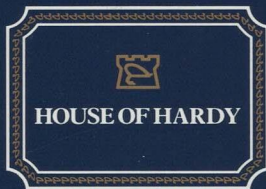




BY APPOINTMENT TO HRH
THE PRINCE OF WALES
MANUFACTURERS OF FISHING TACKLE
House of Hardy Ltd. England



PALL MALL CENTENARY
1892 - 1992

COMMEMORATIVE TACKLE

THE PALL MALL CENTENARY

In 1992, House of Hardy's store celebrates 100 years of retailing Hardy products in Pall Mall and offers grateful thanks to its many thousands of loyal patrons in the angling world.

During this time, three different Pall Mall addresses have housed House of Hardy. For the first two years, the store was located at 49 Pall Mall with the Military Equipment Stores and Tortoise Tent Co. Ltd.. In 1894, it was moved to 61 Pall Mall where it remained for the next 50 years. However following severe bomb damage in 1944, the business was transferred temporarily to 15 Pall Mall for the period March 1944 to April 1951. After rebuilding was completed, House of Hardy moved back to its illustrious address - 61 Pall Mall.

To celebrate its Centenary, House of Hardy Pall Mall commissioned the Alnwick factory to hand-craft a range of special Commemorative tackle: -

The Commemorative Set,
The Centenary Rod and
The Centenary Reels.

The Commemorative Set, which includes the famous all brass caged Perfect reel, will be individually numbered and restricted to 100 sets world-wide. The first 100 of each of The Centenary Rod and The Centenary Reels will also be individually numbered.

This brochure contains full details of the Hardy Commemorative tackle. These and other fine products may be seen at the store which is located at 61 Pall Mall, London - opposite St James's Palace.

