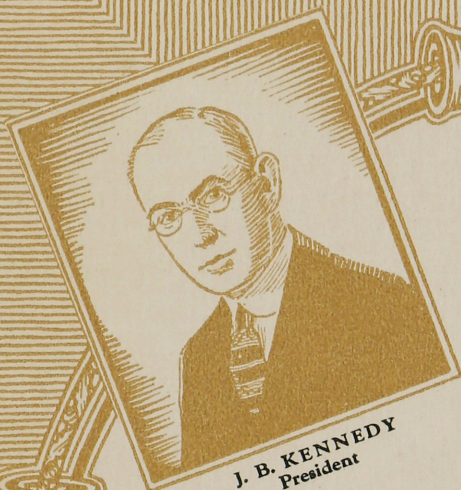
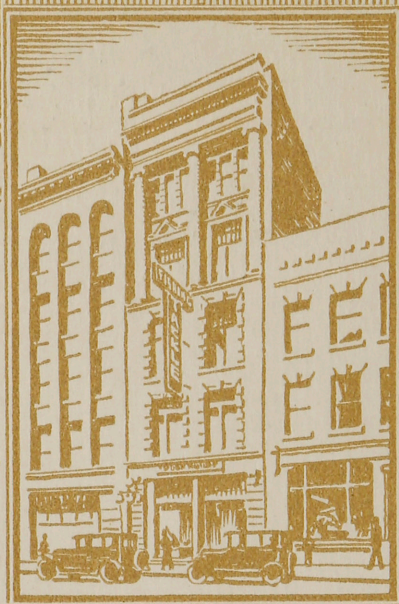


75th
ANNIVERSARY
ALCOCK LAIT & WESTWOOD
CO. LIMITED
230 BAY ST. TORONTO

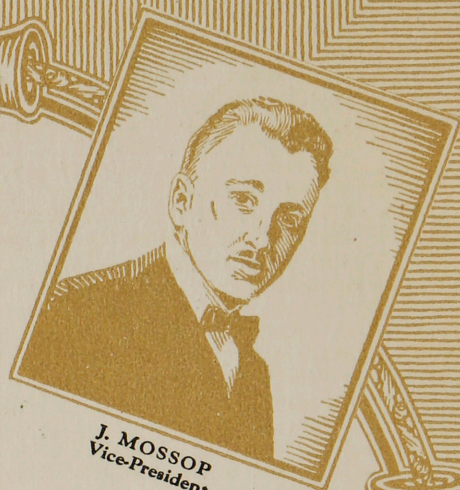
ELGIN
4237



J. B. KENNEDY
President



230 BAY STREET



J. MOSSOP
Vice-President

Seventy-Five Years of Progress

This year we celebrate our 75th anniversary.

In 1854 Samuel Allcock, and Charles Laight of Redditch, England, launched this business with premises on King Street, Toronto.

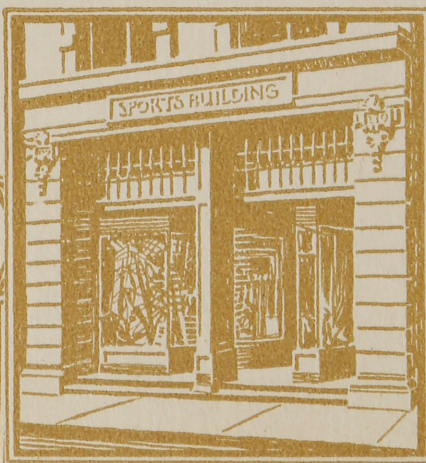
In the three-quarters of a century that have since elapsed we have been variously located at the corner of Yonge and Wellington Streets, then on Bay Street, and later on King Street, until we arrived at our present Sportsmen's Headquarters, 230 Bay Street, next to the Toronto Stock Exchange.

Sixty years ago, Mr. Westwood came to Toronto from Redditch to manage the Company, eventually becoming a partner; and in 1898 the business was incorporated under its present name.

In 1919, the Company was acquired by its present directors, J. B. Kennedy and John Mossop, who had been connected with it for many years previously.

It is indeed gratifying to look back upon three-quarters of a century of continuous growth and expansion. Throughout the whole of this time we have kept full pace with the sporting activities of the Dominion. To-day, separate departments cater to the Sportsmen's need in fishing, shooting of all kinds, golf, ski-ing, and other winter sports, camp equipment, and outdoor clothing.

Allcock, Laight & Westwood is now the leading house in Canada in this line and is universally known for the quality of its merchandise, its service and its business integrity.



CASTING A FLY

IN fly casting you do not cast the fly. You throw the line. The idea is to throw the line straight ahead of you, so that when it is fully extended, it will fall on the water lightly—with the fly on the remote end. A common fault of fly casting is to thrash the line down on the water.

As in bait casting, imagine you are trying to throw the tip of your line, like a whip lash, high over a barn.

When you begin the back cast, the rod is down straight in front of you. When you finish the back cast, the rod is not held far back behind you but stopped abruptly and smartly almost straight up perpendicularly. You wait an appreciable moment while the long line straightens out behind.

Then you make the forward cast, not creeping the rod tip forward, but with a smart, straight-forward drive.

Imagine the face of a clock. In making the back cast, your rod rises, like the hand of the clock, from nine o'clock to one o'clock. But in that movement, the actual cast is made by a sharp cut or drive of the rod between ten and twelve o'clock. The same in the forward cast. You make the cut or drive forward, starting at twelve o'clock and stopping sharply at ten-thirty, merely following down with the rod after the cut forward has been made.

It is this short, sharp cut or drive, both in the back cast and the cast forward, which effects that beautiful, straight-out throw of the line so that the fly falls lightly at the end of a straight line, exactly in the desired spot.

The main cast or speed in casting both forwards and backwards takes place between half-past X and XII o'clock, but the entire cast forwards and backwards should be perfectly smooth throughout, and entirely free from jerk or effort.

The pause at the top of the back cast is equal in length to the time taken to cast the line back.

The hold of the rod should be with the fingers as far as possible and not in the palm of the hand. Thumb always at the back of the rod.

The grip should be as easy as it is in holding a cricket ball or stone in the act of throwing.

The actual course of the rod should be confined to a quarter circle in the back cast or lift, and also in the forward cast. While the line is extending behind, the rod must be allowed to remain steady and not brought forward in the slightest degree. Failure to observe this rule is one of the commonest faults, and in every case the result is shown, in that the line does not straighten out on the water.

The cast should always be made forward, not down. Our object is to overcome the resistance of the air and to do this not by the application of force, but rather reason. We know that a needle is sharp at the point, also that except for special purposes it is straight, therefore, we require that the entry or forward curve of the line shall be narrow, and that the line following shall be straight. The cut forward means that the tip of the rod travels almost straight during this cut and results in a narrow entry or curve. If, as is usually done, the drive is made downwards we obtain a wide curve or entry, and when casting against a wind it is a question of whether we can apply sufficient force, or in other words, whether we or the wind is the stronger.

Also this drive forward ensures that the tip of the rod is used as it should be. To obtain a straight following line it is necessary that the line be fully extended behind in the preliminary back cast, and that the forward cast does not commence with a jerk or kick off. It must be short and quick but absolutely smooth.

DRY FLY FISHING.

It is most gratifying to note that dry fly fishing is each year becoming more and more popular. There is no form of fly fishing requiring greater skill and efficiency combined with deservedly greater satisfaction than this advanced school of dry fly-fishing. To those ardent sportsmen who are not familiar with this interesting development, we address these remarks and offer a few practical hints.

1. Use only one fly at a time.
 2. Never start to practice dry fly fishing down-stream—you must fish up-stream if you wish to become a successful user of the "floater".
 3. Use a heavy double tapered line from 30 to 40 yards. It should be of the best silk, thoroughly water-proofed. The line is lengthened gradually by making a number of false casts in the air, not allowing the fly or line to touch the water. You will be surprised at first the extra amount of casting power you have. Do not overdo it. Let the rod do its work.
 4. Always bring the line up a little at the end of a cast to allow the fly to drop lightly on the water ahead of the line and pick it up again very carefully.
 5. Dry the fly each time in the air, making a few false casts.
 6. Never allow the fly to alight until you are sure it will settle down in just the right spot as intended.
 7. Allow the fly to float down or be taken up by the current, just as a natural fly would act, without a drag from the line.
 8. Try all the steady flowing pools and glassy glides.
 9. Let the fly float well over and behind the likely spot where a fish may be lying, before picking it off the water for a fresh cast. Very frequently a trout will let the fly pass him and then turn with a ravenous rush.
 10. Last of all. When you go a-dry-fly fishing, study to be quiet and keep out of sight.
- You will need a rod fairly long and quite powerful as it is often necessary to cast a long line. The line as described above under paragraph 3. Any good easy running fly reel. Light leaders, 9 feet long. Floating flies on eyed hooks with or without snells. Eyed fly box. Tweezers and gut cutters. Mucilin Line Dressing for floating the line. Mucilin Dry Fly Oil. Landing net. Basket. Waders, etc.

THINGS TO REMEMBER IN FLY FISHING.

Trout do not feed early in cold weather.

Trout always lie with their heads upstream. Big fish keep to the pools and eddies except at night. Small fish love the riffles. When snow-water is running into the stream you might as well stay home. Imitate the flies on the water as much as possible. Arrange your cast so that one fly will be on the surface and one fly sunken.

Never work your flies against the current—let them follow the natural direction. Keep out of sight all you can; keep the sun in front of you. Don't overcast your water—fish close to you at first.

When you "strike" a fish don't yank—a slight twitch of the rod is enough. Don't "hold hard" in rough water—play your fish with an easy bend of the rod and you will save the big ones.

When you have a big fish on, work down-stream with him to a pool or back-water. Keep a taut line and an uppull all you can. Fish up-stream or with the wind wherever possible. Cast your flies lightly, allowing them to strike the water first and hold your line out of water all you can. Checking the cast before it has fully extended will cause the flies to strike first. When landing a fish, net him from behind.

If you get a "rise" from a good fish and miss him, wait a few minutes before casting again. It is waste of time to fish quiet pools when the sun is bright unless the surface is ruffled by a breeze.

If you find the fish taking one particular fly well, put another of the same kind on your cast. Kill your fish as soon as captured by breaking his neck.

BAIT FISHING ON THE STREAM.

You need a light bait rod, multiplying reel and a braided silk line. Medium weight leaders of good length, single gut. Single snell hooks, sizes 6 to 2, sproat or sneck. Large and small split shot. Swivels. Bait box. Insect box. Disgorger. Basket and sling strap. Landing net, waders, etc.

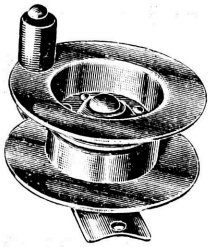
Air Fed Minnow Pail

Double Floating Pail. A few strokes of attached pump supplies sufficient air to keep Minnows alive 6 hours.

No. 3426 Each **\$5.25**



New Single Action Reels

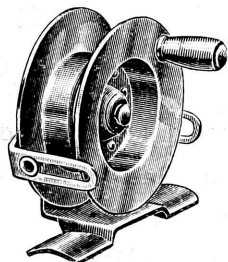
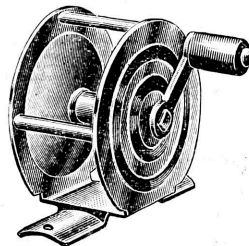


Single action Reel. New, distinctively novel in construction. Offered for the first time. Rod clip has drilled holes and can be securely fastened to bamboo or wood pole with small screws. Fits standard reel seat of casting and bait rods. Diameter spool 2", width $\frac{7}{8}$ ", capacity 60 yards average line. Weight $1\frac{3}{8}$ oz. Duco finish, assorted colors.

