

C. FARLOW & CO. LTD.

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



FISHING TACKLE MANUFACTURERS.
GRENABY WORKS, CROYDON.

Telegrams:

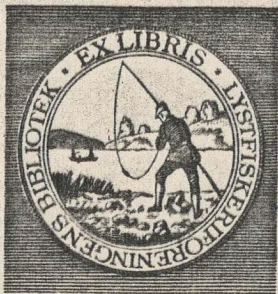
"GREENHEART (CHARLES), LONDON"

Telephone:

GERRARD 2380.

ESTABLISHED 1840.

A.
52



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, &c. Personal attention is given to selecting rods ordered, and we gladly assist intending purchasers to secure the most suitable rods for their requirements.

In the following pages a small selection of letters of appreciation is given, but we receive many more than can possibly be included in the catalogue.

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, &c., we cannot supply spare tops or other parts unless we have the rod to work to. In an emergency new tops can be supplied if the ferrule off the broken one is sent as a guide.

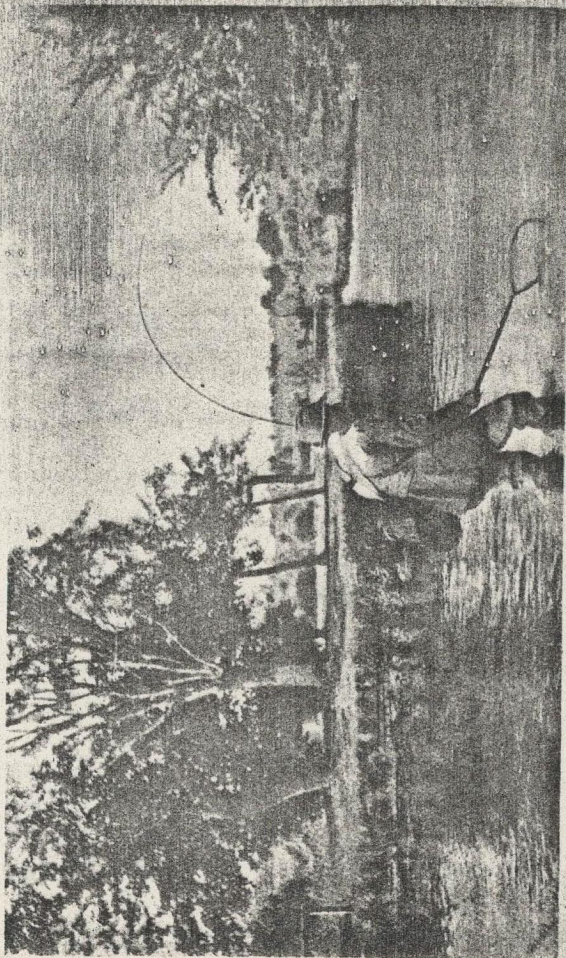
A REMARKABLE TRIBUTE FROM A LEADING AMERICAN FISHING TACKLE MANUFACTURER.

"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" FLY RODS.

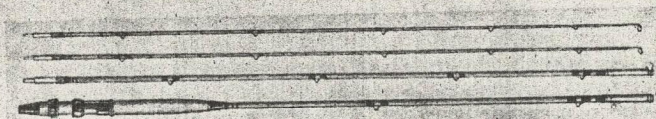
Convincing Testimony.

"DEAR SIRS,—I have great pleasure in writing to tell you how much I have enjoyed fishing with one of your 'Perfect' Greenheart Dry Fly Rods on the Kennet this season. Previously I have always fished with split cane rods; but I have never known the real pleasure of fishing until this season. I have also caught far more trout and lost many less fish this season. This may or may not have anything to do with the rod; but I fancy it has. I killed several trout up to 2½ and 3½ lbs., and the rod, although very light, was perfectly capable of the work.—Yours faithfully, JOHN A. RENNIE."



Later confirmation.—"DEAR SIRS,—You asked me the other day if I still used my old Greenheart 'Perfect' rod. I am glad to say it is still in use after many years of hard work, and I enclose you a photograph taken last fishing season. I have killed salmon and sea trout up to 6 lbs. with this rod, and it always stands the strain and keeps its shape and action. I can never speak too highly of this rod, and however many rods I buy I always go back to it.—Yours faithfully, JOHN A. RENNIE."

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.

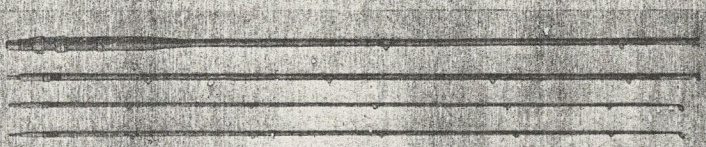
Lengths ..	9 ft.	9 ft. 6 in.	10 ft.	10 ft. 6 in.	11 ft.
Weight, about ..	6½	7½	8	8½	9 ozs.
Price,	£3 5 0	£3 7 6	£3 10 0	£3 12 6	£3 15 0

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.

When ordering, please mention the kind of fishing for which the rod is wanted principally, and every care will be taken in the selection to supply just what you require.

FARLOW'S "GRENABY" GREENHEART FLY ROD.



LENGTHS: 9 ft. 9 ft. 6 in. 10 ft. 10 ft. 6 in. 11 ft.
 £1 15 0 £1 15 0 £1 17 6 £2 0 0 £2 2 0

Three pieces, with spare top, suction joints, snake rings, "Universal" winch fittings, spear and division bag.

Similar rods to the "Perfect" but a little plainer in fittings and finish and offered as a good serviceable rod at a moderate price.

We find the most generally used lengths are 10 ft. to 10 ft. 6 in.; while the shorter ones are very useful for small rivers or streams where a long rod is a disadvantage.

These rods are all made in our own factory *by hand* and every one carefully balanced; they will be found to be strong, serviceable, satisfactory rods.

A SERVICEABLE OUTFIT.

9 to 10 ft. Fly Rod, as above, 3 in. "Grenaby" check reel, fitted with 30 yards best double tapered waterproof line to balance rod.

Price, £3 15 0.

A 22-LB. SILUND ON A FLY ROD.—"It may interest you to know I caught a 22-lb. Silund a month ago on the 10-ft. greenheart I got from you in '08. He is a hard-fighting, predaceous fish, and I got him on a very small aluminium fly spoon and 40 yards of trout line. He took out every yard of line at the first rush, but then luckily stopped, after which he towed my boat for 200 yards, boring almost all the time, but I managed to gaff him after 40 minutes."—C. E. N. P., Rajputana.

SPLIT CANE FLY RODS.

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 and implements of a very 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 point 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.

Here is a recent report:—

"The 15 ft. 'Fife' rod, with which you supplied me in March, 1918, for my wife, is, without exception, the best rod I have ever handled. I had four other split canes and other rods by various makers with me on the Dee this year, and always went back to yours if my wife was not using it. With all its beautiful balance and lightness it had the lifting and casting power of a 17 ft.; in fact I could throw a longer line with it than with my 17 ft. split cane by another maker. This is not only my own opinion, but that of old ghillies 35 years on the water. I told you what my 1918 ghillie said: 'The best rod on the whole Dee.'"

