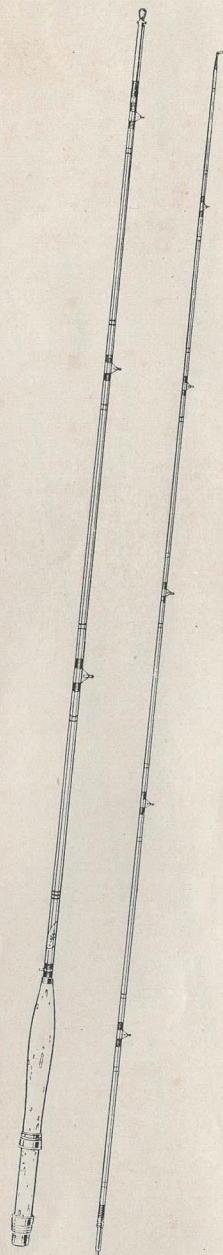
FINISH

Red whippings on natural hardened cane surface.

Each rod supplied in a high-grade partitioned bag. 8, 8½, 9ft 95/- each.



If your cast stubbornly refuses to sink when required to do so, rub it with a little damp clay, soap, or damp grass.



A365

THE " POPULAR "

3 JT BUILT CANE

TROUT FLY ROD

A320

The most inexpensive high-grade built cane trout rod ever offered to the public.

ACTION

9, 9½ft MEDIUM DRY FLY.

10ft " MIDWAY ".

10½ft EASY WET FLY FOR LAKE AND LOCH.

FITTINGS

Cork handle, reinforced suction ferrules, steel bridge rings, agate butt and end rings, tapered aluminium winch fitting and butt cap.

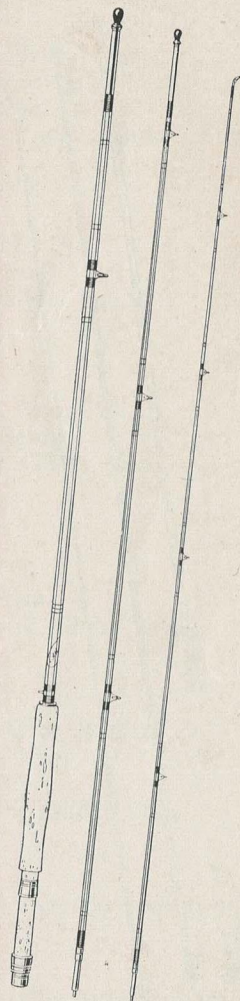
FINISH

Red whippings on natural hardened cane surface.

Each rod supplied in high-grade partitioned bag. 9, 9½, 10, 10½ft 95/- each.



In trout fishing some knowledge of natural flies and their life history is a help. On chalk streams it is vital; on others it can make all the difference.



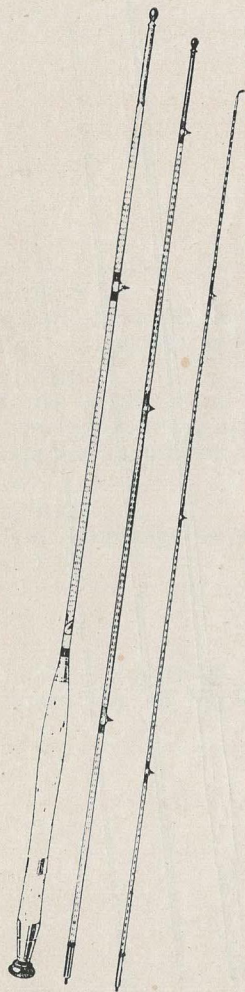
A320

ALLCOCKS

GREENHEART

TROUT FLY RODS

Allcocks greenheart fly rods are built from only the best of selected seasoned timber. They are hand-tapered and balanced by craftsmen who have devoted a lifetime to their art. This explains the outstanding sweetness of action and perfect balance which have characterized Allcocks greenheart rods for generations.



A310

A310

The "Gladiator", 3 joint, greenheart, cork handle, snake rings, bronzed winch fitting, rubber button, in bag.

9ft 67/6 each. 10ft 75/- each.

