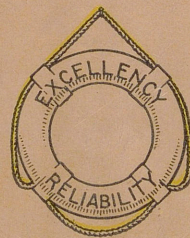
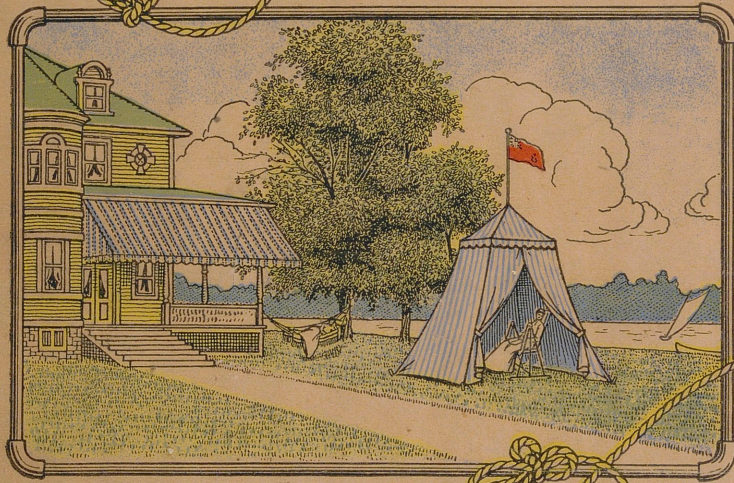


ILLUSTRATED CATALOGUE



MERCHANTS AWNING CO. LTD



CAMP AND MARINE
OUTFITTERS.
MONTREAL, QUE
CANADA

Handwritten signature or mark.

Entered according to the act of Parliament of Canada, in the year one thousand nine hundred and seven,
by the Merchants' Awning Company Limited of Montreal, in the office of the
Minister of Agriculture at Ottawa.



1907-08

ILLUSTRATED CATALOGUE AND PRICE LIST

Merchants' Awning Co., Ltd Montreal, Canada

Manufacturers of
AWNINGS, TENTS, FLAGS
AND TARPAULINS, AND
GENERAL SPORTS OUTFITTERS



Head Office and Factory, No. 227 and 229 Notre Dame Street East.

Phone Main 3329-3330.

Branch and Engine Show Room, No. 154 Notre Dame Street West. Phone Main 5183.

Warehouse, 98 Champ de Mars Street.

INTRODUCTION.

IN presenting this catalogue to the public, we do so with the firm conviction that we are offering for sale the best quality of goods that experience and skill can produce.

The majority of the articles listed in this catalogue are manufactured by ourselves. Our immediate supervision guarantees their quality, while our facilities make our prices beyond competition.

Our constant aim is to produce the best, and with that end in view we are at all times on the lookout for any improvement which will tend to add to the merits of the goods which we turn out.

Every article in this catalogue is illustrated as accurately as possible, and when you order from it you may rely that the goods will be exactly as represented as to design, quality and value.

We are rapidly developing our Gasolene Marine Engine, Boat and Supplies business and are always on the alert for novelties in this line.

Our success in the past, in giving our customers what they wanted, has won us their entire confidence and has given us a prestige of which we are justly proud and which we will exert our best endeavours to maintain.

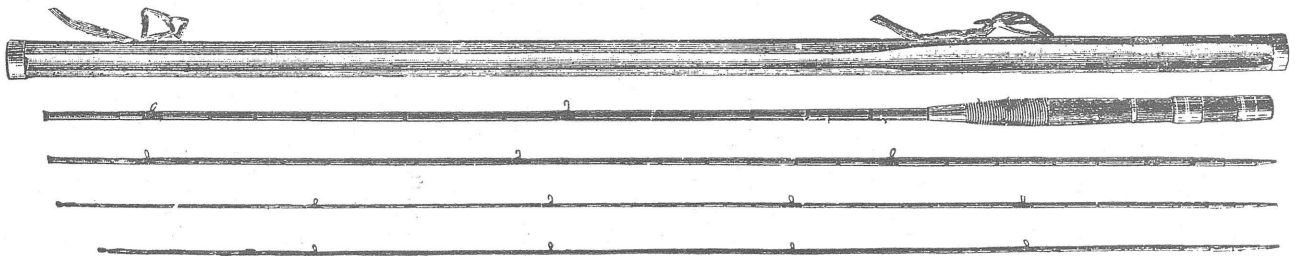
FISHING TACKLE.