No. 3604 Each **25c**

Single action. Attractive, durable and rigid. Embossed plates, provided with patented line notch for fastening line to reel. Attached to bamboo or wood pole with small screws. Fits standard sizes of bait casting rods. Diameter spool $1\frac{1}{2}$ ", length of pillars inside frame 1". Permanent click. Capacity 80 yards of averaged sized line. Weight $2\frac{3}{8}$ oz. Duco finish, assorted colors.

No. 3606 Each **50c**



Single action. Combination trout and casting reel, quickly attached with small screws. Fits standard bait and fly rods. Novel base and spool support, with guide arms to confine line to width of spool when retrieving. Unusually durable. Adjustable click—operated by thumb. Diameter spool 2", width $\frac{7}{8}$ ", height $2\frac{1}{4}$ ". Capacity 80 yards of average line. Weight $2\frac{1}{2}$ oz. Duco finish, various colors.

No. 3615 Each **75c**

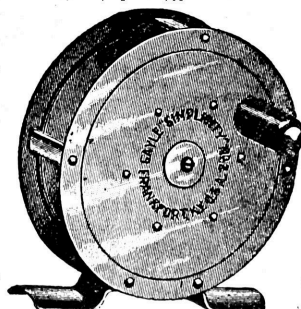
A. L. & W. Simplicity Single Action Reel

Single action simplicity Reel, strongly constructed of hard steel, nickel finished, large drum, free running, capacity 50 yards.

No. 3601 Each **55c**

No. 3602 is the same as No. 3601 above, but has optional click and 60 yard capacity.

Each **75c**

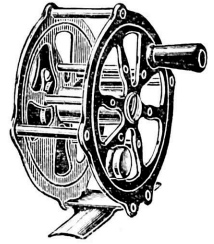


A. L. & W. Litewaite Reel Single Action

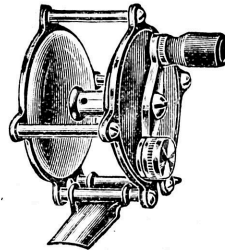
Our special value lightweight fly and bait fishing Reel. Strong and reliable. The openwork construction has the advantage of drying line quickly. Can be instantly taken apart for oiling with a dime. New Utilite Nickel finish, does not reflect light.

No. 3661—60 yards . . Each **\$1.50**

No. 3663—80 yards.... Each **1.75**



A. L. & W. Single Action Reel



A very strongly constructed brass Reel, single action, optional click, highly polished nickel plate, solidly constructed screwed frame. Splendid value.

No. 3635—Capacity 40 yards. Each **\$1.75**

No. 3636—Capacity 60 yards. Each **2.00**

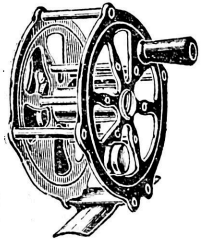
No. 3637—Capacity 80 yards. Each **2.15**

A. L. & W. Featherlite Single Action Reel

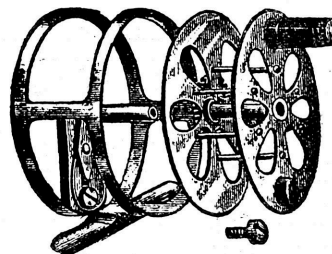
This is an exceptionally light weight reel, exceedingly strong, of beautiful quality material and workmanship throughout. Heavy tool steel gear and click spring assembly, phosphor bronze bearing, black polished handle. Taken apart instantly with the aid of a nickel. A very desirable and durable fly reel.

No. 3658—60 yards capacity, polished nickel nickel finish Each **\$2.50**

No. 3659—80 yards capacity, new dull nickel finish Each **\$2.50**



A. L. & W. "Expert" Reel



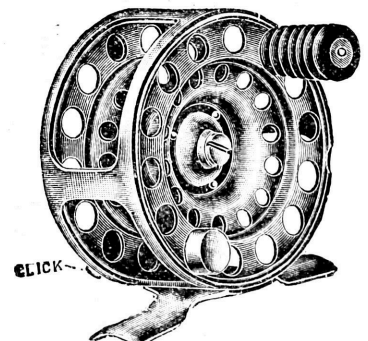
Very strongly constructed of brass, black finish. The drum is of the open ventilating type, removable with a dime, or knife. The outer spring band acts as a strong brake when pressed with thumb. Tool steel gear and click pawl; 3 inch spool, optional click. Capacity 150 yds. No. 3651 ... Each **\$5.00**

A. L. & W. Ideal Reel

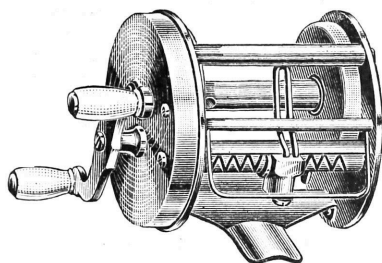
German silver single action reel, 120 yards capacity, optional sliding click, steel gear, phosphor bronze spring, reinforced bearings, perfectly centre balanced. Taken apart with a dime in five seconds. Open construction makes reel virtually its own line dryer.

No. 3641—80 yards Each **\$1.85**

No. 3642—120 yards Each **\$3.00**



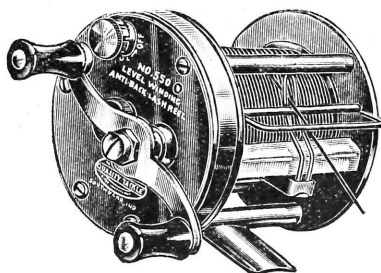
"Modern" Level Winding Anti-Backlash "It Thumbs and Spools Automatically"



A special adjustment controls the freedom of the spool in accordance with the weight of the lure used. It is anti-backlash and level winding, has double handle, and is constructed of the finest metals. Weight 7 ozs. Capacity 100 yds.

No. 3883 Each **\$6.00**

South Bend Anti-Backlash Level Wind Reel

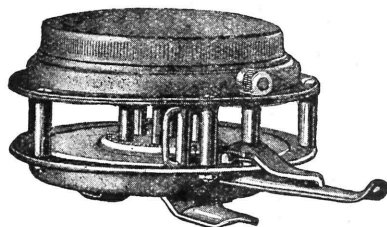


No thumbing or spooling necessary. Indispensable to the novice; a wonderful help to the old-timer. Combines all features of the South Bend anti-backlash device and the Shakespeare level winding reel in one. Steel pinion gear and pivot. Screw-off journal caps, adjusting spring tension anti-backlash device. Capacity 100 yards 18-lb. line.

No. 3854 Each **\$7.50**

Martin Automatic Reel

Bait or Fly

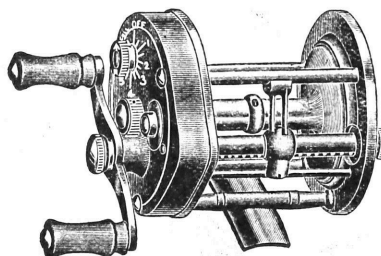


For over 30 years this reel has been the "Standard Automatic Reel of America." Automatics have come and gone, but the supremacy of the Martin has never been challenged. It is the lightest, strongest, simplest, most durable

and responsive automatic reel made. Such exclusive features as its brake lock, brake release, spring throw-off, Tungsten line protector, make it the only perfectly reliable and satisfactory automatic reel made. Made of aluminum, brass, nickel and steel. Booklet giving full details and particulars furnished on request.

| No. | Capacity | With Guard | Without Guard |
|---------------------------------------|----------|---------------|---------------|
| | | Each | Each |
| 3895—60 ft. G Line..... | | \$7.00 | \$6.25 |
| 3897—90 ft. G Line..... | | 8.00 | 7.25 |
| 3898—150 ft. G Line..... | | 9.00 | 8.25 |
| 3899—225 ft. G Line..... | | 9.50 | 8.75 |
| 3896—250 ft. Light Trolling Line..... | | | 13.50 |

Pflueger "Supreme" Level Wind Anti-Backlash Reel



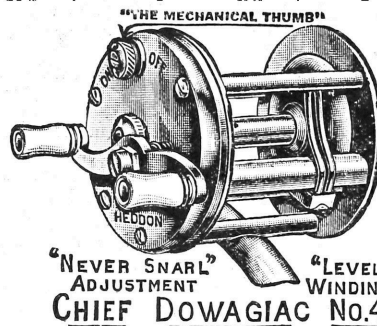
A lifelong service built into the most handsome, lightest, strongest and greatest capacity reel made. Made of Nickalum; all wearing parts of finest tool steel, tempered and lapped to fit. Tension oil caps, simple positive integral anti-backlash

feature, phosphor bronze bearings, cork arbor spool, filler supplied with each reel; 1 7/8" pillar, 2 1/4" plate.

No. 3870 Each **\$27.50**

Chief Dowagiac. No. 4

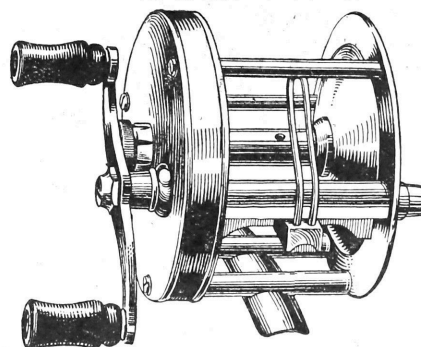
"The Reel with the Mechanical Thumb"



The mechanical thumb is a simple anti-backlash device, adjustable to any weight, which relieves the angler of constant thumbing, and is fool-proof. A reliable, serviceable, up-to-date Reel at a moderate price. Wearing parts chromium-plated; steel click assembly spool; journal caps adjustable and have genuine agate jewel bearings. Capacity, 100 yards.

No. 3871 Each **\$15.00**

Shakespeare "Champion" Level Wind Trolling Reel

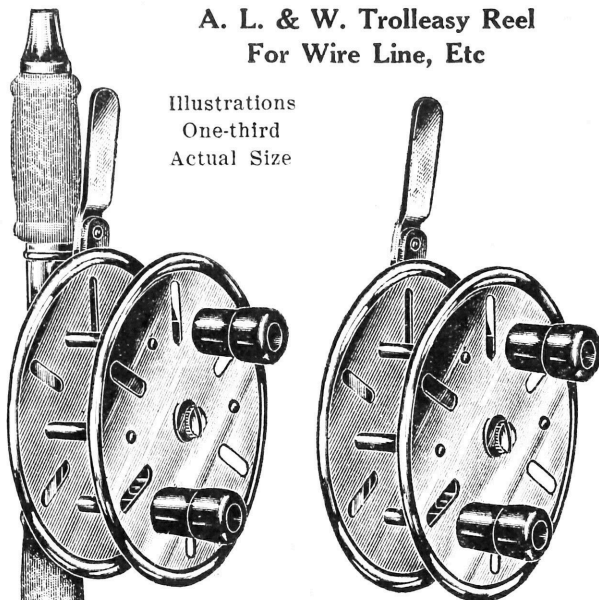


Built on the same general principles as all Shakespeare level winding reels, but larger, heavier and stronger. Adapted especially for trolling. The Shakespeare high standard of quality is maintained throughout. Polished nickel finish. Length of pillar, 1 13/16"; diameter of plates, 3"; diameter of spool, 2 1/4"; capacity, 200 yards No. 9 Cuttyhunk, Weight, 16 4/10 ozs.

