

FISHING TACKLE

CATALOG 1940



# Lyon & Coulson Inc.

Manufacturers of **FINE FISHING AND HUNTING EQUIPMENT** Buffalo, N.Y.



*Views of "L & C" Factory  
Bldg. and General Offices*

**WATTS L. RICHMOND**  
Chairman of the Board



**HAROLD M. LYON**  
Sales Manager



**ROBERT E. COULSON**  
Plant Manager



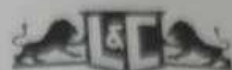
**HARRY E. POCOCK**  
Advertising Manager

*Section of Fly Tying and  
Leather Goods Departments*





# FLY RODS



## "L & C De Luxe"

"L & C DE LUXE" fly rods offer the discriminating angler every desirable feature made possible by the modern art of rod building. No time or expense has been spared in perfecting every detail that would improve their action or add to their beauty and long life. Each rod is correctly balanced and assembled with utmost care.

The sticks are split from a special selection of Tonkin cane and thoroughly seasoned. Our curing process gives the cane a beautiful brown color which goes all the way through. All ferrules are hand made of nickel-silver, serrated and waterproofed. The first guide is hand-polished agate, and the tip-tops and snake guides are tungsten steel. Composition and Circassian walnut locking type reel seat and solid cork grip. Wound at ferrules and guides only with tan silk and brown edging. All metal parts are gun metal finished. Three piece (except as noted below) and extra tip. Packed in poplin bag and aluminum case.

### CHOICE OF ACTION

"DE LUXE" trout rods are available in two actions. The butt and mid-section of the TROUT ACTION are somewhat stiffer and the tip softer than the SPECIAL TROUT ACTION. Neither one is extreme, however, and each type has a fine smooth action that is equally suitable for wet or dry fly fishing. The choice between them is largely a matter of individual preference.

### TROUT ACTION

No.	Length	Appr. Weight	Suggested Line	Price
*00	7 1/2 feet	3 7/8 ounces	F or HEH	\$50.00
*01	8 feet	4 1/2 ounces	E or HDH	50.00
1	8 feet	4 1/2 ounces	E or HDH	50.00
2	8 1/2 feet	5 1/8 ounces	E or HDH	50.00
3	9 feet	5 3/4 ounces	D or HCH	50.00
4	9 1/2 feet	6 3/8 ounces	D or HCH	50.00

### SPECIAL TROUT ACTION

No.	Length	Appr. Weight	Suggested Line	Price
*010	7 1/2 feet	3 3/8 ounces	G or IFI	\$50.00
*011	8 feet	4 ounces	F or HEH	50.00
11	8 feet	4 ounces	F or HEH	50.00
12	8 1/2 feet	4 5/8 ounces	F or HEH	50.00
13	9 feet	5 1/4 ounces	E or HDH	50.00
14	9 1/2 feet	5 7/8 ounces	E or HDH	50.00

\*Two piece and extra tip.

### BASS ACTION

No.	Length	Appr. Weight	Suggested Line	Price
22	8 1/2 feet	5 5/8 ounces	D or HCH	\$50.00
23	9 feet	6 1/4 ounces	C or GBG	50.00
24	9 1/2 feet	6 7/8 ounces	C or GBG	50.00

### "L & C DELUXE" SALMON RODS

Each rod has metal locking type reel seat and detachable auxiliary grip.

No.	Length	Appr. Weight	Suggested Line	Price
34	9 1/2 feet	7 3/8 ounces	D or GCG	\$65.00
35	10 feet	8 ounces	C or FBF	65.00

### Extra "DE LUXE" Rod Sections, complete

Entire rod should be returned to the factory for fitting and balance of new sections.

Nos. 00, 01, 010 & 011	Butt	\$25.00	Tip	\$13.50
Nos. 1 to 24	Butt	16.00	Mid. or Tip	12.00
Nos. 34 and 35	Butt	28.00	Mid. or Tip	13.50

# "L & C MAJOR" Fly Rods

The most recent addition to the "L & C" line of fine fly rods, the MAJOR is outstanding in finish, balance and casting performance. It is made of the finest selection of Tonkin cane which has been subjected to a special treatment which not only toughens the cane but imparts a beautiful brown color that cannot wear off.