Our selection of fishing tackle will be found to cover all the needs of the average disciple of Isaac Walton.

We catalogue only the staple lines, out of which a first class outfit can be selected.

It is with great pleasure, that we solicit your inspection of our stock, which is now complete. Fresh and up-to-date goods is the only style we are willing to keep. If you fail to find in the catalogue some particular outfit, you know to be good, just inquire, we can get it for you and will do so with all the possible despatch and to your satisfaction.

RODS.



TROUT RODS.

(REEL SEAT ON HEEL BELOW THE HAND.)

SPLIT CANE.

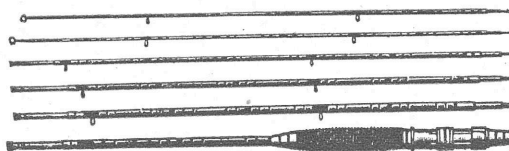
No. 1500—10 ft. cork grip, nickel, full mounted in bag, tip, each.....	\$1.25
No. 1501—10½ ft. “ “ “ “ extra tip in wood form, each.....	1.50

LANCEWOOD.

No. 1502—10½ ft. 3 joints, 2 tips nickel full mounted, wood form, each.....	2.00
No. 1503—9½ “ “ “ “ extra whipped.....	3.50

GREENHEART.

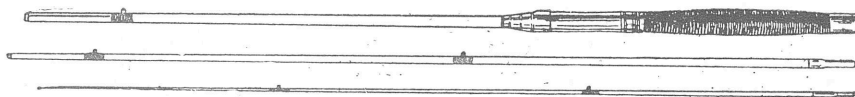
No. 1504—10½ ft., 3 joints, nickel full mounted, 2 tips, each.....	4.50
No. 1505—10 “ “ bronze, cork grip, full mounted, 2 extra tips, in hollow, landing handle, each.....	5.00



TRUNK RODS.

No. 1506—4 joints, lancewood, nickel ferrules, scored grip, each.....	\$2.50
No. 1507—6 “ “ “ “ Cork “ “.....	3.00
No. 1508—4 “ “ “ “ nickel, partition bag, each.....	4.00

RODS



No. 1509

BASS RODS

(REEL SEAT ABOVE THE HAND)

SPLIT CANE

No. 1509—9½ feet, 3 joints, cork grip, full mounted, one tip, each	\$1.50
No. 1510—9½ “ “ combination, cork grip, extra tip “	3.50
No. 1511—9½ “ “ bronze ferrules, English finish “	5.00

LANCEWOOD

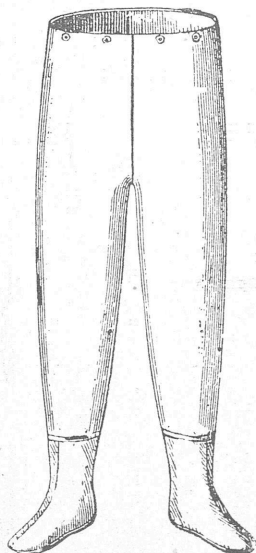
No. 1512—10 feet, 3 joints, nickel full mounted, one tip, each	\$1.50
No. 1513—10 “ “ “ “ two tips, wood form, each	2.00
No. 1514—9 “ “ “ “ one tip and bait tip “	3.50

