

Why Fish Bite



FOREWORD

Our jubilee—sixty years of quality service to Canadian Anglers and Sportsmen—we celebrated last year.

This fact means much to us—it must mean more to you.

A reputation backed by sixty years' service of unfailing quality—sixty years' experience in selecting for the Canadian Sportsman the tackle and gear manufactured in America and Europe best adapted to Canadian conditions—and the manufacture, in our own premises, of the highest grade of tackle under our own well-known "Beaver" Brand, upon which you may depend as the result of more than a half-century of experience of what is the very best for Canadian waters and woods—these are our mutual advantages.

SPORTSMEN'S HEADQUARTERS

We have been successful in perfecting as thorough and high-class a Sportsman's outfitting establishment as there is in America. We can supply everything from the highest grade English fly-rod to the humblest rod repair. We can outfit for a one-day or a one-year expedition. From live bait to gun or canoe, from trout flies made-to-order to buck-skin vest or silk tent, from a packet of sinkers to a completely equipped pack-sack.—When in Toronto do not fail to visit Sportsmen's Headquarters and become acquainted with the Home of Beaver Brand Tackle.

This little catalogue is designed to reach those, primarily, to whom the retailers who distribute our goods are not available. The prices here listed are Nett retail prices. We request that you enquire for A. L. & W. Beaver Brand Tackle at the nearest dealer in sporting goods. If you are unable to purchase Beaver Brand Tackle in your locality send your order direct to us and it will receive prompt attention.

If what you require is not listed in this booklet, it is certain to be in our large catalogue which will be mailed on request.

The only manufacturers of a complete line of fishing tackle in Canada, with sixty years' experience in selection and production, Allcock, Laight & Westwood present you their Compliments.

TERMS:

Please send cash with order.

We will send goods C.O.D. if sufficient amount is sent to guarantee transportation charges both ways.

We will gladly refund purchase price if goods are returned to us in good condition within 5 days of receipt.

REPAIR DEPARTMENT

We have a complete repair shop on our premises, manned by thoroughly skilled and efficient workmen and equipped with the most modern machinery. We make all kinds of repairs to Rods, Reels, Guns and Rifles. Note: Transportation charges must be prepaid on articles sent us for repairs.

GUARANTEE

We guarantee all goods supplied by us to be as represented and if not entirely satisfactory we will exchange or refund at option of purchaser, provided goods are returned to us within 5 days after their receipt. Charges prepaid and in original good condition.

A. L. & W. Celebrated Beaver Brand Tackle.

We urge all anglers to do everything possible to increase the number of fish in our fishing waters. If there are 5,000 over-the-limit bass in a lake, your chances of getting fish are five times better than if there are only 1,000.

The average fisherman with rod and line does not get enough fish when he goes fishing and more of an effort should be made to increase his catch than to keep him from catching more fish.

In the first place, the breeding should be protected. Fish should be allowed to breed before being taken. Natural breeding ground should be maintained and not allowed to be spoiled by drainage or pollution. The enemies of game fish should be kept down and all waters restocked as often as possible. Of course, you should join a protective association, put back the small fish and discourage all illegal fishing. **YOU GET PLEASURE, RECREATION AND HEALTH** from fishing; **IT'S WORTH WORKING FOR BETTER FISHING.**

True sporting instinct will not allow an angler to take undersized fish or to kill needlessly. To release a fish after hooking, be sure and wet your hand before handling, remove hook as carefully as possible and slip the little chap gently back into the water. He may grow into a big fellow and give you some real thrills another day.

There is much difference of opinion as to whether fish have a sense of hearing. We do know, however, they are sensitive to the slightest vibration, scattering immediately if you stamp your feet in the bottom of a boat or on the bank of a narrow stream, or if you wade about with a big splash—move about quietly.

THE ALLCOCK, LAIGHT & WESTWOOD CO.

LIMITED

70 King Street, West

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TORONTO

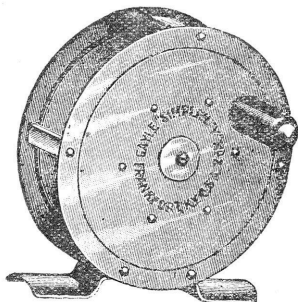
Manufacturers and Distributors of

HIGH GRADE FISHING RODS AND TACKLE

Guns, Ammunition, Camp Clothing and Equipment

Our Cultivated Worms Keep Longer.

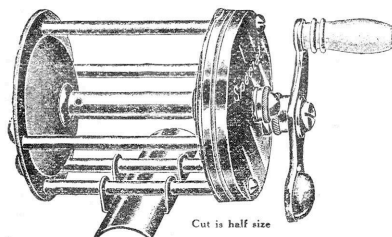
SIMPLICITY REEL



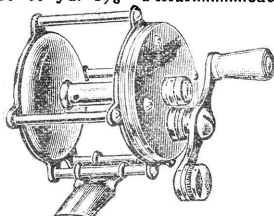
Single action simplicity reel. Made from hard steel, nickel finish. Capacity 50 yards. Big Values.