Rigid inspection of materials and workmanship is maintained throughout each operation from splitting the bamboo to the final varnishing. Particular care is given to the final assembly. The joints of each rod are individually fitted to assure a perfect match.

Hand welt ferrules used on all numbers are made from nickel silver, serrated, waterproofed and finished in gun-metal. First guide is genuine polished agate; snake guides and tip-tops are finest hardened steel. Reel seats are dark brown composition and walnut of the latest locking type. Solid cork grips. Beautifully wound with brown silk edged with green. Packed in poplin bag and aluminum case. Three piece and extra tip, except numbers noted below.

The MAJOR is made in a complete range of lengths and weights in Trout Action, Special Trout Action and Bass Action as well as the popular Salmon rods with detachable auxiliary grip.

## TROUT ACTION

No.	Length	Appr. Weight	Suggested Line	Price
*050	7 1/2 feet	3 7/8 ounces	F or HEH	\$35.00
*051	8 feet	4 1/2 ounces	E or HDH	35.00
51	8 feet	4 1/2 ounces	E or HDH	35.00
52	8 1/2 feet	5 1/8 ounces	E or HDH	35.00
53	9 feet	5 3/4 ounces	D or HCH	35.00
54	9 1/2 feet	6 3/8 ounces	D or HCH	35.00

\*Two piece and extra tip.

## SPECIAL TROUT ACTION

*060	7 1/2 feet	3 3/8 ounces	G or IFI	\$35.00
*061	8 feet	4 ounces	F or HEH	35.00
61	8 feet	4 ounces	F or HEH	35.00
62	8 1/2 feet	4 5/8 ounces	F or HEH	35.00
63	9 feet	5 1/4 ounces	E or HDH	35.00
64	9 1/2 feet	5 7/8 ounces	E or HDH	35.00

\*Two piece and extra tip.

## BASS ACTION

72	8 1/2 feet	5 5/8 ounces	D or HCH	\$35.00
73	9 feet	6 1/4 ounces	C or GBG	35.00
74	9 1/2 feet	6 7/8 ounces	C or GBG	35.00

## "L & C MAJOR" SALMON RODS

Each rod fitted with metal locking type reel seat and detachable auxiliary grip.

No.	Length	Appr. Weight	Suggested Line	Price
84	9 1/2 feet	7 3/8 ounces	D or GCG	\$50.00
85	10 feet	8 ounces	C or FBF	50.00

## Extra "MAJOR" Rod Sections, complete

Entire rod should be returned to factory for correct fitting and balancing of new sections.

Nos. 050, 051, 060, 061	BUTT \$18.00	TIP \$9.50
Nos. 51 to 74	BUTT 13.00	MID. or TIP 8.00
Nos. 84 and 85	BUTT 24.00	MID. or TIP 9.50



# "L & C REGENT" Fly Rods

Our "REGENT" rods are designed for the angler who demands a fly rod with fine finish, exceptional balance and a smooth action that will lay out a fly delicately and accurately. The "REGENTS" not only have these qualities but in addition have enough stamina and backbone to cast and pick up a long line on heavy water. They are pleasant to use, being particularly "easy on the wrist" and will give a lifetime of faithful service.

All two and three piece numbers have extra tips and are packed in paplin bag and aluminum case. Ferrules are hand-welt nickel silver, serrated and waterproofed. Genuine agate first guide. Tungsten steel tip-tops and snake guides. Improved composition and walnut locking type reel seat and solid cork grips. Beautifully wound with gold silk. Metal parts are gun metal finished and cane is browned clear through in the curing.

The particular angler may choose either the TROUT action or the slightly softer SPECIAL TROUT ACTION and will be assured of a fine rod for both wet and dry fly work, whichever type suits his individual preference.

