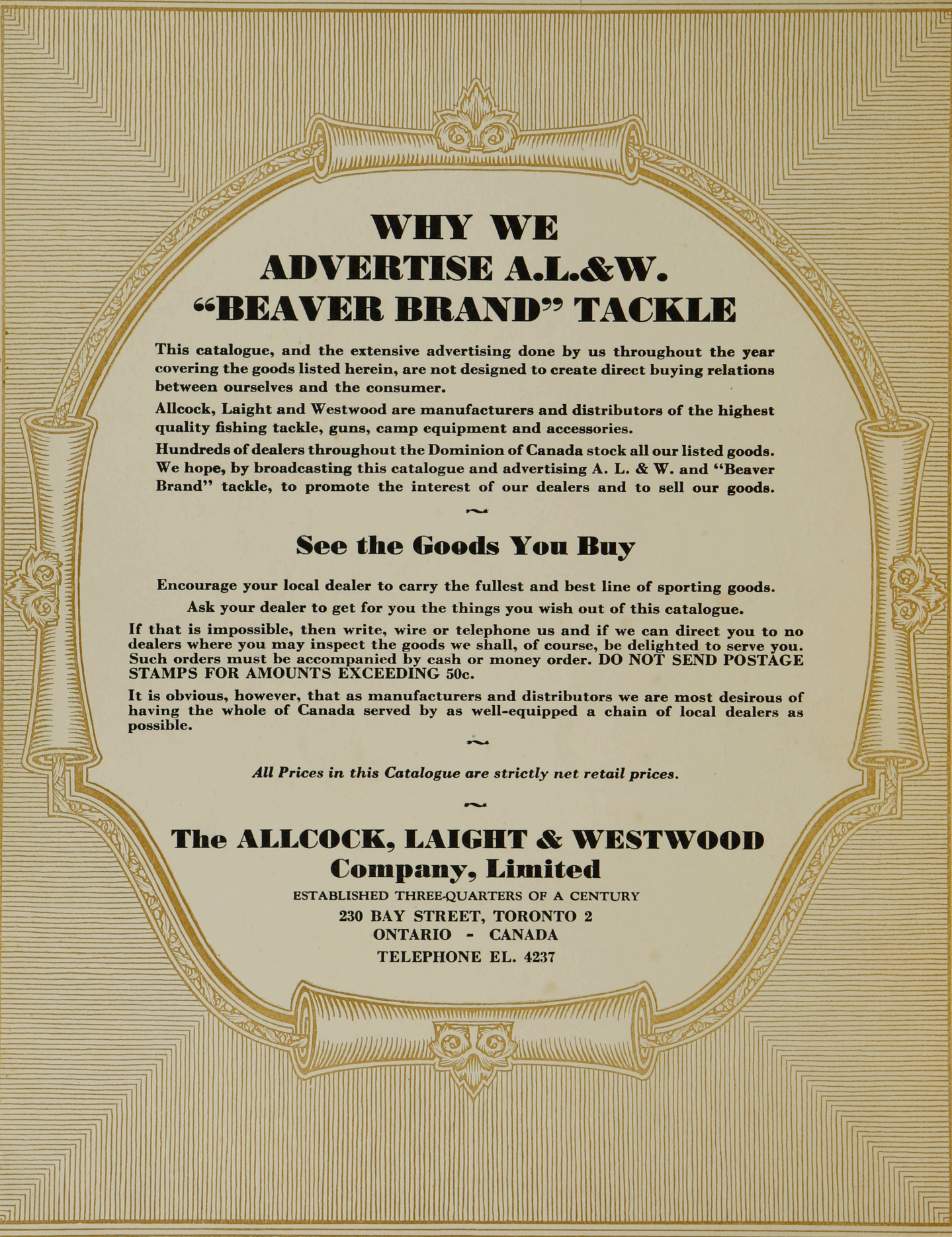




ALW



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



Illustrated Catalog No. 37

OF HIGH QUALITY DEPENDABLE EQUIPMENT
FOR THE USE OF THOSE WHO

Enjoy the Out-of-Doors

"It Pays to Play"

THE

ALLCOCK, LAIGHT & WESTWOOD

CO. OF (TORONTO) LIMITED

SPORTING GOODS EXCLUSIVELY

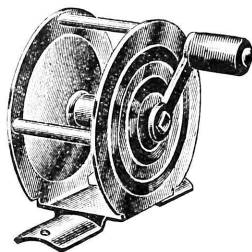
SPORTS BUILDING : : 230 BAY STREET
TORONTO

Telephone ELgin 4237

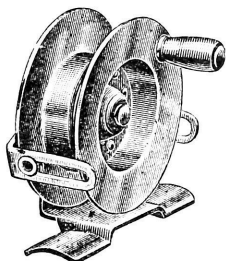
ESTABLISHED 76 YEARS

A. L. & W. BUSTER BROWN REEL

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. Polished nickel plate.



No. 3606 Each **50¢**

A. L. & W. COMBINATION REEL

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.

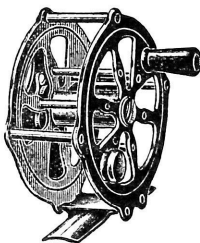
No. 3615 Each **75¢**

A. L. & W. LITEWAITE REEL, Single Action

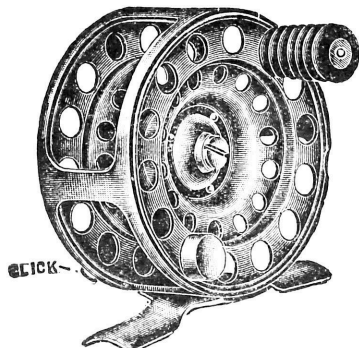
Our special value lightweight fly and bait fishing Reel. Strong and reliable. The openwork construction has the advantage of drying line quickly. Can be instantly taken apart for oiling with a dime. New Utilite Nickel finish, does not reflect light.

No. 3661—60 yards . . Each **\$1.50**

No. 3663—80 yards.... Each **1.75**

**A. L. & W. 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.

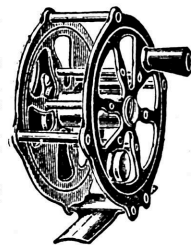


No. 3641—80 yards Each **\$1.85**

No. 3642—120 yards Each **\$3.00**

A. L. & W. FEATHERLITE Single Action Reel

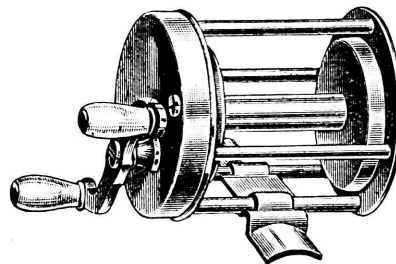
This is an exceptionally light weight reel, exceedingly strong, of beautiful quality material and workmanship throughout. Heavy tool steel gear and click spring assembly, phosphor bronze bearing, black polished handle. Taken apart instantly with the aid of a nickel. A very desirable and durable fly reel.



