

Wes Jordan

Profile of a Rodmaker

Cross — South Bend — Orvis

By Dick Spurr and Gloria Jordan

This outstanding book presents an in-depth historical account of the career of one of America's most respected rod makers. Wes Jordan devoted more than 50 years to the development and construction of fine bamboo rods; first with the Cross Rod & Tackle Co. of Lynn, Massachusetts, later with the South Bend Bait Co. in Indiana, and finally with The Orvis Company in Manchester, Vermont. His story is one of dedication and innovation during the most important era of bamboo rod production. He led South Bend into the modern era of rod construction and made it one of the largest rod companies in the country, and was instrumental in bringing Orvis back from bankruptcy to a recognized leader in bamboo rod technology.

This 8½ x 11" book is now in the final stages of production and will be available in early December. The book will be approximately 160 to 180 pages and will be fully illustrated with early B&W photos, reproductions of catalogs and ads, and reprints of documents and correspondence. The material for this book is drawn from Wes Jordan's personal papers, his writings, and from tapes he recorded prior to his death. The book will be available in paperback and hardbound editions as well as a limited edition bound in cork with matching slipcase.