## TROUT ACTION

No.	Length	Appr. Weight	Suggested Line	Price
*0100	7 1/2 feet	8 3/8 ounces	F or HEH	\$27.50
*0101	8 feet	4 1/2 ounces	E or HDH	27.50
101	8 feet	4 1/2 ounces	E or HDH	27.50
102	8 1/2 feet	5 1/8 ounces	D or HCH	27.50
103	9 feet	6 3/8 ounces	D or HCH	27.50
104	9 1/2 feet	6 3/8 ounces	D or HCH	27.50

## SPECIAL TROUT ACTION

No.	Length	Appr. Weight	Suggested Line	Price
*0110	7 1/2 feet	3 3/8 ounces	G or IFI	\$27.50
*0111	8 feet	4 ounces	F or HEH	27.50
111	8 feet	4 ounces	F or HEH	27.50
112	8 1/2 feet	4 5/8 ounces	F or HEH	27.50
113	9 feet	5 1/4 ounces	E or HDH	27.50
114	9 1/2 feet	5 7/8 ounces	E or HDH	27.50

\*Two piece with extra tip.

## BASS ACTION

These bass rods are particularly recommended for casting the modern floating bass bugs and fly and spinner combinations.

No.	Length	Appr. Weight	Suggested Line	Price
122	8 1/2 feet	5 5/8 ounces	D or HCH	\$27.50
123	9 feet	6 1/4 ounces	C or GBG	27.50
124	9 1/2 feet	6 7/8 ounces	C or GBG	27.50

## "L & C REGENT" SALMON RODS

Metal locking type reel seat and detachable auxiliary grip.

No.	Length	Appr. Weight	Suggested Line	Price
134	9 1/2 feet	7 3/8 ounces	C or GCG	\$40.00
135	10 feet	8 ounces	C or FBF	40.00

## Extra "REGENT" Rod Sections, complete

Nos. 0100, 0101, 0110, 0111 .....	Butt	\$14.00	Tip .....	\$ 7.75
Nos. 101 to 124 .....	Butt	10.75	Mid. or Tip	6.25
Nos. 134 and 135 .....	Butt	18.75	Mid. or Tip	7.75

"I have to congratulate you on the merits of your fly rods. I have a 5-ounce Regent rod which took five salmon from 12 to 15 pounds at Campbell River, British Columbia, last fall and the rod came out of it without a kink, straight as the day I got it."

J. F., Olympia, Washington.

# "L & C IMPERIAL" Fly Rods

For the angler who demands the finest kind of action and long years of faithful service from his fly rods, we recommend our "IMPERIAL" rods without reservation. So do anglers who have used them with great satisfaction on all the famous trout streams of North America. They are fitting and handsome companions to "L & C" terminal fly tackle.

The sticks are split—not sawed—from high quality butt-cut Tonkin cane, thoroughly cured and tempered to a degree of resiliency found usually in only the highest priced rods. They are browned in the curing, right through the hard, tough fiber, and are not merely stained brown.

## SPECIFICATIONS

Nicked silver ferrules are hand-welted and gun-metal finished, as are all metal parts of these rods. This avoids the possibility of trout being put down by the flash of sunlight on bright metal and also adds much to their handsome appearance. Snake guides and tip-tops are of genuine Tungsten steel, diamond hard. First guide is genuine polished agate. Solid cork grips are scientifically designed to fit the hand for tireless, all-day, casting. Locking composition reel seats. Finely wound in black, with orange trim.

Each rod has extra tip joint and is packed in a partitioned bag with an aluminum carrying case for the complete rod.

## TROUT ACTION

The action of the trout weight rods is ideal for delicate handling of either wet or dry flies. They are so finely balanced that for either style of fishing no rod will excel them in performance.

	Length	Appr. Weight	Line Recommended	Price
*No. 0200	7 1/2'	3 7/8 oz.	F or HEH	\$20.00
No. 201	8'	4 1/2 oz.	E or HDH	20.00
No. 202	8 1/2'	5 1/8 oz.	E or HDH	20.00
No. 203	9'	5 3/4 oz.	D or HCH	20.00
No. 204	9 1/2'	6 3/8 oz.	D or HCH	20.00

\*Two piece with extra tip.