No. 3880 Each **\$13.50**

A. L. & W. Trolleasy Reel For Wire Line, Etc

Illustrations
One-third
Actual Size

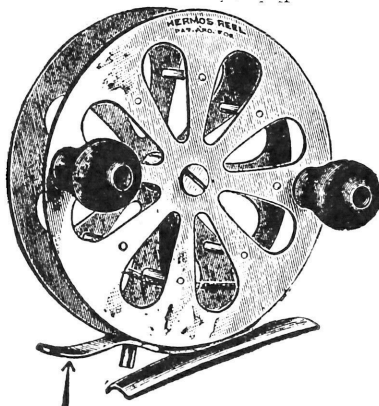


The perfect reel for heavy trolling, either for lunge or lake trout. It is made of steel plates, joined with strong tubes, which make a drum that winches the line in smartly. It rides flat on the rod and has a strong brake for slowing up a large fish. The handles are big and sturdy enough to give a firm grip for winding in. This trolling reel revolutionizes the old winding-stick, and makes a real sport of trolling. Highly polished nickel plate. Capacity 500 yards plain copper wire; 200 yards braided wire. 5¼" diameter, 1½" wide; weight, 12½ ozs.
No. 3991 Each **\$2.50**

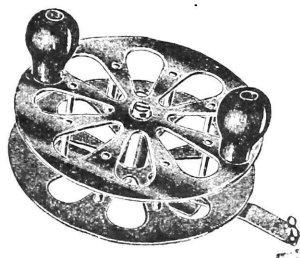
Amateur Trolling Reel

Upright Pattern
Nickel plated trolling reel, 200 yards capacity; 4½" x 1", with drag. This reel fits on to reel seat in upright position, just like an ordinary reel. Heavy and substantial. Excellent for trolling for big fish with wire line.

No. 3993 ... **\$3.50**



A. L. & W. Amateur Reel

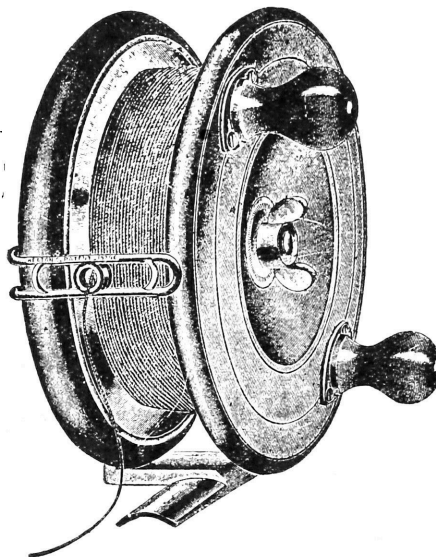


Substantial, correctly-designed reel for wire line trolling, at a low price. Satin finish. Width of spool 1", diameter about 5"; capacity, 250 yards 23 gauge copper wire.

No. 3990 **\$2.25**

Supplied with metal Line Guard. Ea. **\$3.25**

Wood Trolling Reels



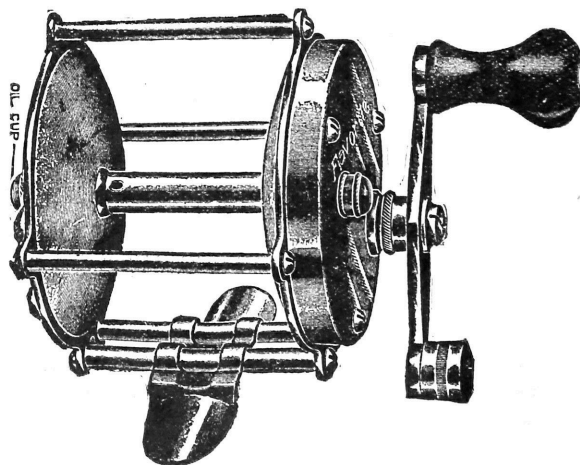
This reel is fast gaining in popularity for trolling for large fish, both deep with copper, and with linen and silk for lunge and pike. It is made of solid mahogany, beautifully finished, brass bound throughout, so that it cannot be affected by climatic conditions. Of centre pin construction, it is very easy running. Tool steel pinion, heat treated and hardened, run in by hand on hard brass bearing. Patent

line guard. Steel gear and pawl. Very heavy click spring. Substantial handle of polished hardwood. Click optional. Supplied in the following sizes:—

No. 3995

| Size | Each |
|--|---------------|
| 3½"—Capacity, 100 yards copper wire..... | \$6.50 |
| 4"—Capacity, 150 yards copper wire..... | 7.50 |
| 4½"—Capacity, 200 yards copper wire..... | 8.50 |
| 5"—Capacity, 300 yards copper wire..... | 9.50 |
| 5½"—Capacity, 500 yards copper wire..... | 10.50 |

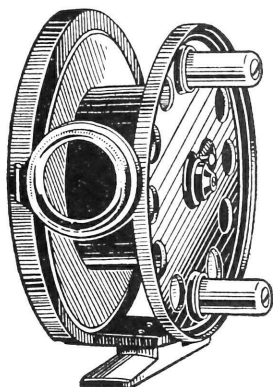
Multiplying Trolling Reels



This is a very heavily constructed brass reel, heavily nickel plated and especially adapted for trolling. It has large gears to give long life. Optional click and drag, solid oil caps, balanced crank, ebony handle, raised pillars. Heavy duty screws throughout.

No. 3998—200 yards capacity Each **\$5.00**

No. 3999—300 yards capacity Each **6.00**

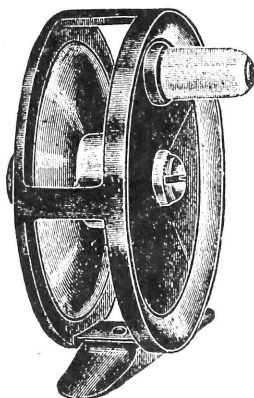
A. L. & W. Zephyr Fly Reel

Finest quality English-made reel of centre pin construction. Bronzed aluminum back and spool, optional click. Click spring and pawl of best tempered tool steel, arranged with high tension against the fish, low tension when winding in. Extra large drum for rapid winding; nickel steel line guard. Fastest, smoothest-running reel made. Highest quality finish throughout. Truly a lifetime reel that will give unending satisfaction. Supplied in two sizes.

No. 3945—3" Each **\$12.00**
 3½" Each **13.50**

A. L. & W. Flycaster Reel

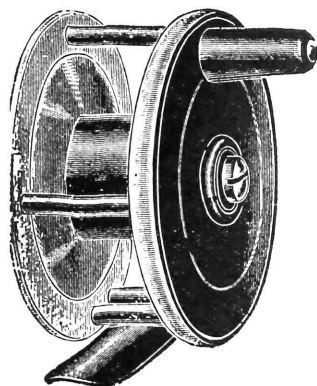
Bronzed aluminum cage and spool, hard bronze bearings and spool bushings, steel pawl and click spring. The whole machined with absolute precision to perfect fit. Runs very smoothly, extremely light and strong. A highest grade English reel at the price usually asked for the cheaper type of reel offered on this side of the water.



No. 3948
 Size, 3"—45 yds....Each **\$6.50**

Same as above, but in 3½" diameter, with much contracted drum, especially adapted to Dry Fly fishing.

No. 3949 Each **\$7.50**

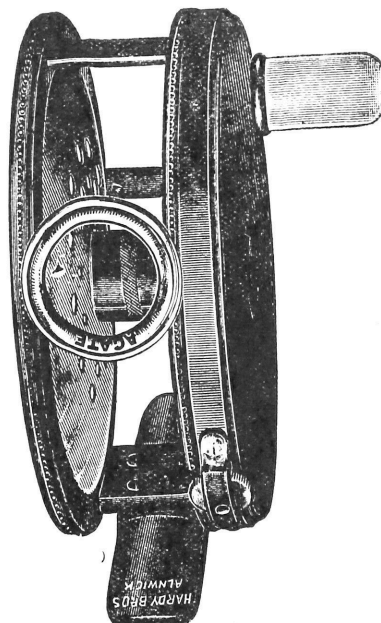
**Dove Reel**

This is a very fine specimen of English manufacture, all aluminum. Revolving plate reel, horn handle, tool steel click spring, pawl and ratchet; large drum bronze brushed and running on tool steel pivot. Optional click, horn handle. Finished bronze outside, bright aluminum inside and edges. No. 3915—

2½"— 40 yds...Each **\$6.00**
 3" — 75 yds...Each **7.50**
 4" —125 yds...Each **10.50**

Hardy's Patent Contracted "Perfect" Reel

Designed for Dry Fly and general Salmon-Trout Fishing



This beautiful reel bears the imprimature of Hardy Bros. Much contracted drum, genuine agate line guard, and unique regulating check. Ball bearings throughout. It is the ideal reel for fighting powerful fish, giving line unwillingly and taking it in fast. It is made of beautiful materials. Will take apart instantly to clean.

No. 3960

| Size | Capacity | Weight | Each |
|------|------------|---------|----------------|
| 2½" | 30-40 yds. | 4½" oz. | \$16.00 |
| 3½" | 40-50 yds. | 6 oz. | 17.00 |
| 3¾" | 50-60 yds. | 7 oz. | 18.00 |
| 3⅝" | 60-80 yds. | 9¼ oz. | 20.00 |

Hardy Perfect Salmon Reel

Has all-metal revolving line guard to facilitate the running of the line, otherwise exactly same as above illustration. The lightest, strongest and most elegant Salmon reel made, with the largest line-carrying capacity. Size, 4"; weight, 13 ozs.

No. 3960— Each **\$25.00**

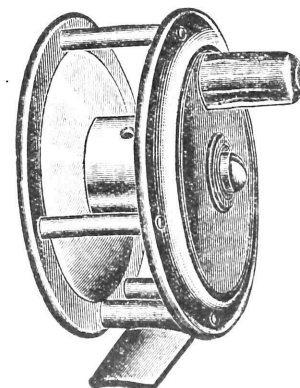
Sturdy Reel

English made, all aluminum Fly Reel. Handsome in appearance, beautifully finished. Solidly constructed, and will stand lots of hard work. Large spool. Stationary steel click assembly. True to illustration. Side plates outside finished black edges, and inside finished bright aluminum. Substantial horn handle.

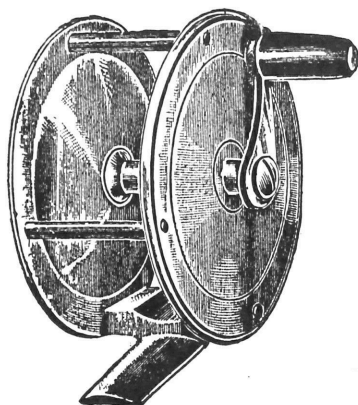
No. 3910—
 2½"—Capacity, 40 yds.
 Each **\$4.25**
 3" —Capacity, 75 yds.
 Each **5.25**

Salmon:

3½"—Capacity, 100 yards..... Each \$ **6.75**
 4" —Capacity, 125 yards..... Each **9.00**
 4½"—Capacity, 150 yards..... Each **10.00**



English Bronze Rotary Reels



Finest quality bronzed, revolving, rotary plate Reel. Strongly built and beautifully finished. Will last a lifetime. Stationary click steel assembly. A very substantial, handsome, imported fly or bait Reel at a moderate price.