A315

The "Taw", 2 joint, greenheart, cork handle, snake rings, bronzed winch fitting, rubber button, in bag.

7ft 60/- each. 8ft 67/6 each.



In fishing a fly, a balanced outfit is of the utmost importance. Particularly ensure that your rod and line are perfectly matched.

THE "STANDARD"

HIGHEST GRADE 3 JT BUILT CANE

SALMON FLY ROD

A395

The "Standard" is built, fitted and finished to the most exacting specifications. None but the pick of our most experienced and highly skilled craftsmen are permitted to work on it, and only the finest of materials are used.

ACTION

12, 14ft EASY FOR SUNKEN FLY.

FITTINGS

Solid cork handle S.A. "LOCKFAST" ferrules, best quality steel bridge rings, agate butt and end rings, screw winch fitting, rubber button.

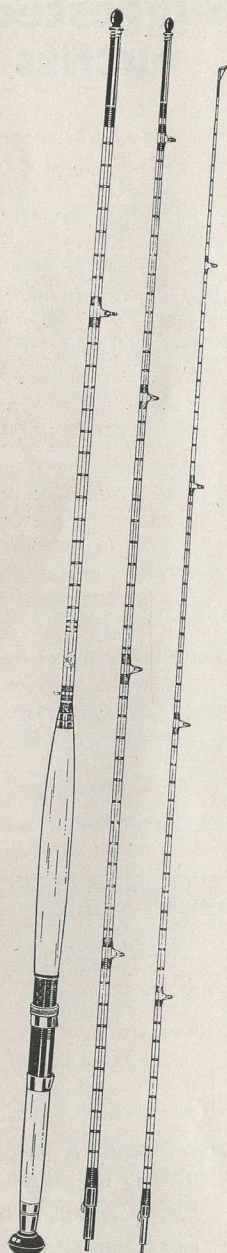
FINISH

Closely whipped with pure green silk on natural hardened cane surface.

Each rod supplied in a highest-grade partitioned bag.	12ft	£13 10s. 0d. each.
	14ft	£16 10s. 0d. each.



Disappointments and disasters the beginner will always meet in fly fishing, but he will later know a lifetime of enjoyment.



A395

THE "SHANNON"

3 JT BUILT CANE

SALMON FLY ROD

A390

By fitting and finishing the "Shannon" in a plain and simple manner, we have been able at last to produce a thoroughly reliable built cane salmon fly rod at a popular price. We sincerely hope that its introduction will allow many who might otherwise have been unable to do so, to enjoy what may well be the "cream" of all fishing—taking a salmon on fly!

ACTION

13ft only. EASY FOR FISHING SUNKEN FLY.

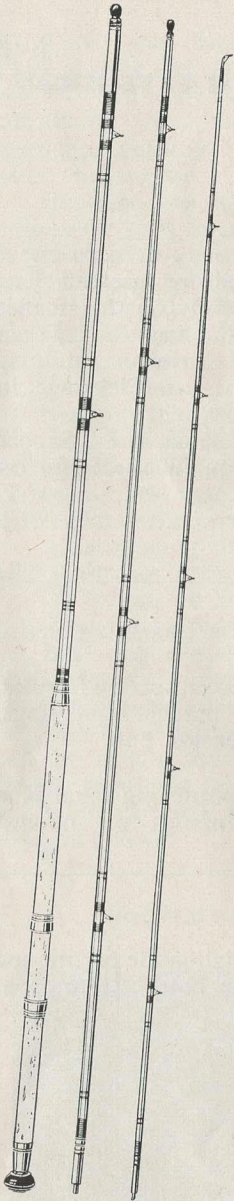
FITTINGS

Cork handle, reinforced suction ferrules, steel bridge rings, agatine butt and end rings, bronzed sliding winch fittings, rubber button.

FINISH

Red whippings on a natural hardened cane surface.

Each rod supplied in high-grade partitioned bag. 13ft 195/- each.



