

P. D. MALLOCH

FISHING TACKLE MAKER

SCOTT STREET, PERTH

Telephone: Perth 31

Telegrams: "Malloch, Perth"



"MALLOCH OF PERTH"

"By their tackle shall ye know them"
("The Land of the Beautiful Trout.")

" A Record of Angling Successes"

P. D. MALLOCH (Founder of Firm).

Winner, Loch Leven National—1881, 1882, 1891, 1894, 1906, 1912. Loch Leven Champion—1881, 1885, 1894, 1909. Record-Holder, Kinross-shire Fishing Club.—62 Trout (44 lb.) Inventor of the "Malloch" Patent Spinning Reel.

G. D. MALLOCH.

Winner, Loch Leven National—1926 (Tie), 1931.

Loch Leven Champion—1932, 1953.

Winner, Loch Leven Patron's Prize—1919, 1934, 1942, 1943.

Winner, "Bruce Challenge Medal", Kinross-shire Fishing Club (Highest Aggregate)—1912, 1920, 1922, 1924, 1933, 1934, 1936, 1939, 1954.

Record-Holder, Perth Anglers' Club—37 Trout (28 lb. 13 oz.) "Scottish Internationalist"—1932, 1934, 1935, 1938, 1939.

J. MALLOCH.

Runner-up, Loch Leven Championship—1924. Winner, Fifeshire A.C. Gold Medal and Cup—1929, 1932. Best First Prize Basket, Loch Leven—1932. "Scottish Internationalist"—1933.

W. MALLOCH.

Winner, Loch Leven National—1934. Loch Leven Champion—1929. Record-Holder, Perthshire Fishing Club—28 Trout (18 lb. 15 oz.) "Scottish Internationalist"—1935.

P. J. D. MALLOCH.

Winner, Loch Leven Patron's Prize—1935, 1940, 1941, 1946, 1950. Winner, "Club Cup," Perth Angler's Club—1946, 1955, 1960. Winner, "Challenge Cup," Kinross-shire Fishing Club—1947, 1951. Winner, "Bruce Challenge Medal," Kinross-shire Fishing Club—1951. "Scottish Internationalist"—1930.

Editor, Fishing Gazette:—"A tackle maker, who is also a good angler, can be relied on to turn out good tackle, and this is the secret of the success of this famous Fishing Tackle House—Malloch of Perth."

FOREWORD

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It is our endeavour by supplying thoroughly reliable Fishing Tackle, to secure, maintain and strengthen the confidence of our clients. We realise that so long as you find pleasure in your dealings with us, we shall retain your valued patronage.

In the separate price list we have given details of the more popular lines of our large and varied stocks. We welcome enquiries for tackle not shown in this list and shall be pleased to quote prices by return of post.

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We are stockists of tackle by Messrs. Hardy Bros., J. S. Sharpe & Son, S. Allcocks & Co. Ltd., and other leading makers. We will be pleased to obtain any article of theirs which may be required.



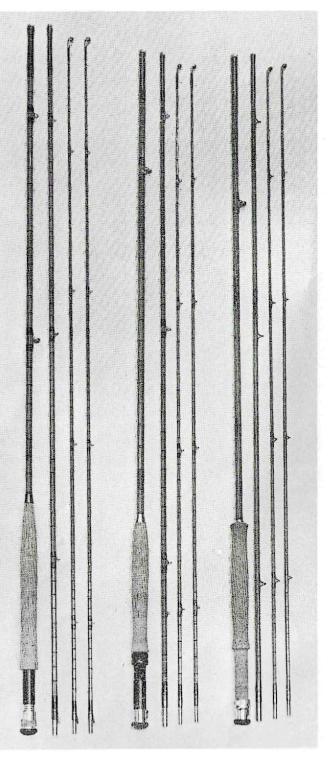
Terms of Business

Cash with order where no regular accounts are opened. C.O.D. if desired. Prices are strictly nett. Postage and carriage extra.

Hours of Business

9 a.m. to 5.30 p.m. Saturdays, 9 a.m. to 12.30 p.m.

THE INDEX IS ON THE BACK PAGE.



The Fair City The Rainbow

FLY RODS

BEST QUALITY BUILT CANE

THE FAIR CITY

A range of first class rods made from the finest materials obtainable which are second to none comprising 3 pieces with 2 tops, lock fast joints, full cork grip, duralumin screw reel fittings, agatite butt and end rings, ideal intermediate rings, close whipped, rubber button and partitioned bag.

9 ft., $9\frac{1}{2}$ ft., 10 ft., $10\frac{1}{2}$ ft., 12 ft., 13 ft. and 14 ft. (12 ft. and upwards have double built butt and mid, double cork grip.)

THE RAINBOW

A range of rods designed to meet the requirements of all round fishing. 1 or 2 tops reinforced serrated suction joints, full cork grip, screw reel fittings, agatite butt and end rings, ideal intermediate rings, normal whippings, rubber button and partitioned bag.

9, 9½ and 10 ft.

10½ and 11 ft. Sea Trout Action.

12 ft. Salmon Action Double Handed, 2 tops and lock fast joints.

13 ft. Salmon Action Double Handed, 2 tops and lock fast joints.