No. 3900—

2¼"—Capacity, 50 yds.

.....Each **\$2.35**

2½"—Capacity, 60 yds.

.....Each **\$3.00**

3"—Capacity, 90 yds.

.....Each **\$3.50**

Salmon sizes:

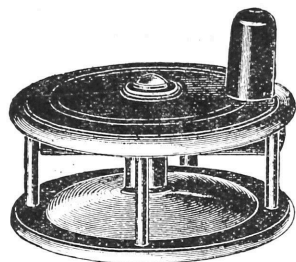
3½"—Capacity, 110 yds..... Each **\$5.25**

4"—Capacity, 150 yds..... Each **7.50**

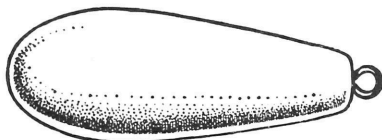
Ebonite Rotary Reels

An old favorite which never loses its popularity. Bronzed rotary end plate, bakelite back plate, German silver bound steel click assembly. A strong, handsome, serviceable Reel which will give endless satisfaction. No. 3905—

Sizes: 2½" 3" 3½" 4"
Each **\$5.00 \$6.00 \$7.00 \$8.00**



Plug Tournament Casting Weight



Official size and type Casting Weight used in plug tournaments by the National Association of Scientific Angling Clubs. Made of wood with white enamel finish. Weight, 5/8 ounce. Length, 3 inches.

..... Each **45¢.**

Reels—Cheap and Dear

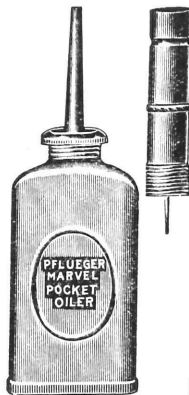
When you buy a cheap Reel, the cheapness is not the result of a miracle, but of the cheap materials and moderate workmanship that went into its making.

If a cheap Reel goes bad on you at a critical moment on a fishing trip, far from assistance, it is dear, indeed.

We cannot undertake to repair the cheaper grades of Reels. You buy a cheap Reel as you bet on a horse, in the hope of good luck. We handle cheap Reels for boys and for infrequent and casual anglers. It is all they require. But if you are a frequent angler, please don't make the mistake of gambling on a cheap Reel. "Invest" in a good one. Take good care of it. Clean it after every day's use, be especially careful to keep it free of sand and grit on the gear and running parts. After taking apart, be careful to put it together properly. Do not cast with click on or it will quickly wear out. Observe these few hints and your reel will give you a long, efficient service with a minimum of expense for repairs. Don't wait until Reel refuses to work before sending it to us for overhauling.

Oil Can

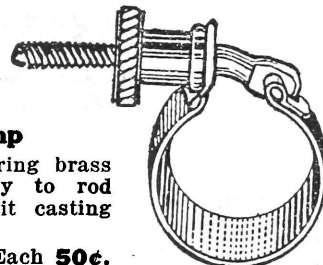
Convenient size for tackle box. Just the thing for keeping reels well oiled. No. 5543 Each **25¢.**



Reel Clamp

Strong nickel-plated on spring brass for clamping reel securely to rod handle. Invaluable for bait casting and trolling.

No. 5562 Each **50¢.**



Reel Bag

A fine quality velvet-lined waterproof cloth bag with draw strings. Better than leather for all types of multiplying and level wind casting reels.

No. 4056 Each **50¢.**



Perfection Rod Case



This case is exactly what its name implies. It is by far the finest, strongest case made, affording absolute protection to the rods. Made of genuine heavy cowhide over an extra heavy seamless aluminum tube, insuring against bending or denting. Handstitching throughout, heavy brass padlock buckle, strap handle heavily stitched and rivetted, removable adjustable shoulder strap of solid leather. The strongest and lightest case made. Length, 42" and 45"; diameter, 4", to hold 4 to 6 rods. Other lengths made up to order in one week.

No. 4085 Each **\$25.00**

A. L. & W. Utility Rod Case



Heavy solid cowhide case, with heavy aluminum tube lining, handle and lock buckle on lid. Length, 42" and 45", in two sizes. Hand stitched throughout.

No. 4080—1⅞" in diameter, to hold 1 rod... Each **\$15.00**
2¼" in diameter, to hold 2 rods... Each **18.00**

A. L. & W. Special Aluminum Rod Case



Heavy aluminum tube, hand sewn cowhide caps, one fixed, the other acting as a lid with strap and buckle fastener. No. 4075—

Diameter, 1⅞"; length, 39"; capacity, 1 rod—Each **\$3.50**
Diameter, 2⅞"; length, 42" and 45"; capacity, 2 rods
..... Each **\$5.00**
Diameter, 4"; length, 42" and 45"; capacity, 4 to 6 rods
..... Each **\$10.00**

Parts For Steel Rods

No. 4200—Canuck Rods—

| | | |
|----------------------------|------|--------|
| Tip or Centre Joint..... | Each | \$.60 |
| Butt Joint and Handle..... | Each | .90 |

No. 4205-9—Standard Rods—

| | | |
|---------------------------|------|------|
| Handles | Each | 1.00 |
| Handles, reversible | Each | 1.50 |
| Joints, plain..... | Each | 1.00 |
| Agatines, extra | Each | .35 |

Telescope Rods—

| | | |
|-------------------------|------|------|
| Reversible Handles..... | Each | 1.75 |
| Joints, plain..... | Each | 1.35 |
| Agatines, extra | Each | .35 |

Prices for parts of other Steel Rods listed in catalog on request.

Japanese Bamboo Poles



| Length | No. in Bundle | Weight per Bundle | Per Pole |
|---------|---------------|-------------------|----------|
| 12 feet | 100 | 58 lbs..... | 15¢. |
| 14 feet | 100 | 80 lbs..... | 20¢. |
| 16 feet | 50 | 55 lbs..... | 30¢. |
| 18 feet | 50 | 70 lbs..... | 40¢. |
| 20 feet | 50 | 90 lbs..... | 45¢. |
| 22 feet | 50 | 100 lbs..... | 50¢. |
| 24 feet | 25 | 125 lbs..... | 75¢. |

Please Note Packing, as we only ship original bundles. Smaller quantities must be called for.

Jointed Bamboo Rods



No. 4500—Two joints, brass ferrules, 7 and 8 feet long Each **35¢.**

No. 4501—Two joints, selected bamboo, 7 and 8 feet long, brass ferrules..... Each **40¢.**



No. 4505—Selected Bamboo, 3 joints, brass ferrules, length 9 ft.....Each **\$.50**

No. 4511—Selected Bamboo, 3 joints, length 10½ ft., brass ferrules, water mottled..Ea. **.75**

No. 4525—Selected Stock, 3 joints, length 10¼ ft., full mounted, with brass ferrules, line guide and reel seat. A very complete and useful rod **1.00**

Split Cane Trolling or General Purpose Rod



Superior quality split cane, heavy weight, two joints, length six feet, cork handle, solid nickel-plated reel seat and ferrules, large line guide, all in cloth partition bag. This is an excellent rod of rugged construction for heavy trolling or general purpose fishing, at a reasonable price.

No. 4610 Each **\$3.25**

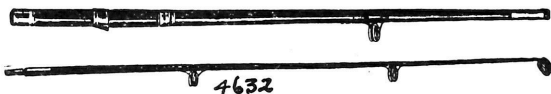
A. L. & W. "Transcanada" Trolling Rod



Highest quality Tonkin cane, six-strip construction. Extra heavy weight for heavy fishing. Ideal for Salmon trolling in B.C., and unexcelled for wire line and musky trolling. German silver ferrules and reel seat of especially strong construction. Everlasting whipcord grip above and below reel. Agate top and rear guide, double trumpet line guides on tip. Length 6 ft. Contained in cloth partition bag.

No. 4625 Each **\$12.00**

Wood Trolling Rods



Heavy wood rod, suitable for all kinds of trolling with either linen, silk or wire line. All hardwood butt and Greenhart tip, finished a dark green and mounted with large genuine porcelain offset guides and top. Heavy universal reel fittings, accommodating any size of reel. Length, six feet. In cloth bag.

No. 4632 **\$4.00**

Split Cane Bait Rod



No. 4661—Superior quality split cane bait rod, length 9½ feet, 3 joints with extra tip, nickel-plated ferrules and reel seat above hand, snake rings, cork handle; whipped 5½ inches apart with green silk, finished natural color and varnished. Contained in plain wood form in bag.

..... Each **\$4.25**

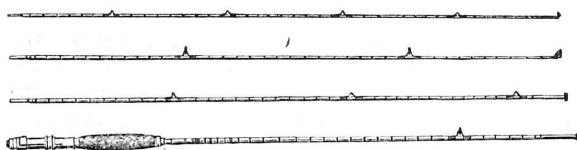
No. 4662—Same rod exactly as No. 4661, but has one tip only; in cloth partition bag without wood form.

..... Each **\$3.50**

Two-in-One Bait Rod

We designed this rod especially for the Canadian angler who requires a first-rate bait and baitcasting rod in one. Split cane, of highest quality and action throughout, it provides a stout, 9-foot bait rod weighing about 5½ ozs., and a powerful 6-foot baitcasting rod. Agate rear and end tip on bait rod; snake intermediate, all agates on baitcasting rod. Solid cork handle, gunmetal trimmings. In cloth bag and aluminum tube.

No. 4670..... Each **\$25.00**

A. L. & W. "Gem" Combination Rod

Four joints in finest quality Split Cane and detachable reversible handle. Equipped with Perfection casting guides on baitcasting rod and snakes on fly rod. Makes up into the following rods, all of which are of strictly tip-top action:

- 8½-ft. Fly or Bait Rod, about 5 ozs.
- 7-ft. Fly Rod, about 3½ ozs.
- 5-ft. Baitcasting Rod.

As its name implies, it is a "Gem."

No. 4887..... Each **\$15.00**

Maroon Special Bait Rod

Special quality Split Cane Bait Rod, length 9½ feet, three joints with extra tip, nickel-plated ferrules, solid metal reel seat, nickel-plated steel snake ring guides, cork handle, below reel seat. Beautifully whipped with maroon silk, double and single whips alternately about 1 inch apart. Highly finished natural cane color, 5 coats of our special all-weather varnish. This is a very powerful bait rod with good action and hard-wearing qualities, contained in varnished and finished wood form in cloth bag.

No. 4672..... Each **\$9.00**

A. L. & W. Split Cane Baitcasting Rods

Best quality Split Cane Baitcasting Rod; two joints 5 ft. long; nickel-plated ferrules and solid reel seat. Spiral upright casting guides; one-ring stirrup casting top; cork handle, finger hook on reel seat. Fancy red silk whippings 4" apart on butt, graduating to 2½" apart on tip. A reliable, serviceable rod.

No. 4707..... Each **\$3.50**

A. L. & W. Split Cane Baitcasting Rods

Best quality Split Cane Baitcasting Rod, two joints, 5 feet long, nickel-plated ferrules, reel seat, double cork handle. Offset Agatine casting guide and top. Contained in cloth bag. A reliable rod of splendid action and highly recommended.

No. 4703..... Each **\$5.00**

A. L. & W. Kawartha Model Split Cane Baitcasting Rod

Finest quality Split Bamboo. Two joints; length 4½ ft., butt being 18 ins. and tip 36 ins. Reinforced welted ferrules nickel-plated; solid nickel-plated reel seat with locking reel band, detachable finger hook, cork grip; improved one-ring casting guides and best quality crystal agate offset top. Put up in partition bag. A very serviceable rod; has just the right feel and action for casting light plugs. Handsomely whipped, 1" to 2" apart, in red and green silk.