A390



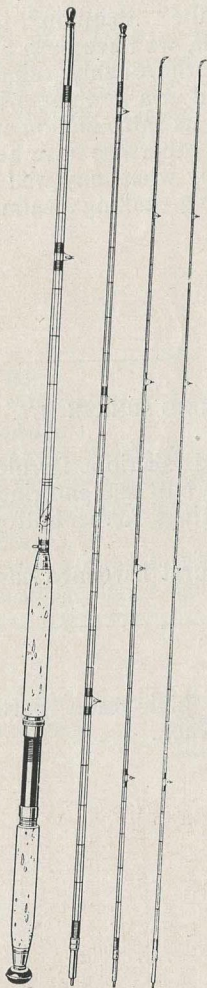
Notwithstanding the present-day popularity of the minnow and the prawn, a correctly fished fly will probably kill more salmon in a season than any other lure.

THE "SAPPER SALMON"

HIGHEST GRADE 3 JT BUILT CANE

GREASED LINE

**SALMON ROD WITH EXTENSION
BUTT**



A346

A346

The "Sapper Salmon" may be used either single- or double-handed for greased line, and for fishing a sunken fly on the smaller rivers to both salmon and sea trout. When used single-handed, the extension butt may be pushed on to give greater leverage in playing a fish.

Designed initially for Canada, the "Sapper Salmon" has proved equally successful on home waters.

ACTION

10-10½ft only. STIFF, FOR GREASED LINE.

FITTINGS

Solid cork handle, reinforced suction ferrules, steel bridge rings, agate butt and end rings, screw winch fitting, extension butt.

FINISH

Closely whipped with contrasting royal blue and crimson silk whippings on natural hardened cane surface.

Each rod supplied in a high-grade partitioned bag. 10-10½ft (extension butt). 217/6 each.



Does the Salmon feed in fresh water? This is one of the questions to which years of controversy have given no final answer.

BOTTOM RODS

POPULAR PRICED

A130

3 joint, mottled cane, lancewood top, balanced handle, "Bell's Life" rings, porcelain end ring, bronzed winch fittings, in bag.

10½ft 27/- each.
12ft 30/- each.

A150

THE "VIKING" 3 joint cane, greenheart top, stained dark brown, cork handle, "Bells Life" rings, porcelain end ring, bronzed winch fittings, in bag.

10½ft 45/- each.
12ft 52/6 each.

A160

THE "ISIS" 3 joint, cane butt, middle joint spliced greenheart, 2 greenheart tops (one short for spinning and ledgering), stained light green, cork handle, "Bell's Life" rings, agate butt and end rings, bronzed winch fittings, in bag.

10½ft 67/6 each.



Rudd will often provide the finest fishing of all at the close of the season.

MEDIUM GRADE BOTTOM RODS

*TWO 1953 INTRODUCTIONS

A165 THE "HOLDWELL"

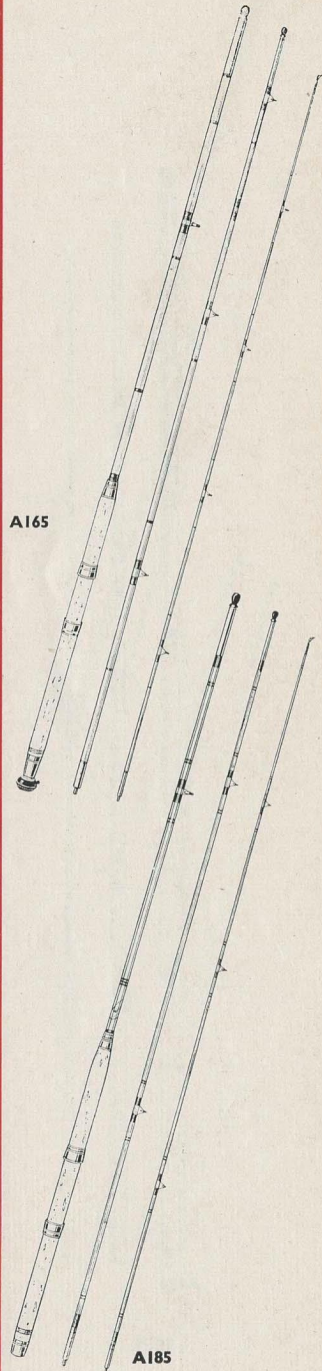
3 joint whole cane butt and joint, built cane top, cork handle, agatine butt and end rings, "Bell's Life" intermediate rings, bronzed sliding winch fitting and butt cap.

