

1920's?



ROD, LINE AND BAIT

The Anglers' Pocket Encyclopedia

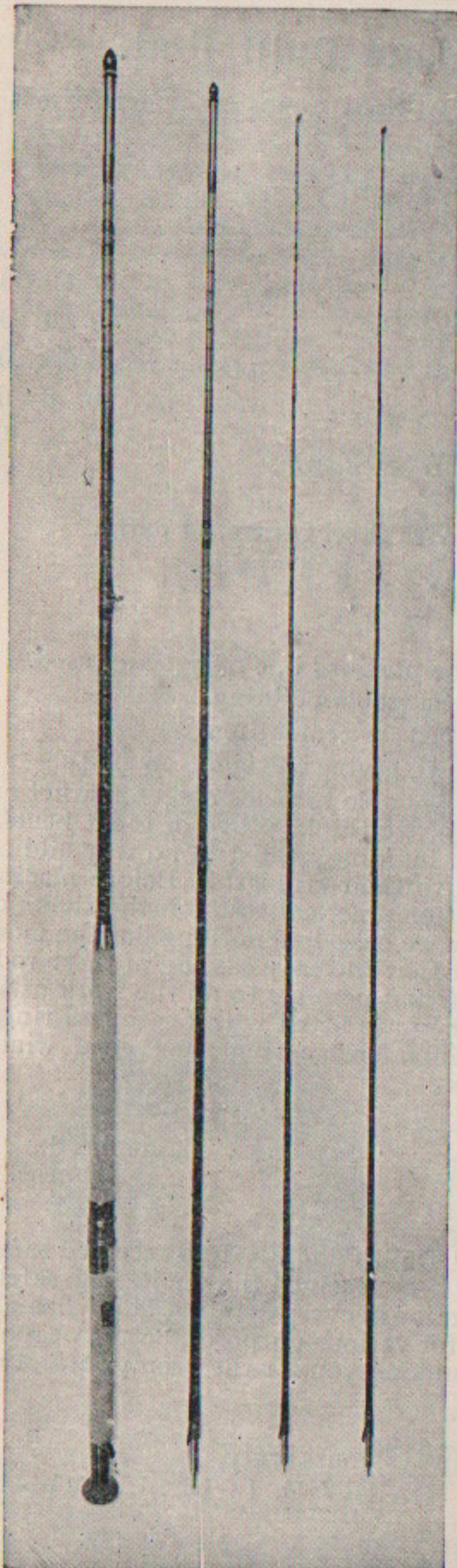
216

A. CARTER & CO. LTD

WHOLESALE, RETAIL AND EXPORT

11, SOUTH MOLTON STREET,
BOND STREET, LONDON, W.1.

Telephone.....Mayfair 0550



The "Alnwick" Salmon Rod.

SPECIFICATION.

Split bamboo, double built, two tops, steel centre, lockfast joints, solid cork handle, universal winch fittings, agate (protected) butt and end rings, bridge rings intermediate.

			£	s.	d.	
12ft.	7	10	0	[1]
13ft.	7	15	6	[2]
14ft.	8	12	6	[3]
15ft.	9	17	6	[4]
16ft.	10	19	0	[5]

The 14ft. rod can be made with an extra top for spinning and trolling.

Marshall, California, U.S.A.

Dear Sir,—I have given the double-built cane steel-centre 16ft. rod you built for me a thorough trial, and find it satisfactory in every respect, action and balance being especially satisfactory.

Yours truly, J. C. S.

Whithorn.

Dear Sir,—I am very well pleased with my rod, especially with the power one can put on a fish when one wants to turn him. I killed five fish last August on the Dee, and the rod did its part exceedingly well. I was fishing with a friend who had a cane-built rod, but his was nowhere compared with your make. His was in use only a few months and had got twisted, and was not at all like a new rod, and for which he paid more money than you charged me for mine.

Yours faithfully, T. B.

Telegraphic Address—
FISHGIG, WESDO, LONDON.

The "Mayfair" Split Cane Built Rod.

For Salmon, Mahseer, etc.

All Rods double built over 12ft.

12ft.	£5	10	0			
13ft.	6	4	0	18ozs. [6]
14ft.	6	15	0	24ozs. [7]
15ft.	7	10	6	26ozs. [8]
16ft.	8	10	0	32ozs. [9]

Steel Centre, £1 extra.

The "Mayfair" is the highest class cane-built rod that can be produced: it is guaranteed equal to any rod on the market, irrespective of price, and bears our warranty. It has a cork grasp, universal winch fittings, lockfast joints, agate butt ring and top loops, german silver bridge rings, corked stoppers, in division case and button.

Best Quality Split Bamboo.

SINGLE-HANDED SALMON FLY RODS. [10]

Three-piece with two tops and short detachable butt, lockfast joints, agate butt and end rings, bridge rings intermediate.

10ft. and 10½ft., £7 0 0. 11ft., £7 7 0.

This rod is built from specially selected bamboo for greased line fishing for Salmon, or it can be used if a powerful rod is required for dry fly fishing for Trout. A very useful rod for New Zealand fishing.

Carter's Imperial Greenheart Rods.

This rod is built from best selected, well-seasoned wood, and is extremely powerful. It is fitted with solid cork grasp, universal winch fittings, lockfast joints, bridge rings, corked stoppers, agate end rings and butt ring, also patent pneumatic button, in division case. Undoubtedly the highest class greenheart rod procurable.

13ft.	...	£3	15	0	[11]	15ft.	...	£4	5	0	[13]
14ft.	...	4	0	0	[12]	16ft.	...	4	10	0	[14]

The "Glanrhos" Greenheart Rods.

The original Glanrhos Rod, a 16ft., was suggested and actioned by L. J. Graham Clarke, Esq. (Fly Fishers' Club).

Best selected, well-seasoned greenheart throughout, solid cork grasp, snake rings, revolving butt and end rings, universal winch fittings, double brazed, cork stoppers, in division case and button.

13ft.	...	£3	0	0	[15]	15ft.	...	£3	10	0	[17]
14ft.	...	3	5	0	[16]	16ft.	...	3	15	0	[18]

Telegraphic Address—FISHGIG, WESDO, LONDON.

“Lennox” Dry-Fly Rod.

The most perfect specimen of a hand-made split bamboo rod ever produced in this country. Lengths 8 to 10ft., 2 tops in bamboo carrier, spear and button, agate butt and end rings, rustless steel wire snake rings intermediate, suction joints.

Two or three-piece	£6	10	6	[19]
Two-piece with one top.	No					
carrier	4	7	6	[20]

Near Brecon, May 14th, 1929.

To Messrs. A. Carter & Co., Ltd.

Dear Sirs,—I enclose cheque in payment of your account.

The Lennox rod selected for me is exactly what I want, and a really beautiful rod.

I have tried it twice in a gale, and killed 13 and 16 good trout on it.

Yours faithfully, L. R.

“The Master.”

Two-Piece Trout Rod. One Top.

Single built bamboo, cork handle, suction joints, agate butt and end rings. Rustless steel snake rings.

Weight, 5 and 5½ozs.

8 and 8½ft.	£4	0	0	[21]
9 and 9½ft.	4	5	0	[22]
With Two tops	5	15	6	[23]

“Lennox.”

“Flyweight” Rods.

Split bamboo, one top, suction joints, solid cork handle, best nickel fittings, agate butt and end rings, snake rings intermediate.

6ft.	approximate weight	$2\frac{1}{2}$ ozs.	[24]	} Price £4 5 0
$6\frac{1}{2}$ ft.	“	“	$2\frac{3}{4}$ “ [25]	
7ft.	“	“	3 “ [26]	
$7\frac{1}{2}$ ft.	“	“	$3\frac{1}{4}$ “ [27]	

These rods, although so light in weight, are very powerful and are ideal for dry fly fishing in small streams. The sizes of lines suitable for these rods are :

6ft. and $6\frac{1}{2}$ ft.	..	I.F 1
7ft. and $7\frac{1}{2}$ ft.	..	I.E 1

Specially light Reels can be supplied for these rods.

London, S.W.,
August, 1933.

Dear Sirs,

I am very pleased indeed with the 7ft. “Flyweight” Rod you supplied. The first day I used the rod, which was on the Kennet, I hooked and landed a trout just over 2lbs. The fish fought well but it stood no chance on this little rod, it was in the landing net in a very few minutes. The power in these rods is marvellous.

Yours faithfully,
H. C.

The "Mayfair" Dry-Fly Rod.

LONDON'S BEST.

Three Pieces, Two Tops, 9, 9½, 10, 10½ft. £5 5 0 [28]

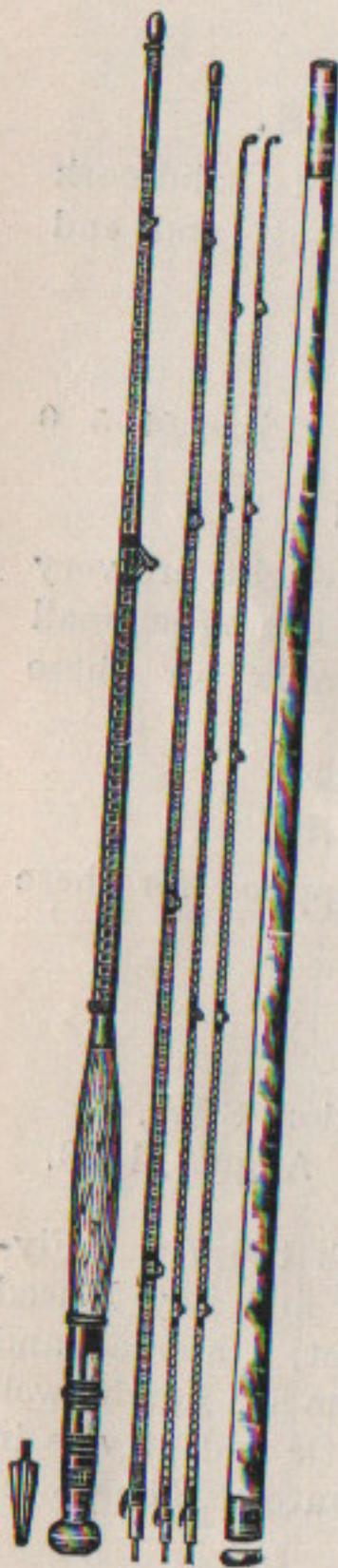
This rod is specially built for dry-fly work. It is fitted with cork grasp, lockfast joints, special bridge rings, corked stoppers, universal winch fittings, button and spear in division case. Landing net handle and top case, also measurement on butt for length of fish.

The Mayfair is the most perfect dry-fly rod in stock and certainly the best finished rod that can be produced, irrespective of price. The canes are specially hardened, selected and strengthened, and only experienced workmen who know their business manufacture. A hollow cane case is provided to hold the tops and keep them free from injury. This handle is fitted with a screw socket, so that it can be used as an occasional substitute for the regular landing net handle. We certainly cannot produce a better weapon, and it is with pleasure and pride we submit this rod against many houses who charge double.