No. 3658—60 yards capacity, polished nickel

nickel finish Each **\$2.50**

No. 3659—80 yards capacity, black finish.... Each **\$2.50**

A. L. & W. QUADRUPLE MULTIPLIER

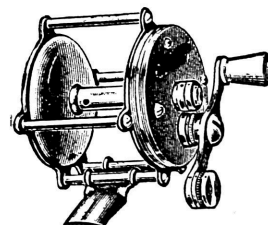
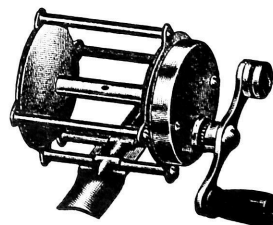
Special Value
Quadruple Multiplying, strongly built reel, tempered metal bearings, special S-shaped crank. Diameter plates 2", spool $1\frac{1}{2}$ ". Pillar length $1\frac{1}{8}$ ". Capacity 100 yds. Fits all makes casting rods. Wt. $6\frac{1}{4}$ ounces.

No. 3711 Each **\$2.00**

Special Value**A. L. & W. GUNMETAL MULTIPLYING REEL**

Best quality double multiplying reel, Black Gunmetal finish, raised pillars, optional click, white balanced handle. A most reliable and excellent reel at a very low price. Just the reel for a steel rod, as it reflects no light. Equal to any reel at twice the price.

No. 3708 Each **\$1.35**

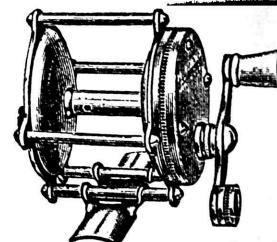
**A. L. & W. MULTIPLYING REEL**

Superior quality nickel-plated double multiplying Reel, adjustable click, balanced crank, white handle. Excellent value. Capacity 60 yds., packed one in box.

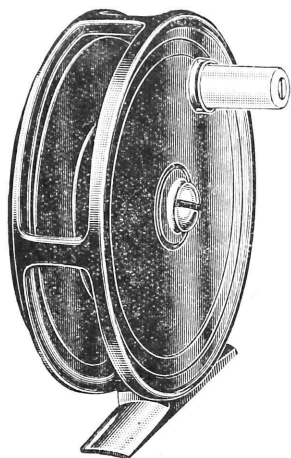
No. 3701 Each **\$1.00**

A. L. & W. DOUBLE MULTIPLYING REEL

Highest quality double multiplying reel, polished nickel plate on brass, raised pillars, screwed frame, optional click and drag, white balanced handle. A very fine reel and no better of its kind can be made.



No. 3704—Capacity 80 yards..... Each **\$2.15**

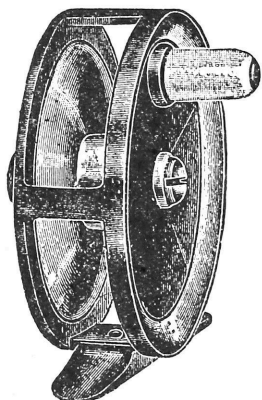
A. L. & W. DRIFLY REEL, Made in England

Designed by a well-known English dry fly expert. Has much contracted drum, bronzed aluminum cage, unique interchangeable steel paul and click spring, white handle, 3½" diameter. Can be instantly taken apart and reassembled for oiling. A beautiful reel of highest quality and very efficient for either wet or dry fly fishing.

No. 3949 Each **\$7.50**

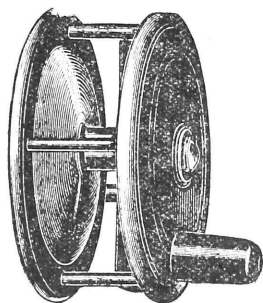
A. L. & W. FLYCASTER Reel

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.



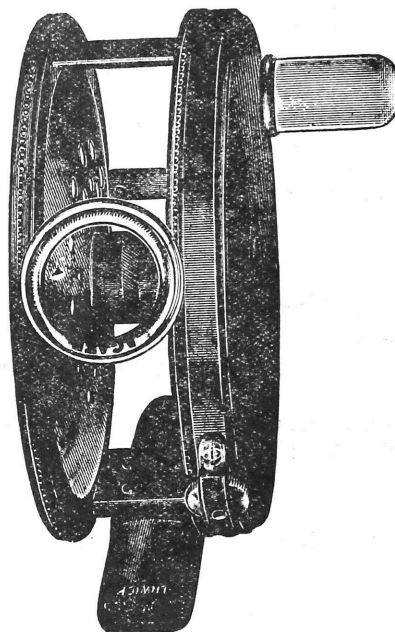
No. 3948

Size, 3"—45 yds.... Each **\$6.50**

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 yards Each **\$6.00**
 3" — 75 yards Each **7.50**
 4" —125 yards 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
2⅞"	30-40 yds.	4½" oz.	\$16.00
3⅞"	40-50 yds.	6 oz.	17.00
3⅞"	50-60 yds.	7 oz.	18.00
3⅞"	60-80 yds.	9¼ oz.	20.00

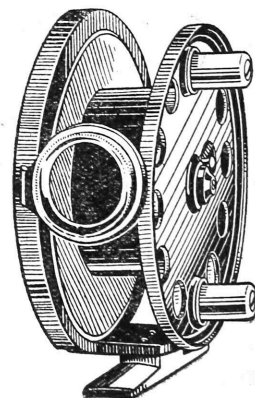
Hardy PERFECT Salmon Reel

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**

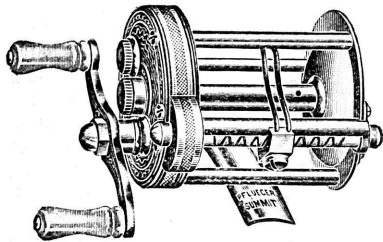
A. L. & W. ZEPHYR FLY Reel

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**

Pflueger "AKRON" Level Wind Reel



Satin nickel, quadruple multiplying level wind reel. Phosphor bronze bearings, steel pivots and pinion, white celluloid handles. Level wind mechanism of finest tool steel, plated with wear-resisting non-corrosive diamolite.

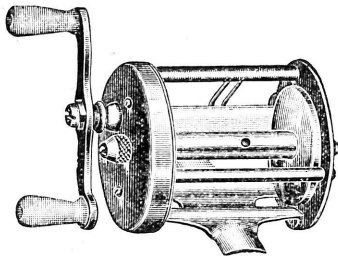
A light, strong, freerunning reel of great durability, which will give excellent service.

No. 3869Each **\$7.00**

A. L. & W. "EXCEL" Level Wind Reel

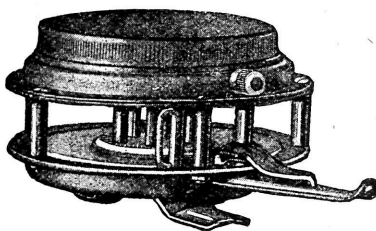
High grade nickel silver reel, quadruple multiplying, optional click. Tool steel line carriage for long life. Adjustable, jewelled bearings. Balanced double crank with attractive white pyralin handle. A strong free-running serviceable reel. Capacity 80 yds.