11ft 90/- each.

A185 THE "RECORD BREAKER"

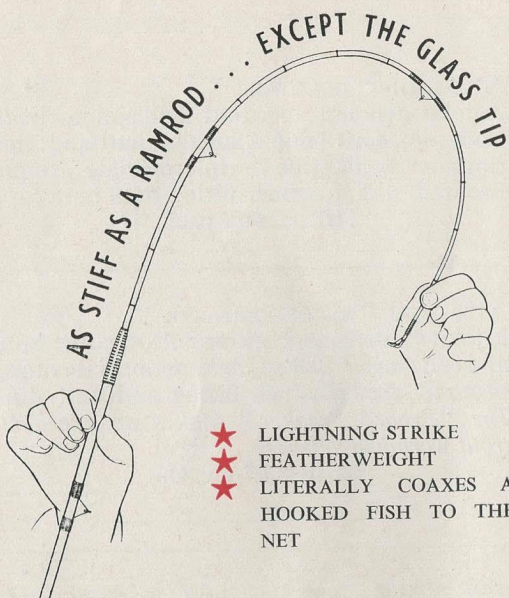
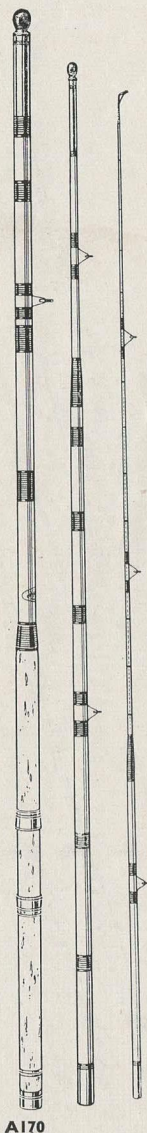
3 joint built cane, cork handle, agatine butt and end rings, "Bell's Life" intermediate rings, bronzed sliding winch fitting and butt cap. *The "Record Breaker" makes an excellent trout worming rod.*

10½ft 97/6 each.



When returning fish to the water, always slide them gently into the water from the keep-net. Never drop from a height. See that, when returned, the fish's head faces upstream.

THE "MATCH SPECIAL"
THE MATCH ROD WITH THE
ALLCOCK "DURAGLASS" TIP



A170

The development of Allcock "Duraglass" has made it possible for us to produce a "match action" superior to anything seen previously. By building into the top of a perfectly built Spanish reed rod a carefully calculated length of this wonderful new material, a rod of amazing performance has been created. Although completely stiff, with a lightning strike, the "Match Special" controls a hooked fish so gently that the risk of the hook tearing free while the fish is played is reduced to virtually nil.

The Allcock "Match Special" 3 joint, Spanish reed butt, Spanish reed joint spliced with tonkin, tonkin top with spliced-in "Duraglass" tip, cork handle, stand-off agate butt and end rings, full stand-off intermediate rings, suction ferrules, sliding aluminium winch fitting and butt cap. Two-colour whippings, perfectly balanced.

Weight (approx.) 10 ozs **11ft** **120/-** each.

HIGHEST GRADE BOTTOM RODS

TWO OLD FAVOURITES

Read what Albert Redman, well-known Allcock stockist from Stoke-on-Trent, writes of his Allcocks "Gloria" :—

" During 17 years of use, I have won 13 cups match-fishing. I have had roach up to 2½lbs., two of which I have set up in my shop, and plenty of bream up to 3½lbs. Truly a remarkable performance for a rod built only for light work"

A154 THE "GLORIA"