Lord B. writes us:—I have never seen or handled a more perfect rod. It is delightful to use, and after hours of hard work returns as straight as when purchased.

Colonel F. J. W.—Enclosed please find my cheque for my fourth "Mayfair." I have shown this rod to many anglers on my travels and who have been surprised at my casting such a length of line. I feel sure it has brought you many clients, as they express such admiration, and I could have sold it over and over again at a big profit, but nothing could tempt me.

Telegraphic Address—FISHGIG, WESDO, LONDON.



The "Phelps" Split Cane Built Rod.

For Trout, Grayling, etc.

				£	s.	d.
8½ft., with two tops	4	12	6 [29]
9ft., "	4	12	6 [30]
9½ft., "	4	15	0 [31]
10ft., "	4	15	0 [32]
11ft., "	4	17	6 [33]

Steel Centre, 15/- extra.

The "Phelps" is the highest class cane-built rod that can be produced; it is guaranteed equal to any rod on the market, irrespective of price, and bears our warranty. It has a cork grasp, universal winch fittings, lockfast joints, agate butt ring and top loops, german silver bridge rings, corked stoppers, in division case, button and spear.

Top case 4/6 extra [33A].

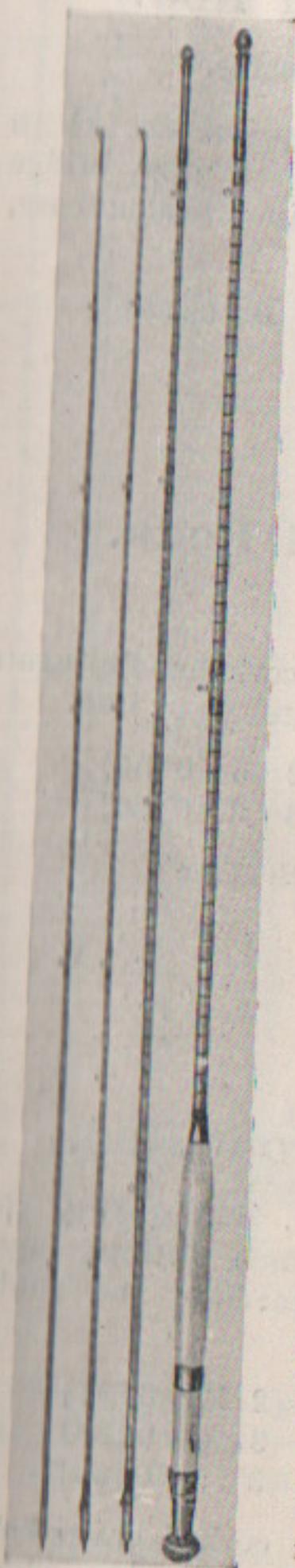
Penlanole, Doldowlod, nr. Rhayader, July 10.

Dear Sirs,—It may interest you to know that the little 10ft. Split Cane "Phelps" Rod which I bought from you about five years ago landed a 10lb. salmon this morning.

The River Wye is dead low, and I went out this morning with no thought of salmon. I was fishing for trout when I saw a salmon rise. I offered him the largest trout fly I had—one of your make. He rose and missed the fly, but at the second time of asking he fastened, and I had the best twenty-five minutes I have ever had with a fish. I had no gaff, and my trout landing net was useless, so I had to play with him till he was dead enough to haul into shallow water to be tailed. It was, of course, an enormous bit of luck to land the fish on such a rod and tackle, but had not the rod's action been so perfect disaster must have resulted with the fine tackle I was using. The rod is none the worse for the encounter and is as straight now as on the day I bought it. I enclose the cast and fly for your inspection. You will admit, I think, that it is a pretty fine cast to tackle a 10lb. salmon.

Yours faithfully, R. A. G. FESTING.

Telegraphic Address—FISHGIG, WESDO, LONDON.



The "Gresham" Trout Rod.

The Best Two-Jointed Rod Obtainable.

Cane, built in two pieces, with one top, lengths $8\frac{1}{2}$ to $9\frac{1}{2}$ ft., fitted with cork handle, screw winch fittings, bridge rings, agate top loops, and butt ring, in division case, reversible spear and button.

Price £3 0 0 [34]

Split Cane Built Trout Rods.

SECOND QUALITY.

Three-piece, one top, suction joints, cork handle, agate butt and end rings, snake rings intermediate, $8\frac{1}{2}$ to 10ft.

Price £2 5 0 [35]
With Two Tops 3 3 0 [36]

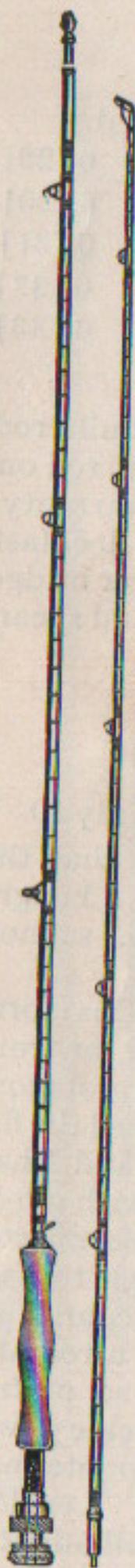
Also supplied Two-Piece with One
Top ... £2 5 0

The "Keogh" Sea Trout Rod.

Whole cane butt and middle joint, best quality split cane top, lockfast joints, universal winch fittings, agate butt and end rings, bridge rings intermediate and rubber button.

10ft. £2 17 6 [37]
11ft. 3 0 0 [38]
12ft. 3 3 0 [39]

The 12ft. rod is fitted with short corked grasp below winch fittings. This will be found a great advantage when it is necessary to use both hands.



Carter's Celebrated "Imperial" Greenheart Rods.

The highest class greenheart rod that can be produced. All hand-made of well-seasoned selected greenheart. These rods are all carefully balanced, have great casting and killing power, and cannot be excelled in style, finish, or durability. They are in use all over the world, and have given universal satisfaction. Without doubt the cheapest high-class greenheart rod on the market. Made in three pieces, with two tops, fitted with lockfast joints, universal winch fittings, agate butt and end rings, bridge rings, intermediate cork handle, spear butt screw and button.

9ft. ... [40]	} £ s. d.
9ft. 6in. [41]	
10ft. ... [42]	
10ft. 6in. [43]	3 0 0
11ft. ... [44]	3 0 0
11ft. 6in. [45]	3 3 0
12ft. ... [46]	3 5 0

The "Glanrhos" Greenheart Trout Rods.

The original Glanrhos Rod, a 16ft., was suggested and actioned by L. J. Graham Clarke, Esq (Fly Fishers' Club).

Owing to the great popularity of the Glanrhos as a double-handed rod, we have decided to make a full range in the shorter lengths for trout, etc.

Best selected, well-seasoned greenheart throughout, cork grasp, snake rings, universal winch fittings, double brazed, cork stoppers, in division case.

				With Two Tops.
9 and 9ft. 6in. [47]	£1 15 0
10 and 10ft. 6in. [48]	1 17 6
11, 11½ or 12ft. [49]	2 5 0

Greenheart Trout Rods.

Quality A.

Three-piece, two tops, double brazed, bronzed ferrules and fittings, snake rings, fitted with small button, cork grip, partition bag.

8ft. to 9½ft. [50]	26/-
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Quality B.

Three-piece, two tops, snake rings, bronzed fittings, etc.

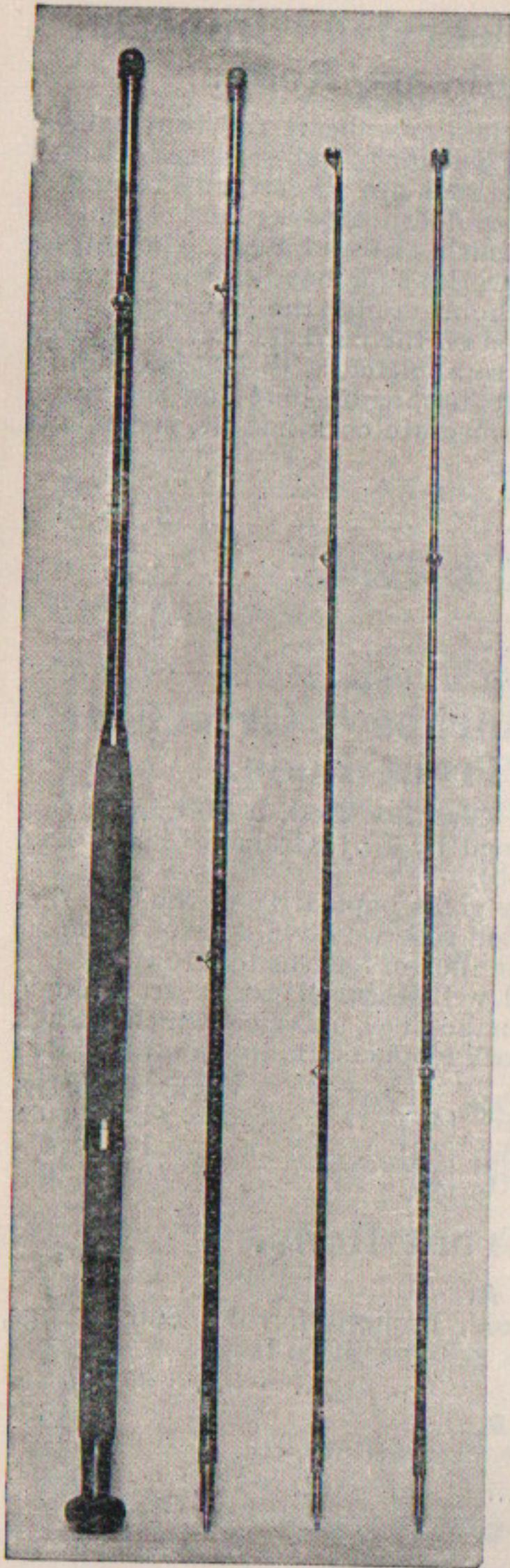
8ft. to 9½ft. [51]	20/-
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Quality C.

Three-piece, one top.

8ft. to 9ft. [52]	15/-
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Telegraphic Address—FISHGIG, WESDO, LONDON.



The "Climax" Spinning Rod.

Double built split bamboo, two tops, steel centre, lockfast joints, solid cork handle, universal winch fittings, agate rings (protected) throughout.

10 and 10½ feet	£7	17	6	[53]
11 and 11½ feet	8	8	6	[54]
12 and 12½ feet	8	15	0	[55]

Also in two-piece with one top.

10 and 11 feet	£6	7	6	[56]
11½ and 12 feet	6	15	0	[57]

As a salmon spinning rod we unhesitatingly declare this to be the climax. For power and lightness it is unrivalled. It is built with great scientific detail, having regard to the correct distribution of parts for lightness and strength. Similar rod but lighter built for spinning for trout, three-piece only. 10 [58] and 10½ft. [59] £7 17 6

The "Mayfair" Spinning Rod Two-Piece.

For Salmon, Pike, Trout and Perch.

Best quality built canes, lockfast joint, agate rings throughout, rubber button. 10ft.