"Can you supply me with two more absolutely similar, and similar lines and reels? One at least to be ready by January, 1920?"

SPLIT CANE FLY RODS.

THE "ARIEL."

One of the lightest effective trout fly rods ever produced. Although it weighs only about $2\frac{1}{2}$ ozs., the rod is not a toy, but a serviceable fishing rod, capable of throwing a good line and killing good fish.

This result is only possible by the combination of very choice materials and an exceedingly high degree of skill in the manufacture.

Length, 7 ft. ; two pieces with one top, agate butt and end ring, cork grip, &c.

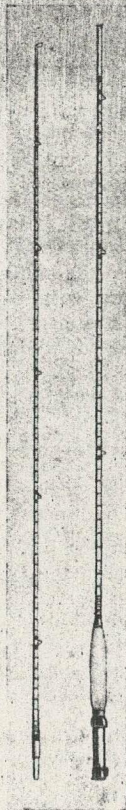
The whole is enclosed in an aluminium case.

Price, £6 6 0.

Extract from a recent letter :—

" I tried the rod yesterday and am very pleased with it. It is just the thing for these rivers, which are much overgrown, and I was able to cast a short line in places where I could never manage a cast before. I find that I can also get out about 15 yards of line where the pools are open ; this is about what I manage ordinarily with a 10-ft. rod."

The best reel for this rod is a $2\frac{1}{2}$ in. Aluminium as on page 44, and a No. 1 "Heron" line, page 58.



SPLIT CANE TROUT RODS—*continued.***THE "VICTORY."**

Length, 8 ft. Two joints. 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, £5 5 0.

THE "HUGHES."

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

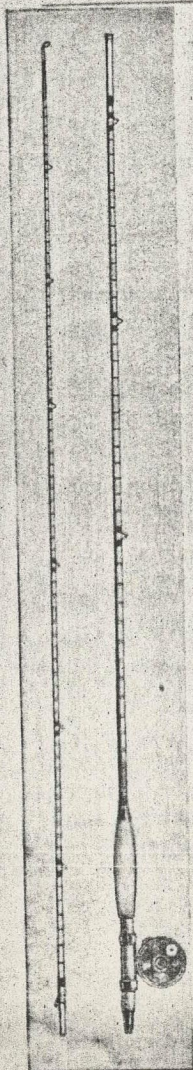
Designed by the famous casting champion, Mr. R. D. Hughes, for use in Devon and similar streams. A capital "knock about" rod, rather more powerful than the "Victory," and well balanced for general use. A convenient feature is the marking in inches along the butt so that trout can be measured immediately 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.



TWO-PIECE 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 the long-distance casting for which they are designed is a very severe test of durability and workmanship.

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.

In recent "Concours International de Lancer," in Paris, our rods have had striking successes in this light-rod class, winning many of the principal prizes.

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.

A 3-inch reel, as on page 44, with a No. 3 "Heron" line gives best results with this rod.

Price, £6 6 0.

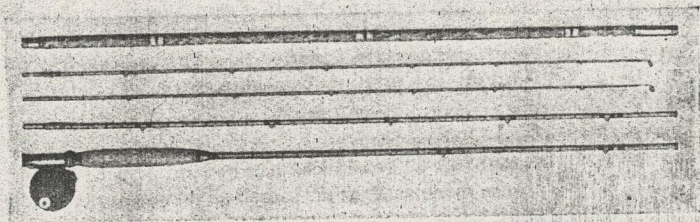
"It may interest you to know that last week I killed a sea trout of 10½ lbs. and a salmon of 20½ lbs with that little "Paris" rod you sold me. How I came to be salmon fishing with such a rod does not matter, but I put on a tiny "Dusty Miller" and hooked a salmon at the third cast. Before I knew where 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 TROUT RODS—*continued.*

THE "ELF."

Length, 9 ft. Weight, about 6 ozs.



This is an ideal rod for use on small rivers and streams and in confined or wooded banks. As an all round ladies' fly rod it has no equal, as it is very light, yet strong enough to kill any size trout, and so well balanced that it can be used for long stretches without fatigue.

It is suitable for either wet or dry fly fishing, and any form of cast can be made. It will throw a short line lightly and accurately, and is equal to anything up to nearly 30 yards, while the ease with which the many varied casts can be made which one has to employ when fishing among trees and bushes is quite remarkable.

It is made in three joints, with spare top, highest quality suction fittings, nickelled bridge rings, with agates on butt and tops.

A hollow cane case is provided to hold the top and keep them free from injury.

Price of rod, £7 10 0.

The reel and line recommended for use with this rod is the aluminium reel shown on page 44, and a 30-yd. double-tapered soft-dressed line, as on page 59.

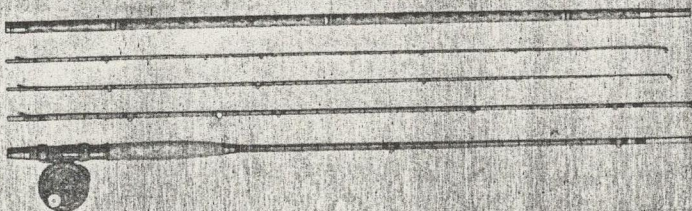
"I tried the little rod pretty thoroughly on the Exe and Barle. In the two days I took 51 trout, including one of just over 1 lb., which is a good fish for those waters. I can honestly say that I could not have killed the fish on a longer rod; they were all feeding close to the banks, well under overhanging branches. I waded the middle of the stream and fished the two banks in a broiling sun and dead low water. On several occasions I saw trout taking caterpillars hanging from the bushes, but by casting well under the bushes I generally managed to tempt them. I consider the rod about perfect for that work.—

"D. H. J., REV."

SPLIT CANE TROUT RODS—*continued.*

THE "FARLIGHT."

Length, 9 ft. 6 in. Weight, about 7 ozs.



This rod is similar to the "Elf," but 6 ins. longer, and a little more powerful. Many anglers like to use as short a rod as possible, but anything under 9½ ft. does not give them sufficient control over the line, especially on dry-fly rivers. This holds good also in boat fishing, where, with constant casting during a long drift, the long rods become fatiguing.

This 9½-ft. rod has proved a very happy midway length, and we confidently recommend it.

It is difficult to describe in words the precise "action" of a rod. This rod is neither too pliant nor too stiff. It plays evenly from butt to tip with a quick response, which makes striking easy, and accuracy in casting natural, while the "steely" feeling gives you confidence when an extra long cast is needed or the wind is troublesome.

Fitted with lock-fast joints, cork handle, nickelled steel bridge rings with revolving agates on butt and tops, and universal reel fittings.