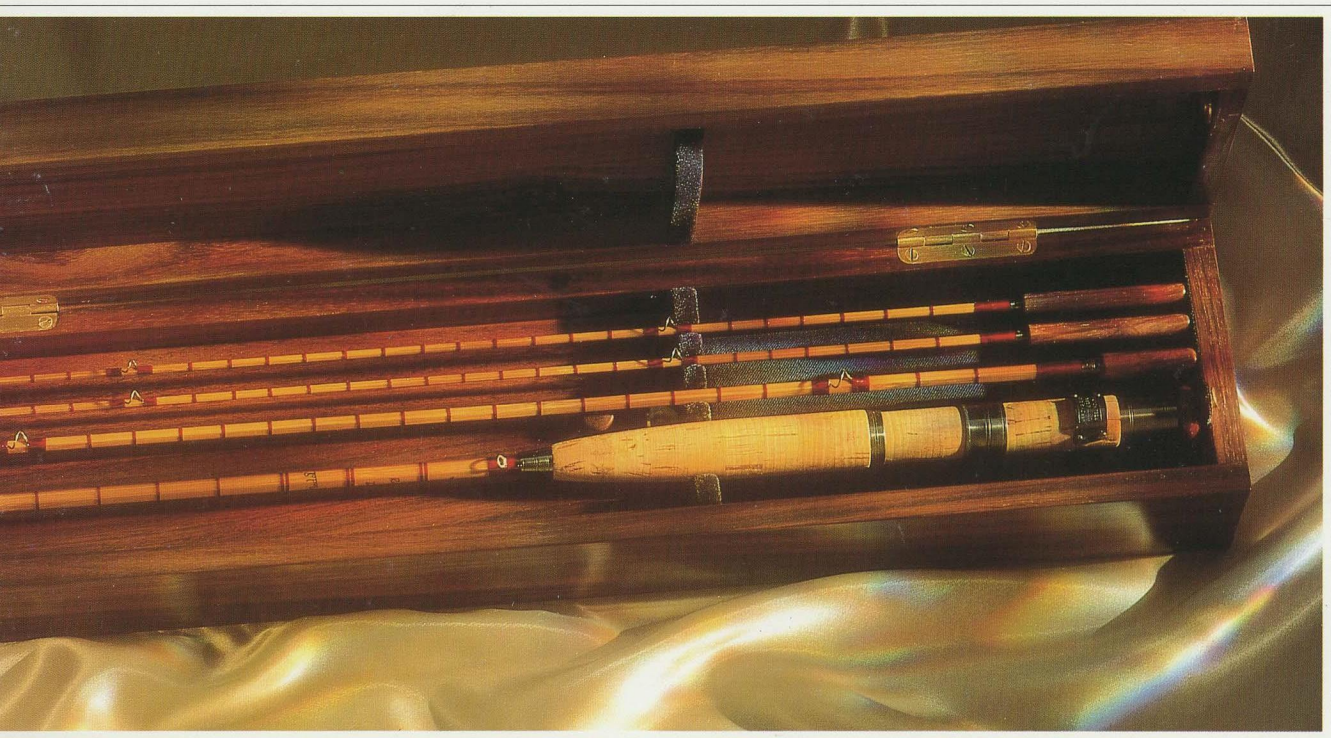
THE COMMEMORATIVE SET

(Individually numbered - restricted to 100 sets world-wide)

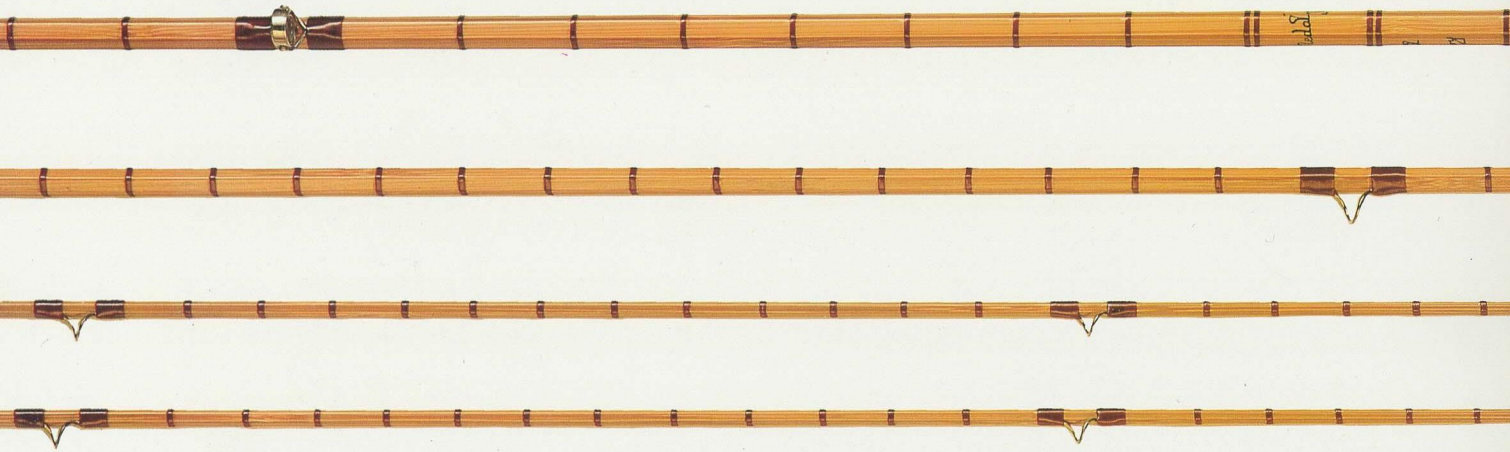


This exclusive Boxed Set contains hand-crafted reproductions of two original editions first produced in the early 1890s - the 8ft Gold Medal split bamboo rod and one of the very first all brass, caged Perfect reels, the $2\frac{5}{8}$ " Houghton - each individually numbered.