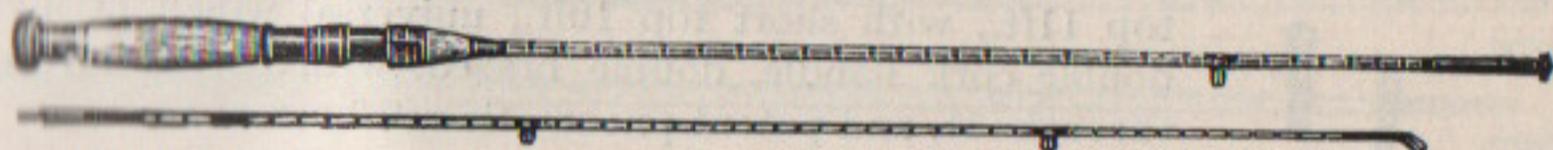
No. 1 for Trout and Perch [60]	£4	4	0
No. 2 for Sea Trout and Small Salmon ... [61]	4	4	0
No. 3 for Salmon, Pike, Mahseer, etc.... [62]	4	10	0

Also in three-piece, two tops ... [63] 5 5 0

SPECIAL SPINNING RODS

Designed for use with Light Bait Casting Reels.

The "Renown."



Split Bamboo, 6ft., £4 5 0 [64]. 7ft. and 7½ft., £4 12 0 [65].
8ft., £4 12 0 [66].

The "Molton."

Two-Piece, One Top.

With Porcelain Rings throughout	...	£2	5	0	[67]
„ Agate „ „ „	...	2	17	6	[68]

Length 7½ and 8ft.

The "Champion."

For power and lightness it is unrivalled. It is built with great scientific detail, having regard to the correct distribution of parts for lightness and strength.

Two-joint, built cane, cork handle, genuine agate rings throughout, suction joint, movable winch fitting. A rod with a beautiful action.

 Length, 7ft. and 8ft. [69]. Weight, 6ozs. (approx.).
Price, £1 12 6.

GREENHEART SPINNING, PRAWNING AND TROLLING RODS.

The "Tay" Greenheart Spinning, Prawning and Trolling Rod.

The joints made of selected well-seasoned greenheart, with cork grasp, universal winch fittings, lockfast joints, bridge rings, agate loops and butt ring, pneumatic button, in bag. The highest class greenheart rod procurable. Two tops, one 12in. shorter.

11ft.	£3	17	6	[70]
12ft.	4	0	0	[71]

The "Sirdar" Pike Rod.

Cane butt and joint, two greenheart tops, with long top 11ft., with short top 10ft., universal winch fittings, double cork handle, double brazed, with porcelain rings throughout, and patent pneumatic rod button.

Price ... £2 10 0 [72].

CHEAPER QUALITY RODS.

Pike Rod.

Three-joint, two greenheart tops, porcelain butt and end rings, snake rings intermediate, cork grip, universal winch fitting, division bag

10½ft.	£1 10 0	[73]
9ft.	1 5 0	[74]
9ft., 1 Top	15 0	[75]

The "Thames" Punt Rod.

Three-piece, whole cane butt, joint, two greenheart tops, cork grasp, universal winch fittings, stand off rings, rubber button, in division case, weight about 10ozs.

10ft. £1 18 6 [76]

Similar rod with tops tipped with split cane,
10ft. £2 5 0 [77]

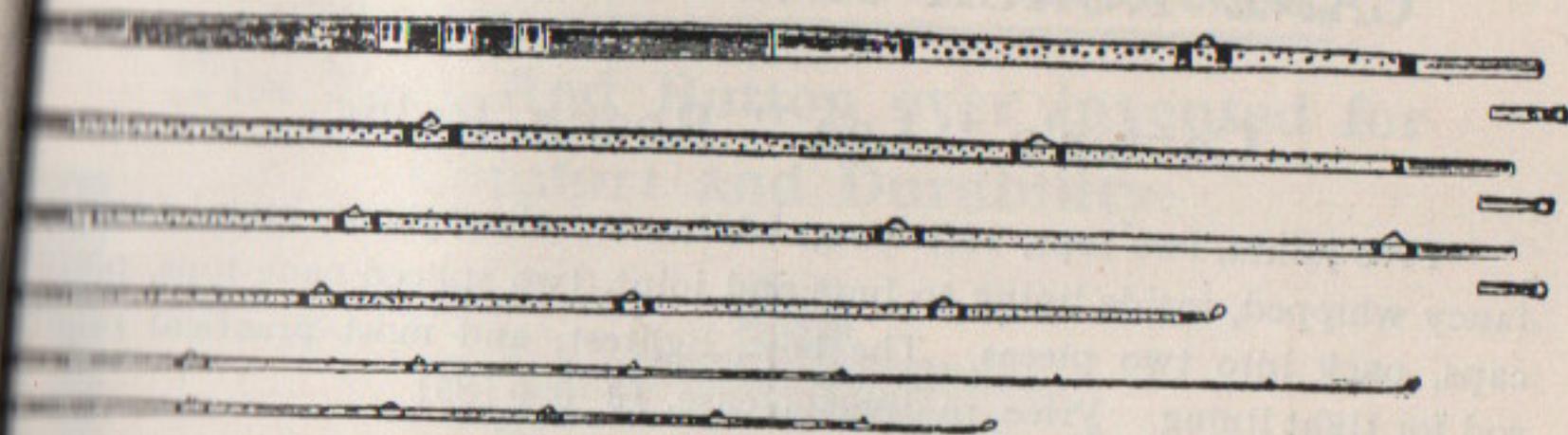
Two-piece punt rod, whole cane, greenheart tip, agate butt and end ring, stand off rings intermediate, cork handle and rubber button, 10ft., £1 5 0 [78].

Ditto, stand off rings, cork grip, 10½ft., 12/6 [79].

Ditto, snake rings, wire loop, wood handle, 10ft., 8/6 [80].



The "John Bickerdyke" General Rod.



This rod has been produced with a view of covering most styles of fishing, and is exceptionally good value. It is made of cane with greenheart tops, and is fitted **with an interchangeable butt** which admits the rod being used in a number of lengths from 7ft. 6ins. to 14ft.

A practical rod for roach, perch, bream, pike, or as sea rod; well-balanced and light, and the cheapest rod yet produced.

Best finish double cork handle, snake rings and revolving top rings, universal winch fitting, fancy whipped, beautifully finished and division bag	£2 5 0 [81]
Ditto, as above, second quality, fitted with stand off rings, porcelain butt and end rings	1 17 6 [82]

Bicycle and Portmanteau Rods.

Five joints, 10ft., balanced handle, cane, with two tops, superior finish, double brazed, snake rings, universal winch fittings, in bag	£0 16 6 [83]
Five joints, ditto, high-class finish, cork handle, double brazed, universal winch fittings, bronzed throughout, perfect balance	1 2 6 [84]

Telegraphic Address—FISHGIG, WESDO, LONDON.

CANE ROACH AND BREAM RODS.

Carter's "Lea" Roach Poles.

Five joints, two tops, 18ft. long, white cane throughout, metal fittings, fancy whipped, inside lining to butt and joint, two spliced cane tops, metal caps, pack into two pieces. The best, lightest, and most practical roach rod for tight lining. Price, in division case, £3 5 0 [85].

Light Roach Rod.

Three joints, whole cane, one top with greenheart tip, stand off rings, solid cork grip, universal winch fitting, in partition bag, weight 13ozs.

13ft.	£1 10 0 [86]
Ditto, with split cane tip ...	2 5 0 [87]

CHEAPER QUALITY ROACH RODS.

Three joints, whole cane, with 1 greenheart top, stand off rings, phosphor bronze end ring, cork grip, universal winch fitting, in bag, 14ft., 18/6 [88] ; 12ft., 16/- [89].

Three-joint ditto, half cork handle, in bag, 12ft., 12/6 [90].

BEGINNERS' ROACH RODS.

Four-joint, whole cane, lancewood top, in bag, 12ft., 7/6 [91].

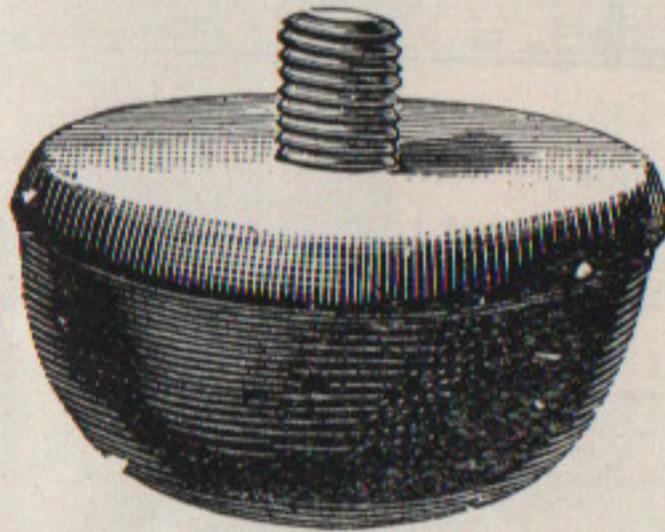
Three-joint, ditto, 10½ft., 6/- [92].

Telegraphic Address—FISHGIG, WESDO, LONDON.

CARTER'S PATENT

Pneumatic Rod Button.

The Best Rod Button ever invented for
Comfort and Durability.



1½ in. ... 2/9 [93]. 2 in. ... 3/6 [94].

Half a ball of thick rubber is fixed to a metal plate, which by means of an ordinary screw is attached to the butt of the rod. This half ball is hollow, and there is a small hole drilled in the metal plate. Upon pressure being applied, a certain amount of air is forced out, sufficient to bring about a nice softness of the button, invaluable when spinning. When the pressure is removed, the button automatically refills with air. This button should prove a boon to the salmon or sea fisher, when fortunate enough to be playing a big fish.

Solid Rubber Buttons.

Small 1/6 [95], medium 2/- [96], large 2/6 [97].

Rod Spears.

Brass or aluminium, 1/6 each [98].

Aluminium Rod Cases.

For Three-Piece Rods.	Inside Measurement,	34	36	38	40	inches.
				┌──────────┐		
				13/6		
				14/6		
For Two-Piece Rods.	"	"	50	53	56	59 "
			21/6	21/6	25/-	25/-

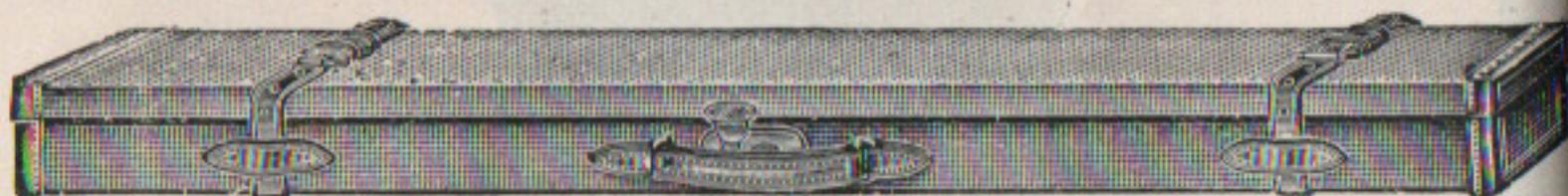
Telegraphic Address—FISHGIG, WESDO, LONDON.