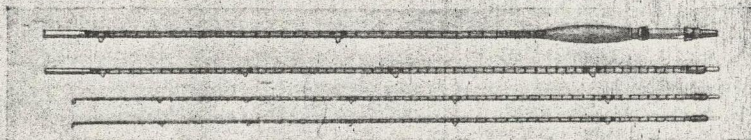
Three joints with spare top and cane top case, £8 8 0.

To get the best results from a new rod order a reel and line to match. The cost of reel and line for this rod is £3 0 0.

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 9, 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, &c., 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.

£8 8 0.

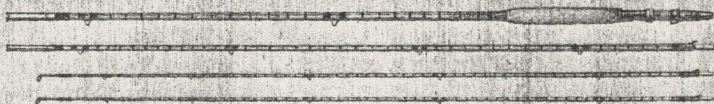
"The 'Antenor' rod received safely. I must say I have *never* known such joy in fishing. The perfect balance and the lightness, combined with the comfortable feeling of strength, are wonderful."

J. R. B.

SPLIT CANE FLY RODS—*continued.*

THE "SEXTILE."

SPECIALLY BUILT FOR DRY FLY FISHING.



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.

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, £8 8 0.

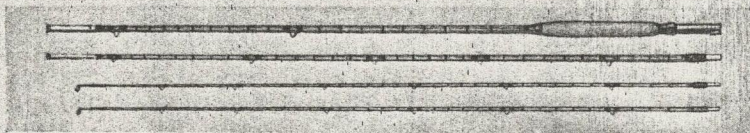
SUITABLE REEL AND LINE.

3-in. dry fly reel with variable drag and large barrel. (See page 44.)

30-yd. double-tapered, soft-dressed dry fly line, as page 59.

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 6½ ozs. Price, £8 8 0.

The original pattern was built to the order of H. T. Sheringham, Esq., Angling Editor of *The Field* and Author of "An Angler's Hours," &c., 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 TROUT RODS—*continued.*

THE "HALFORD."

Length, 9 ft. 8 in.

Three joints with spare top, lock-fast joints, Universal reel fittings and cane top case.

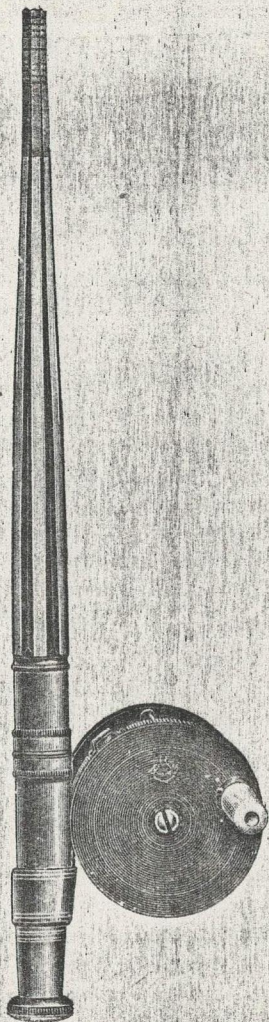
This rod is a copy of one made for the late F. M. Halford in 1882, which he has proved, by many years of constant use, to be the ideal Dry Fly rod.

In this rod no attempt is made to keep the actual weight down, but as most of this weight is in the handle and reel fittings the result is a most comfortable "balance," which is entirely wanting in many of the so-called light rods.

The handle is not made up in any way (cork, &c.), but consists of the sections of the cane alternating with sections of ebony, continued down and shaped by a special process into the grip. The handle being hexagonal, the grip is firm and comfortable without being sticky or heating, and gives a delightful feeling of control in any position.

Price, £8 8 0.

The most suitable reel for this rod is that on page 44, size $3\frac{1}{2}$ ins., and a "Heron" line No. 3, as on page 58.



SPECIAL COMPOSITE GREENHEART-CANE FLY ROD.

GREENHEART BUTT AND JOINT, SPLIT CANE TOPS.



This is a very serviceable pattern where a "general purposes" rod is required at a moderate price, especially when the chances of accident have to be considered in relation to greenheart.

There is undoubtedly a gain in strength, for split-cane tops will stand undue strain better than greenheart, and when properly balanced the two materials work together quite satisfactorily.

This is a combination of two of our best rods, the butt and joint of a "Perfect" greenheart and the tops of a "Sextile" split cane.

10 ft. long, three joints with spare top, weight about 9 ozs.

Price, £4 10 0

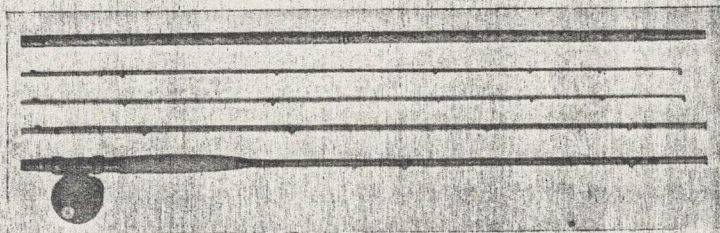
Any other length made to order.

HEARTY APPRECIATION (August 13th, 1910): "The 'Perfect' rod with which you supplied me in the Spring is a great treat. I had a fortnight with it on our Welsh streams in May last; and although I have fished—man and boy—for forty years with 'all sorts and conditions' of rods, including a good split cane, I have had nothing which makes fishing in our rough waters such a pleasure as does my 10-ft. 6-in. 'Perfect.' Its ease and accuracy in casting, and the certainty of the strike, combine to make it a perfect instrument for its work, fully justifying the name which it bears; and I am glad to be able to testify thus heartily to its excellence."—J. A. J. (REV.).

SPLIT CANE FLY RODS—*continued.*

Special patterns for Loch Fishing, Sea Trout, &c.

Lengths, 10 ft. 6 in. and 11 ft.



The tendency towards shorter and lighter rods continues general and steady and is perfectly justifiable. There is no need to use a long heavy rod where a 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 rings, cork handle, "Universal" reel fittings, &c.

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.

Price, 10 ft. 6 in.

£8 8 0

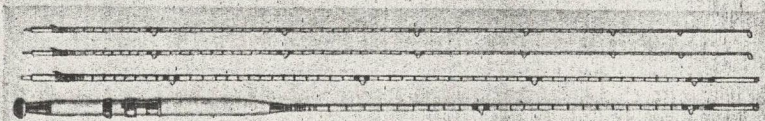
11 ft.

£9 9 0

A very suitable reel is that illustrated on page 44. A $3\frac{1}{2}$ -inch reel 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 split cane rods are fitted with lockfast joints, steel centres, snake or bridge rings, double cork grip, "Universal" reel fittings, gold-plated or 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

The greenheart rods are made from specially-selected wood, with suction joints, snake rings, gold-plated or nickelled steel revolving end rings, double cork grip, &c.

Length	12 ft.	13 ft.	14 ft.
Price	£3 17 6	£4 4 0	£4 10 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.

Prices will be sent on application.

DRY AND WET FLY RODS.

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

Nos.