No. 4708..... Each **\$5.00**

A. L. & W. Penage Model Split Cane Baitcasting Rod

Made from choice quality Split Cane, 4½ ft. long. Reinforced welted ferrules and solid reel seat with detachable finger hook, all heavily nickel-plated; solid cork grips above and below reel; best quality crystal agate casting guides and offset top. Fancy red silk whippings, 1 inch apart, entire length of rod. Contained in cloth partition bag. This rod is named after the wonderful Lake Penage, where it made quite a name for itself last year, landing a 7-pounder and a 6-pounder within half an hour—certainly a severe strain on a light rod.

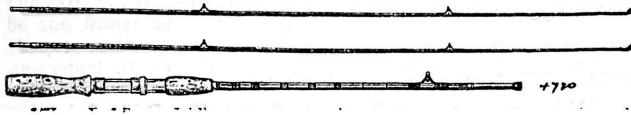
No. 4709..... Each **\$7.50**

A. L. & W. Lancewood Baitcasting Rod

Beautiful natural color genuine Lancewood Baitcasting Rod, two joints, 4½ ft. long. Nickel-plated ferrules and solid nickel-plated reel seat; cork handle with finger hook; mounted with improved one-ring casting guides, single-ring stirrup casting top. Fancy whipped with red and green. A very good-looking rod, with the action that only lancewood can give.

No. 4706..... Each **\$2.50**

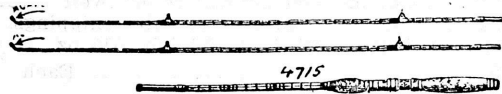
A. L. & W. Expert Split Bamboo Baitcasting Rod



This rod is designed by us for the expert caster, who demands the best in action and quality that can be produced. Built from matched Calcutta canes, carefully split and glued. Its action is stiff enough to cast baits up to $\frac{3}{4}$ or even 1 oz. with ease and accuracy, but flexible enough to get the "feel" casting even lighter baits. Very powerful. Fitted with heavy ferrules of special design, solid reel seat, locking reel band and finger hook, all heavily nickel-plated. Double cork grip shaped to hand. Genuine white English agate casting guides and tops of special design. Length, 5 and $5\frac{1}{2}$ feet. Cloth partition bag. A rod we recommend and guarantee. Two tips.

No. 4720 Each **\$17.50**

A. L. & W. "Northland" Model



A sturdy rod of splendid action with lots of backbone, designed and built by Canadians for Canadian conditions. An accurate caster and powerful enough to kill large fish. Built throughout in our own factory from selected Tonkin canes, reinforced welled ferrules, solid reel seat, all metal fittings heavily nickel-plated, double cork grip of solid rings, beautifully finished and fancy whipped in black and straw color. Crystal agate offset casting guides and top. Cloth partition bag. Length, 5 and $5\frac{1}{2}$ feet. Two tips.

No. 4715 Each **\$12.00**

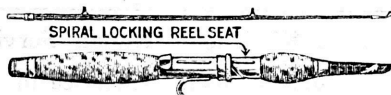
A. L. & W. "Rideau" Baitcasting Rod



Hand-made from finest possible selection of split bamboo; solid cork grip of special design, nickel-silver eccentric locking reel band, nickel-silver roll welled ferrules, genuine agate top and guides; closely wrapped with beautiful design of silk windings, dark brown color cane. Put up in good partition bag. We highly recommend this rod for its action and reliability.

No. 4721 Each **\$15.00**

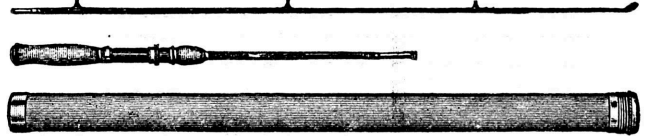
Heddon Split Bamboo 2-Piece Casting Rod



Two-piece with 35" tip. Finest selection of dark brown "tempered" cane, patent screw reel seat. Double cork grip, genuine agate guides and top, reinforced ferrules. Contained in cloth bag. Length, 5, $5\frac{1}{2}$ feet. Weight, about $5\frac{3}{4}$ ozs.

No. 4723 Each **\$12.00**

A. L. & W. "Connaught" Baitcasting Rod

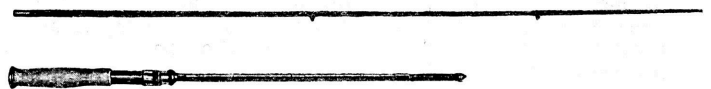


This rod represents our supreme effort in the rod-making art. Its action, balance, power and the quality of materials and beauty of finish command constant admiration. It is made of extra hard Tonkin cane, six-strip construction. Each section of the rod is built up from the same piece of cane, which produces uniform strength and resiliency, resulting in that delicate sensitiveness that cannot be had by any other form of construction. Through a special process, the bamboo in this rod becomes a rich dark brown, bordering on mahogany, which, with the gold and maroon whipping, makes a handsome combination, stamping it at once as a rod of distinction. It is light, powerful and has a wonderful feel and balance. Fitted with beautiful agate guides throughout; hand-made, reinforced ferrule of distinctive design; solid cork grip shaped to hand and small forward grasp. Black Pyralin reel seat with patent screw, lock reel band. Length, 5 ft. and $5\frac{1}{2}$ ft. Put up in partition bag and aluminum case.

No. 4722 Each **\$20.00**

Hardy "St. Joe" Rod

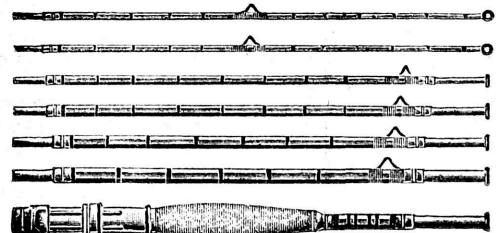
"The Aristocrat of All Baitcasting Rods"



A strong Baitcasting Rod in two pieces. Length, 5 ft. Suction ferrules, agate casting guides throughout. Smart handle, embodying Hardy patent. Screw winch reel holder, giving absolutely secure hold of reel, which is most important in baitcasting. In cloth bag and aluminum case. Two tip points.

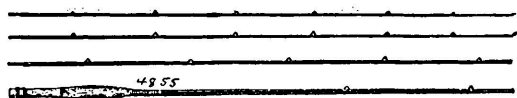
No. 4725 Each **\$50.00**

A. L. & W. Split Bamboo Pocket Rod



A very fine quality split bamboo pocket or club bag rod. Six joints, each 16" long only. It is a very versatile rod, which can be put to many uses, and is not fully appreciated. It has a detachable reversible handle, 5 intermediate joints and fly tip, making up into a $7\frac{1}{2}$ -ft. fly rod of fine balance and light weight, and a bait tip which fits into third joint from handle, making up an admirable and sturdy bait rod of $6\frac{1}{2}$ feet. Nickel-plated solid reel seat, ferrules and snake rings; cork grip. All contained in good cloth partition bag.

No. 4785 Each **\$12.00**

A. L. & W. British Greenheart Fly Rod

A full ten-foot Greenheart Rod, capable of great distance and accuracy, with extraordinary power and fine action. It has 3 joints and extra tip. Full English style handle of solid cork washers, built right on to butt joint, about 15" over all. English bronze reel fittings on the solid cork, forming a universal reel seat on which reel cannot slip. Fitted with our patent full-hooded waterproof suction ferrules, finished English bronze to match mountings, and steel snake rings. Wound with fancy green and red silk whippings, about 2" apart. Altogether a very handsome rod, which will give valiant service and quite deserving of the popularity it has won. Contained in cloth partition bag.

No. 4855 Each **\$12.00**

A. L. & W. "5 oz." Greenheart Fly Rod

This rod is the answer to those who say that a good 5-ounce Greenheart cannot be made. It is made in our own workshop of the finest greenheart obtainable. So beautifully balanced is this rod that when rigged with reel and line it feels lighter than the finest 5-ounce rod ever wielded. The greenheart is treated to condition it for the Canadian climate, and is beautifully finished in rich color, whipped in red and green. The reel seat and fittings are of bronze and gunmetal of the lightest but most substantial quality. Bronzed steel snake rings. Length 9 feet. Contained in cloth partition bag.

No. 4860 Each **\$15.00**

A. L. & W. "Montreal" Greenheart Fly Rod

This is one of the most popular rods we make. Designed by one of the most noted anglers of Montreal. Perfectly balanced, with superb action for wet fly; 9 ft. in length and 6 ozs. in weight, it is considered ideal by many of our best fly fishermen. Has 3 joints and extra tip. Combination tip case and landing handle of bamboo finely finished. English style universal reel seat, gunmetal finish, bronze reel fittings, on mahogany finished wood reel seat, whipcord handle, steel snake line guides, wound with red silk whippings, beautifully finished. Built throughout by hand in our own workshop. Contained in heavy cloth partition bag of good khaki color.

No. 4850 Each **\$10.00**

A. L. & W. "Flipline" Rod

No. 4825—Superior quality Greenheart Rod, perfectly balanced, cork handle above reel seat, solid nickel-plated reel seat, ferrules and mountings. Nickel snake rings. Fancy red silk whippings, 3" apart; 9 1/2 ft. long. Contained in cloth partition bag. Has extra tip.

..... Each **\$4.75**

B.C. Special Greenheart Fly Rods

No. 4820—Superior quality Greenheart Fly Rod; 3 joints; solid reel seat below hand and ferrules all polished nickel-plate. Black scored grip, snake rings, red silk whippings at rings and ferrules; 9 ft. 6 in. long. Contained in cloth partition bag. A serviceable fly rod at a moderate price.

..... Each **\$3.00**

No. 4821—As above, with 2 Tips Each **\$4.00**

**A. L. & W. Split Bamboo Fly Rods
For Trout and Bass**

Three Joint Split Bamboo Fly Rod of superior quality. Length 9 1/2 ft. Ferrules, solid reel seat, taper and hooded butt cap, all highly polished nickel-plate. Nickel snake guides throughout, finished natural color; well varnished; wound at intervals of 3" with green silk whippings. Contained in partitioned cloth bag. Weight 6 1/2 oz.

No. 4875 Each **\$3.00**

A. L. & W. Split Bamboo Fly Rod in Wood Form

This is exactly similar quality of rod, same specifications, etc., as No. 4875 above, but has extra tip, and is contained in plain protecting wood form, stained, in cloth bag. Weight 6 oz.

No. 4876 Each **\$4.00**

**A. L. & W. "Eclipse" Model Split Bamboo
Fly Rod**

Fine quality Split Bamboo Fly Rod of good weight, for trout or bass. Three joints and extra top. Solid reel seat; cork grip, heavy ferrules and snake guides all nickel-plated. Finished natural cane, fancy whipped with red and green silk whippings, 3" apart. A powerful rod with good action. Contained in cloth lined wood form for protection in cloth bag. Length 9 1/2 ft. Weight 7 oz.

No. 4880 Each **\$5.00**

A. L. & W. Tackle Repair Service

A. L. & W. does not limit its service to selling dependable merchandise, but is also equipped to care for the wear and tear and mishaps which may occur to your tackle.

All repairs are handled by men of expert ability and extended experience.

A large stock of repair parts permit us to take care of all current replacements in a minimum of time.