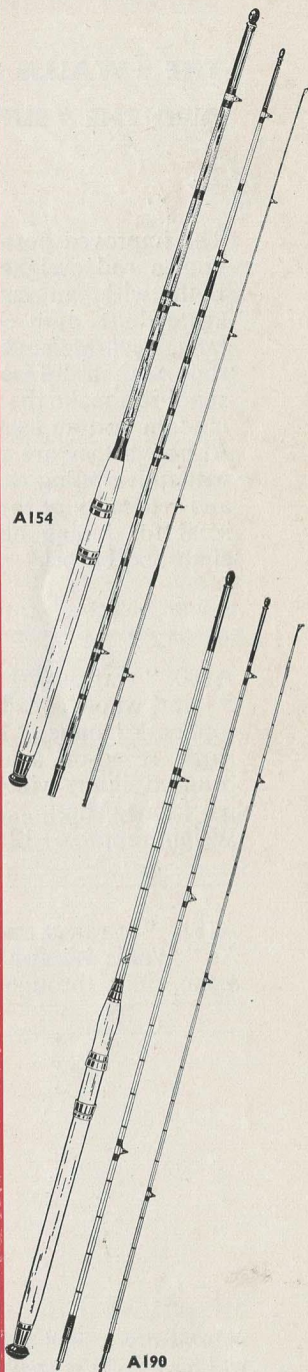
3 joint, Spanish reed butt, and spliced joint, spliced-in built cane tip, cork handle, agate butt and end rings, "Bell's Life" intermediate rings, suction ferrules, sliding winch fitting, and rubber button. Superb finish, perfect balance and action.

12ft	120/- each.
13ft	123/9 each.
14ft	127/6 each.

A190 THE "ECLIPSE"

Designed for the angler who demands a stiff, sharp-striking action, this beautiful built cane rod is without equal in its class. Light in weight and handy, the "Eclipse" is extremely powerful, and can be thoroughly relied on to deal with strong and heavy fish. 3 joint, built cane throughout, cork handle, "Bell's Life" rings, agate butt and end rings, bronzed sliding winch fittings, rubber button and partitioned bag. Truly this rod can be said to "eclipse" all rivals.

Weight (approx.) 13½ ozs 10½ft 135/- each.



HIGHEST GRADE BOTTOM RODS

THE "WALLIS WIZARD" AND THE "SUPER WIZARD"

The improved post-war models of the well-known rod designed by F. W. K. Wallis. Built with an easy action and stand-off agate butt and end rings, to facilitate long, accurate and effortless casting, these rods with a "Duco" or "Superb" fixed spool reel make the ideal combination for the modern bottom fisherman.

Although they are quite suitable for dealing with quick-biting roach and dace, the power and reliability of the "Wizards" make them ideal for killing heavy, hard-fighting carp, chub and barbel.

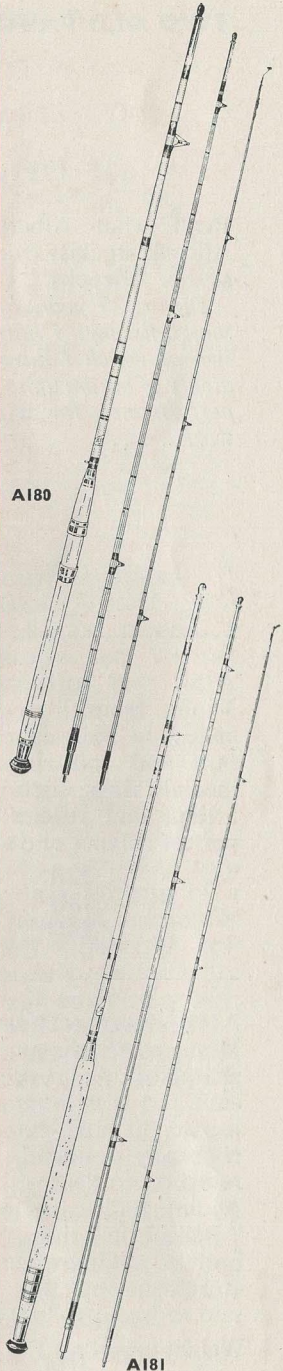
A180 "WALLIS WIZARD"

3 joint, whole cane butt, built cane joint and top, cork handle, "Bell's Life" intermediate rings, stand-off agate butt and end rings, bronzed sliding winch fittings, rubber button, partitioned bag.

Weight (approx.) 12 ozs. **11ft 127/6** each.