43.	Special Catskill rod,	9 ft.,	about	4½ oz.
25	Regular fly rod,	9½ ft.,	about	5½ oz.
28.	" "	10 ft.	"	6 to 7¼ oz.
30.	" "	10½ ft.	"	7½ to 7¾ 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.
52.	" "	9½ ft.,	"	5¾ oz.
51.	The "Enz,"	9 ft.,	"	5¼ oz.

SALMON FLY RODS.

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



FARLOW'S PRIZE MEDAL GREENHEART 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.

We give also some letters received from users of our Salmon Rods, and leave these to speak for themselves.

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

GREENHEART SALMON RODS—continued.**FOURTEEN-FEET RODS.**

Light salmon or grilse rods, see the special "Perfect" pattern on page 22.

FIFTEEN-FEET RODS.

See also the special pattern on page 22.

SIXTEEN-FEET 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.

Price with solid greenheart handle ..	£4 10 0
" " cork grip above and below reel ..	5 0 0
" " lockfast joints	5 5 0

SEVENTEEN-FEET 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.

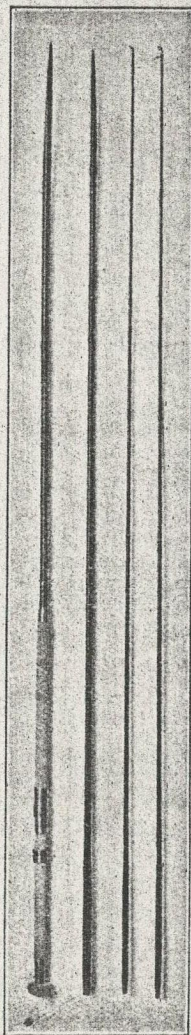
Price with solid handle	£5 0 0
" " cork grip	5 10 0
" " lockfast joints	5 13 0

EIGHTEEN-FEET 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 with solid handle	£5 5 0
" " cork grip	5 15 0
" " lockfast joints	6 0 0

We make also 16 ft. 6 in. and 17 ft. 6 in. rods at proportionate lengths, and any length or style to order.



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 they 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 in the butt (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, &c.; and the latter is a very useful all-round rod for general work.

Three pieces with sparè top, solid greenheart throughout, snake rings, universal reel fittings, plated steel revolving end rings, &c.

17 ft. 4 in. Traherne rod, £5 15 0

16 ft. Traherne rod, £4 15 0

Extract from Badminton 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-foot 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 "PERFECT" LIGHT SALMON RODS.

14 ft. and 15 ft.

Three pieces with spare top and cane top case, gold-plated steel revolving end rings, 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 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.

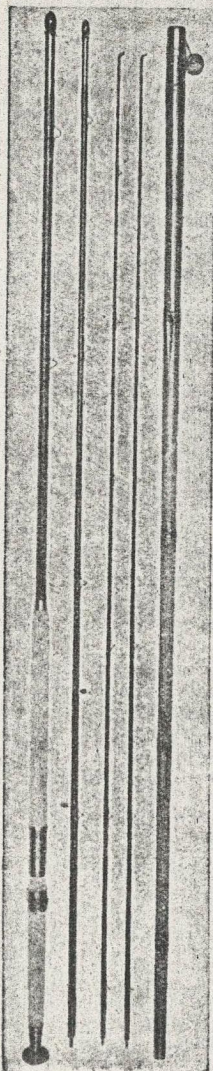
Weight of 14-ft. rods, about 23 ozs.

Price £4 10 0.

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

Price £5 5 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 a good fish in fast water.



FARLOW'S "PERFECT" OUTFITS.

14-ft. Farlow's "Perfect" light salmon rod	£4 10 0
4 in. aluminium reel	3 15 0
40 yards double tapered waterproof line and 60 yards of backing	2 5 0
	<hr/>
	£10 10 0
15-ft. Farlow's "Perfect" rod	£5 5 0
4½ in. aluminium reel	4 4 0
40 yards double tapered waterproof line and backing ..	2 7 6
	<hr/>
	£11 16 6

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, &c. 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—*continued.***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.

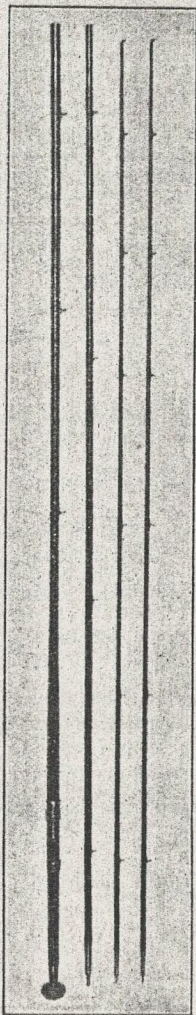
Made in three joints with a spare top; they are fitted with nickelled steel bridge rings which greatly facilitate "shooting" the line and reduce wear by friction to a minimum.

Price, £5 10 0.

EXTRACT FROM "THE SALMON FLY,"

BY 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, £4 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, &c. 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, £4 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.

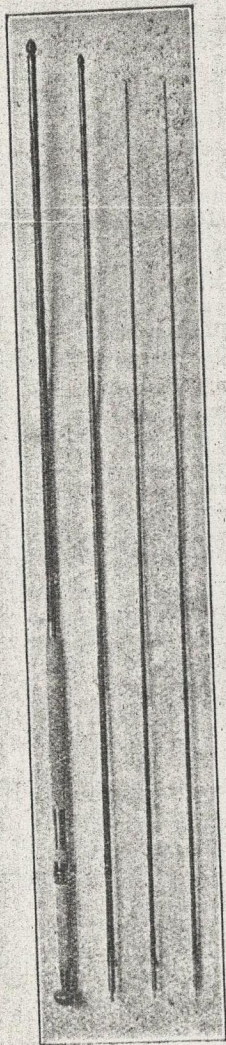
HEXAGONAL. DOUBLE BUILT. WITH AND
WITHOUT STEEL CENTRE.

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 with screw cap 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.**, double-built split cane with steel centre. An ideal lady's rod or for use on a small river. Weight about 22½ ozs. Price, £12 12 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, £13 13 0.

The "CLARENCE," 3-joint, **15 ft. 6 in.** Similar to the "Fife," but 6 in. longer and more powerful in proportion. 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 great many 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.**

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 powers of these rods.

SPLIT CANE SALMON RODS—*continued.*

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 whip-piness 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 recent letter of Mr. Kelson's, it is not impossible with a combination of very choice materials and highly-skilled workmanship.

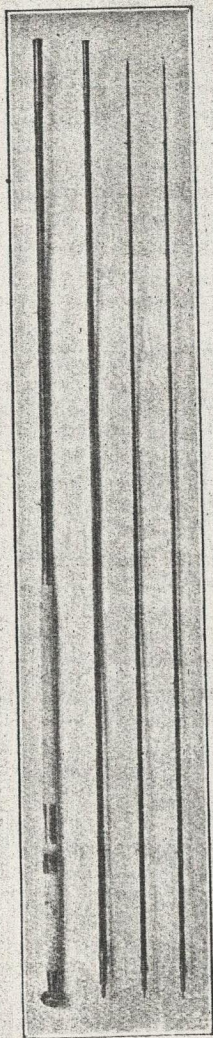
Each rod is numbered, registered, and bears Mr. Kelson's signature in *fac-simile* on the cane as a guarantee.