THE BLAKE'S ROD'S STORY

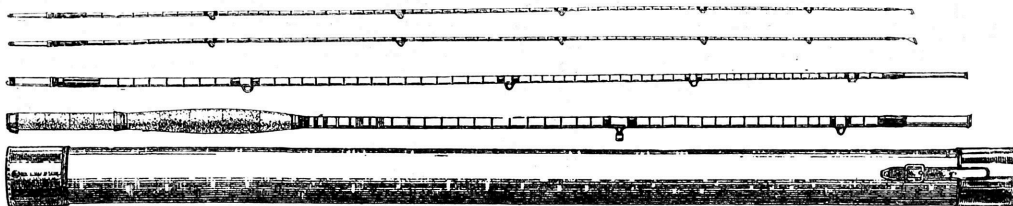
The late W. H. Blake, Esq., a member of the Blake family prominent in the political history of Canada, may be said to be the finest angler Canada has yet produced.

He wrote two very beautiful books on angling, "Brown Waters," and "In a Fishing Country," the former being truly described as the classic of angling in Canada.

Mr. Blake was one of the Allcock, Laight & Westwood's most distinguished customers. In return for what this firm was ever able to do for him, he rendered Allcock, Laight & Westwood invaluable assistance in developing Canadian tackle out of his very vast experience of fishing both in Canada and England.

Dissatisfied with the rods that were suitable for fly fishing in other waters, Mr. Blake gave to us the specifications of a rod which would, in his opinion, be the ideal rod for fly fishing for trout in Canada. He wanted a rod that was light, yet powerful enough to throw the somewhat larger flies and stouter gut leaders which the streams and lakes of Canada demand. In co-operation with our rod makers—we are the only manufacturers of high grade split cane rods in Canada—he worked out the specifications of taper, balance and winding to the last degree of efficiency.

And the Blake rod—still recommended by us as the finest we can offer—is the result.

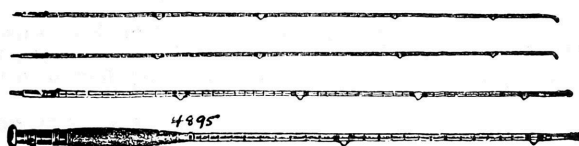


A rod of delicate action, yet powerful and accurate. Capable of great distance and has killed fish all the way up to a 15-lb. salmon. It is hand built from the very finest split cane. Six-section construction, very carefully selected and matched. The tough outer fibres of the cane are preserved, not scraped off, as they provide the real staying power and come-back to the rod. Length 9 ft. 3 joints and extra tip, solid cork handle, universal reel seat to securely accommodate any reel, bronzed reel bands, bronzed suction watertight reinforced ferrules. Standard nickel steel bridge rings throughout, or with agate rear guide and top. Whipped closely with maroon silk and finished with the very highest grade of varnish and polished to a perfect waterproof surface. Weight about 5 oz. Contained in heavy cloth partitioned bag in aluminum and leather case. Made in our own factory, under personal supervision after the specifications of the late W. H. Blake. Suitable for wet or dry fly. Fully guaranteed. Also supplied in bait with reel above hand.

| | | |
|-----------------------------|------|----------------|
| No. 4900—Bridge Rings | Each | \$25.00 |
| No. 4901—With Agates | Each | \$30.00 |

A. L. & W. Ideal Fly Rod

Split Bamboo—Hand Made



Of Powerful Action and Perfectly Balanced.

This rod is entirely hand made throughout of the finest China Tonkin cane. Six strip construction, carefully split and glued. Strips are well matched for strength, and joints carefully tried out to secure uniformity of action in all joints of each rod. It is built on English lines from the design and dimensions of one of the greatest English fly casters of this generation. The natural enamel of the bamboo is retained, not scraped off, ensuring maximum strength with resiliency. Fitted with extra strong hand welted, waterproof suction ferrule, gunmetal finish. Cork grasp. Ebonite reel seat, with gunmetal finish, feel fittings, gunmetal finish winding taper and butt cap with fancy wooden button. Rod is highly finished; fine maroon silk whipping every inch. Six coats of our finest waterproof varnish. Contained in heavy cloth partitioned bag.

No. 4895—Supplied in following lengths:—

| | | |
|---------------------------|------|----------------|
| 9 ft.—Weight 6 oz. | Each | \$15.00 |
| 9½ ft.—Weight 6½ oz. | Each | 15.00 |
| 10 ft.—Weight 7 oz. | Each | 15.00 |
| 11 ft.—Weight 7½ oz. | Each | 18.00 |

A. L. & W. "Laurentian" Model Fly Rod

Three Pieces and Extra Tip



We offer no split bamboo rod at any price that will give you as much value, dollar for dollar, as an investment in our Laurentian Model. It is a \$10.00 rod, which we alone make in popular length and weight. The material is selected split bamboo, and the rods are built up of six parts in a most careful manner, so that we can guarantee them not to show defects in workmanship. We have sold thousands of these rods. To anyone taking up dry fly fishing for the first time who does not want to purchase an expensive outfit we recommend a Laurentian as the most efficient rod that the money can produce. The rod is mounted throughout with heavy nickel-plated ferrules, solid metal reel seat, English steel snake rings. Cork grasp. Hand-somely whipped in English style maroon whips every inch, and beautifully finished dark natural cane color, 9½ ft. Weight 6 oz. Contained in cloth covered wood protector in cloth bag.

| | | |
|----------------|------|----------------|
| No. 4885 | Each | \$10.00 |
|----------------|------|----------------|

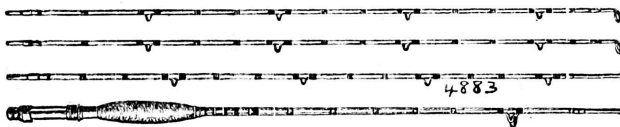
A. L. & W. Rainbow Trout Split Bamboo Fly Rods



Built of the best cane that grows, plus expert workmanship. Six strip construction, swelled at butt for extra strength and power. Capable of great distance with accuracy and first rate killing ability. Fitted with extra strong reinforced ferrules. Solid metal reel seat, nickel snake rings and solid cork handle. Fancy whipped with variegated red and black silk in groups of 3 narrow whips and one broad one at intervals of $1\frac{1}{4}$ ". Extra fancy whipped at butt. $9\frac{1}{2}$ ft.; weight $6\frac{1}{2}$ oz. Contained in lined wood protector in cloth bag. This rod represents great value, great service, and warranted to give satisfaction.

No. 4890 Each **\$12.00**

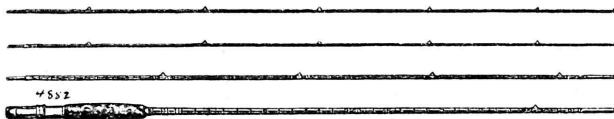
A. L. & W. "Beaver River" Model



Three Joints and Extra Tip in Cloth Bag. Made from best quality Canes and built to carefully designed dimensions. Very powerful with lots of snap and action. Nickel Plated Ferrules and reel seat, cork grasp, Agatine End Tip and Rear Butt Guide, Steel Snake intermediate rings. Beautifully bound with maroon silk whippings 1" apart and fancy red silk whippings at Butt. An extremely handsome and serviceable rod and one we recommend to those who desire a good sound rod at a moderate price. Length $9\frac{1}{2}$ ft. Weight $5\frac{3}{4}$ ozs.

No. 4883 Each **\$8.50**

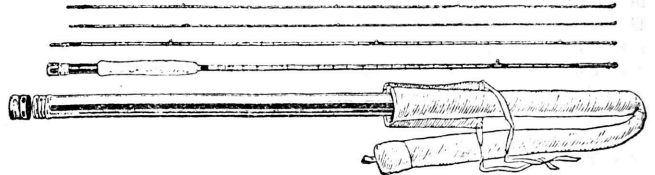
A. L. & W. St. Lawrence Model Split Bamboo Fly Rod



A very fine quality of Split Bamboo Fly Rod, hand made in our own workshop of excellent workmanship and finish throughout. Three joints and extra tip. Cork grip, solid reel seat and heavy ferrules, polished nickel-plate. Nickel snake rings, single ring fly top. Well balanced, perfectly tapered and splendid action. This rod is beautifully whipped with fancy maroon colored silk, closely set at butt and at intervals of about $1\frac{1}{2}$ " throughout the rest of rod. Extra fancy whippings at rings and ferrules. Beautifully finished with 4 coats of our special all-weather varnish, natural color. Powerful, flexible. Length $9\frac{1}{2}$ ft. Weight 6 ounces.

No. 4882 Each **\$7.00**

Hardy Bros.' "De Luxe" Palakona Split Cane Fly Rods



These rods are manufactured by the world's angling specialists. They are made singly, by hand, and every rod in each state of development during its manufacture goes through the most critical examination by experts. No ordinary bamboo can be compared with the "Palakona" bamboo, of which these rods are made. No rod-making material is harder, tougher or more springy. Weight for weight, it is superior to steel of equal area. Hence, the success of these rods in all European casting tournaments. This is the latest design in trout fly rods, and embodies all that is useful and practical. Most carefully balanced to fish either dry or wet fly, with great precision and delicacy, yet strong enough to kill either large trout or small salmon. The handle is cork, fitted with patent screw grip fitting, so that no part of the metal can touch the hand. The joints are "Suction" perfectly fitted. "Bridge" intermediate rings, with agate butt and tip.

Weights, about 5 to $5\frac{1}{2}$ oz. $5\frac{1}{4}$ to 6 ozs.
Lengths 9 ft. $9\frac{1}{2}$ ft.

No. 4955—In Aluminum Case Each **\$60.00**

Hardy Bros.' "Gold Medal" Grade Palakona Fly Rod

Similar specification to above, but in cloth lined bag only and slightly heavier in design, 9 and $9\frac{1}{2}$ ft.

No. 4954 Each **\$50.00**

Hardy Bros.' "Gold Medal" Grade Fly Rod with Steel Centre.

This is Hardy's Famous Palakona Split Cane Rod, same specifications as above but built with steel centre for heavy work, in 9 , $9\frac{1}{2}$ and 10 ft. Slightly heavier for length than the De Luxe.

No. 4953 Each **\$55.00**

A. L. & W. Combination Rod

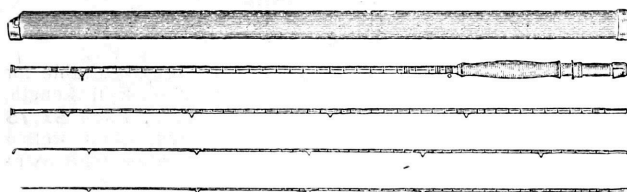
For Fly, Bait, Bait-casting and Trolling.
Split Bamboo.



This makes a three-piece $9\frac{1}{2}$ -foot fly rod, weighing $6\frac{1}{4}$ ounces, or a 6-foot two-piece rod, weighing 6 ounces, for bait-casting or trolling. Made of split bamboo, with a reversible cork grip. Nickel mountings, solid metal reel seat and snake guides, wound with silk and well varnished. Butt joint is fitted with one improved one ring casting guide. A bait-casting or trolling tip which fits into butt joint is fitted with the same, and a casting top to match. An excellent all purpose rod for boat or canoe. Contained in cloth partition bag.