No. 3885....Each **\$5.00**



MARTIN AUTOMATIC REEL

Bait or Fly

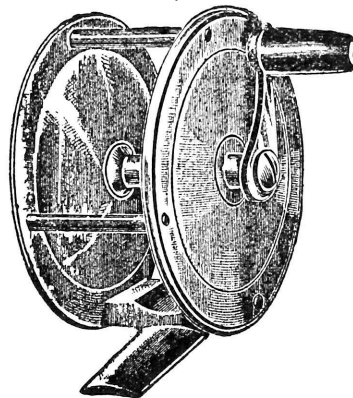


For over 30 years this reel has been the "Standard Automatic Reel of America." Automatics have come and gone, but the supremacy of the Martin has never been challenged. It is the lightest, strongest, simplest, most durable

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 Each
3895— 60 ft. G Line		\$7.00
3897— 90 ft. G Line		8.00
3898—150 ft. G Line		9.00
3899—225 ft. G Line		9.50
3896—250 ft. Light Trolling Line		13.50
3894—Fly-wate		13.50

ENGLISH BRONZE ROTARY REELS

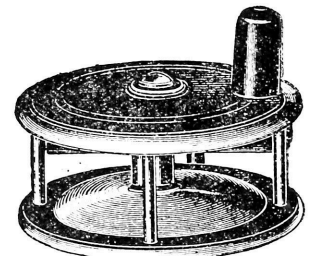


Finest quality bronzed, revolving, rotary plate Reel. Strongly built and beautifully finished. Will last a lifetime. Stationary click steel assembly. A very substantial, handsome, imported fly or bait Reel at a moderate price.

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

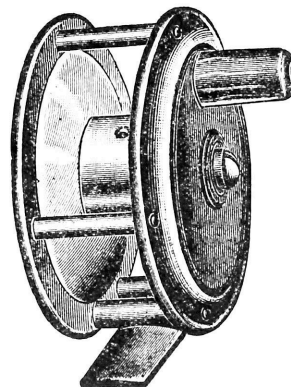
EBONITE ROTARY REELS

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

STURDY REEL

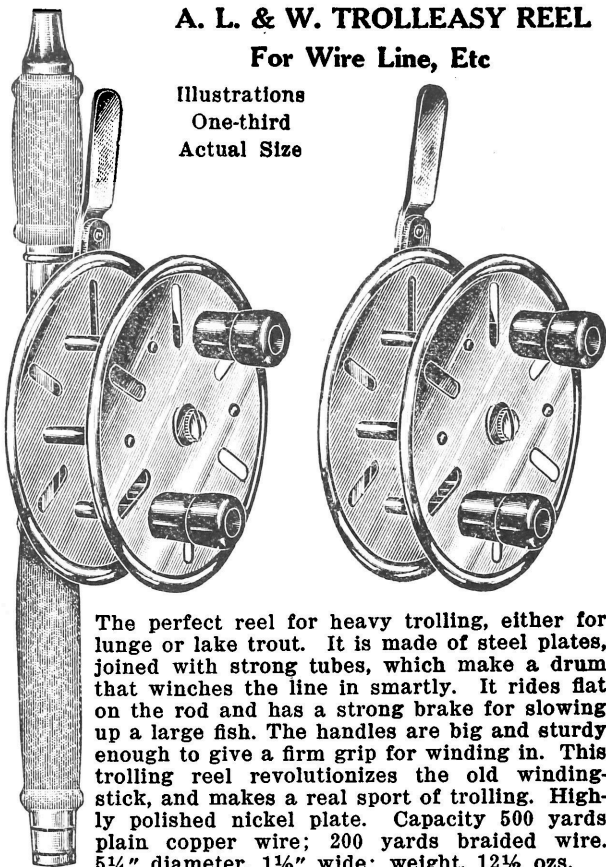


English made, all aluminum Fly Reel. Handsome in appearance, beautifully finished. Solidly constructed, and will stand lots of hard work. Large spool. Stationary steel click assembly. True to illustration. Side plates outside finished black edges, and inside finished bright aluminum. Substantial horn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

A. L. & W. TROLLEASY REEL**For Wire Line, Etc**

Illustrations
One-third
Actual Size

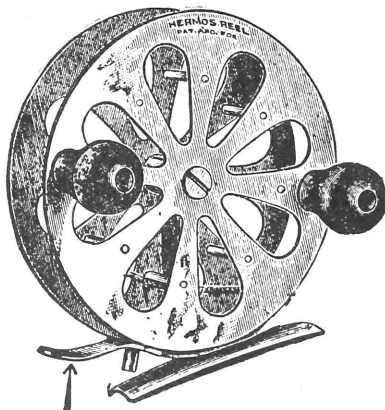
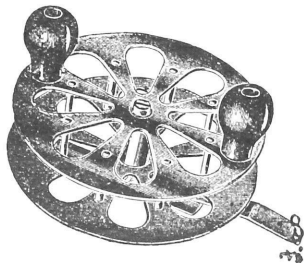


The perfect reel for heavy trolling, either for lunge or lake trout. It is made of steel plates, joined with strong tubes, which make a drum that winches the line in smartly. It rides flat on the rod and has a strong brake for slowing up a large fish. The handles are big and sturdy enough to give a firm 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.

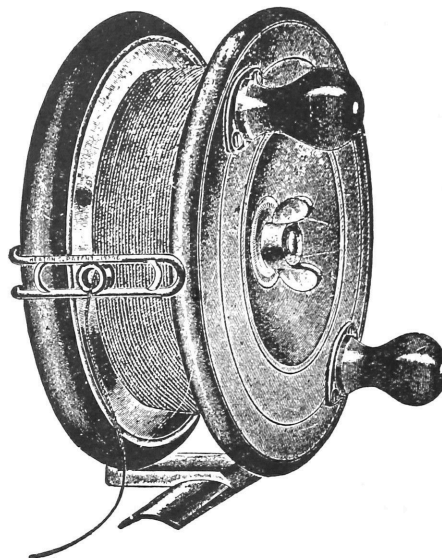
No. 3993 ... **\$3.50**

**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**

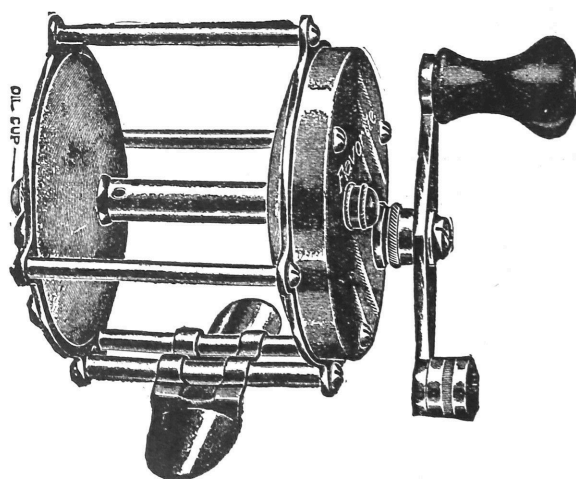
WOOD TROLLING REELS

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

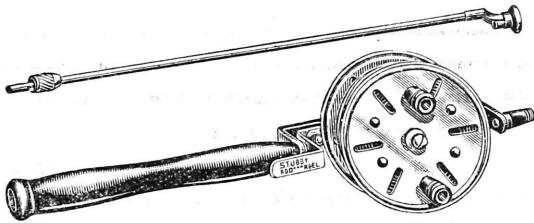
This is a very heavily constructed brass reel, heavily nickel plated and especially adapted for trolling. It has large gears to give long life. Optional click and drag, solid oil caps, balanced crank, ebony handle, raised pillars. Heavy duty screws throughout.