Rod Boxes for Travelling.

These boxes are strongly made, and will be found invaluable for travelling. Special strong light wood, ironbound, stained and varnished, with two locks



4½ft. long for Trout rods	54/- [100]
6ft. long for Salmon and Trout rods	70/- [101]
6½ft. long for Salmon and Trout rods	73/6 [102]



Brown Canvas Case, with slide lock and handle, as illustrated, lined inside and tapes to hold rods in position.

Sizes : 4ft. by 3¾ by 3, 46/6 [103]; 4ft. 6ins. by 3¾ by 3, 49/6 [104];
5ft. 6ins. by 4 by 3, 60/- [105].

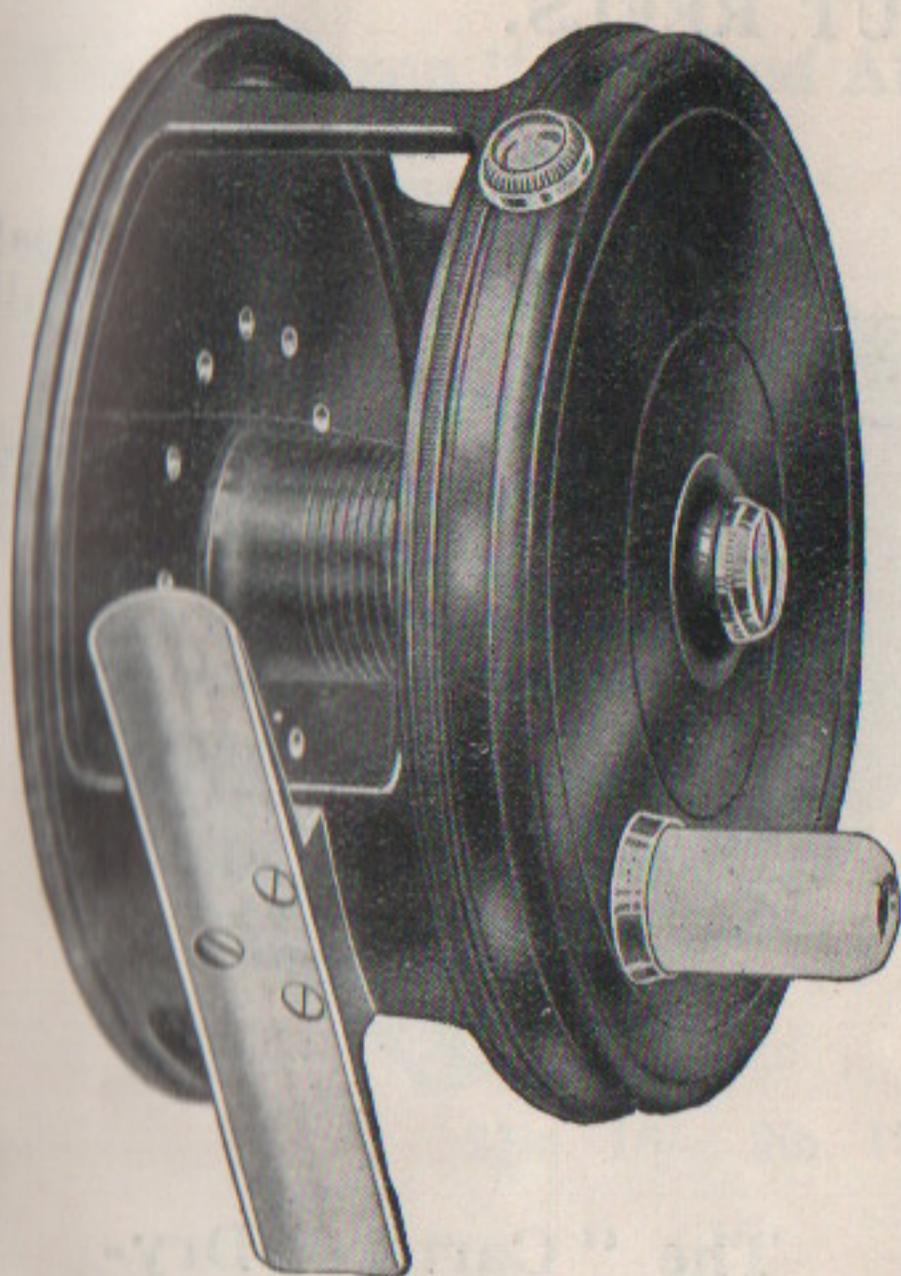
Plain Wood Rod Box, with hinges and lock, up to 6ft. long, 15/- [106].

Telescopic Rod Cases.



Two-piece, roll-up case, in Brown Double Texture Mail Canvas, stiffened with eight polished oak strips, pockets each end to receive rods, reinforced with leather. Five stout straps round and strong handle. Length closed 48ins. Length extended, 84ins. 24ins. wide £2 16 6 [107]

Telegraphic Address—FISHGIG, WESDO, LONDON.



SALMON REELS.

The "Mayfair."

Best quality Aluminium Reel with variable check and ball bearing to revolving plate.

4½ins. 57/- [108].

4¼ins. 52/6 [109].

4ins. 45/- [110].

The "Dart" Reel.

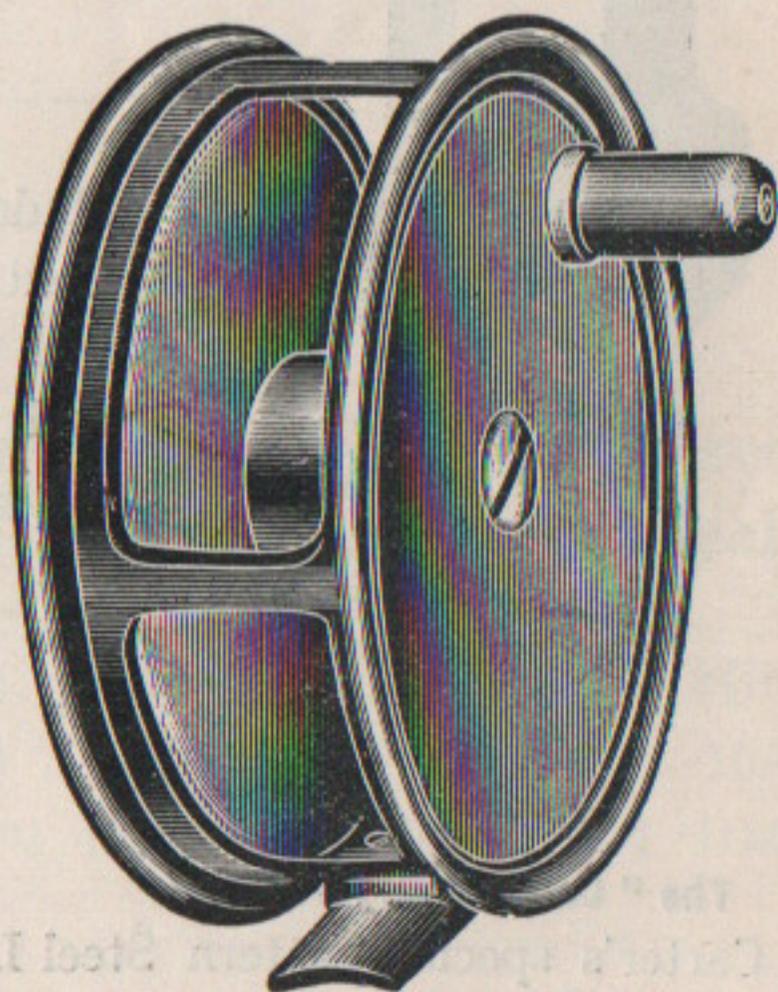
Best quality aluminium.

4½ins. ... 36/- [111].

4ins. ... 30/- [112].

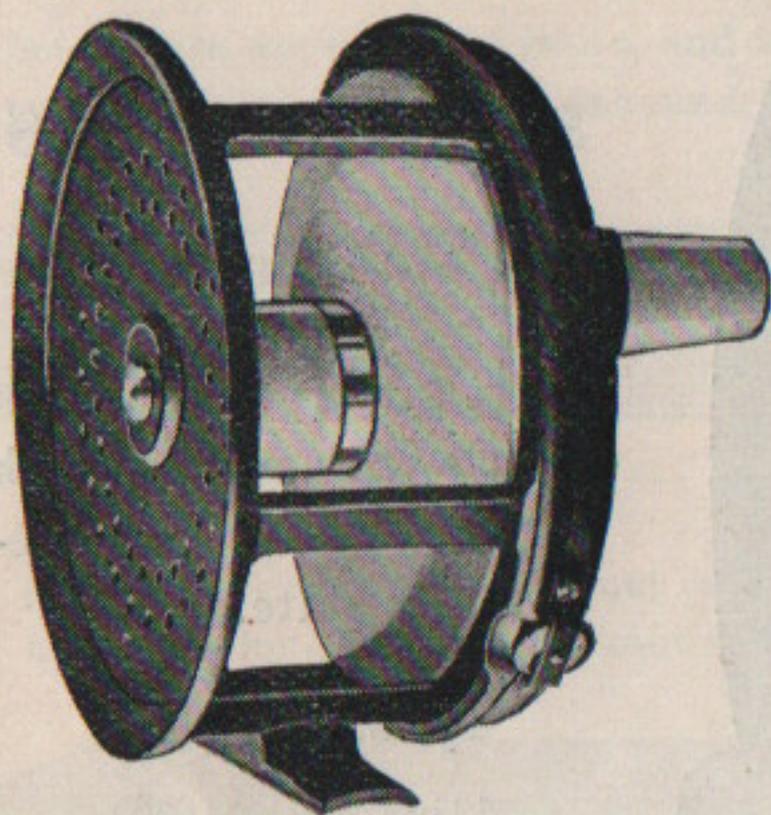
3½ins. ... 25/- [113].

3ins. ... 21/- [114].



Telegraphic Address—FISHGIG, WESDO, LONDON.

TROUT REELS.