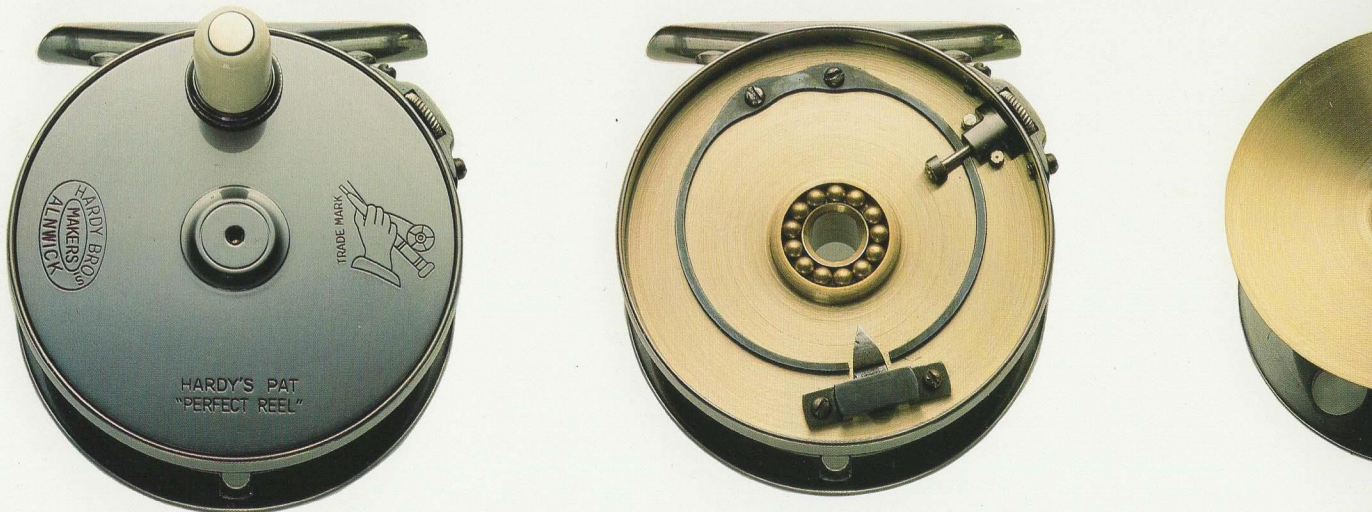
The rod and reel are presented in a handsome rosewood chest with an inlaid brass Centenary plaque.

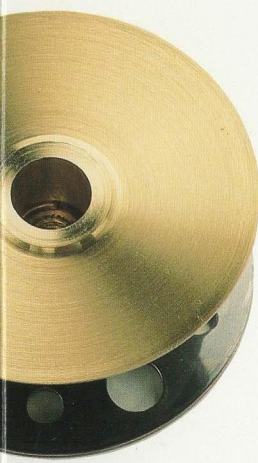


The 8ft Gold Medal Split Bamboo Rod



The all brass caged 2⁵/₈" Houghton Perfect Reel





THE ROD

The 8ft Gold Medal is a 3 piece rod with 2 tops. The Gold Medal rods were introduced after the Great Fisheries Exhibition in London in 1883/4, at which Hardy Brothers was awarded the Gold Medal for split bamboo rods. In the early catalogues, Gold Medal rods were offered in lengths from 10ft upwards and were available in these lengths only until 1914. However, many other rods were produced to customers exact requirements, including the 8ft Gold Medal Special from the early 1890s.

The original specification is followed faithfully with hexagonal sections; the "Weeger Universal" (W) bronzed winch fitting; bronzed brass butt cap; brass suction splint end joints with tenons; original agate butt ring; bronzed intermediate snake rings; wood button and stoppers; crimson silk tyings with narrow band intermediates. However, modern glues and cork shives have been used in place of the less effective animal glues and cork sheet of the 1890s.

There is one small change from the original specification. The insert in the end ring was agate but due to lack of availability, an agate substitute has been used in this particular ring.

The markings on the rod are hand-inscribed and the serial number is stamped on the butt cap and joints. A partitioned rod bag has been produced to a similar design as the original bag but with the Centenary label.

THE REEL

The 2⁵/₈" Perfect - known as the "Houghton" Dry Fly Reel - is a reproduction of one of the first all brass, caged Perfects from the 1890s.

This Perfect reel has an all brass frame, drum and revolving plate, fully integrated pillars, the "early check" mechanism and a left-hand threaded centre locking screw. It features a perforated smooth brass reel back; brass ball bearings (13 balls in each ball race); rim regulator with guard; large and small line drum flange perforations and an ivorine type handle.

As was customary, all brass parts are bronzed with the exception of the ball bearings and the under surface of both the drum and revolving plate.

Two modifications are made for sensible reasons. Firstly, the original 1892 instructions advised that the reel be kept

horizontal so that the ball bearings would not fall out of the ball race! In 1898, a modification was introduced so that the ball race was slightly "spun over" to keep the brass balls in place. The reel incorporates this modification. Secondly, in addition to the individual serial number being stamped on the frame adjacent to the reel back as was customary, for security reasons the inside of the frame is stamped with the initials HN, 1992 and the serial number.