No. 3601.....each, \$.55
Same as No. 3601 but with optional check. Capacity 60 yards.
No. 3602.....each, \$.75

SPECIAL

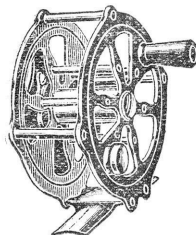


Full nickel plated, quadruple multiplying reel bushed for bearings, adjustable back-sliding click and drag, oil cups. Best Value bait casting reel on the market. Free running and true, on steel pivots.
No. 3750 60 yd. 1 7/8" Pillar.....each, \$4.50



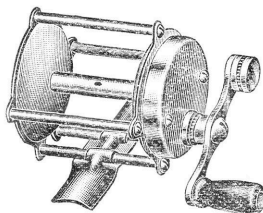
Best quality double multiplying Reel, Black Gunmetal Finish, raised pillars, optional click, white balanced handle. A most reliable and excellent reel at a very low price. Just the reel for a steel rod, as it reflects no light. Equal to any reel at twice the price.
No. 3708.....each, \$1.25

FEATHERWEIGHT REEL



Finish, nickel plated or bronze. A beautiful quality reel, very light and exceptionally strong. Steel gear and special bearings, black polished handle. A reel of beautiful quality and finish, makes splendid Fly reel. To take apart use a 5¢ piece.

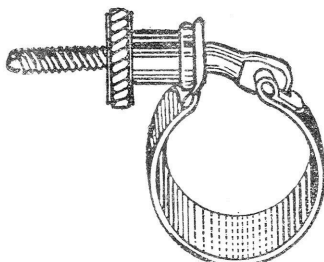
40 Yards.....each, \$2.50
60 Yards.....each, 3.00
80 Yards.....each, 3.25



Best quality, polished nickel plated, double multiplying reels. Adjustable click and drag, balanced crank.

No. 3702 Capacity 40 yards each, \$1.95
No. 3703 Capacity 60 yards each, 2.15
No. 3704 Capacity 80 yards each, 2.25
No. 3705 Capacity 100 yards each, 2.75
No. 3706 Capacity 150 yards each, 3.00

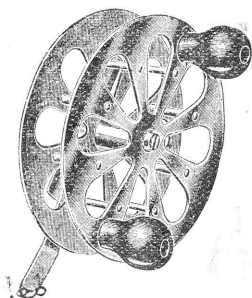
REEL CLAMP



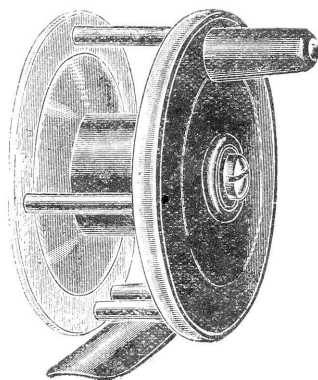
Strong nickel plated on spring brass for clamping reel securely to rod handle. Invaluable for bait casting and trolling.
No. 5562.....each, \$.95

Our Cultivated Worms Keep Longer.

AMATEUR TROLLING REEL



DOVE REEL



This single action reel is carefully constructed of good material and will give excellent service; very simple, firm and durable. It is especially adapted for deep trolling with wire line. Equipped with drag and two handles. Nickel plated finish.

No. 3990.....each, \$3.00

Aluminum English Reel, Large Drum for quick winding. Hard Tool Steel gear and click pawl, optional click. A beautifully finished and reliable Reel.

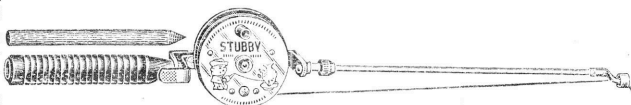
No. 3915	
2 1/2"each, \$6.00
2 3/4"each, 6.75
3 "each, 7.50
3 1/2"each, 9.00
4 "each, 10.50

STEEL RODS

Combination Rod and Reel for bait casting and trolling. A very handy outfit, takes apart and will fit in an ordinary tackle case. Packed one in carton.

No. 4265.....each, \$4.25

STUBBY



STAG FLY AND BAIT RODS



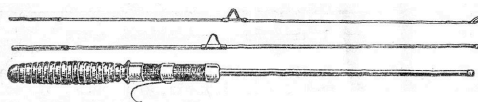
Finest quality Steel Fly or Bait Rod. 3 joints, enamelled Black satin finish. Solid cork handle nickel plated. Reel seat with patent non-slip screw reel band preventing reel from becoming loose, snake guides, 3 ring end. Lengths—Bait with reel above hand: 5', 6' and 7'.—Fly with reel below hand: 8 1/2' and 10'.

