



THE NORTH STAR

PRECISION-BUILT, SPLIT BAMBOO

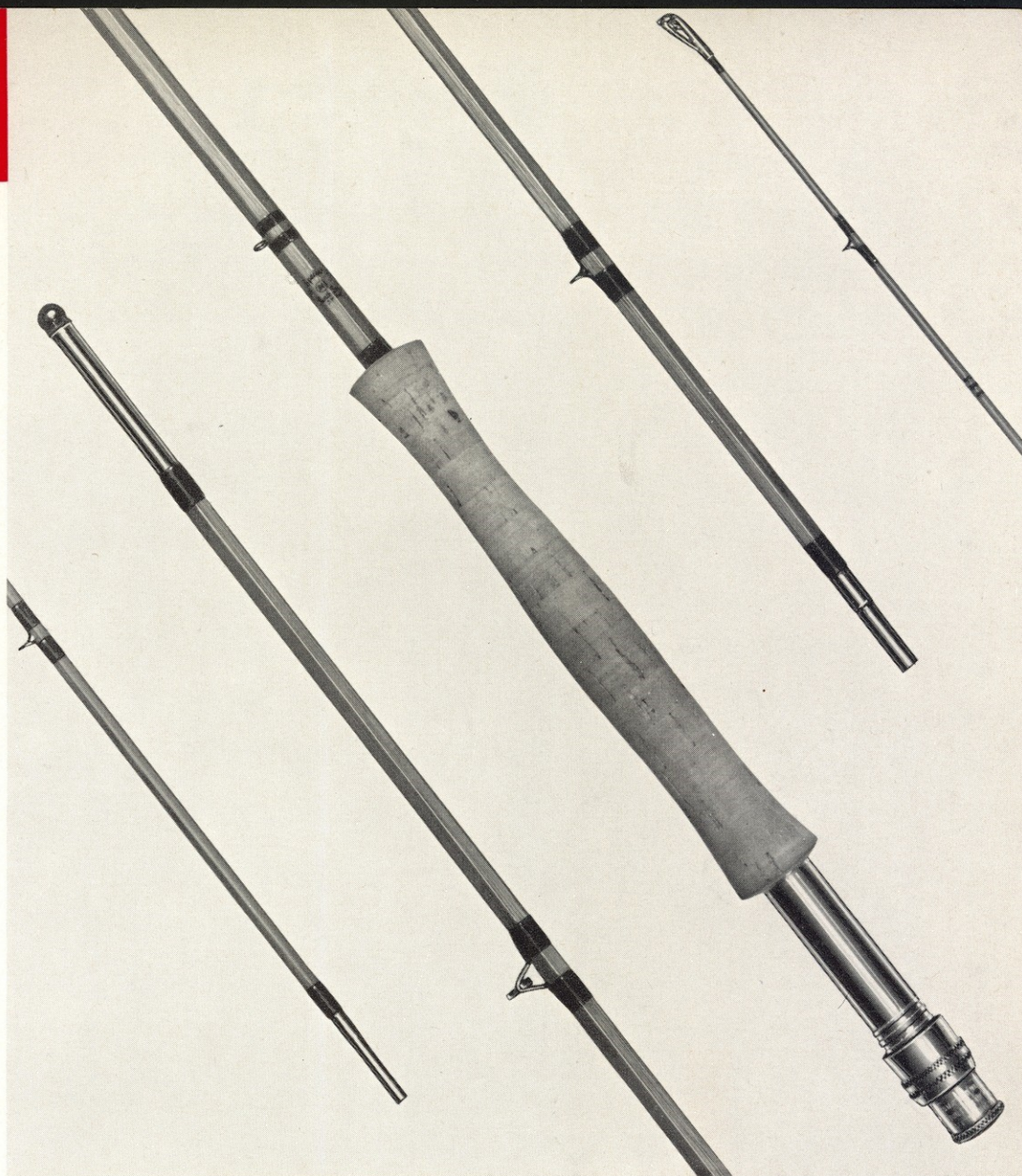
Fly Rod

DESIGNED
AND PRODUCED
IN CANADA,
BY CANADIAN CRAFTSMEN,
FOR THE CONNOISSEUR
OF FINE FISHING TACKLE.



ROUX SPORTSCRAFT

ST. THERESE, QUEBEC, CANADA



BAMBOO SECTIONS—Built exclusively from enamel shield and outer layer of selected, specially processed butt-cut Tonkin cane.

NODES—Individually tested and interspersed.

TIP TOP—Silver-mounted genuine 'Carboloy' ring.

GUIDES—'Special' Series: Tungsten steel snake guides. 'Master' Series: Low-mounted, no-snag bridge type.

FERRULES—Serrated, welted and capped.