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

Price, £16 16 0.

Under date November 1st, 1910, Mr. Kelson writes:

"I made the 'Spey,' 'Overhand,' '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."



FARLOW'S SALMON RODS.

What others say about them :—

March 5th, 1919.—“ 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 throws 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-JOINT GREENHEART.

As illustrated, made from best well-seasoned greenheart, selected for this particular work. One top shorter for heavy baits or trolling.

Agate or gold-plated steel revolving centre rings on top and butt, "Universal" reel fittings, cork grip above and below reel, serrated ferrules, &c.

10 ft.	11 ft.	12 ft.
£3 12 6	£4 4 0	£4 10 0

TWO-JOINT GREENHEART.

THE "DEESIDE."

12 ft. long in two pieces, a very favourite pattern for salmon spinning with gudgeon or minnow, &c.

Porcelain centre rings throughout, cork grip, serrated ferrules, "Universal" reel fittings, &c.

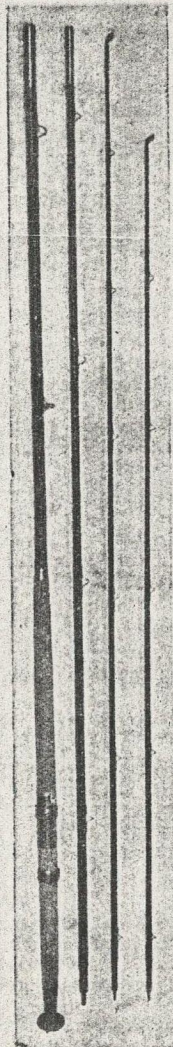
Price, with spare top, £3 17 6.

THREE-JOINT SPLIT CANE.

Double built with lockfast joints, agate-centred rings throughout, solid cork grip, "Universal" reel fittings, &c.

One top full length, and one slightly shorter for heavy baits or for trolling.

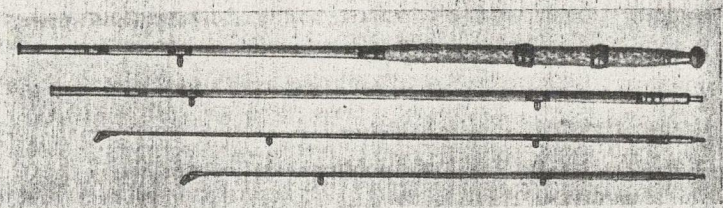
10 ft.	11 ft.	12 ft.
£8 8 0	£9 9 0	£10 11 0



SPLIT CANE SPINNING AND BAIT-CASTING RODS.

THE "THRAPSTON."

(Designed by W. M. PLEVINS, Esq., the World's Champion Salmon Fly Caster.)



Hexagonal, double built and extra strong. Fitted with agate-centred rings, and adjustable reel fittings so that the reel can be fixed at any convenient position on the butt.

No. 1 rod is about 12 ft. 6 in. long, with one top a little shorter than the other. A very powerful but not heavy rod, particularly adapted for use with heavy baits and a splendid rod for big fish.

Price, £10 10 0.

No. 2 rod is about 10 ft. 6 in. long, also in three joints, with spare top. Suited for all kinds of spinning and bait fishing.

Price, £8 8 0.

We strongly recommend these two rods for all kinds of spinning and bait fishing. They are very strong but not heavy, and can be used with any type of spinning reel.

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.

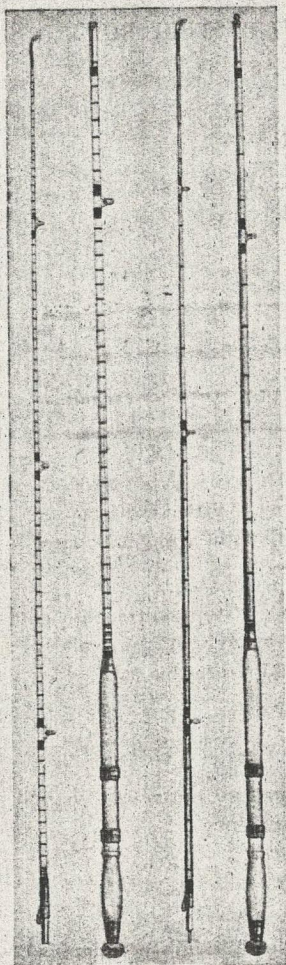
These rods are also very useful for worm, or any kind of light bait, fishing.

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.

August 28, 1910: "You might be interested to hear that I killed a trout of 10 lbs. 10 ozs. in Harston Mill pool, on the Cam, yesterday, on one of your light trout spinning rods, Illingworth reel, 4x line and aerial tackle, spinning a small gudgeon."—L. H. T.

See page 52 for "Illingworth" Reel, for which these rods are specially suitable.



THE "BILLIKEN" BAIT-CASTING ROD.

For overhead casting with the "Billiken" reel shown on pages 50 and 51.

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.

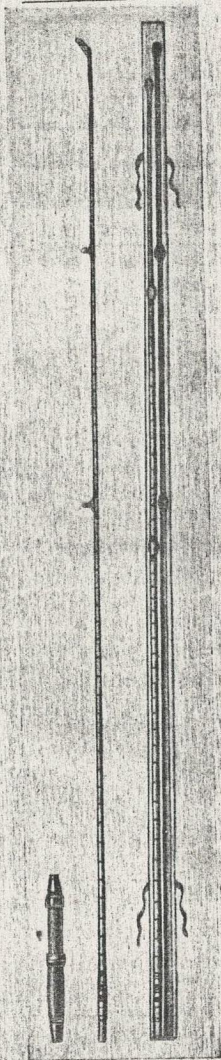
Made in two degrees of strength, both of which fit into the same handle.

No. 1. For lightest baits, up to $\frac{1}{4}$ oz.

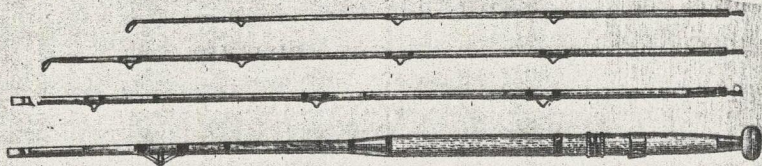
No. 2. For $\frac{1}{2}$ oz. and over.

Price for the two, with one handle, £7 7 0.

Fitted in grooved wood protector.



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" wrench 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 in the following lengths, viz. :—10 ft. 6 in., 11 ft., 11 ft. 6 in., and 12 ft.

Price, £2 15 0.

For suitable Reels, see page 56.

February, 1913.