THE FLYCASTER

An inexpensive reliable rod comprising 3 pieces with 1 or 2 tops reinforced serrated suction joints, agatite butt and end rings, snake intermediate rings. Full cork grip slide reel fittings, rubber button and partitioned bag.

9, 91 and 10 ft.

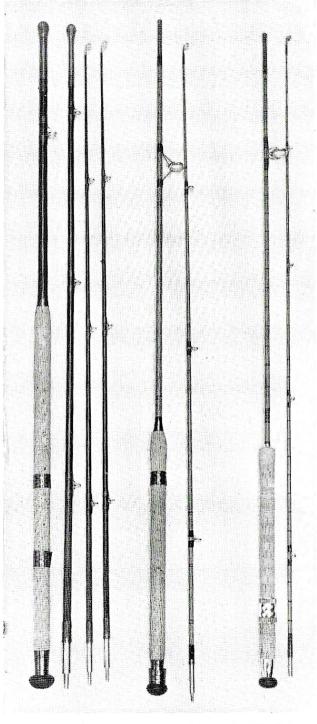
GREENHEART

All our Greenheart Rods are made by our own craftsmen from the finest materials available. Awarded a Silver Medal at the Great International Fisheries Exhibition, London.

Best quality 3 pieces 2 tops reinforced serrated suction joints, agatite butt and end rings, ideal intermediate rings, full cork grip, slide reel fittings, rubber button and partitioned bag.

THE SCOTT

9, $9\frac{1}{2}$, 10, $10\frac{1}{2}$ and 11 ft. Other sizes made to order.



The Tay

APOLLO STEEL

All Apollo Rods are made of high tensile alloy hardened and tempered to give maximum strength and best action. Each rod is treated internally and externally by a special rust-proofing process which guards against corrosion. Apollo rods are guaranteed by the makers for 12 months.

THE CLYTHA

A 13 ft. 3 piece salmon fly rod, weight $19\frac{1}{2}$ ozs., an extremely light rod capable of casting a long or heavy line.

THE EDEN

An 11 ft. 3 ins. 3 piece Greased line Salmon Fly Rod.

THE LOCH

A 10 ft. 3 piece rod, weight $7\frac{3}{4}$ ozs., designed primarily for trout and sea trout fishing in waters requiring a strong rod.

THE BERWICK

A trout fly rod, 9 ft. 3 piece, weight 6\(^3\) ozs., a great favourite for years, will carry a heavy line and cast a good long distance.

SPINNING RODS

BEST QUALITY BUILT CANE

THE GRAMPIAN

A best quality rod for salmon spinning specially built to give many years of hard service, comprises 2 piece, lock fast joint, furnishing as the Fair City Fly Rod.

8 ft. Extra Light for large thread line reels

9 ft. Light for revolving drum reels

9½ ft. Med. for Malloch and revolving drum reels

10 ft. Strong for Malloch and revolving drum reels

THE SALMEX

An excellent value salmon rod suitable for the heavier types of spinning, comprising 2 pieces, 1 top with lock fast joint, agatite rings throughout, long cork grip, adjustable reel fittings, rubber button and partitioned bag.

9, 91 and 10 ft.

GREENHEART

Like our Greenheart Fly Rods these rods are made by our own craftsmen from the finest materials.

THE TAY

A best quality spinning of trolling rod ideally suited for the Malloch Spinning Reel, reinforced suction joints, cork grip and slide reel fittings.

10 and 10½ ft., in 3 piece with 2 tops, sanke rings.

10 and $10\frac{1}{2}$ ft., in 3 piece with 2 tops, porcelain rings.

APOLLO STEEL

The Apollo Steel Spinning Rods are becoming very popular, their tip action being ideally suited for use with fixed spool reels; while the Wye is the ideal rod for use with a Multiplier. All are 2 pieces, fittings, etc., as steel fly rods.

THE ROSS

A 7 ft. Light Salmon Rod designed for lines up to 9 lbs. B.S.

THE SLAPTON

An 8 ft. Salmon or Pike Rod which has proved the ideal rod for use on the larger rivers with the No. 3 Altex and all reels capable of carrying lines of 10-15 lbs. breaking strain.

THE MULL

Exactly as Slapton but $8\frac{1}{2}$ ft. in length.

THE WYE

The ideal rod for the Multiplier type of reel in two sizes—
9½ ft. and 10 ft.

THE MORAY

A 3 piece $10\frac{1}{2}$ ft. rod for "heavy" work using a Malloch Spinning Reel or a revolving drum reel such as the Silex.

DAPPING RODS

THE LOCH MAREE

A beautifully finished 3 piece 15 ft. rod with Built Cane Top. Specially designed by the late Mr. G. D. Malloch who fished the Loch regularly. Butt and Mid of selected and hardened whole cane, cork grip, slide reel fittings with rubber button and partitioned bag.

THE WESTER ROSS

A plain finish 3 piece 15 ft. rod with whole cane and Greenheart top fittings as the Loch Maree.

ROD COVERS

Made from a good quality twill, in all general sizes with 2, 3 or 4 divisions.

ALUMINIUM ROD PROTECTORS

An aluminium tube with cap to carry complete rod.

Three piece rods, 2 tops up to 10 ft. 6 in.

Three piece rods, 2 tops up to 12 ft.

Three piece rods, 2 tops up to 15 ft.

Two piece rods, 1 top up to 10 ft.