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

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

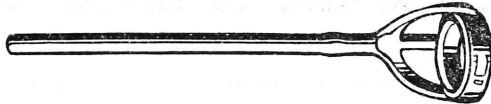
BIG STUBBY ROD AND REEL

For Deep Lake, River and Copper Wire Fishing.



35½" long, jointed; 19¼", unjointed. Heavy duty tip; screw connecting ferrule; heavy action reel, 5½" in diameter, with two handles. Heavy butt or handle can be used with both hands. Leather brake on spring drag. Finished black with nickeled reel and trimmings. 2¼ lbs. No. 4266 Each **\$7.00**

EMERGENCY TIP WITH AGATINE END



Same as No. 4412 below, but fitted with Agatine offset end ring. Suitable for bait-casting or wire line trolling.

No. 4413 Each **40¢.**

EMERGENCY TIPS



Three-ring top, nickel-plated, and fits the second or centre joint of any steel rod, taking place of tip in an emergency, if same should be broken. Is useful for shortening rod for boat fishing or thickly-wooded areas, where shorter rod is desirable.

No. 4412 Each **20¢.**

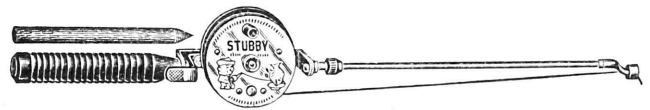
JAPANESE BAMBOO POLES



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.

THE STUBBY ROD AND REEL



A complete fishing outfit for casting, trolling or still fishing. Fits the pocket, tackle box or travelling bag. Two sections, each 12½" long, makes a 23" rod. Reel very free-running for casting, with adjustable drag or brake.

No. 4265 Each **\$3.50**

TROLLING TIP—6 inches Long



Fit second joint so that tip may be dispensed with, making rod suitable for trolling. Length, 6 inches.

No. 4400 Each **\$1.00**

No. 4401—Agatine top Each **1.25**

No. 4403—Same as No. 4401, but fits into the butt joint of steel rod..... Each **1.50**

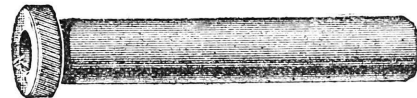
TROLLING STUB



Fits handle of steel rod for trolling. Nickel-plated.

No. 4405 Each **\$1.50**

ROD SHORTENER



Fits in handle of rod so that butt can be dispensed with.

No. 4411 Each **25¢.**

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, scored wood handle, solid nickel-plated reel seat and ferrules, upright 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**

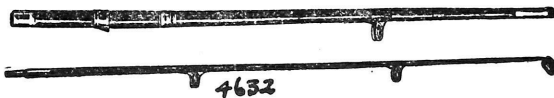
A. L. & W. "TRANSCANADA" TROLLING ROD



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**

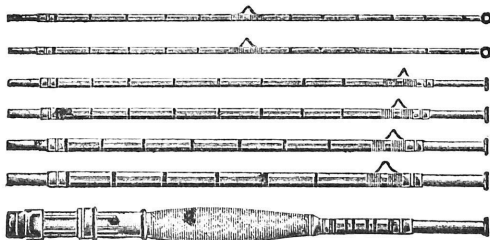
WOOD TROLLING RODS



Heavy wood rod, suitable for all kinds of trolling with either linen, silk or wire line. All hardwood butt and Greenheart 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**

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 7½-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 6½ feet. Nickel-plated solid reel seat, ferrules and snake rings; cork grip. All contained in good cloth partition bag.

No. 4785 Each **\$12.00**

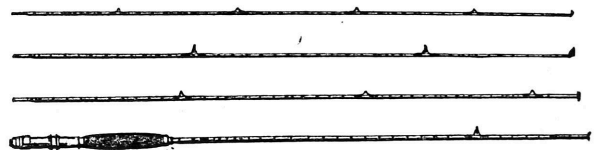
COMBINATION RODS TWO-IN-ONE BAIT ROD



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**

BAIT RODS

Split Cane Bait Rod



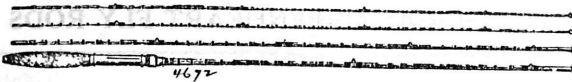
No. 4661—Superior quality split cane bait rod, length 9½ feet, 3 joints with extra tip, nickel-plated ferrules and reel seat above hand, snake rings, cork handle; whipped 5½ inches apart with green silk, finished natural color and varnished. Contained in plain wood form in bag.

No. 4661 Each **\$4.25**

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

No. 4662 Each **\$3.50**

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 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**

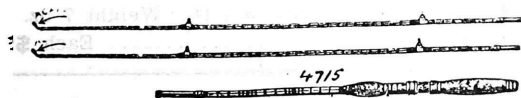
A. L. & W. PENAGE MODEL SPLIT CANE Baitcasting Rods



Made from choice quality, dark brown, Split Cane, 5 ft. long. Reinforced welted ferrules and solid reel seat with finger hook, all heavily nickel-plated; solid cork grips above and below reel; best quality crystal agate casting guides and offset top. Fancy red and black silk whippings. Contained in cloth partition bag. This rod is named after the wonderful Lake Penance, where it made quite a name for itself, 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. "NORTHLAND" Model

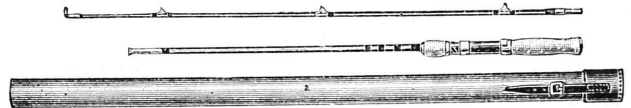


A sturdy rod of splendid action with lots of backbone, designed and built by Canadians for Canadian conditions. An accurate caster and powerful enough to kill large fish. Built throughout in our own factory from selected Tonkin canes, reinforced welted ferrules, solid reel seat, all metal fittings heavily 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 5½ feet. Two tips.

No. 4715 Each **\$10.00**

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

Hand Built in England.



Two-piece rod built especially to our design from the finest China cane procurable. Beautiful dark brown color, closely whipped with dark maroon silk from end to end. Reinforced serrated ferrules. Genuine agate offset guides. Solid cork grips and ebony screw type reel seat. A perfectly balanced rod of superb action and great power. Length 5, 5½ and 6 ft. In aluminum tube and partition bag.

No. 4720 Each **\$20.00**

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

Hand Built in England.



Two-piece rod built especially to our design very similar to the Connaught above, but a little heavier design. Beautiful dark brown cane, reinforced serrated ferrules, offset agate guides and tip. Cork handles ebony screw type reel seat. An ideal rod for casting plug baits up to ¾ oz. Length 5, 5½ and 6 ft. In partition bag.

No. 4721 Each **\$15.00**

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 joints.

No. 4725 Each **\$50.00**

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, 5½ feet. Weight, about 5½ ozs.