## SPECIAL TROUT ACTION

These rods are lighter than the TROUT ACTION models and the action runs well down into the mid-section and butt. Many prominent anglers prefer a rod of this type for both wet and dry fly fishing.

	Length	Appr. Weight	Line Recommended	Price
*No. 0210	7 1/2'	3 3/8 oz.	G or IFI	\$20.00
No. 211	8'	4 oz.	F or HEH	20.00
No. 212	8 1/2'	4 5/8 oz.	F or HEH	20.00
No. 213	9'	5 1/4 oz.	E or HDH	20.00
No. 214	9 1/2'	5 7/8 oz.	E or HDH	20.00

\*Two piece with extra tip.

## BASS ACTION

	Length	Appr. Weight	Line Recommended	Price
No. 222	8 1/2'	5 5/8 oz.	D or HCH	\$20.00
No. 223	9'	6 1/4 oz.	C or GBG	20.00
No. 224	9 1/2'	6 7/8 oz.	C or GBG	20.00

## Extra "IMPERIAL" Rod Sections, complete

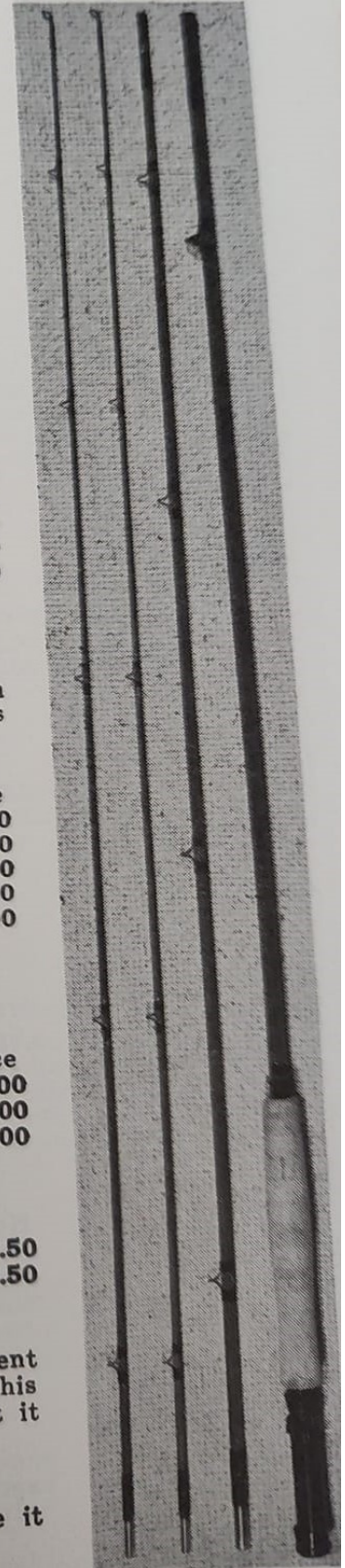
0200, 0210	Butt	\$10.50	Tip	\$ 5.50
101 to 224	Butt	8.00	Tip or Mid	4.50

I used one of your "IMPERIAL" rods, No. I 203, in the distance event at Meadow Lakes and placed first with a 122 foot cast. I realize that this rod was not intended to handle so much line in tournament work, but it came out of the fray as good as the day it was built.

T. T., Fresno, Calif.

"I recently purchased one of your "Imperial" fly rods and believe it to be far ahead of any in its price class for action and appointments."

R. N. K., Waterbury, Conn.



# "L & C CROWN" Fly Rods

We spent a great deal of effort in designing a fly rod that will give American anglers the last word in rod value at a moderate price. "CROWN" rods are well made, well balanced and good looking. Sticks are beautifully finished with the brown curing process that penetrates clear through the fiber and adds distinctly to the toughness and lasting qualities of all our rods. Actions are similar to those of our "IMPERIAL" rods, which means adaptability to varying stream conditions whether being used for fishing dry flies or wet flies on fast or slow water.