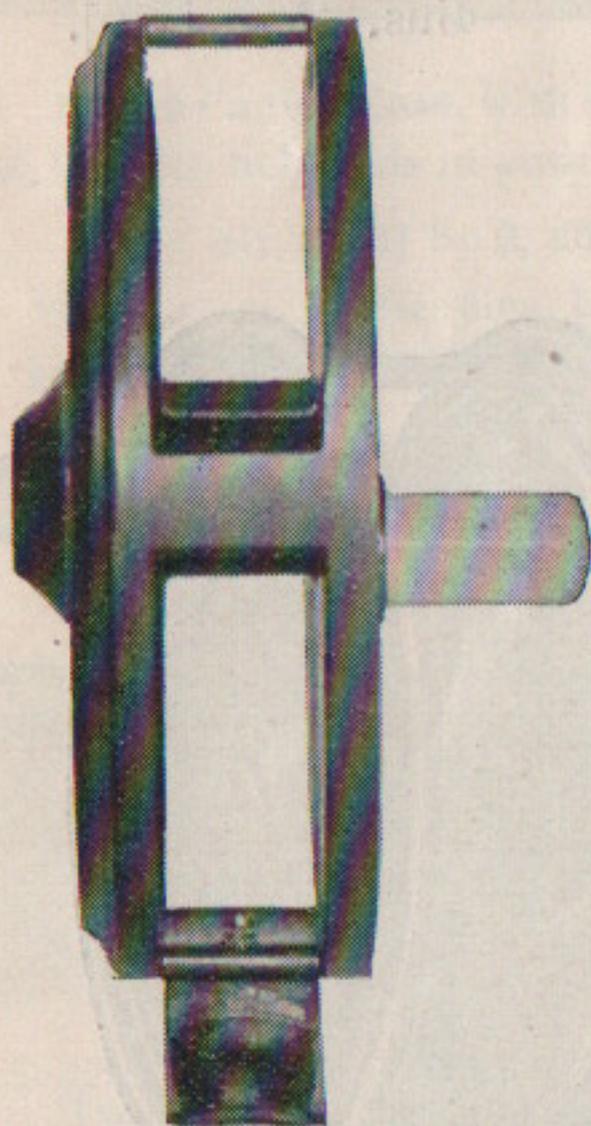
The "Mayfair."

Best Quality Aluminium Reel with Variable Check and ball bearing to revolving plate.

The 3 $\frac{3}{8}$ ins. [115] has a specially contracted drum for dry-fly fishing.

3 $\frac{3}{8}$ ins. ... 35/- [116]

3 $\frac{1}{2}$ ins., with wide drum to take 100 yards backing and a double tapered line 37/6 [117]



The "Carter" Dry-Fly Reel.

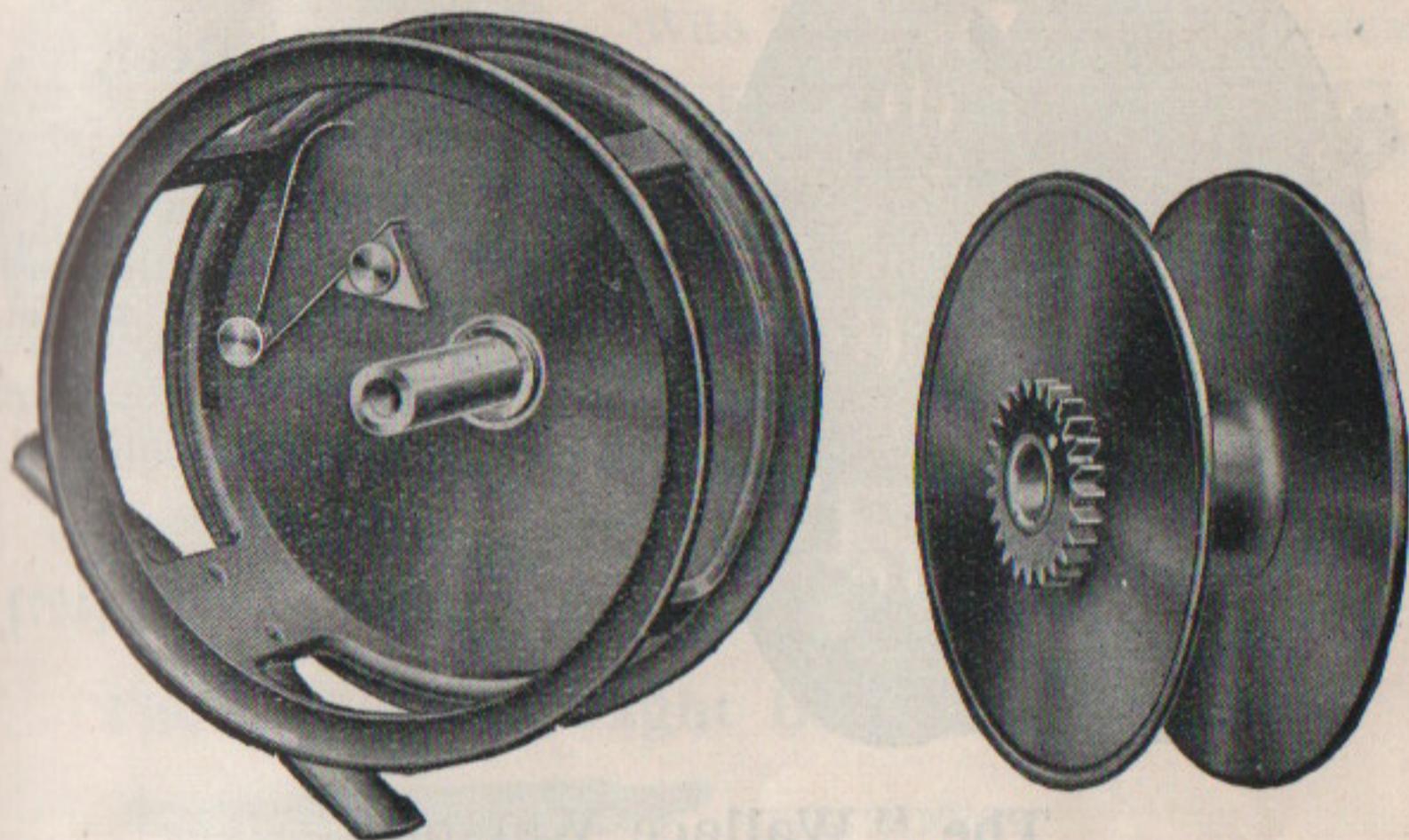
Made in 3 $\frac{1}{2}$ in. size only. Price 27/6. Contracted drum with parallel sides, will carry 50 yards fine silk backing and 30 yards double tapered line. Weight of reel, 6 $\frac{1}{2}$ ozs. [118].

With agate line guard, 30/-

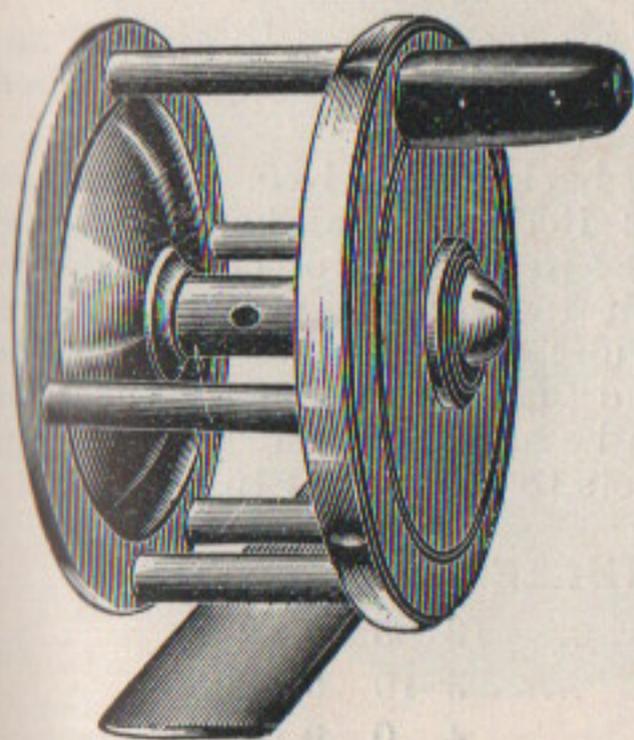
The "Carter" Dry-Fly Reel.

Carter's special pattern Steel Line Guard fitted to any Fly Reel from 5/6.

The "Curzon" Bronzed Aluminium Trout Reel.

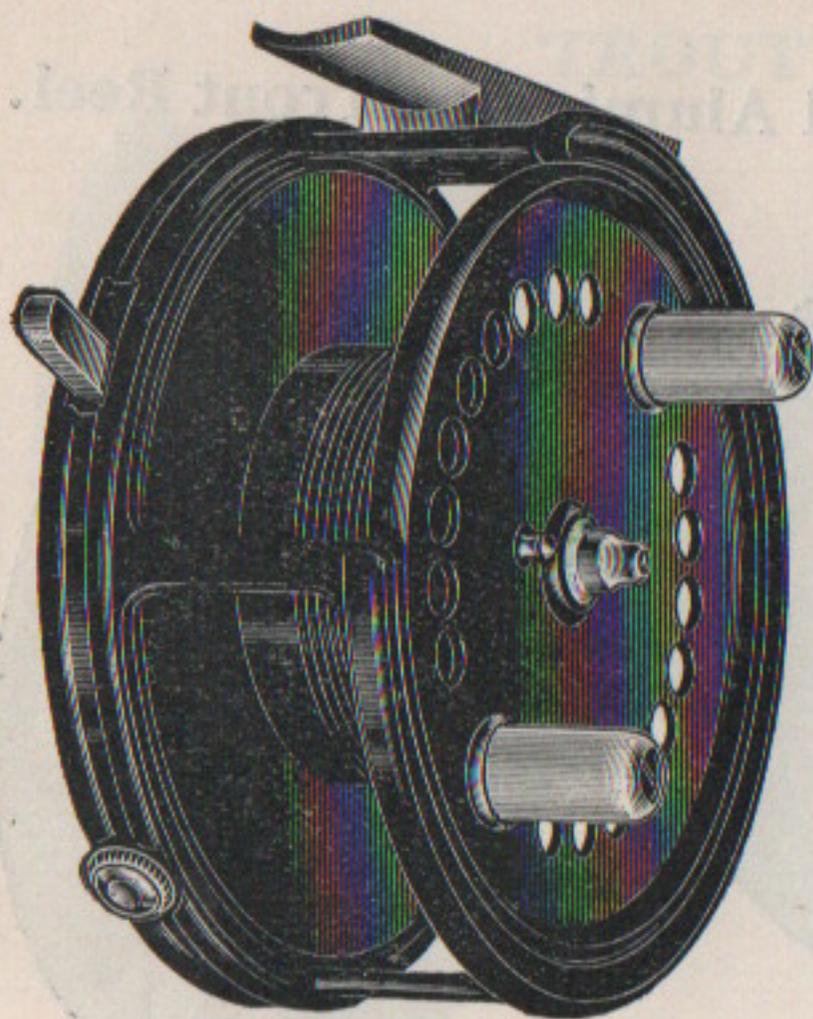


2 $\frac{3}{4}$ in. 16/-, 3in. 17/-. [119]



Revolving Plate, Bronzed Pillar Back, Check Reel.

2in.	2 $\frac{1}{4}$ in.	2 $\frac{1}{2}$ in.	2 $\frac{3}{4}$ in.	3in.	3 $\frac{1}{2}$ in.
4/6	4/9	5/6	6/6	8/6	10/6
[120]	[121]	[122]	[123]	[124]	[125]



The "Mayfair" Spinning Reel.

The Control is automatic when casting, by setting the tension to suit the weight of the lure. A simple and convenient indicator is fitted which operates in conjunction with regulator.

3½ in.	4 in.
50/- [126]	57/6 [127]

The "Wallace Watson" No. 3 Patent Casting Reel.