No. 4723 Each **\$12.00**

FLY RODS

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. 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, about 15" over all. English bronze reel fittings and ferrule, 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. "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. MARITIME FLY ROD



No. 4825—This rod is specially selected Greenheart stock, perfectly balanced, cork handle above reel seat; solid nickel-plated reel seat, ferrules and mountings. Nickel snake rings. Fancy red silk whippings, 3" apart, 9½ ft. long. Contained in cloth partition bag. Has extra tip.

Each **\$5.00**

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.

No. 4820 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 9½ 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 6½ 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 9½ ft. Weight 7 oz.

No. 4880 Each **\$5.00**

About Repairs

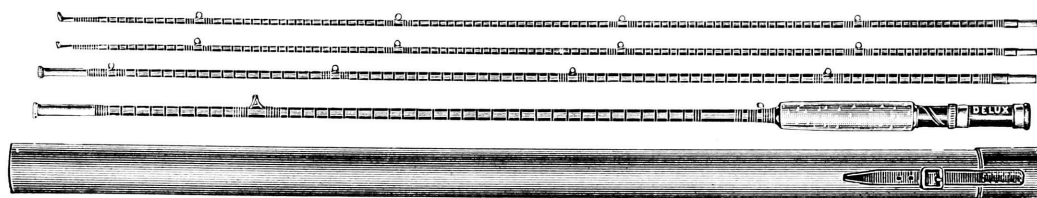
Occasionally customers send in for repairs rods and reels of the cheaper grades and little value. In such cases the cost of repairs and transportation charges often exceed the value of the article. We would suggest that you communicate with us before sending this class of goods for repairs.

A. L. & W. DE LUXE FLY ROD

Hand Built Throughout in England.

Representing the ultimate in fine rods. Built by hand throughout of selected hard Tonkin Cane, carefully split and matched. Bronzed serrated ferrules. Agate tip and rear guide, intermediate standard bridge rings. Solid cork grip and ebonite screw reel seat. The canes are seasoned and treated, producing a rich dark tone, and the whole very closely whipped with dark red silk and extra fancy whippings at butt. Each rod is built as a unit and separately balanced. Length approximately 9 ft., weight 5 oz. These rods are so perfectly balanced that they feel much lighter. Their action is perfect. Contained in aluminum tube and fine cloth bag. Two tips, of course.

No. 4904 Each **\$35.00**

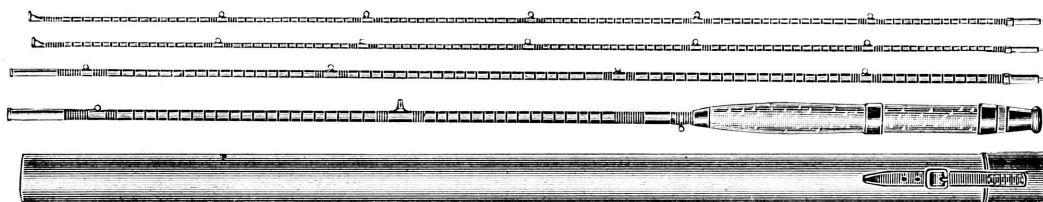
**THE BLAKE'S ROD'S STORY**

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 stout 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.

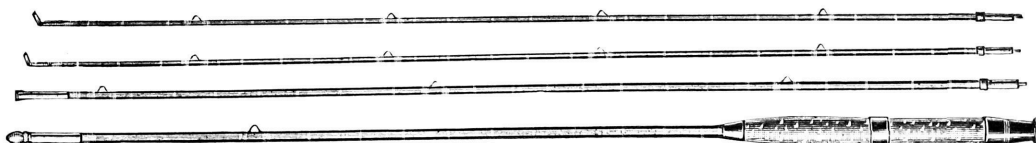


A rod of delicate action, yet powerful and accurate. Capable of great distance and has killed fish all the way up to a 15-lb. salmon. It is hand built from the very finest split cane. Six-section construction, very carefully selected and matched. The tough outer fibres of the cane are preserved, not 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 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 aluminium and leather case. Suitable for wet or dry fly. Fully guaranteed. Greatly improved for 1930

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

A. L. & W. "KINGFISHER" FLY ROD

Hand Built in England.



A very high quality dark tone split bamboo three-piece fly rod with extra tip. Highest quality materials and expert workmanship have gone into this rod, making it perfect in balance and action. Full cork handle and universal reel seat, reinforced serrated ferrules, revolving ring tops, snake guides. Length 9 ft., weight 6 oz., in heavy cloth partition bag.

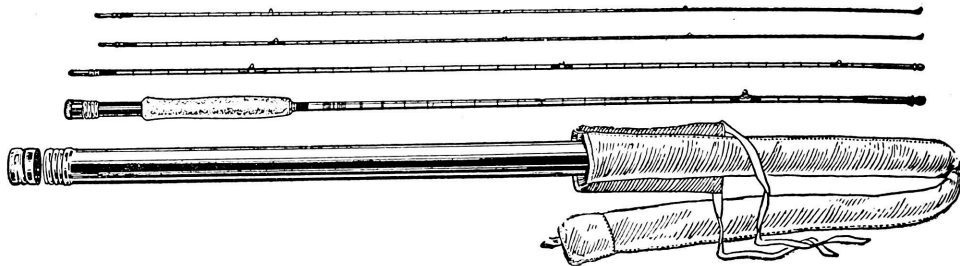
No. 4897 Each **\$25.00**

HARDY BROS.' CELEBRATED PALAKONA SPLIT CANE FLY RODS DE LUXE FLY ROD

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 5½ oz. 5¼ to 6 ozs.
Lengths 9 ft. 9½ ft.
No. 4955—In Aluminum Case Each **\$60.00**



"GOLD MEDAL" PALAKONA FLY ROD

Similar specification to above, but in cloth lined bag only and slightly heavier in design, 9 and 9½ 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, 9½ and 10 ft. Slightly heavier for length than the De Luxe.

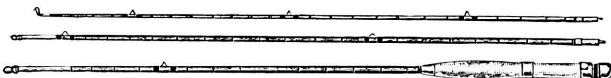
No. 4953 Each **\$55.00**

HARDY BROS GOLD MEDAL PALAKONA SALMON ROD



No. 5037—13 ft. Each **\$65.00**
No. 5037—12 ft. Each **\$55.00**

A. L. & W. "ENGLISH" FLY ROD



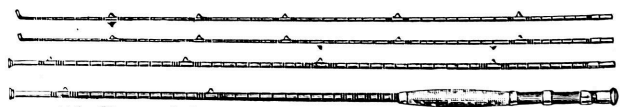
Made in England, of six strip construction. Finest quality canes of extra tough texture. A typical English Rod, with a quick, powerful action, suiting it admirably for Dry Fly work as well as Wet Fly. Three joints. Cane, dark brown color. Bronzed suction ferrules and reel fittings. Snake guides, cork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

No. 4939 Each **\$10.00**

Extra tips supplied, each **\$2.50**

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, built on English lines from the design and dimensions of one of the greatest English fly casters. The natural enamel of the bamboo is retained, not scraped off, ensuring maximum strength with resiliency. Fitted with extra strong hand welled, waterproof suction ferrule, gunmetal finish. Cork grasp. Universal reel seat, with gunmetal finish, reel fittings, gunmetal finish winding taper and butt cap with fancy wooden button. Rod is highly finished; fine maroon silk whipping every inch. 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**

SEND YOUR FAVOURITE ROD EARLY

To be varnished and put in shape for the opening.
Expert workmen. Satisfaction guaranteed.