No. 4225.....each, \$4.25

Steel Rods rust—A little oil applied to the seams after using prolongs their life. The same applies to reels and all metal parts of Tackle.

Insist On Our Cultivated Worms.

CANUCK STEEL BAIT CASTING ROD



A low priced reliable Steel Bait Casting Rod of superior quality, 5'. 3 sections in bag.

No. 4201.....each, \$2.25

ROD SHORTENER



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

No. 4411.....each, 25¢

EMERGENCY TIPS



3 ring top, nickel plated, 3½" long, fits any rod.

No. 4412.....each, 20¢

BEAVER BRAND SPLIT CANE RODS.

are all made from the finest quality of China Tonkin Cane. Only the butt ends of canes are used for splitting as their fibres are closer and the cane is much tougher than the middle and top cuts. Great care is given to the selection of the canes and only perfect ones are used. Rigid inspection is enforced.

Sixty-one years' experience in manufacturing quality fishing rods has developed accuracy of design and perfect balance with the exact action combined with the right degree of backbone demanded by Canadian anglers. A variety of styles in finish and design are available to meet individual tastes and all are built to that high standard of excellence guaranteed by the Beaver Brand Trade Mark.

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. If some of the joints have become warped, tie a small weight at the bottom of the joints and you will find when you put your rod together next Spring that it is perfectly straight.

SPLIT CANE BAIT CASTING RODS



Lancewood butt, natural finish, best quality Split Cane Tip. Offset casting guides. Nickel Plated Reel seat and ferrules. All the advantages of a high grade Split Cane Rod at half the price. Length 5'.

No. 4703.....each, \$4.00

Best quality Split Cane, 2 piece casting rod, offset casting rings fancy whipped, red and black silk. Solid metal reel seat.

No. 4710.....each, \$9.00

Same as No. 4710 but with crystal Agate offset top and rear guides.

No. 4711.....each, \$10.00

Same as No. 4710 mounted with crystal Agate offset guides and top.

No. 4712.....each, \$12.00



Finest quality split cane, 2 joints and extra tip 5' and 5½'. Double grip solid nickel plated reel seat, nickel plated ferrules, Crystal Agate casting rings and offset top, fancy whipped in red and green. Beautifully finished with high grade varnish. Contained in partition bag.

No. 4715.....each, \$14.00

Very finest quality Calcutta Split Cane. Butt joint and 2 tips. Solid Cork fancy double grip solid reel seat and welted reinforced ferrules nickel plated. Whipped fancy maroon at intervals of one inch. All crystal Agate offset casting guides and top. Beautifully finished, high grade hard varnish. Contained in heavy cloth partition bag.

No. 4720.....each, \$18.00

SPLIT CANE FLY RODS

Split Bamboo Fly.



Split Cane, 3 joints, length 9', cork grip, nickel reel seat and ferrules in cloth partition bag.

No. 4875.....each, \$3.00



Superior quality split cane, trout rod, 3 joints and extra tip. 9½' cork grip, nickel plated reel seat and ferrules, fully mounted whipped at rings. In wood form and bag.

No. 4876.....each, \$4.25



Superior quality, split cane, 3 joints extra tip, fancy whipped, nickel plated reel seat and ferrules fully mounted. In lined frame and bag.

No. 4877.....each, \$6.00



Superior quality, split cane, 3 joints, extra tip, fancy whipped, nickel plated reel seat and ferrules, length 10' cork grip. In lined frame and bag.

No. 4880.....each, \$5.00

Split Bamboo Fly.



High grade Split Cane Fly Rod, 3 Joints, Extra tip. 9½', beautifully whipped with maroon Silk at 1½" intervals. Cork handle, nickel plated ferrules and reel seat. In wood frame and very suitable action for wet fly.

No. 4882.....each, \$7.00

Split Bamboo Fly.



Very High grade Split Cane Fly Rod, stiff action suitable for wet or dry fly. Fancy whipped at close intervals with pure invisible Silk. Fine cork handle, nickel reel seat and ferrules. 3 Joints, extra tip, 9½', in wood frame and bag.

No. 4883.....each, \$8.50

Split Bamboo Fly.



Very high grade split cane, 3 joints, length 10' extra tip, beautifully whipped with pure silk. Cork grip, nickel plated reel seat and ferrule. In lined frame and bag.

No. 4885.....each, \$10.00

English Style Split Cane Rod, 3 joints and extra tip beautiful natural wood reel seat, bronzed reel bands and ferrules, cork grip. Closely whipped at 1" intervals with maroon colored silk. Length 10'. In lined frame and bag. This rod is exceptional value and equal in action, balance and durability to any rod at twice the price.