"The 'Norfolk' pike rod you sold me is even beyond my expectations. I used it all this afternoon and most of the morning spinning, and find it to be strong, but well balanced, and with beautiful action."—E. H. T

PIKE RODS.



THE "PENNELL" COMBINATION ROD.

Four-piece Pike Spinning Rod (or for Lake Trolling, Trout Spinning, Worm Fishing, Paternostering, or Barbell), butt ash, large and small joints East India cane; three greenheart tops, snake upright rings, revolving butt and head rings, registered "Universal" winch fittings.

Recommended by H. Cholmondeley-Pennell, Esq., in Badminton Library (volume, "Pike and Coarse Fish").

Price, £2 15 0.

GREENHEART PIKE RODS.

Three-piece, with spare top, snake rings, revolving centre bridge ring on butt, revolving centre end rings, double-brazed suction joints, and rubber button.

LENGTHS: 10 ft. 6 in., 11 ft., 11 ft. 6 in., 12 ft.

Price, £2 10 0.

THE "COLONIAL" ROD.



Special Combination Rod for New Zealand, Tasmania, and the Colonies.

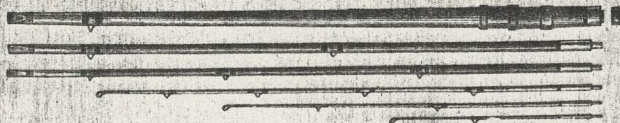
Four-piece Greenheart Fly and Spinning Rods combined, each rod with two fly tops, one spinning top and top case, with revolving end rings and revolving ring on butt. Convertible from a fly rod into a spinning rod, by taking away the small joint and fly-top, and substituting a stiff top to fit in the large joint, 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, &c., 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.
 3½-inch aluminium reel with drag as on page 44, £3 0 0.
 60 yds. waterproof silk line, 15/-.

No. 4 top fits into No. 2 joint to make bait rod.

Very great care is taken in the selection and preparation of the wood 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."

"GENERAL" RODS.

A very useful combination Rod for fly fishing, bait fishing, light spinning, &c.

The butt is ash and hollow to hold all three tops, the joints and tops are greenheart.

With the long top the Rod is a fairly stiff fly rod, with the medium top it is still stiffer, and useful for worm and bait fishing, and with the short top the rod can be used for light spinning with minnow, &c.

Length, from 11 ft. to 11 ft. 6 in., with the longest top.

Four-piece, three tops, double brazed, upright snake rings, in division bag. Price, £2 10 0.

February 7th, 1913.

"I am sending by Midland Railway to-night the rod I bought from you some years ago. Will you give it a coat of varnish and two new rings on the top joints, &c.? It is the best rod I have ever had, and has been in constant use since it came from you, without even a touch of varnish. I have killed a very large quantity of trout with it both here and in Scotland, and fish over 3 lbs., so I think the condition of the rod is the best testimony to your work."—F. G. B.

"VALISE" FLY AND BAIT ROD.

A very handy rod for general purposes where convenience in carriage is essential. It measures 29 inches over all, and comprises a good four-joint greenheart fly rod of 9 ft. 6 in., and a light spinning rod of 8 ft. 6 in.

It is made in four joints, has a spare fly top, a short spinning top, a landing net handle containing and protecting the tops, &c.

Best quality in all respects.

Price, £3 10 0.

WALKING STICK FLY ROD.

A very convenient form of rod for "getting about with." The joint and top are carried inside a cane stick 3 ft. 9 in. long and mounted like a walking stick. The handle is quite separate and can be carried in the pocket.

Length of rod, 8 ft., best split cane, agate butt and end rings, cork grip, &c.

Price, £6 6 0.

A recent appreciation:—

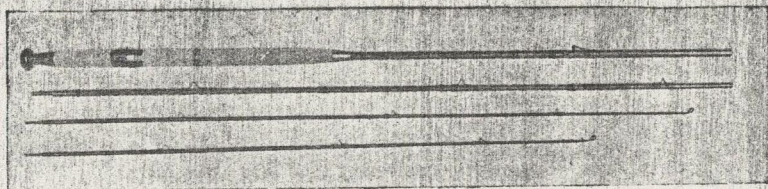
"Edinburgh, 20/10/1918.

"I like the walking stick rod very much, it is so beautifully balanced with the weight down in the hand that it does not seem to be hard on the wrist and is certainly powerful enough to cast a long line."—D.F.

We publish the following letter from an officer on active service with peculiar pleasure, as it testifies to our success in our efforts to please our customers, even in times of reduced staffs and general difficulty:—

"I received quite safely the goods which I ordered, and am very pleased indeed with the choice you have made in them. It is very gratifying to find that the same trouble is taken in choosing tackle in these times as in peace times. I take this opportunity of expressing my appreciation of your excellent tackle and of the way in which you select tackle when a personal visit is impossible."—E. H. T., LIEUT.

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, &c. Lengths, 9 ft. and 10 ft.
Price, 10/6.

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.

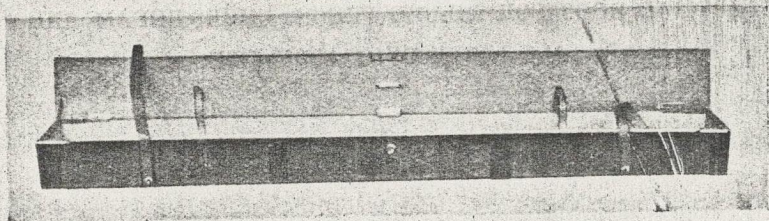
Lengths 9 ft.	10 ft.	11 ft.
Price 30/-	32/6	35/-

No. 59. CYCLE ROD.—Five-joint cane bottom or spinning rod, balance handle, snake rings, &c. Length in case about 27 in.
Length of rod, 10 ft. Price, 27/6.

No. 160B. Best whole cane punt rod, 3 joints with two greenheart tops, solid cork grip, "Universal" reel fittings, double-brazed suction joints, rubber button, &c., best finish.
Phosphor bronze rod, butt and end ring.

Lengths 9 ft.	9½ ft.	10 ft.
Price 37/6	40/-	42/6

ROD BOXES.



For 3-piece	12 ft. Rod,	4 ft. 6 in. long,	3½ in. by 4 in.	} Prices on appli- cation.
" 3 "	14 ft. "	5 ft. 2 in. "	3½ in. by 4 in.	
" 3 "	15 ft. "	5 ft. 6 in. "	3½ in. by 4 in.	
" 3 "	16 ft. "	6 ft. — "	4 in. by 4½ in.	
" 3 "	17 ft. "	6 ft. 3 in. "	4 in. by 4½ in.	
" 3 "	18 ft. "	6 ft. 7 in. "	4 in. by 4½ in.	
" 3 "	spliced "	7 ft. — "	4 in. by 4½ in.	

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

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.