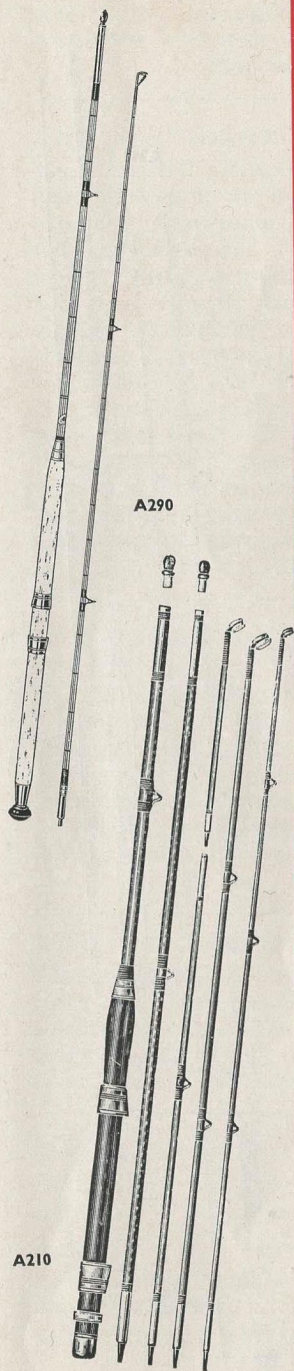
A181 "SUPER WIZARD"

As "Wallis Wizard" but with full stand-off agate rings throughout. **11ft 150/-** each.



Worms are a good bottom-fishing bait, but eels will always cause trouble.

PIKE AND COMBINATION RODS



A245 THE "SLAPTON"

A 1953 introduction which is proving a great success in filling a long-felt need for a really good moderately powerful pike rod at a reasonable price.

2 joint, greenheart, cork handle, porcelain rings throughout, bronzed winch fitting and butt cap.

8ft 97/6 each.

A210 THE "COMBINATION"

4 joint, mottled cane, 3 lancewood tops (making 11ft bottom rod, 9ft live-baiting rod, and 9ft spinning rod), balanced handle, snake rings, porcelain end ring on spinning top, bronzed winch fittings, in bag.

60/- each.

A290 THE "PRESIDENT"

2 joint, built cane spinning, trolling, or boat rod, cork handle, agate rings throughout, sliding winch fitting, rubber button, partitioned bag.

6ft 105/- each.

7ft 112/6 each.



When your threadline becomes kinked, take off the bait and pay out the line down-stream. The force of the stream will take out the kinks.

HIGHEST GRADE BUILT CANE THREADLINE AND GENERAL SPINNING RODS

A255 THE "LIGHT CASTER"

Suitable for spinning with the Allcock "Stanley", "Silver Superb", "Duco" fixed spool reels. Thousands of these rods have been sold in the past, and the demand today is greater than ever before. Seldom can any pattern have given such universal satisfaction.

2 joint, built cane, solid cork handle, reinforced serrated suction ferrules, agate rings throughout (extra-large butt ring), screw winch fitting, rubber button, partitioned bag. Weight (approx.) 6½ ozs. **7ft 105/-** each.

"West Country", the well-known angling author, writing on low-water salmon fishing in *The Illustrated Sporting and Dramatic News*, said of the "Light Caster": "*The rod to me is the eighth wonder of the world, and is the equal of any rod (at any price) I have ever handled.*"

A256

As A255, but with sliding winch fitting. **105/-** each.

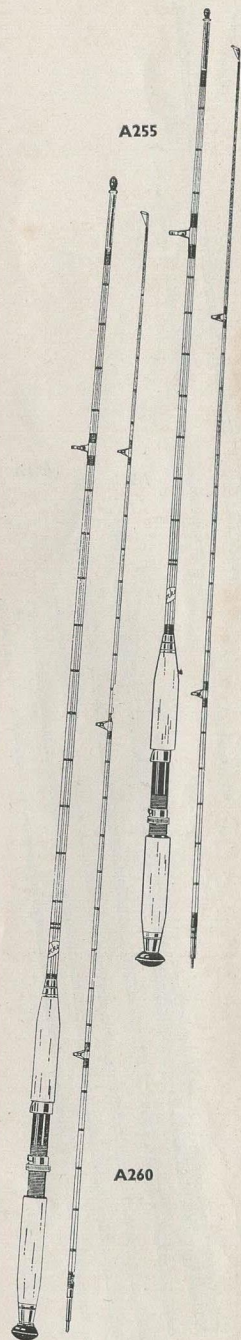
A259 THE "HUGHES PARRY"