No. 4888 Each **\$13.50**

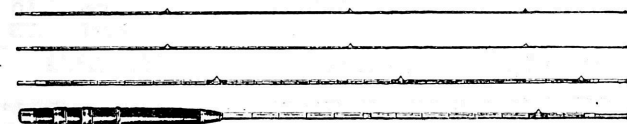
Montague "Trail" Fly Rod



For over 40 years Montague Rods have been classed among the world's finest. The Trail is a fine example of their product. Finest quality Split Cane in three pieces with extra Tip. Agate Tips and Rear Guide, Snake Intermediate, Reel Seat and Ferrules of German Silver in special artistic design. Solid cork shaped grip, Dark nut brown cane, Gold and Scarlet Silk Whippings. Length 9 ft. Weight 5½ oz. Contained in cloth bag and aluminum tube. A really beautiful Rod of perfect balance and action, suitable for dry of wet fly.

No. 4902 Each **\$25.00**

A. L. & W. "English" Fly Rod



Made in England, of six strip construction. Finest quality canes of extra tough texture. A typical English Rod, with a quick, powerful action, suiting it admirably for Dry Fly work as well as Wet Fly. Three joints and extra tip. Cane dark brown color. Bronzed suction ferrules and reel fittings. Snake guides, cork handle, universal reel seat, in cloth partition bag. Length 8½" and 9". Weight 5½ to 6½ ozs. A Rod we thoroughly recommend.

No. 4939 Each **\$15.00**

A. L. & W. "Scotch" Model Greenheart Salmon Rods



Guaranteed genuine Greenheart of first quality, straight grained throughout. Solid Greenheart butt joint, handle and reel seat being formed from the solid Greenheart; centre joint and tip. Fitted with extra heavy ferrules, winch fittings and fancy wooden butt button, steel snake rings and end tip. Well balanced, fine action, thoroughly reliable. Contained in partition cloth bag. This is the best value in salmon rods obtainable.

No. 5005—Length 12 ft. 2 tips Each **\$10.00**
 Length 13 ft. 2 tips Each **12.00**
 Length 14 ft. 2 tips Each **15.00**

Make Your Headquarters Here

When passing through Toronto make yourselves at home in our store; send your outfits in our care. We keep well posted as to the hunting and fishing throughout the country, and we are happy to supply such information as we have, or will obtain special information when desired.

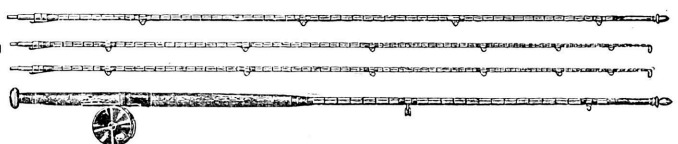
Wee Scot Salmon Rod



A fine, eleven foot rod weighing 9½ to 10 ounces, made specially for salmon fishing with light tackle in the Canadian streams. A beautifully balanced rod, with plenty of action. Agate butt and end rings, steel snake rings, welted and serrated nickel ferrules, with two tops, maroon whipped at 2 inch intervals, fancy whipped at butt, put up in cloth partition bag.

No. 5030 Each **\$20.00**

Hardy Bros.' "Gold Medal" Palakona Split Cane Salmon Rod



This is a stout double-handed rod with plenty of power, wonderful action and light weight. Hand built of the famous Palakona split bamboo, in 3 joints, with extra tip. Double cork handle, "Studlock" joints. "Bridge" intermediate, with agate butt and end rings. Screw grip reel fitting; India rubber button. Length 12 and 13 feet. Weight about 15 to 18 oz., according to length. Contained in cloth partition bag.

No. 5037 Each **\$65.00**

A. L. & W. "Restigouche" Split Cane Salmon Rod



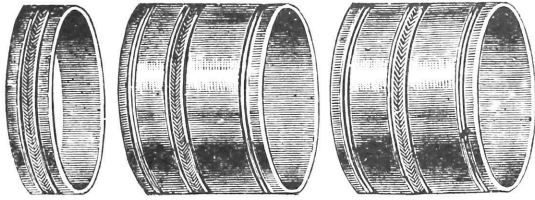
Built from selected stock of the very highest grade seasoned Tonkin Cane, six strip construction, each joint built up of pieces split from the same piece of cane, ensuring uniform resiliency and tension. Tapered to the dimensions and design of one of our most eminent Salmon Fishermen. Perfectly balanced, just the right degree of flexibility, with great power, enables a long or short cast to be made with great accuracy. Made in three joints with extra tip. Agate Tops and Rear Guide, Steel Snake Intermediate, strong reinforced German Silver Ferrules, Solid Locking Reel Seat, and Solid Cork Double Grip. A rod we guarantee to give perfect and complete satisfaction under all conditions. Length 12½ ft., weight about 18 ozs., contained in cloth partition bag.

No. 5032 Each **\$40.00**

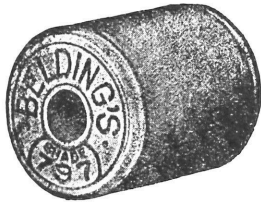
Keeping in Form

There is a class among anglers who stuff their tackle away at the close of the season, damp, tangled, gritty with sand, higgledy-piggledy. They miss half the fun. Send your rods to us for overhaul, your reels for reconditioning. We have in our factory a splendid repair service which for years has been keeping the fine rods, reels and other gear of Canada's leading sportsmen in condition as good as the day the tackle was bought from our shop.

Winch Fittings or Reel Bands



- No. 5170—Brass, $\frac{3}{4}$ " and $\frac{7}{8}$ " diameter Per set **.25**
 No. 5171—Bronze or nickel Per set **.40**



Rod Winding Silk

Very fine, pure silk, specially prepared for winding and whipping rods. Colors, gold, scarlet, black and green. 40 yards on spool.

- No. 5150 Each **.20**

Rod Varnish

Very highest quality varnish obtainable. Is waterproof, heat resisting and gives a very hard high finish.

- No. 5152 Per bottle **.35**



Ferrule Cement

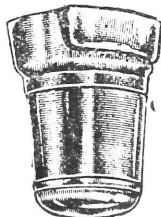
Our own private formula, used successfully for many years. Nothing to equal it for strength and the ease with which it is used. Clings to wood or metal.

- No. 5151. Each **.25**

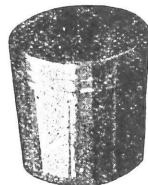


Butt Caps

Hooded



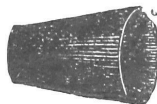
Plain



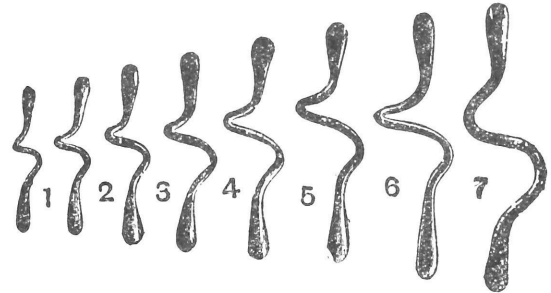
- No. 5185—Brass, $\frac{3}{4}$ " diameter only Each **.15**
 No. 5186—Bronze or nickel, $\frac{3}{4}$ " diameter only. Each **.30**

Winding Checks or Tapers

- No. 5181 —Bronze or nickel Each **.20**
 No. 5180/2—Tapers. Brass .. Each **.10**



Bronzed Steel Snake Rings

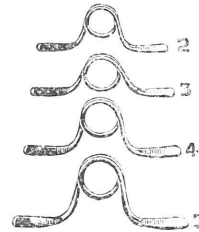


No. 5205—Best quality English make, all sizes.

- Per dozen **.15**

No. 5206—Eleven of these snake rings, assorted sizes, and one steel end ring on card Per card **.25**

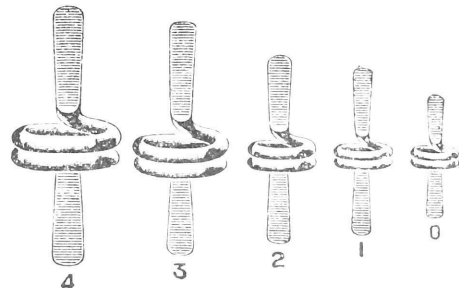
Standard Nickel Steel Bridge Rings



These are the very highest quality intermediate rod rings, such as are used on the most expensive rods of English make. The best possible type of ring for fly rods. Line runs smoothly and cannot become tangled.

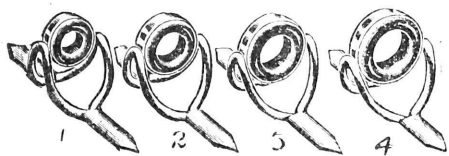
- No. 5208—Sizes 2 to 5 Each **.10**

Spiral or Upright Casting Rings



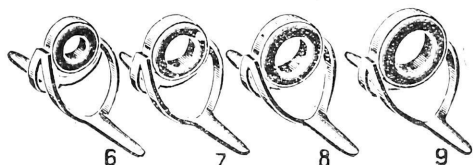
A very fine type of offset ring for bait-casting rods at a reasonable price. White metal.

- No. 5210—All sizes Doz **.25**

Genuine Agate Guides

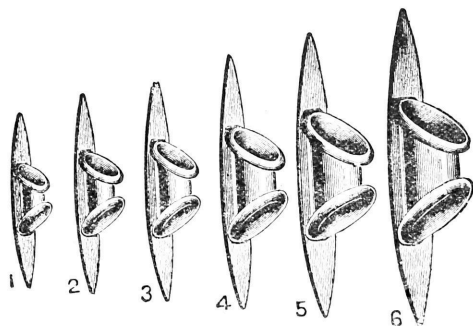
No. 5225—Very highest quality genuine white agates. Mounted in German Silver mounts of the finest quality and workmanship. Made in England especially for us, and positively the finest that can be procured. Broad mounts which fully protect the stone are highly polished to a perfectly smooth surface. Actual sizes illustrated.

Each **\$1.00**

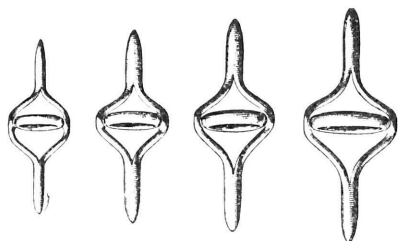
Crystal Agate Casting Guides

These crystals are almost as tough as genuine agates, and will stand a lot of hard use. They are moulded in a wide band, so that setting is well protected. The holes are large and smooth. Illustration shows exact sizes, 6, 7, 8, 9.

No. 5222 Each **.40**

Nickel Silver Trumpet Guides

No. 5215—All Sizes Each **.25**

Improved One Ring Casting Guides

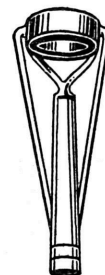
These guides are made of nickel silver; have large holes for the line to pass through. A very free running casting guide, surpassed only by the agate guide of similar shape at much higher price.

No. 5218—All Sizes Each **.20**

Genuine White Agate Guarded Casting Top

These tops are specially made for us in England. Genuine pure white agate settings, broad nickel silver mounts with side guards to prevent line tangling round the offset top. Supplied in 3 sizes or tube, 4, 4½ and 5/32".

No. 5280 Each **\$1.25**

**Genuine Agate Fly Top**

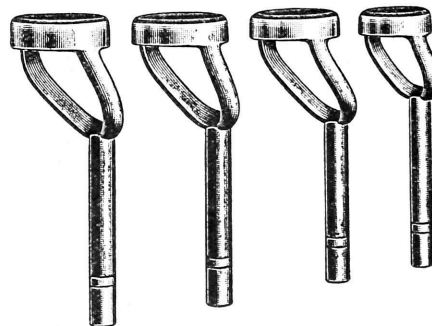
No. 5289—An unique and efficient design of genuine agate fly top. A combination tube and tie on style. Fits as snugly as the ordinary tube, and has the added security of the tie on feature. Highest quality genuine white English agates, nickel silver mounts, beautifully made and finished. Illustration actual size.