## SPECIFICATIONS

Thoroughly seasoned Tonkin cane, nickel-silver, hand-welt ferrules and composition locking type reel seat. Snake guides and tip tops are of hardened steel, butt guide of garnix. Grips are of solid cork, Hand-somely wound with red silk, trimmed with black.

Each rod has two tip sections and is furnished in partitioned bag and fibre case for complete rod.

## TROUT ACTION

Ideally designed for adequately whipping a stream with either dry or wet flies and just as desirable for the very expert caster as for the angler with less stream experience. They are steely enough to pick up a floating fly and handle it perfectly and yet limber enough to give just the right action to a fly fished beneath the surface.

	Length	Appr. Weight	Line Recommended	Price
*No. 0300	7 1/2'	3 3/8 oz.	F or HEH	\$15.00
No. 301	8'	4 1/2 oz.	E or HDH	15.00
No. 302	8 1/2'	5 1/8 oz.	E or HDH	15.00
No. 303	9'	5 3/4 oz.	D or HCH	15.00
No. 304	9 1/2'	6 3/8 oz.	D or HCH	15.00

\*Two piece with extra tip.

## BASS ACTION

A rod with a little more backbone for the heaviest water and for fishing the larger bass lures.

	Length	Appr. Weight	Line Recommended	Price
No. 322	8 1/2'	5 5/8 oz.	D or HCH	\$15.00
No. 323	9'	6 1/4 oz.	C or GBG	15.00
No. 324	9 1/2'	6 7/8 oz.	C or GBG	15.00

## Extra "CROWN" Rod Sections, complete

300	Butt	\$7.50	Tip	\$4.25
301 to 324	Butt	5.50	Tip or Mid	3.50

## ALUMINUM ROD CASES

Very substantial cases that will give rods complete protection while being carried in automobiles or boats. Nickel-plated screw caps.

(Caution: Rods must never be left in these cases while either the rod or the cloth bag is damp.)

No.	Length	For Rod	Price
No. 391	Appr. 34"	8' Long	Each \$2.50
No. 392	" 36"	8 1/2' "	" 2.50
No. 393	" 38"	9' "	" 2.50
No. 394	" 40"	9 1/2' "	" 3.00
No. 395	" 46"	7 1/2' "	(Two Piece) " 3.50
No. 396	" 48"	8' "	(Two Piece) " 4.00

"Two seasons ago I purchased a Crown rod from my dealer and am so well pleased with the action of this rod and the excellent service it is giving me that I am taking the time to let you know about it."

F. K., Buffalo, N. Y.

# "L & C CAPTAIN" Fly Rods

L. & C build no rods to a price and the CAPTAIN is no exception to this policy. The value of a rod can only be determined by the service it gives and the CAPTAIN is designed to withstand years of constant use.

The attention given each detail of assembly and finish is matched by few rods of much higher price. The result is a rod of fine balance and smooth action which combine to make each cast a pleasure. Each number is equally suitable for wet or dry fishing.

## SPECIFICATIONS

Brown-tone, seasoned Tonkin cane, nickel-silver ferrules and locking type reel seat. Hardened steel snake guides and tip tops, garnix butt guide. Solid cork grip. Wound with orange and black variegated silk.

Each rod is complete with two tips and packed in cloth bag and fibre case.

## TROUT ACTION

	Length	Appr. Weight	Line Recommended	Price
*No. 0400	7 1/2'	3 7/8 oz.	F or HEH	\$12.00
No. 401	8'	4 1/2 oz.	E or HDH	12.00
No. 402	8 1/2'	5 1/8 oz.	E or HDH	12.00
No. 403	9'	5 3/4 oz.	D or HCH	12.00
No. 404	9 1/2'	6 3/8 oz.	D or HCH	12.00

\*Two piece and extra tip.