This rod has been introduced to meet the special requirements of the angler who wishes to spin single-handed with the "Felton Crosswind", using a 6 lb. line. 2 joint built cane, solid cork handle, reinforced suction ferrules, agate rings throughout (extra large butt ring), sliding winch fitting, rubber button, partitioned bag. **7ft 9in. 127/6** each.

A260 THE "NIMROD"

A beautiful rod, longer and more stoutly built than the "Hughes Parry". Ideal for use with the "Felton Crosswind" and an 8lb line, for salmon, grilse, pike and sea trout. 2 joint built cane, solid cork handle, reinforced suction ferrules, agate rings throughout, screw winch fitting, rubber button, partitioned bag.

Weight (approx.) 8 ozs **8½ft 150/-** each.



A261 THE "NIMROD"

As A260 but with sliding winch fitting.
150/- each.

A270 THE "PERFECT"

The "Perfect" is aptly named, for it is as near perfection as any rod can be. Stiff enough to drive home the hooks, it is wonderfully powerful, yet with sufficient whip to make casting a matter of sheer delight. This rod can be recommended with the greatest confidence for salmon or pike spinning. For casting power, action, balance and durability, the "Perfect" is a revelation in rod building, and is recommended for use with either the "Felton Crosswind" or the "Easicast" and "Aerial". 2 joint, built cane, solid cork handle, serrated suction ferrules, agate rings throughout, screw winch fitting, rubber button, partitioned bag.

9ft 225/- each.

A258 THE ALLCOCK "DURAGLASS" THREAD-LINE ROD

The fibre-glass equivalent of the famous "Light Caster", but with greater power and the capacity to handle heavier baits and lines. 2 joint solid "Duraglass", cork handle, reinforced suction ferrules, agate rings throughout (extra large butt ring), sliding winch fitting, rubber button, partitioned bag.

6ft 6in. 150/- each.

A280 THE "HERCULES"

Salmon or pike spinning rod, 3 joint built cane, solid cork handle, reinforced serrated suction ferrules. Agate rings throughout, screw winch fitting, rubber button, partitioned bag. 9ft and 10ft 157/6 each.

CASTING WEIGHTS

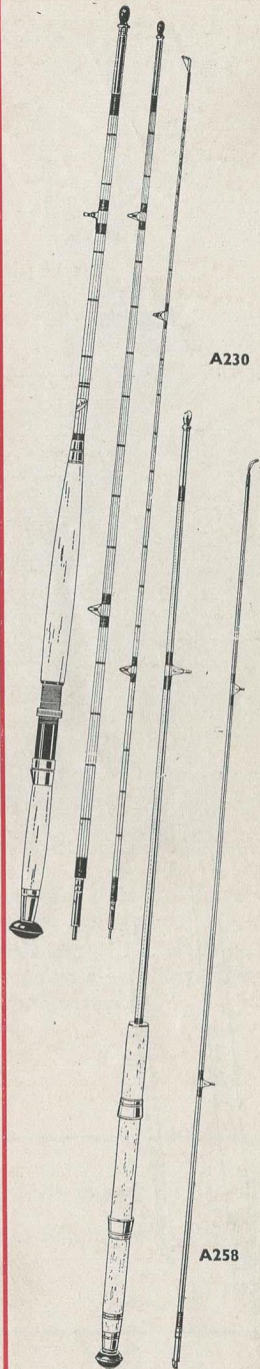
A.255 Baits $\frac{1}{8}$ - $\frac{1}{2}$ oz. Lines 2 - 6 lbs., B.S.