A. L. & W. RAINBOW TROUT SPLIT BAMBOO FLY RODS

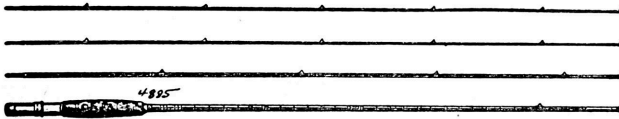


Finest quality Tonkin cane, six strip construction, swelled butt, giving a powerful action to butt for accuracy and distance. Solid cork handle polished nickel plated mountings, welted ferrules, fancy whipped with red and black silk at 1 1/4" intervals. Extra fancy whipped at butt. Length 9 1/2 ft. Weight 6 1/2 oz. Contained in lined wood form and cloth bag. Great for value, service and satisfaction.

No. 4890 Each **\$12.00**

A. L. & W. "LAURENTIAN" MODEL FLY ROD

Three Pieces and Extra Tip



Hand built from selected Tonkin canes, six strip construction. Heavy nickel plated ferrules and reel seat, cork handle, steel snake rings. Handsomely whipped in English style with maroon color silk about 1" apart. Cane dark color. Length 9 1/2 ft. Weight 6 oz. Contained in wood form and cloth bag. A splendid rod we highly recommend.

No. 4885 Each **\$10.00**

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 1/2 ft. Weight 5 3/4 ozs.

No. 4883 Each **\$8.50**

A. L. & W. ST. LAWRENCE MODEL SPLIT BAMBOO FLY ROD



Hand built from finest Tonkin canes 6 strip construction. Three joints and extra tip, cork grip, nickel plated reel seat and ferrules, closely whipped with maroon color silk at intervals of about 1 1/2". A powerful flexible rod of splendid action. Length 9 1/2 ft. Weight 6 oz.

No. 4882 Each **\$7.00**

SALMON FLY RODS

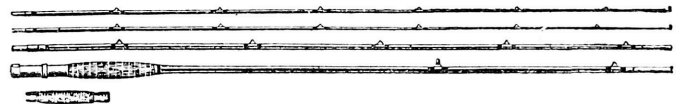
A. L. & W. "RESTIGOUCHE" SPLIT CANE SALMON ROD



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 12 1/2 ft., weight about 18 ozs., contained in cloth partition bag.

No. 5032 Each **\$40.00**

"RADIO" DRY FLY SALMON ROD



This rod is perfect for style of angling for which it is made, and while exceedingly light for the larger Salmon, in the hands of an experienced angler and fairly used will do great execution. The short Auxiliary bottom hand grasp is made removable, so that rod can be used single or double handle as desired. Built of highest grade Split Tonkin Cane, dark brown color, handsomely bound with golden rod and grey. Agate Top and Rear Guide. Steel Snake Intermediate Guides. German Silver hand welted serrated ferrules and patent eccentric locking reel band. Three joints and extra tip contained in cloth bag and aluminum case. Length 10 and 10 1/2 ft., weight 8 1/2 oz. to 9 1/2 oz.

No. 5033 Each **\$40.00**

WEE SCOT SALMON ROD



A fine twelve foot rod weighing 15 to 16 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 **\$25.00**

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**

TIP JOINTS FOR SPLIT CANE FLY ROD.

Superior quality Split Cane, finished natural color. Green whippings about 2½" apart, Snake Guides, No. 00 Ferrule. 11/64". Can only be supplied from stock as specified.

No. 5075 Each **\$1.00**

NOTE.—Tips made to order for any style of Split Cane, Greenheart or Lancewood Rod, at reasonable prices.

THE CARE OF RODS

It is important after a day's fishing that the rod should be taken to pieces, carefully cleaned and placed with its case; not left outside against a wall or tree (as is generally done in every camp), for the damp atmosphere and rain to act upon its timber and ferrules. A rod carefully used will last a lifetime, whereas, if its owner is careless, it will get out of condition, become warped, and eventually lose its suppleness and power. As a last word of advice, never put a rod in a damp bag.

PUTTING RODS AWAY FOR THE WINTER

After the season's fishing is over, look over your rods. If the ferrules need to be tightened, wood needs varnishing, etc., do it or send them to us at once, and next spring your rods will be ready. Put your rods in a room where there is no heat (steam heated rooms will loosen all the ferrules), and hang up the joints separately by short pieces of wire or strings, which have been tied to the smaller ends of the joints

UNMOUNTED SPLIT BAMBOO STICKS FOR ROD MAKING

For 3-piece Fly Rods.

Highest quality glued Sticks each 3 ft. long, suitable for making 9 ft. Fly Rods of medium weight. Full Length, Butt Joints, Centre Joints or Tips Each **\$1.75**

Set of German Silver Ferrules for above, hand welted and serrated, consisting of two double ferrules with extra centre for spare Tip.

No. 5162 Per Set **\$4.00**

UNMOUNTED, GLUED BAMBOO TAPERED STICKS

For 2-piece Bait-casting Rods.

Suitable for 5 and 5½ ft. Casting Rods.

Butts and Tips Each **\$1.50**
 Hand Welted German Silver ferrules for above.

No. 5163 Per Pair **\$1.25**
 Extra Centre **.50**

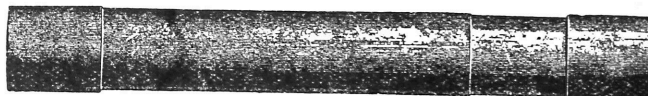
CORK WASHERS AND SHEETS

For Rod Handles.

No. 5140—1¼"x¾". Hole ⅜" Each **.10**
 No. 5141—1 "x¾". Hole ⅜" Each **.10**
 No. 5145—Sheets 4"x8"x3/32" Each **.75**

NICKEL PLATED SHOULDER FERRULES

No. 5161



Supplied in the following sizes:

No.	Size Inches	Price Per Pair
000	9/64 Inside Diam.	.30
00	11/64	.30
0½	12/64	.30
0	14/64	.30
1	15/64	.30
1½	16/64	.35
2	17/64	.35
2½	19/64	.35
3	11/32	.35
4	12/32	.40
5	27/64	.40
6	15/32	.40
7	16/32	.45
8	35/64	.50
9	19/32	.50
10	20/32	.50

SOLID REEL SEATS

Fly



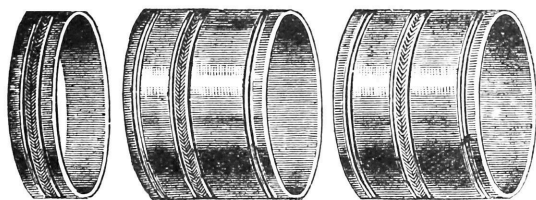
Bait



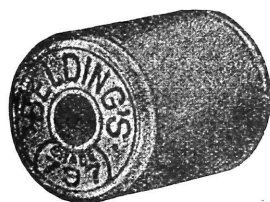
Supplied in ¾" diameter only.