GREENHEART

No. 1515—9½ feet, 3 joints, nickel full mounted, each	\$4.50
No. 1516—10½ “ “ bronze mounted, English style, each	5.00
No. 1517—10½ “ 3 lock joints “ English hand make, each	11.00

BAMBOO RODS

No. 1518—Japanese Bamboo, one piece, 12, 14, 16 feet long, each	\$.10
No. 1519— “ “ 2 joints, single ferrule, 8 feet long, each15
No. 1520— “ “ 3 “ long seamless ferrules, 10 feet long, each20
No. 1521— “ “ 3 “ double ferrules, 14 feet long, each75
No. 1522— “ “ 3 “ reel seat, 14 feet long, each	1.25



No. 2524

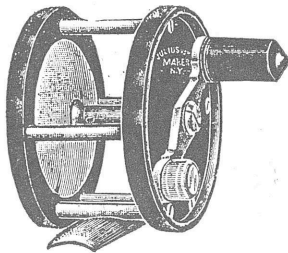
WADING PANTS AND STOCKINGS

Size of boot.....	7 — 8 — 9 — 10
Length of foot.....	10½ — 11 — 11½ — 12 inches

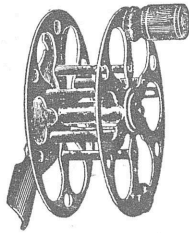
PRICES

No. 1523—Stockings	\$6.00
No. 1524—Pants	8.75

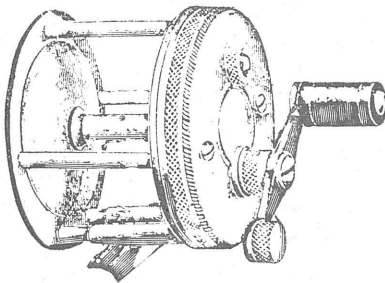
FISHING TACKLE



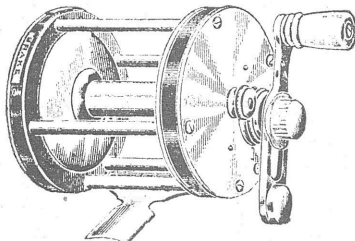
No. 1531



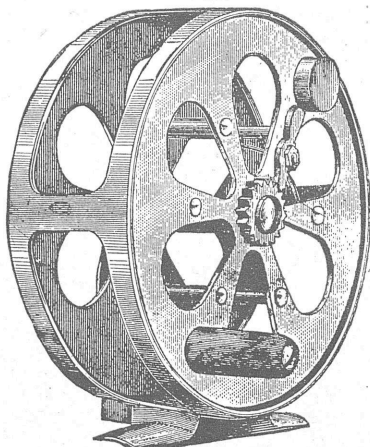
No. 1533



No. 1536



No. 1537



No. 1541

PILLAR REELS

No. 1525—25 yards, Brass with click.....	each \$.20
“ 1526—40 “ “ “	“ .25
“ 1527—60 “ “ “	“ .30
“ 1528—80 “ “ “	“ .40
“ 1529—25 “ with check, Burnished	“ .25
“ 1530—40 “ “ “	“ .35
“ 1531—60 “ nickel-plated, with check	“ .50
“ 1532—80 “ “ “	“ .60

“ GEM ” REELS

No. 1533—Gem Reel, nickel-plated, 60 yards.....	each \$.75
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NICKEL-PLATED MULTIPLYING REELS

No. 1534—40 yards.....	each \$.75
“ 1535 60 “	“ .90
“ 1536—80 “	“ 1.25

QUADRUPLE MULTIPLYING REELS

No. 1537—40 yards, quadruple nickel-plated	each \$1 25
“ 1538—60 “ “ “	“ 1.50
“ 1539—80 “ “ “	“ 2.00

EXPERT REELS

No. 1540—40 yards, Improved back sliding check, nickel-plated.....	each \$2.50
“ 1541—40 “ The feather weight, back sliding check, nickel-plated “	2.00