An entirely new Spinning Reel on an entirely new principle. It has made spinning one of the easiest and most pleasant ways of fishing. Casting a bait with this new Reel is absolute child's play.

It is not exaggerating to say that this Reel will cast a bait the maximum distance possible. Less effort required than any other reel.

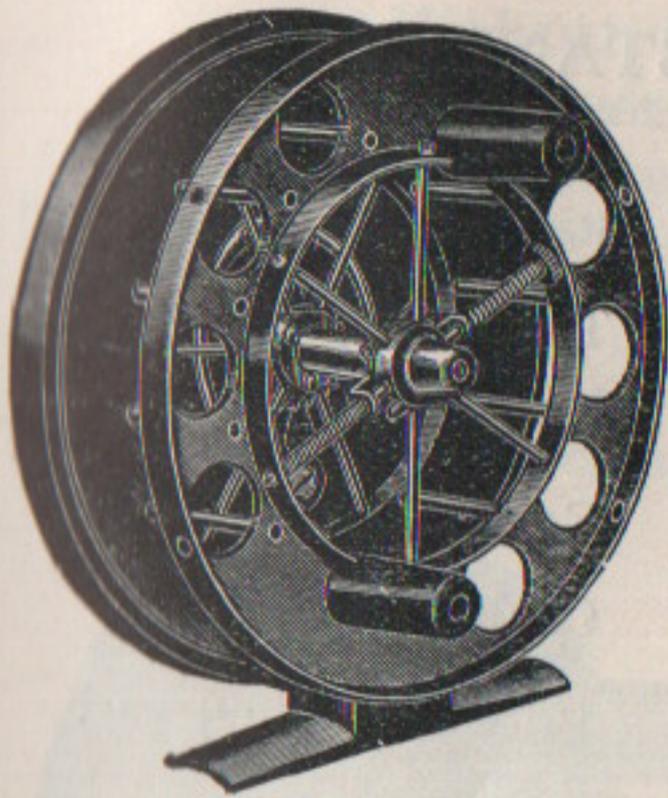
The troubles experienced when spinning are well known to anglers and I can truthfully say I have in my new No. 3 Reel entirely eliminated them all.

Absolutely free running: bait never held back by the Reel: no friction on the line, except that of the rings on the rod: Reel holds bait before casting: drum is free immediately the cast commences: Reel takes full control during the cast: drum stops immediately the bait touches the water: casting into the teeth of a gale won't make it over-run: not a foot of distance lost through friction on the drum: the drum and line run at exactly the same speed: you cannot make it over-run: it can be forced with all your might: absolutely automatic when casting: no gadgets to cause wear to the line.

THE REEL IS MADE IN THREE SIZES.

Price of 3 in., for very light baits	...	£3	5	0	[128]
„ 3½ in.	...	3	10	0	[129]
„ 4 in.	...	4	0	0	[130]

Telegraphic Address—FISHGIG, WESDO, LONDON.

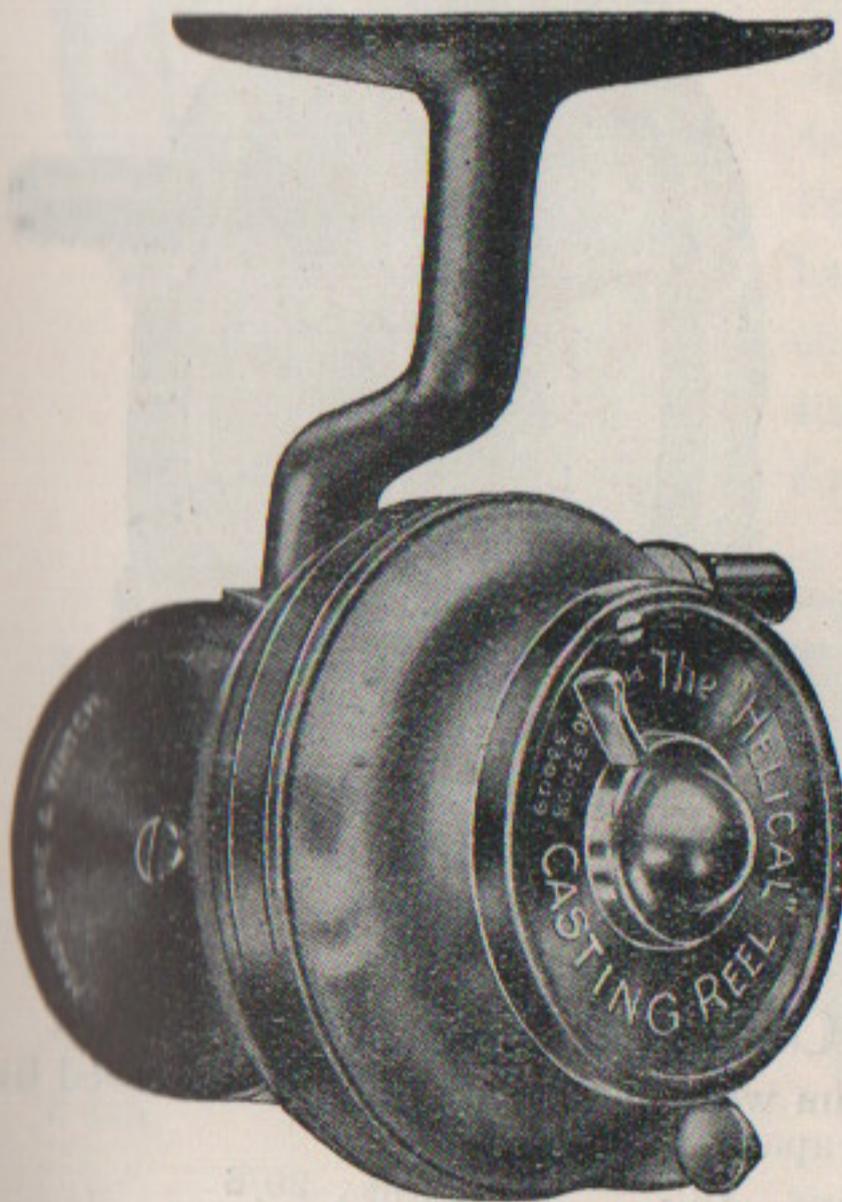


“Aerial” Reel.

With aluminium drum, aluminium back plate, solid nickel silver pillars, regulating brake and greater line capacity.

[131]	[132]	[133]
3ins.	3½ins.	4ins.
30/-	35/-	37/6

The “Helical” Light Bait Casting Reel.



FEATURES :

Agate eye roller cam.

Left hand wind.

Silk-like tension.

Protected gears.

Anti-friction lip spool.

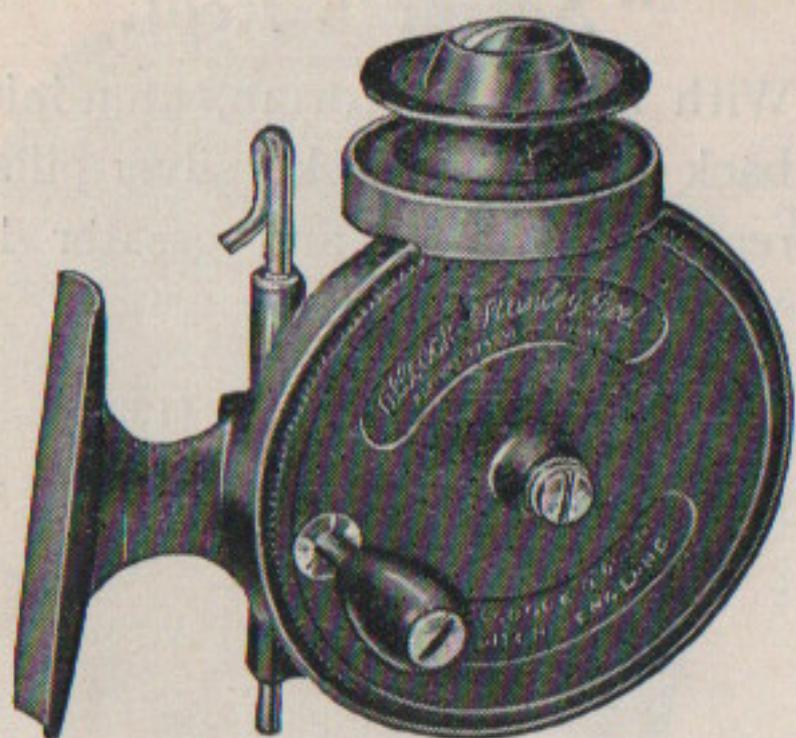
Easy change of spool and
NO adjustment washers
necessary.

Trout size	...	£3	3	0	[134]
„ „ 2 spools		3	10	0	[135]
Salmon size	...	4	4	0	[136]
„ „ 2 spools		4	12	6	[137]

Automatic pick-up, 10/6 extra.

Also The Helical Twin, left or right
hand wind, 32/6 [138].

THE ALLCOCK-STANLEY.



For
Trout, Grayling,
Salmon, Pike,
Roach, Dace,
Chub, etc.

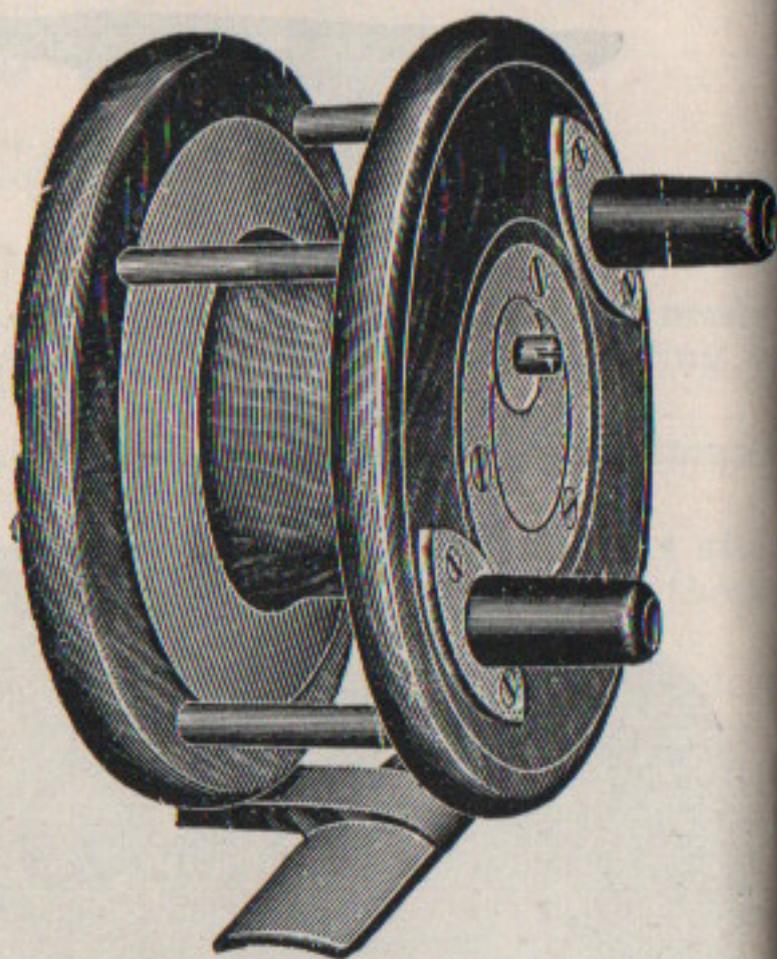
Price 22/6 [139] each.