No. 5165—Heavy brass reel seat Each **\$.50**
 No. 5166—Bronze or nickel plated Each **\$1.00**

WINCH FITTINGS OR REEL BANDS



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



ROD WINDING SILK

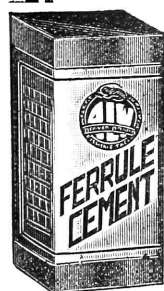
Very fine, pure silk, specially prepared for winding and whipping rods. Colors, gold, scarlet, black and green. 40 yards on spool.

- 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**



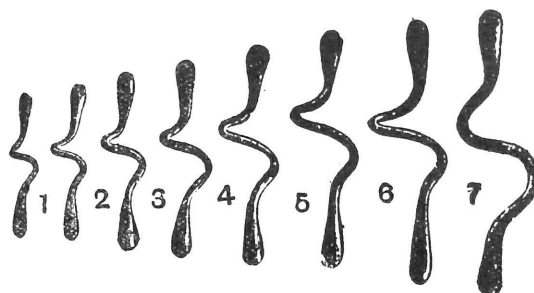
Ferrule Cement

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**



BRONZED STEEL SNAKE RINGS

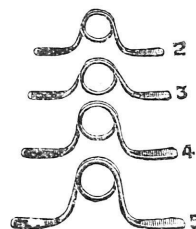


- No. 5205—Best quality English make, all sizes.

- 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

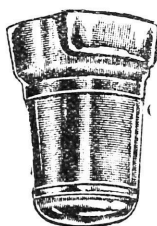


These are the very highest quality intermediate rod rings, such as are used on the most expensive rods of English make. The best possible type of ring for fly rods. Line runs smoothly and cannot become tangled.

- No. 5208—Sizes 2 to 5 Each **.10**

BUTT CAPS

Hooded



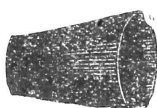
Plain



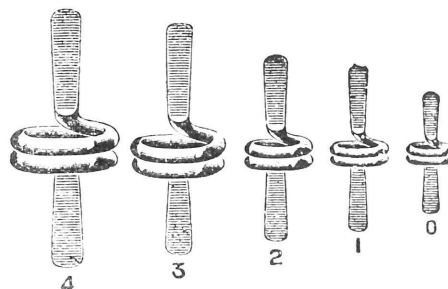
- No. 5185—Brass, $\frac{3}{4}$ " diameter only Each **.15**
 No. 5186—Bronze or nickel, $\frac{3}{4}$ " diameter only. Each **.30**

WINDING CHECKS OR TAPERS

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



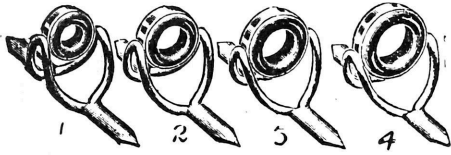
SPIRAL OR UPRIGHT CASTING RINGS



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

- No. 5210—All sizes Doz **.25**

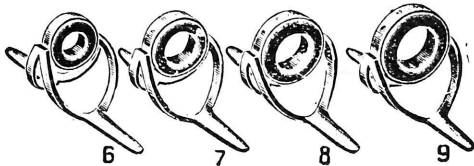
GENUINE AGATE GUIDES



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**

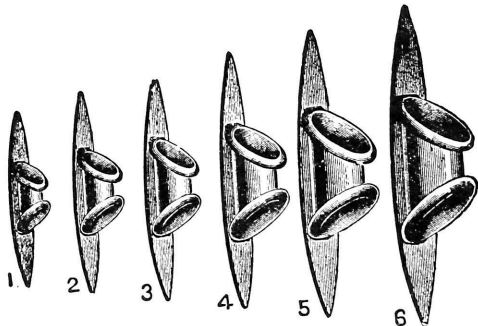
CRYSTAL AGATE CASTING GUIDES



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.

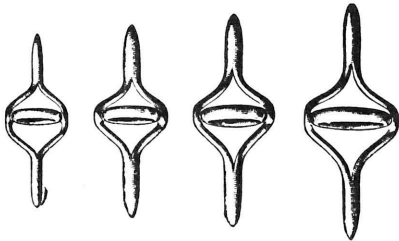
No. 5222 Each **.40**

NICKEL SILVER TRUMPET GUIDES



No. 5215—All Sizes Each **.25**

IMPROVED ONE RING CASTING GUIDES



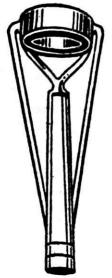
These guides are made of nickel silver; have large holes for the line to pass through. A very free running casting guide, surpassed only by the agate guide of similar shape at much higher price.

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 of tube, 4, 4½ and 5/32".

No. 5280 Each **\$1.25**



GENUINE AGATE FLY TOP



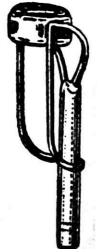
No. 5289—An unique and efficient design of genuine agate fly top. A combination tube and tie on style. Fits as snugly as the ordinary tube, and has the added security of the tie on feature. Highest quality genuine white English agates, nickel silver mounts, beautifully made and finished. Illustration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

Each **\$1.00**

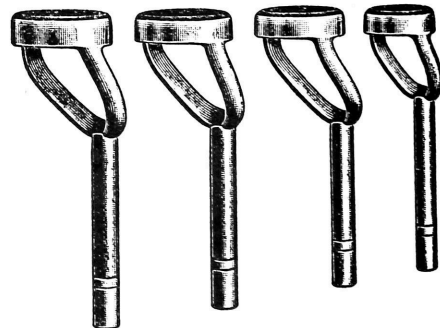
GUARDED AGATINE CASTING TOP

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**

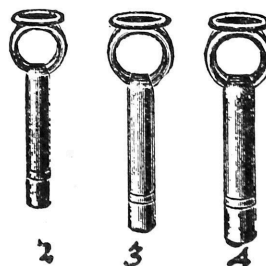


CRYSTAL AGATE OFFSET CASTING TOP



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.

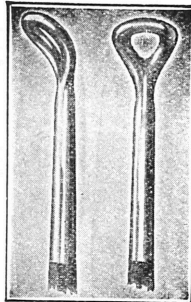
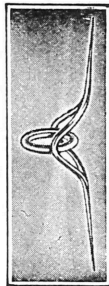
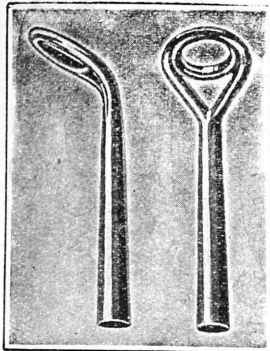
No. 5273 Each **.50**