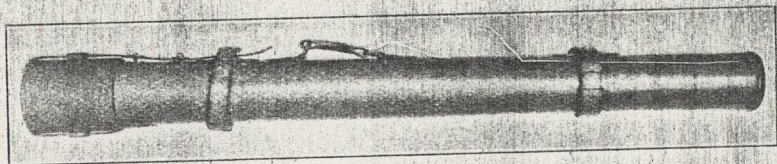
The above are kept in stock ; any other size required can be made in two days.

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

The 4 in. by 4½ in. " 4 " " " "

These Rod Boxes are made of White Wood, varnished, bound with iron clamps 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 | .. | .. |
| 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. | .. | .. |

Prices
on appli-
cation.

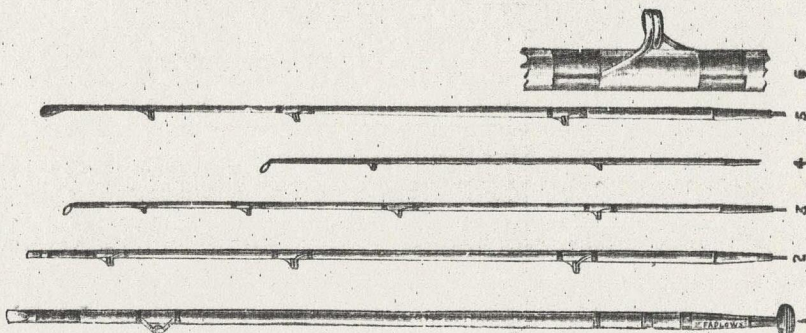
Each case will hold five or six rods, and each can be lengthened four or five inches by an arrangement of the cap, if required.

Stamping initials, 1/- extra.

SEA RODS AND TACKLE.

SEE ALSO SPECIAL CATALOGUE OF SEA TACKLE.

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



Suitable for Sea Fishing from a boat, or for Pier or Rock fishing, also for Trolling and Pike fishing.

Nos. 1 and 5 form a really good Sea Rod, about 7 ft. 6 in., for boat work. The butt is fitted with a sheave roller butt-ring and the top with a superior brass roller-end ring.

Nos. 1, 2 and 4 form a fairly stiff rod of about 9 ft. 9 in., suitable for lighter sea work from Piers, &c.

Nos. 1, 2 and 3 make an excellent Pike and Trolling Rod of 11 ft., and suitable also for Pier or Rock work with light leads.

Nos. 3 and 4 tops have revolving centre-end rings and the intermediate rings are non-rusting, non-fouling guard pattern, as figured No. 6.

The Rod is made of specially selected greenheart, the joints are double-brazed suction fittings, brazed stoppers, rubber button and best quality division bag.

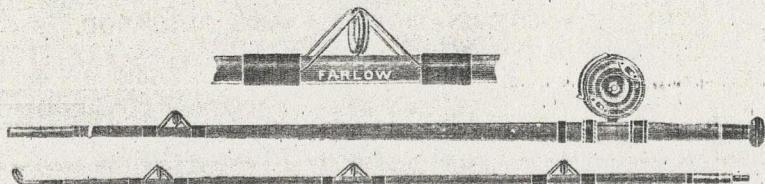
Price £4 4 0

JOHN BICKERDYKE in "Letters to Sea Fishers," writes—

"The only novelty in rod fittings I have met with, besides those already mentioned, is an admirable roller or sheave butt-ring, brought out recently by FARLOW & Co.; it is one of the lightest and most practical I have yet seen, and is a great improvement."

SEA TACKLE—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 German silver frames as illustrated, which quite prevent the line fouling and reduce friction to a minimum.

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

GREENHEART SEA RODS.

Two-piece Greenheart, length 8 ft. Double brazed, non-rusting snake rings, porcelain end ring, wood button and bag.

Price 12/6.

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.

Price £6 6 0.

THE PELICAN SEA ROD.

This rod has been worked out by us to a design of Mr. Powell, of the B.S.A.S., who has had in mind the production of a rod for coping with big skate, halibut, conger, ling, &c.—the type of fish for which the ordinary sea rod is quite unsuitable.

The chief necessity in such a rod is great lifting power without undue weight—power enough to get a big conger out of the danger zone before she gets her tail in a crevice, or land a skate without having to invoke the boatman's aid to handline it off the bottom.

The Pelican Rod, despite its great power, is still light enough to render its use extremely pleasant.

It is hand made of carefully selected greenheart, thoroughly seasoned, and consists of a top and a short independent handle—a far stronger division than the usual two-part rod.

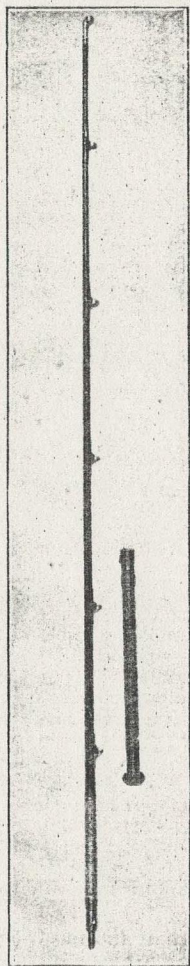
The grip is wound with cane, which is cleaner and more suitable for this work than cork.

The rings are a new and much-improved type with porcelain centres; the line cannot foul the rings, and the porcelain is properly protected.

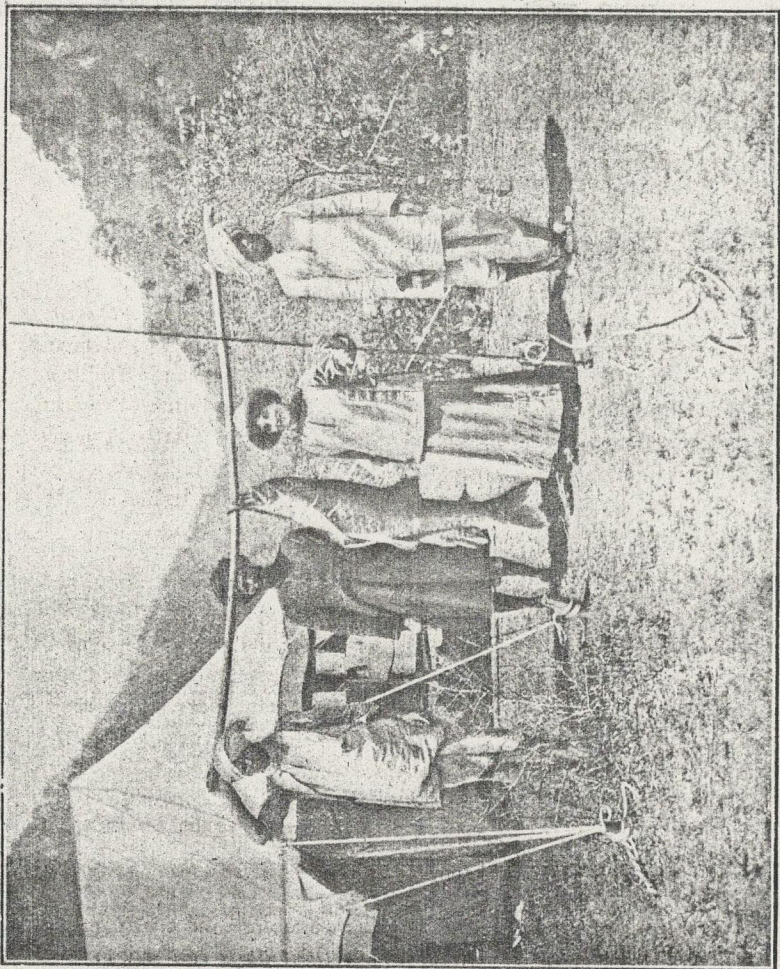
The rod can be supplied with one standard and one lighter top if required

Price with one top, £3 3 0.