SPINNING REEL.

Carter's Celebrated Combination Reel.

Best [selected walnut, with optional check and centre-pin action.

3 ins.	..	21/-	[140]
3½ ins.	..	23/-	[141]
4 ins.	..	24/-	[142]
4½ ins.	..	26/6	[143]



Best Walnut Centre-pin Reels.

Back brass lined, brass flanged drum with small barrel, giving increased line capacity.

3½ ins., 15/6
[144]

4 ins., 18/-
[145]

4½ ins., 20/6
[146]

Telegraphic Address—FISHGIG, WESDO, LONDON.

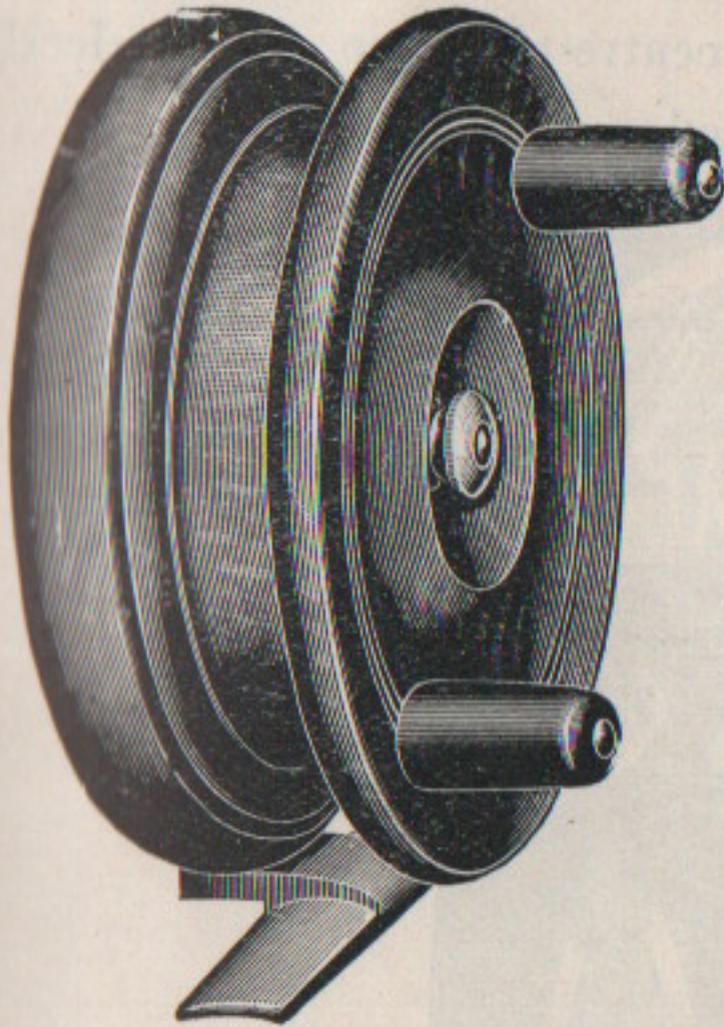
Walnut Centre-pin Reels.

Without brass linings.

Optional check, high-class finish. Brass bushed, plates under handles, very free running.

3ins.	3½ins.	4ins.	4½ins.
9/6	10/6	12/6	14/-
[147]	[148]	[149]	[150]

All the above reels are made of well-seasoned wood.



REELS FOR GENERAL FISHING.

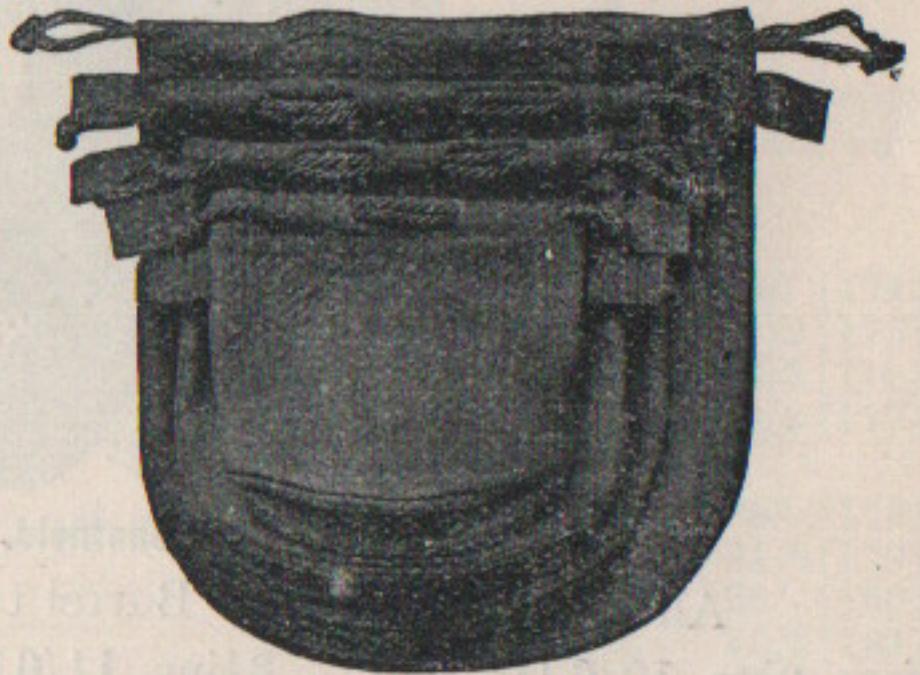
Nottingham Reels.

Polished wood, brass bushed, solid brass backs, superior make, 2½ins., 2/- [151]; 2¾ins., 2/3 [152]; 3ins., 2/6 [153]; 3½ins., 3/- [154]; 4ins., 3/9 [155]; 4½ins. 4/9 [156].

Polished wood, brass bushed, solid brass back, plates under handles, optional check, 3ins., 5/- [157]; 3½ins., 5/6 [158]; 4ins., 5/9 [159]; 4½ins., 7/9 [160]; 5ins., 9/- [161].

Leather Bags for Reels.

2½ins.	...	2/6 [162]
3½ins.	...	3/- [163]
4½ins.	...	3/6 [164]
5 ins.	...	4/- [165]



Telegraphic Address—FISHGIG, WESDO, LONDON.

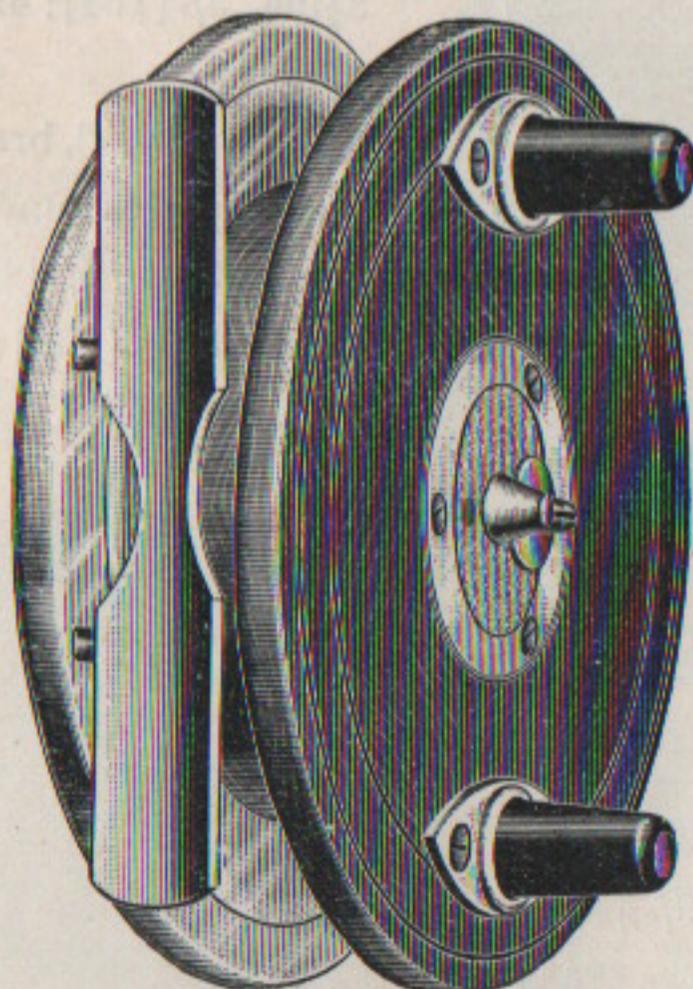


Special Sheffield Pattern Roach Reel.

This reel is made specially for spinning and general fishing. Fitted with regulator and optional check. Is of centre-pin type and perfectly balanced.

4ins., price 30/- [166].

The finest Roach Reel on the market.



Sheffield.

All wood. Narrow. Barrel turned out for lightness.
 3ins. 10/6 [167] 3½ins. 11/6 [168] 4ins. 13/- [169].

Telegraphic Address—FISHGIG, WESDO, LONDON.

The "Mayfair" Double Taper Lines.

This line is the highest class line that can be produced, and is the acme of perfection as far as the material and dressing is concerned. This line, for dry-fly, with one application of fat or other floater will last a day's fishing through without requiring any further application of grease.

These lines will be found a distinct advantage in dry-fly fishing, being practically as invisible as the gut cast on the water.

Sizes.	Trout, 30 Double Tapered.								
I C I	21/-	[170]
I D I	20/-	[171]
I E I	17/6	[172]
I F I	15/6	[173]



The "Kingfisher" Double Taper Lines.

Made of the purest silk, the dressing and process of preparing being entirely new, which imparts a perfectly smooth surface that does not rub off or crack.

Double Tapered Trout. Tapered 5yds. from each end.

No. 1	Light for 8ft. rods	30yds.	...	13/-	[174]
No. 2	For 8ft. and 9ft. rods	"	...	14/3	[175]
No. 3	For dry-fly	"	...	16/3	[176]
No. 4	Special for dry-fly	"	...	19/3	[177]

Double Tapered Salmon. Tapered 7yds. from each end.

No. 4	For 14ft. rod	Per 42yds.	28/-	[178]
No. 5	For 16ft. rod	"	31/6	[179]
No. 6		"	36/-	[180]
No. 7	For 17ft. or 18ft. rod	"	40/6	[181]
No. 8	"	46/6	[182]

Telegraphic Address—FISHGIG, WESDO, LONDON.

SEA FISHING.

The "Fishing Gazette," October 15, says :—
 "Carter's are increasing their reputation for good, sound, practical Sea Fishing Appliances of all kinds ; in fact, many of their things have become so popular that other houses have had to follow suit."