The three original stamps on the reel - the straight line Hardy Perfect logo, the bordered oval logo and the "rod in hand" trademark - are reproduced in exact detail. A Centenary drawstring reel bag is supplied.

THE CENTENARY ROD

One of the famous Pall Mall Exclusive Rods has been chosen as the Centenary Rod - the 4 piece 9ft #6/7 fly rod. It is a superb general purpose rod.

The Centenary Rod is crafted from a unidirectional, high tensile carbon fibre ground blank in traditional black. Other features include:- a full wells shaped handle made from individual cork shives; a two part black and gold coloured anodised screw grip reel fitting; black anodised connection; polished aluminium rod stoppers; high arch intermediate snake, hayfork end and two aluminium oxide butt rings and black tyings with scarlet tippings.

Each rod is inscribed with its unique serial number and Pall Mall Centenary 1892 - 1992. A Centenary partitioned rod bag is supplied.



(First 100 will be individually numbered)

THE CENTENARY REELS

(First 100 of each size will be individually numbered)



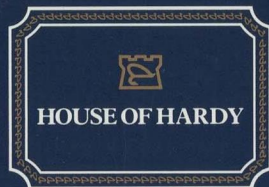
Available in three sizes, a #3/4, #6/7 and #10/11, these Centenary Reels are a special hybrid developed from the Marquis and Lightweight series.

Standard features include:-
exposed rim control; adjustable compensating check; reversible nickel silver lineguard (except the #10/11); a gold coloured

anodised aluminium dovetailed reel back; precision ground stainless steel spindle; easy change from right to left hand wind and shaped wooden handle. The reels are cleverly designed to accept spare spools from the standard Marquis range (#4, #7 and Salmon #2).

These reels are “protective

anodised”, stove-enamelled in matt black and have brass fittings with a gold coloured anodised latch cover. They bear the original bordered oval logo from the 1890s and each reel is hand engraved with its unique serial number and Pall Mall Centenary 1892 - 1992. Each reel is supplied in a Centenary drawstring reel bag.



HOUSE OF HARDY

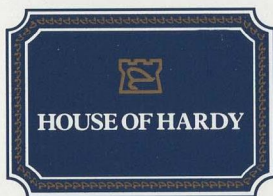
PALL MALL CENTENARY
1892 - 1992

House of Hardy, 61 Pall Mall, London SW1 (opposite St. James's Palace). Tel: 071 839 5515. Fax: 071 930 9128.

Opening Times: Monday to Saturday 9.00am until 6.00pm (4.00pm Saturdays).



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PRICES, ORDERS AND AVAILABILITY

THE COMMEMORATIVE SET	2000 guineas (£2100.00)
THE CENTENARY REELS (SET OF 3)	285 guineas (£299.25)
THE CENTENARY ROD	295 guineas (£309.75)

PRICES (UK)

The prices assume personal collection from 61 Pall Mall, London, include VAT and are guaranteed until the 30th September 1992, unless VAT is increased above 20% or reduced below 15%.

Packaging, insurance and freight will be charged at a flat rate of £20.00 for shipments to addresses within mainland UK.

Prices for shipment overseas are available on request.

ORDERS

For serial numbers 001- 050, priority will be given to applicants ordering The Commemorative Set with The Centenary Reels and The Centenary Rod in order to maintain the collectability of these sets in the future.

Applications to reserve specific serial numbers of The Commemorative Set, The Centenary Reels and/or The Centenary Rod should be confirmed in writing (by fax or letter) quoting a daytime telephone/fax number to House of Hardy, 61 Pall Mall, London SW1 (Tel: 071 839 5515 Fax: 071 930 9128).

In view of the anticipated demand, please quote any other serial numbers acceptable to you. Initially, only one application per household can be entertained.

Cheques in pounds sterling payable to House of Hardy should accompany your application. If your requested serial number has been presold, we will return your monies within 14 days of receipt.

Written acknowledgement of your order will be mailed within 14 days of receipt of application. This will include the anticipated date of availability at Pall Mall.

AVAILABILITY

Depending on the serial number and product requested, the first items of Commemorative Tackle will be available from March 1992. It is anticipated that the maximum delay from confirmation of order to availability, will be 20 weeks.

February 1992