No. 4895 (Special).... \$15.00 each,

COMBINATION



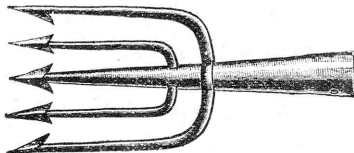
A very fine quality of Split Cane, 9½' 3 joints, reversible handle and extra tip which fits into butt joint converting the rod into a very handy boat or trolling rod. Reversible handle adapts rod for either fly or bait. Nickel plated fittings, cork grip, snake guides, in partition bag. Beautifully fancy whipped in red.

No. 4888.....each, \$12.00

IDEAL



GENUINE ENGLISH HAND FORGED STEEL SPEARS



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

No. 5305.....each, 75¢

Spears hand forged malleable iron shank, eyed socket. 5 Prongs, length tine 4½". Enamelled black.

No. 5306.....each, 80¢

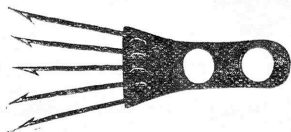
Spears hand forged, malleable iron shank extra strong. Eyed socket, 5 prongs, length of tine 5". Enamelled black.

No. 5307.....each, \$1.25

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

FROG SPEARS



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

No. 5313	3 Prong.....	each,	25¢
No. 5314	4 Prong.....	each,	35¢



24 split shot in barrel (full measure), 2 doz. barrels in carton.

No. 5330.....each, 05¢

One dozen Buckshot in barrel, 1 dozen barrels in carton.

No. 5331.....each, 05¢

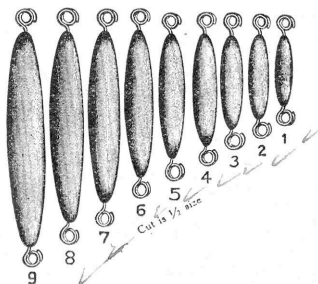
Insist On Our Cultivated Worms.

ADJUSTABLE RINGED SINKERS

QUALITY No. 5338

Size	Weight ozs.	Quan. in box	Per Dozen
1	1-16	1 \$.12
2	3-32	115
3	5-32	120
4	3-16	120
5	1/4	125
6	5-16	135
7	7-16	1/240
8	9-16	1/250
9	3/4	1/275
10	1 1/4	1/2 1.00
11	1 1/2	1/2 1.50
12		 each, .15

Illustration half actual size.



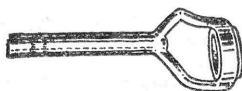
GENUINE AGATE FLY TOP



No. 5285 Fly Top Tube Style.... each, \$1.00

No. 5289 Fly Top Tie on Style.... each, \$1.00

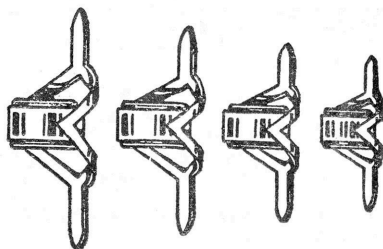
CRYSTAL AGATE TOP



Sizes 4, 4 1/2 and 5 3/32"

No. 5273 All sizes.....each, 50¢

CRYSTAL AGATE CASTING GUIDES



No. 5222 Sizes 3/16", 1/4", 5/16", 3/8", each, 60¢

UTILITY SCALES



Finely nickeled plated weighs up to 15 lb. indispensable to the Angler. Guaranteed correct.

No. 5560.....each, 75¢

GOOD LUCK FISH SCRAPER



Galvanized iron.

No. 5500.....each, 20¢

*A feller isn't thinkin' mean,
Out fishin';
His thoughts are mostly good and clean,
Out fishin';
He doesn't knock his fellow men,
Or harbor any grudges then;
A feller's at his finest, when
Out fishin'.*

*The rich are comrades to the poor,
Out fishin';
All brothers of a common lure,
Out fishin';
The urchin with the pin an' string
Can chum with millicaire an' king;
Out fishin'.*

*A feller's glad to be a friend,
Out fishin';
A helpin' hand he'll always lend,
Out fishin';
The brotherhood of rod an' line,
An' sky an' stream is always fine;
Men come real close to God's design,
Out fishin'.*

*A feller isn't plannin' schemes,
Out fishin';
He's only busy with his dreams,
Out fishin';
His liver's a coat of tan,
His creed: to do the best he can;
A feller's always mostly man,
Out fishin'.*

The ALLCOCK, LAIGHT & WESTWOOD CO.

LIMITED

70 King Street, West

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TORONTO

Manufacturers and Distributors of

HIGH GRADE FISHING RODS AND TACKLE

Guns, Ammunition, Camp Clothing and Equipment