## BASS ACTION

No. 422	8 1/2'	5 5/8 oz.	D or HCH	\$12.00
No. 423	9'	6 1/4 oz.	C or GBG	12.00
No. 424	9 1/2'	6 7/8 oz.	C or GBG	12.00

## Extra "CAPTAIN" Rod Sections, complete

0400	Butt	\$6.00	Tip	\$3.25
401 to 424	Butt	4.25	Tip or Midsection	2.75

## FIBRE ROD CASES

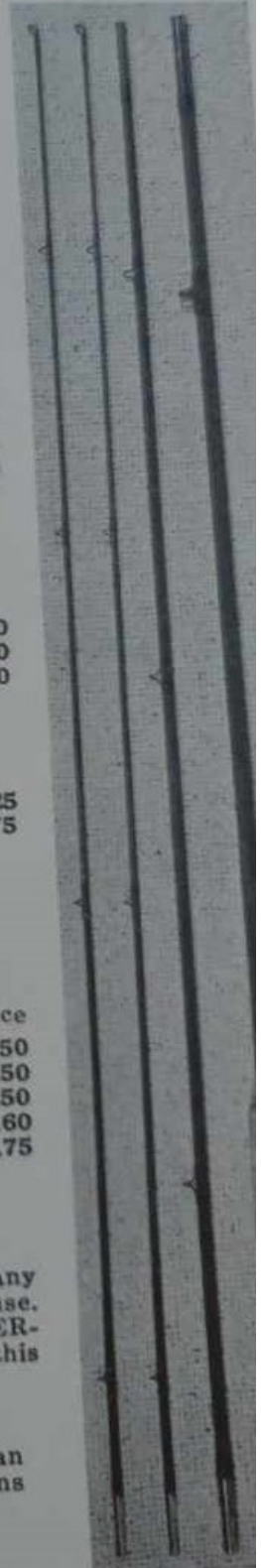
No.	Appr. Length	For Rod	Price
No. F391	34"	8' Long	\$0.50
No. F392	36"	8 1/2' Long	.50
No. F393	38"	9' Long	.50
No. F394	40"	9 1/2' Long	.60
No. F395	46"	7 1/2' Long (2 piece)	.75

May I congratulate you on the fine rods you are building; rods which any angler no matter how discriminating, may be justly proud to own and use. I was highly pleased and genuinely surprised to learn the price of the IMPERIAL for it is little more than half what I expected to pay for a rod in this class.

W. V. B., Point Marion, Pa.

"L & C Captain" is the finest rod I have ever seen for the fisherman who must watch his pocket book. I have used my Captain four seasons and it is still in excellent condition.

J. F. B., Denver, Colo.





## 1940 FISHING CATALOGUE



*Manufacturers of*  
*Fine Fishing & Hunting Equipment*

1280 Main Street  
Buffalo, New York, U. S. A.  
Cable Address—LYCO, Buffalo

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The "L & C" trade mark on rods, flies and other tackle is your assurance that nowhere is angling equipment of better materials or workmanship obtainable.

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### **ROD REPAIRS**

We will be pleased to furnish estimates for repair work on rods sent us for inspection. Any make of rod can be repaired by us and new tips or other sections made when necessary. All parts of broken rods should be sent to us, including fittings. If sections of rods are lost, other sections should be sent so that ferrules may be properly fitted. Repair work should be sent post paid. There is no charge for estimates and no obligation to have the work done. We are pleased to render this service to our customers and all work is based on cost.

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### **RODS, FLIES AND LEADERS MADE TO SPECIAL ORDER**

"L. & C." solicit orders for rods, flies and leaders made to your specifications. It should be remembered that in rod building there are practical limits beyond which it is not safe to go.

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### **ADVICE ABOUT TACKLE**

We are thoroughly familiar with tackle requirements for the various sections of the United States and Canada. There is no charge for advice and no obligation. Please write us. We cordially invite your enquiries.

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**ALL PRICES SUBJECT TO CHANGE  
WITHOUT NOTICE**