Price with two tops, £4 10 0.



A FINE MAHSEER.



Weight 57 lbs., caught by a lady in the River Ganges with one of our 14 ft. "Perfect" Ladies' Salmon Rods, a $2\frac{1}{2}$ in. spoon and a fine wire trace.

MAHSEER RODS AND TACKLE.

We have for many years made a feature of Mahseer tackle, bringing to bear on the manufacture of rods, reels, lines, hooks, &c., not only our own long experience of the special needs of Indian anglers, but also the experience of many of the most successful Mahseer fishermen who have kindly given us the results of their years of labour and inquiry.

For the rods we use only thoroughly seasoned wood which will stand the climate, and very great care is taken in the fixing of the ferrules, &c. Rings may be either snake or bridge as desired, and the butt and end rings (which get by far the most wear) have revolving centres of hardened steel (nickelled or gilt) or of agate.

Reels are fully described in the following pages, as are also lines and tackles, &c.

The extraordinary crushing power of a Mahseer's mouth is well known, and after many trials we succeeded in producing a proper hook that would withstand the vice-like grip. We use these hooks on all spoon baits, tackles, &c., and guarantee them to be the best hooks procurable.

Having exceptional facilities for dealing with orders received by post, anglers in the most distant parts may rely on their communications being attended to immediately on receipt and goods dispatched without any delay.

EXTRACT FROM "THE ROD IN INDIA," BY H. S. THOMAS, ESQ.

(THIRD EDITION).

"So it has come about that though any tackle-maker that you are accustomed to deal with ought, from the instructions in this book, to be able to supply you correctly, I am afraid few of them will, unless they have, or aim at having, a sufficiently large Indian connection to make it worth their while to buy this book and keep it by them for reference, and to give it the necessary study. If they will I have done all I can, in careful particularising of details, to help anglers to continue to deal with their old friends by helping their old friends to be able to give them satisfaction. If, therefore, your angler's affections are already centred, I do not want to tamper with your love. My love, I will confess it, was plighted long ago to Farlow. He first hooked me with a proper Mahseer hook, and then stole my heart with one of his rods; and up to date they have continued to make such a speciality of Indian fishing that—well, I am afraid to say more lest I should be charged with favouritism, while, in brief, the one thought of my book is to aid the angler in special consideration of the grievous disappointment of having the wrong tackle sent you out in India at such an irremediable distance from your tackle shop."

MAHSEER RODS.

Greenheart fly and bait rod, 14 ft. in 3 joints, 2 tops for light spoon or fly, and two tops for heavier baits, &c.

Made from selected *time-seasoned* wood that will stand the climate, ferrules shrunk on and riveted, serrated ends and brazed tongues, snake or bridge rings, hard steel revolving end rings and revolving centre butt ring, "Universal" reel fittings and rubber button.

Price, £5 10 0.

We also make this rod with splice joints instead of ferrules at same price.

SPLIT CANE MAHSEER RODS.

Length, 14 ft.

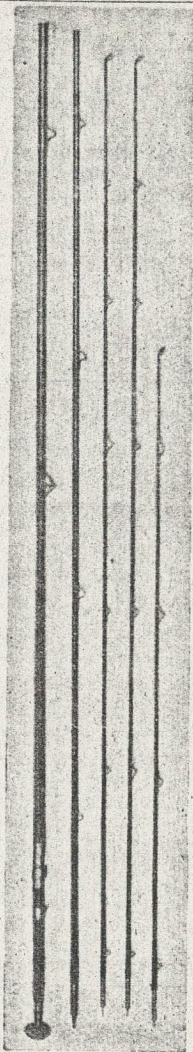
Double built with steel centre, every detail studied for the work intended.

Agate or nickelled steel end rings and butt ring, lockfast joints, "Universal" reel fittings, cork grip and rubber button.

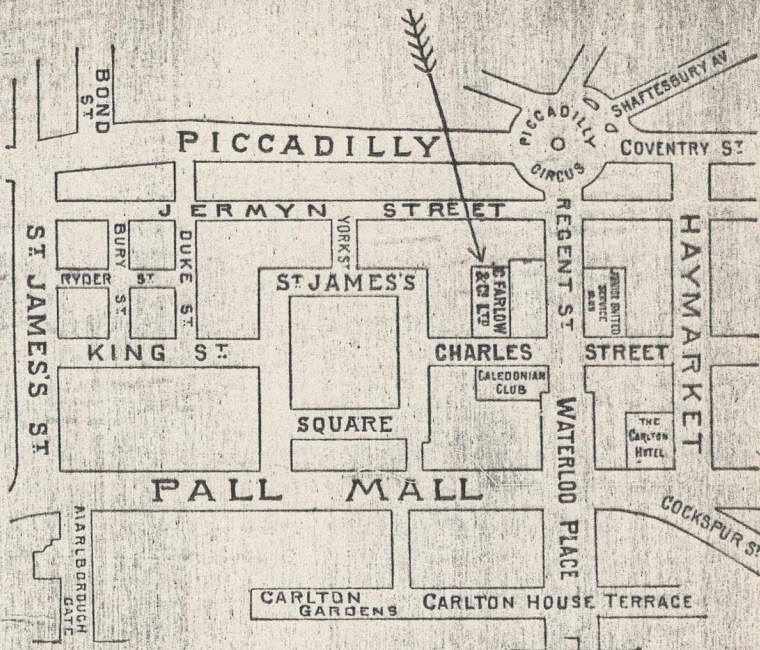
Price, £14 14 0.

Extract from "River, Lake and Tank Fishing in India":—

"For the last 18 years my favourite rod has been a 16-ft. greenheart, bending from the butt, and I use only a fly top, in fact, exactly the same top as I use for fly fishing. With this rod I have used spoons from $\frac{1}{4}$ of an inch up to 3 in. in length, and have taken Mahseer and other fish of all sizes and weights. I had two fly tops to this rod, one was broken by an accident after five years of constant use and was replaced by another of the same sort, which is still in use. The other is part of the original rod and is as straight now as when it was new. The rod was selected for me by H. S. Thomas (author of "Rod in India") in Farlow's shop."



STREET PLAN showing CHARLES STREET, and how to reach it.



Nearest Tube Station is Piccadilly Circus.