A.259 ,, $\frac{1}{4}$ - $\frac{3}{4}$ oz. ,, 4 - 8 ,, ,,

A.260 ,, $\frac{1}{2}$ - $1\frac{1}{2}$ ozs. ,, 6 - 10 ,, ,,

A.270 Baits exceeding $1\frac{1}{2}$ ozs. Lines exceeding 10 lbs. B.S.

A.258 Baits $\frac{1}{8}$ - $1\frac{1}{2}$ ozs. Lines 2 - 8 lbs. B.S.



THE "MEDINA"

HIGHEST GRADE 2 JT BUILT CANE SEA ROD

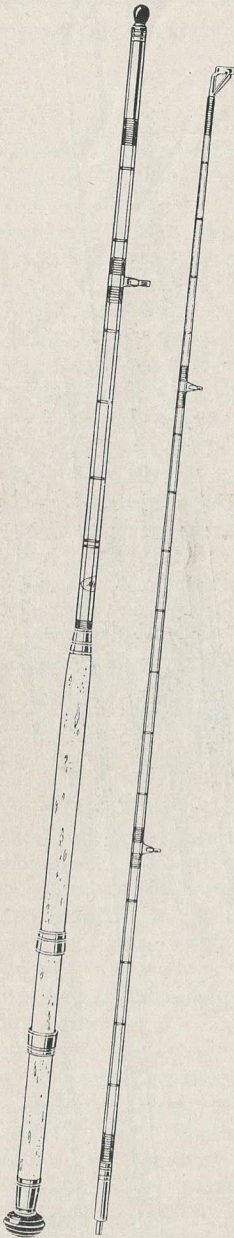
The "Medina" was designed for heavy work, and will stand up to skate, tope and conger fishing under all conditions. We recommend it for fish up to 200 lbs. in weight throughout the world.

A430 THE "MEDINA".

2 joint, built cane, cork handle, reinforced suction ferrules, porcelain rings throughout, reinforced porcelain end ring, graduated winch fitting, rubber button, partitioned bag.

7ft 180/- each.

8ft 180/- each.



A430

IMPORTANT

The articles described in this list may be obtained through retail dealers only.

In cases of difficulty we shall always be pleased to send the address of the nearest Allcock stockist.

Kindly note that as strictly wholesale manufacturers we cannot in any circumstances deal direct with anglers or fishing clubs.

HEAVY DUTY

SEA RODS

A410 THE "SOLENT"

2 joint, mottled cane butt, lancewood top, balanced handle, phosphor-bronze snake rings, porcelain end ring, graduated winch fitting, wood button.

In bag, 7ft and 8ft 30/-, 34/- each.

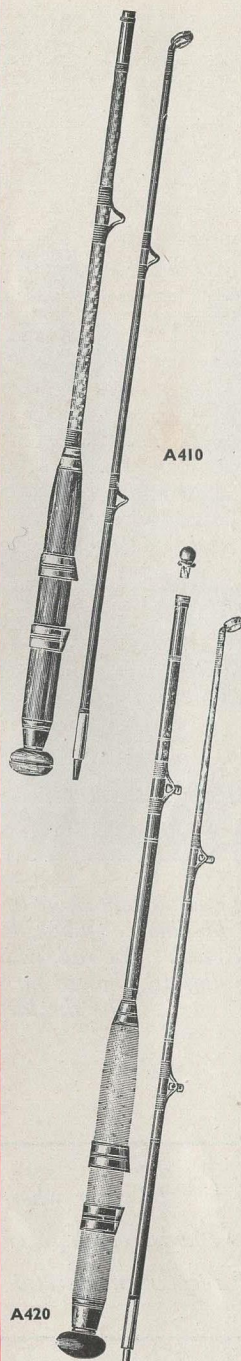
A420 THE "NEPTUNE"

2 joint, greenheart, cork handle, reinforced suction ferrules, porcelain rings throughout, reinforced porcelain end ring, graduated winch fitting, rubber button, partitioned bag. A strongly built rod suitable for general sea fishing.

7ft and 8ft 67/6, 75/- each.

A290 THE "PRESIDENT"

The "President", which figures among the pike rods on page 55, has found great favour as a light sea rod. We feel that it should not be forgotten in this connexion.



Allcock's