Each **\$1.00**

Guarded Agatine Casting Top

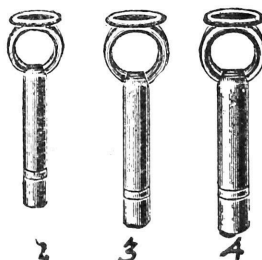
Special guarded casting top. An extra heavy crystal agate, mounted in wide nickel silver band. Sizes 4, 4½/32 tubes.

No. 5270—All Sizes Each **.60**

**Crystal Agate Offset Casting Top**

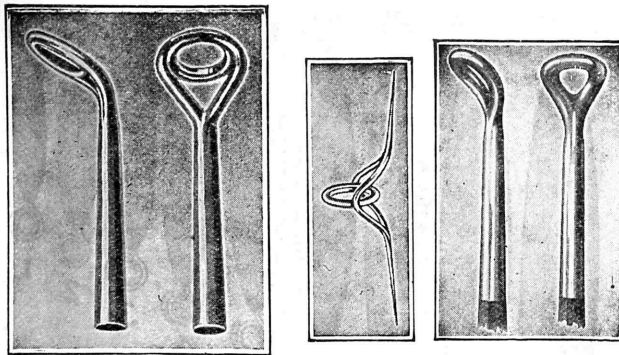
A very popular style of crystal Agate bait-casting top. Mounted on broad nickel silver band, fully protected setting. Supplied in 4 sizes of tube, 3½, 4, 4½ and 5/32nd of inch.

No. 5273 Each **.50**

**Nickel Silver Three Ring Ends**

No. 5260—All Sizes . Each **.15**

Perfection Tungsten Steel Guides and Tops



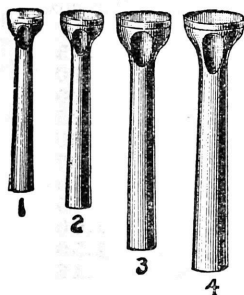
Casting Tops

Casting Guide

Fly Tops

These mounts are made of Tungsten steel, the hardest metal known. Are claimed to be harder than agates and indestructible.

- No. 5296—Fly tops, 4/64" to 9/64" Each **\$1.00**
 No. 5230—Casting guides, sizes 1 to 5 Each **1.25**
 No. 5295—Casting tops, 1/8" and 9/64" Each **1.25**



Funnel or Solid Tube Tops

A solid brass top with funnel shaped ring. Very strong and reliable. Free running. Illustration actual sizes, 1, 2, 3 and 4.

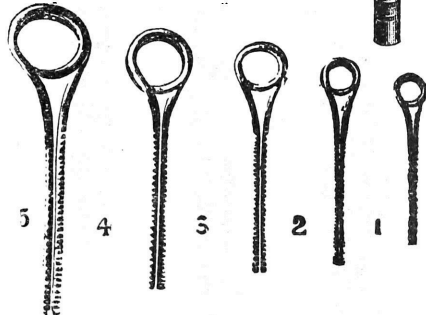
- No. 5250 Each **.10**

Nickel Silver Spiral Casting Tops

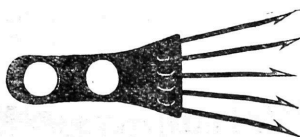
Tube Sizes 4, 4½ and 5-32".
 No. 5263—All sizes Each **.25**

Wire End Rings

- No. 5253—White brass. All sizes.
 Each **.05**
 No. 5255 — Steel, bronzed, all sizes.
 Each **.10**



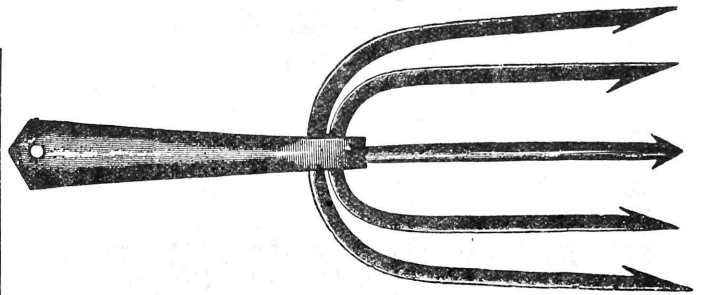
Frog Spears



Points of finest steel, malleable iron shank, eyed socket. Enamelled black.

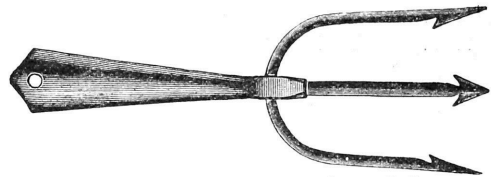
- No. 5314—4 Prong Each **.35**

Steel Fish Spears



Spears, hand forged steel, malleable iron shank, extra strong. Eyed socket, enamelled black.

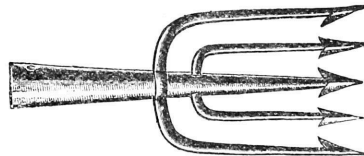
- No. 5307—5" Tines Each **\$1.25**
 No. 5306—4" Tines Each **.80**



Spears, hand forged steel, carefully tempered, malleable iron shank, eyed socket. 3 prongs, length of tine 2¼". Enamelled black.

- No. 5305 Each **.75**

Genuine English Hand Forged Steel Spears



Finished black. The genuine article, which has been off the market for several years.

- No. 5300—3 Prong, 4¾" Tines Each **\$1.50**
 4 Prong, 5½" Tines Each **1.75**
 5 Prong, 5¾" Tines Each **2.00**

Split Shot Sinkers



Put up in telescope wood barrel, each shot perfectly and properly split.

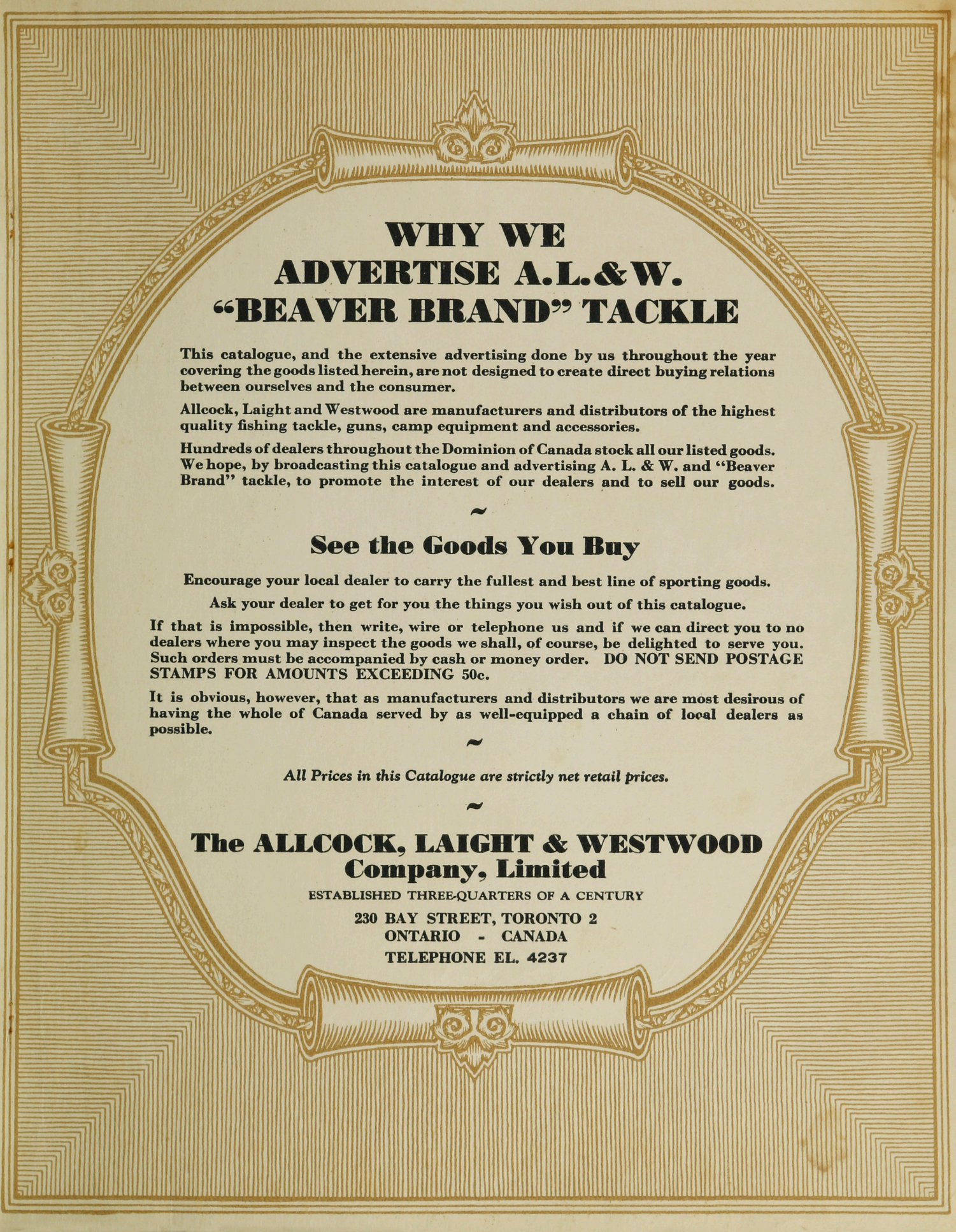
- No. 5330—Contains 24 BB Shot in barrel, full measure Each **.05**
 No. 5331—Contains half-dozen Buck Shot in barrel Each **.05**

Good Luck Fish Scraper



Galvanized iron, light and compact. It does the work and does it well.

- No. 5500 Each **.20**



WHY WE ADVERTISE A.L.&W. "BEAVER BRAND" TACKLE

This catalogue, and the extensive advertising done by us throughout the year covering the goods listed herein, are not designed to create direct buying relations between ourselves and the consumer.

Allcock, Laight and Westwood are manufacturers and distributors of the highest quality fishing tackle, guns, camp equipment and accessories.

Hundreds of dealers throughout the Dominion of Canada stock all our listed goods. We hope, by broadcasting this catalogue and advertising A. L. & W. and "Beaver Brand" tackle, to promote the interest of our dealers and to sell our goods.

See the Goods You Buy

Encourage your local dealer to carry the fullest and best line of sporting goods.

Ask your dealer to get for you the things you wish out of this catalogue.

If that is impossible, then write, wire or telephone us and if we can direct you to no dealers where you may inspect the goods we shall, of course, be delighted to serve you. Such orders must be accompanied by cash or money order. **DO NOT SEND POSTAGE STAMPS FOR AMOUNTS EXCEEDING 50c.**

It is obvious, however, that as manufacturers and distributors we are most desirous of having the whole of Canada served by as well-equipped a chain of local dealers as possible.

All Prices in this Catalogue are strictly net retail prices.

The ALLCOCK, LAIGHT & WESTWOOD Company, Limited

ESTABLISHED THREE-QUARTERS OF A CENTURY

230 BAY STREET, TORONTO 2
ONTARIO - CANADA
TELEPHONE EL. 4237