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**

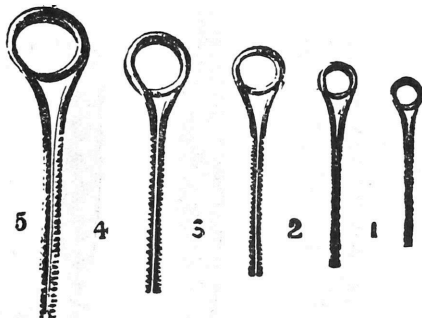
NICKEL SILVER SPIRAL CASTING TOPS

Tube Sizes 4, 4 1/2 and 5-32".
 No. 5263—All sizes Each **.25**

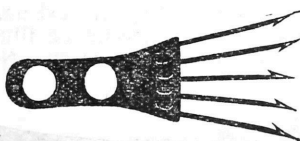


WIRE END RINGS

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



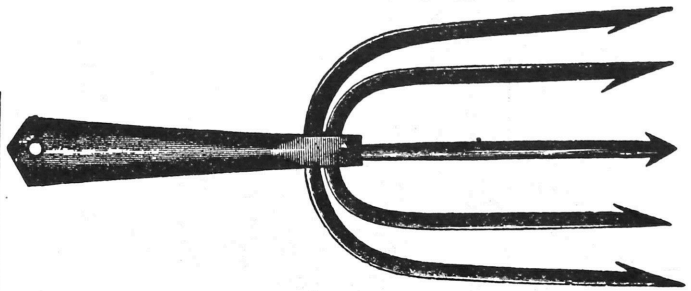
FROG SPEARS



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

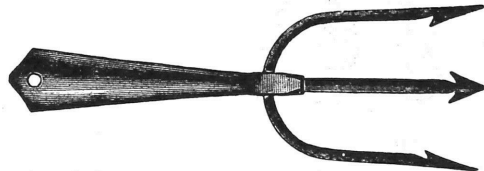
- No. 5314—4 Prong Each **.35**

STEEL FISH SPEARS



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

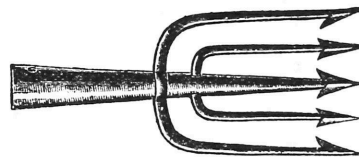
- No. 5307—5" Tines Each **\$1.25**
 No. 5306—4" Tines Each **.80**



Spears, hand forged steel, carefully tempered, malleable iron shank, eyed socket. 3 prongs, length of tine 2 1/4". 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, 4 1/4" Tines Each **\$1.50**
 4 Prong, 5 1/2" Tines Each **1.75**
 5 Prong, 5 3/4" Tines Each **2.00**

SPLIT SHOT SINKERS



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

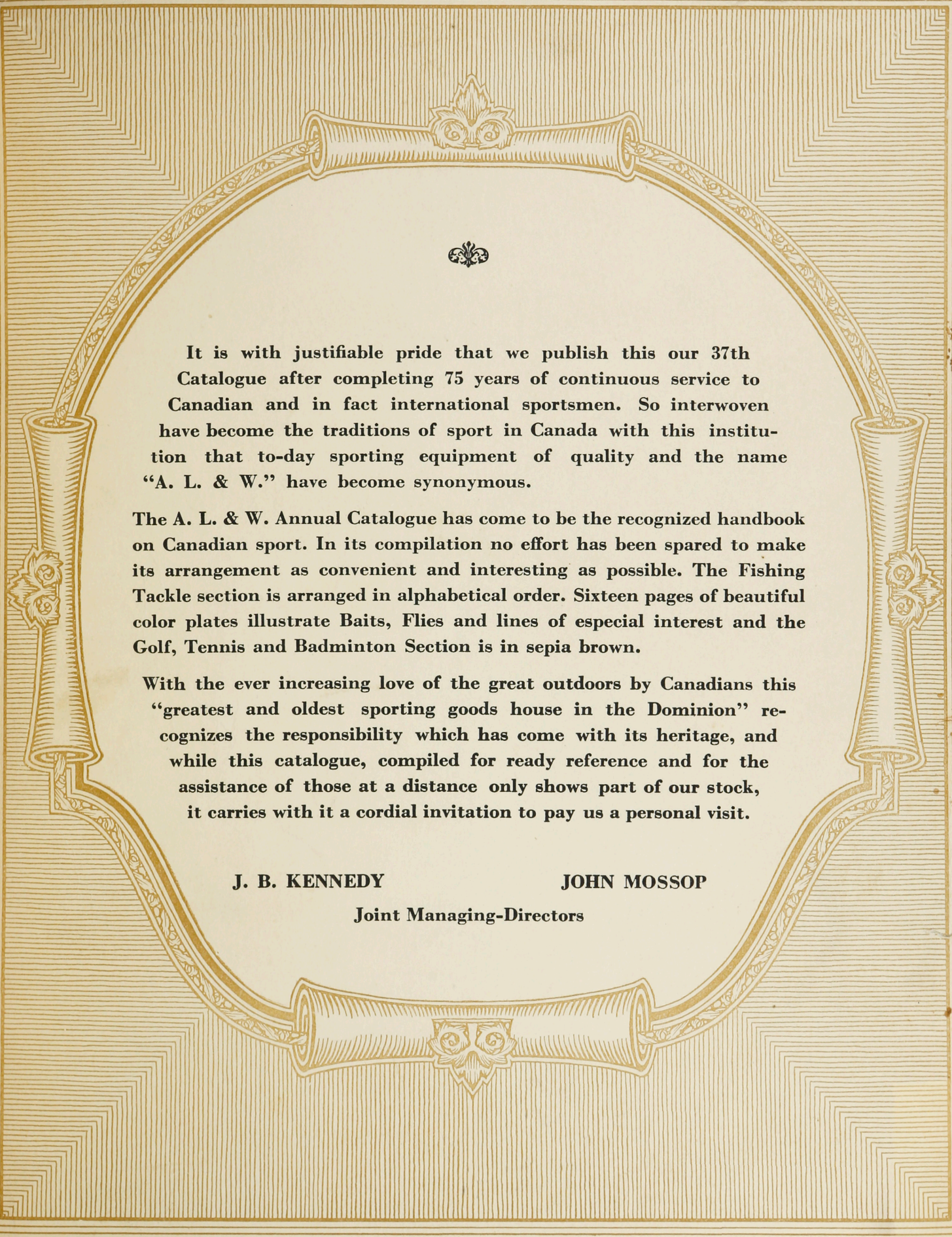
- No. 5330—Contains 24 BB Shot in barrel, full measure Each **.05**
 No. 5331—Contains half-dozen Buck Shot in barrel Each **.05**

GOOD LUCK FISH SCRAPER



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

- No. 5500 Each **.20**



It is with justifiable pride that we publish this our 37th Catalogue after completing 75 years of continuous service to Canadian and in fact international sportsmen. So interwoven have become the traditions of sport in Canada with this institution that to-day sporting equipment of quality and the name "A. L. & W." have become synonymous.

The A. L. & W. Annual Catalogue has come to be the recognized handbook on Canadian sport. In its compilation no effort has been spared to make its arrangement as convenient and interesting as possible. The Fishing Tackle section is arranged in alphabetical order. Sixteen pages of beautiful color plates illustrate Baits, Flies and lines of especial interest and the Golf, Tennis and Badminton Section is in sepia brown.

With the ever increasing love of the great outdoors by Canadians this "greatest and oldest sporting goods house in the Dominion" recognizes the responsibility which has come with its heritage, and while this catalogue, compiled for ready reference and for the assistance of those at a distance only shows part of our stock, it carries with it a cordial invitation to pay us a personal visit.

J. B. KENNEDY

JOHN MOSSOP

Joint Managing-Directors