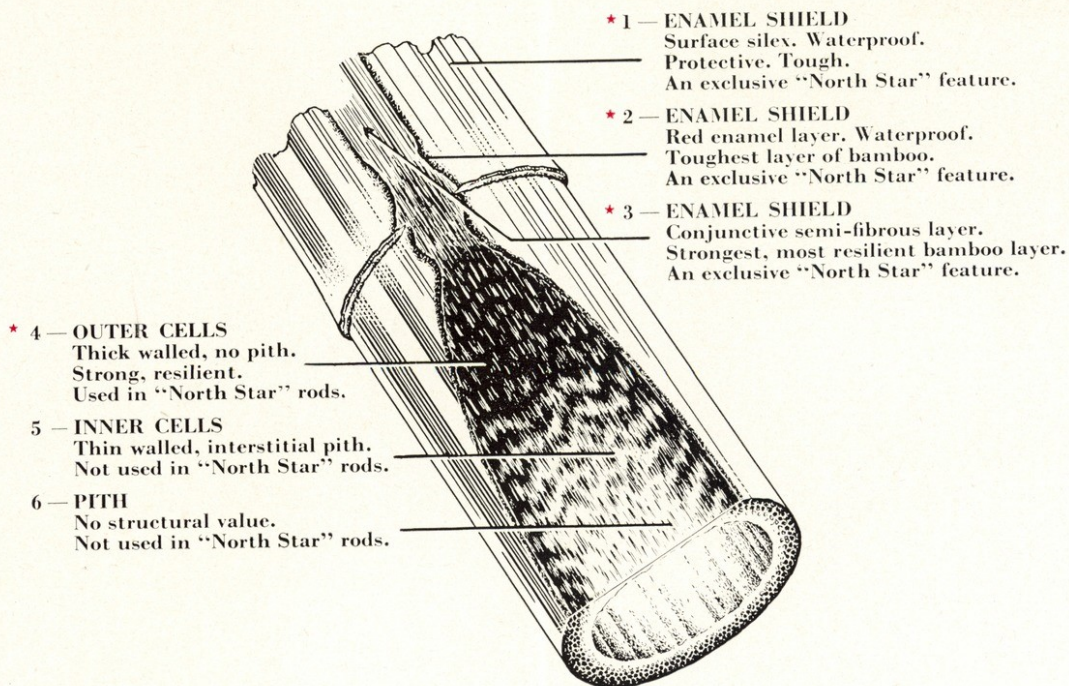
Rustproof, waterproof and tempered. Hand fitted to velvet smoothness.

BUTT GUIDE—Silver mounted genuine 'Carboloy' ring.

HOOK RING—Seamless, rustproof ring.

GRIP—Fine grained solid Spanish cork.

REEL-SEAT—From 'Alcan 24ST' aluminum alloy tubing. Cut-thread screw-type locking band. Waterproof inner chamber for rod counterweights, matches, flies, etc. Engraved with registered rod serial number.



★ *Only the strongest and toughest layers of bamboo are used in "North Star" rods. Expertly fitted to within .001" of theoretical perfection, in accordance with scientific rod action charts, "North Star" rods feature EVENLY BALANCED FLEXIBILITY, DYNAMIC FLASH-LIKE ACTION, EXCEPTIONAL POWER and THRILLING CASTING ACTION.*

GUARANTEE

"North Star" rods are *unconditionally guaranteed* against defects in workmanship and/or material.

Should *defective materials and/or workmanship* become apparent *at any time* in a "North Star" rod, such parts, components or fixtures as might be required to restore it to its standard of excellence, would be supplied, installed and expertly fitted at the factory, *without charge*, under this unconditional guarantee policy.

Furthermore, the original owner of a "North Star" 'Master' rod is entitled to a *5-Year Service Policy* whereby, within five years from date of purchase, he may send, prepaid, his complete rod to the "North Star" factory where, for a nominal charge of \$10.00 (Ten Dollars), it will be factory-rebuilt to its original specifications, *regardless of how damaged or broken*. Without further charge, the rebuilt 'Master' rod will then be promptly returned to its owner.



Dedicated to the Connoisseur of fine fishing tackle, the "North Star" rod appeals to him, who, guided in his appraisal of fly rod merits by a thorough knowledge of all pertinent facts, deliberately ignores fancy and fiction in forming an opinion.

Furthermore, there is a challenge in a "North Star" rod that is unmatched in any other rod. You feel an invitation to try its mettle over your favorite waters. Try its dynamic action, its finely adjusted flexibility. You will know you are holding the most unique fly fishing rod there is. And, this year, many people like you are going to make that happy discovery.

"NORTH STAR" PRICE LIST

NORTH STAR 'SPECIAL' SERIES

Model	Weight	Length	Price
'85'	5.1 oz.	8'6"	\$47.50
'86'	5.5 oz.	9'	50.00
'87'	6.4 oz.	9'6"	52.50

NORTH STAR 'MASTER' SERIES

Model	Weight	Length	Price
'81'	5.1 oz.	8'6"	\$57.50
'82'	5.5 oz.	9'	60.00
'83'	6.4 oz.	9'6"	62.50

ROUX SPORTSCRAFT

ST. THERESE, QUEBEC, CANADA

REPRESENTATIVE

ROUX BERNARD
222, HERTEL
ROSEMÈRE, QUÉBEC
J7A 2H8