In tendering this, our latest list of Sea-fishing Gear, we would say that we have added many new patterns of Rods, Reels, Lines and Gear, all of which have proved of value in the furtherance of this favourite form of sport. We make a practice of personally testing our new patterns before placing them on the market, in addition to which many of the most prominent members of the British Sea Anglers' Society and the National Federation of Sea Anglers have helped us with their advice and experiences. We have much pleasure in drawing our numerous friends' notice to the following patterns : The Big Game Sea-fishing Rod and brake reel, also Minchin Combination Rod, and the Ballycotton Rod, full particulars of which will be found on pages 103, 104 and 108. We have, as far as possible, specialised the different rods for the many styles of fishing that is essential under the varied conditions which affect Home and Foreign Waters. We have had much experience during the past few years of the heavy fish captured round the Irish and Isle of Man Coasts, Penzance, etc., and can offer intending anglers a suitable outfit for any style of fishing. We would warn the public against the many cheap and trashy imitations of our goods. Insist on having Carter's Sea Rods and Gear, when satisfaction is assured. It is a fact worth noting that, with few exceptions, all the notable fish taken during the past few years have been landed on Carter Rods.

Telegraphic Address—FISHGIG, WESDO, LONDON.

Special Pattern Sea Rod.

For Big Game Fish.

Best quality split bamboo, "Castwell" build, i.e., 18 sections of bamboo with steel centre. Cage protected agate rings throughout, solid screw winch fitting, solid cork grip. Length of tip 5ft. 6ins., butt 1ft. 6ins., 7ft. overall. This rod is capable of playing the heaviest fish, and being scientifically built gives correct action and avoids that rigid and heavy weapon usually offered in this type of rod. In fact we challenge this rod against any of its class built by other makers.

Price £5 15 0 [473].

DOUBLE SIDE. Ringed and winch fitted. Price £6 10 0 [474].

Also supplied in medium and light-weights for general use.

Extra strong for Tunny, etc. £7 0 0.

Messrs. A. Carter & Co., Ltd., 30th Dec., 1929.

Dear Sirs,—Kindly supply another rod as detailed in the attached.

I have had some very good schnapper the last three seasons. My average in 1927/8 was about 9lbs. with 71 fish; last season, 94 fish, 968lbs., and so far this season, 45 weighing 468lbs.—all caught on the rod you built for me. Also many sting rays, sharks up to 8ft. 6ins., gummies and the like.

2nd January, 1930.

Adding to my previous letter, I killed a shark yesterday 9ft. 4in. on the rod mentioned.

Yours faithfully, R. S. C.

The rod mentioned is a "Castwell" rod, but extra light-weight.

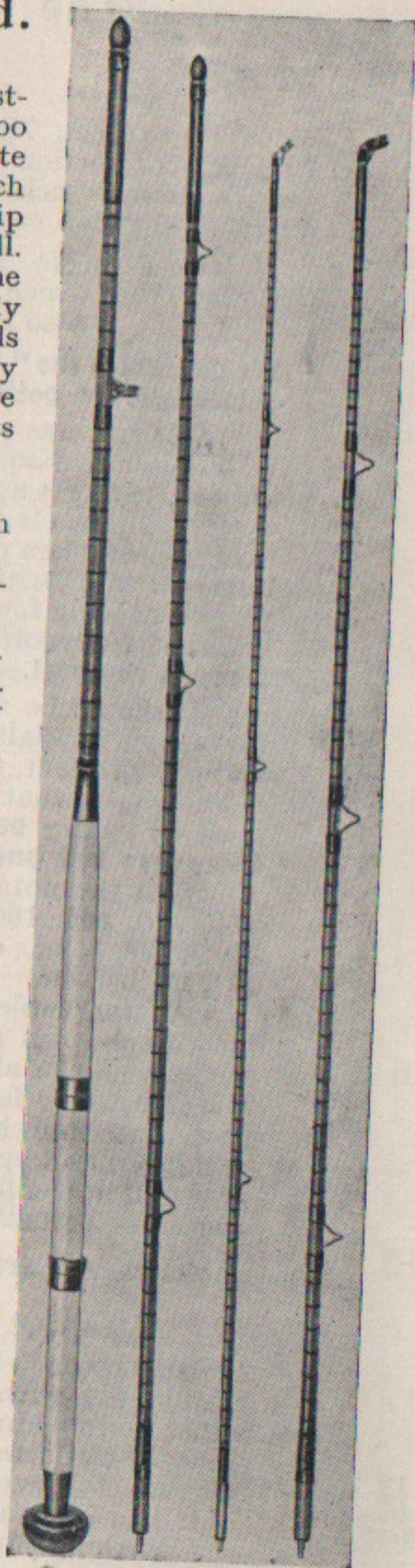
The "Minchin" Sea Rod.

(REGD.) Sole Makers.

The Best Combination Rod on the Market

This rod was suggested by the well-known sea-fishing authority, C. O. Minchin, O.M., B.S.A.S. It is 11½ft. long for whiffing, spinning, etc., and 7½ft. long for bottom fishing. It is an excellent weapon for salmon, pike, pollack, bass, mackerel, etc., and in its short length the best type of rod for all-round sea work. Fitted with cork handle, universal winch fittings, agate loops and butt, snake rings intermediate, and pneumatic button. Double cane built, highest class finish.

£6 0 0 [475].



Telegraphic Address—FISHGIG, WESDO, LONDON.

The "Ballycotton" Rod.

Sole Makers.

SPECIFICATION.

Two pieces, 7ft. 6ins. long, double cane built, steel centre, waterproof suction joints, snake rings, agate butt and end ring, extra strong winch fittings and socket, Carter's rubber pneumatic button, division case. No. 1 £3 10 0 [476].

No. 2 as No. 1, only agate rings throughout, extra special mounts, best winch fittings, etc. £4 4 0 [477].

Also made in a smaller size, 6ft. 6ins.

We guarantee the "Ballycotton" Rod as the best two-piece Sea Rod obtainable. A better cannot be made.

This rod was suggested to us by the well-known sea angler, E. M. Mallett, Esq., B.S.A.S. For many years it had been found impossible to get a rod which would effectually cope with the large skate, halibut, etc., found at Ballycotton. Many were the break-ages of rods when playing these fish, running to nearly 200lbs. A large party of British Sea Angler members spent several extended periods angling for the large specimens at this well-known resort, and the "Ballycotton" rod was **the only rod which came scatheless through the trial.**

It should be noted that this, in spite of the fact that several firms had specially built rods for the particular work of this station. In fact, sea rods were on a special practical trial, and it is undeniable that the Carter "Ballycotton" rod stood quite in a class by itself; **out of a total of some thirty "Ballycotton" rods there was not one mishap of even the most minor consequence.** Amongst the notable captures were the following:—Skate: 186, 180, 170, 165, 160, 155, and numbers over 110lbs. Conger: 42, 40, 39, 38, 35lbs., etc. Cod: 35, 32, 30, 29½, 27lbs., etc. Halibut: 12½, 100lbs., etc.

A remarkable capture was that of a halibut of over 100lbs., the record specimen for the British Isles taken on a rod. This was hooked, and in almost its first rush broke the rod of the angler. His companion fisher was using a "Ballycotton" rod and Carter gear, and **foul hooked** this exceedingly fine fish, and after a prolonged and sporting struggle, landed it with the first angler's gear still in the fish. This trial can only be appreciated by those who have actually foul hooked so large a fish as mentioned.

Messrs. A. Carter & Co., 11, South Molton St., W. 1.

Balham, S.W. 12.

Dear Sirs,—I enclose herewith cheque for my "bally-fine"—"Ballycotton" rod, split cane, steel centre, etc., and which, I should say without hesitation, would be hard to beat by any other rod-making experts in the world. You can rest assured that I shall always be grateful to my old friend, and always be pleased to recommend to my wise angling friends where I obtained my magnificent rod.

Wishing you all the very best of good wishes, I remain,

Faithfully yours, GUS ELEN.

Telegraphic Address—FISHGIG, WESDO, LONDON.



Split-Bamboo Double Built Sea Rods.

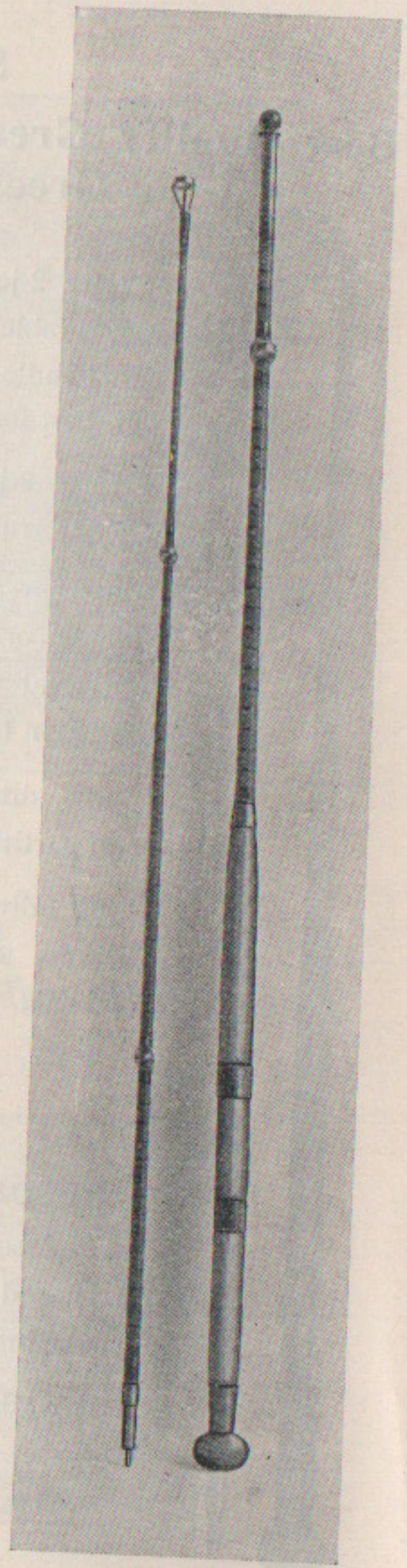
In 2 Pieces.	1 Top.	With Steel Centre.		
6 and 6ft. 6ins.	...	£3 19 0	[478].	
7 and 7ft. 6ins.	...	4 5 6	[479].	
8ft.	...	4 15 6	[480].	

Specifications: Fitted with Cork Handles, Suction Joints, Porcelain (protected) Rings, Rubber Button, etc.

The "Molton" [481].

2-Piece Split Cane, Steel Centre, Porcelain Rings, Rubber Button, Partition Bag.

6½ft.	£2 12 6
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SEA RODS.

Best Quality Greenheart and Whole Cane and Greenheart Sea Rods.

7½ft., 2-joint, best selected greenheart sea rod, double brazed, reinforced ferrules, solid cork handle, protected porcelain rings throughout, best finish, and rubber button, 40/- [482].

7½ft., 2-joint, ditto, plain porcelain rings, plain ferrules, 2nd quality finish, 28/6 [483].

8ft. greenheart sea rod, double brazed, double cork grip, porcelain rings throughout, universal winch fitting, rubber button and partition bag, 25/- [484].

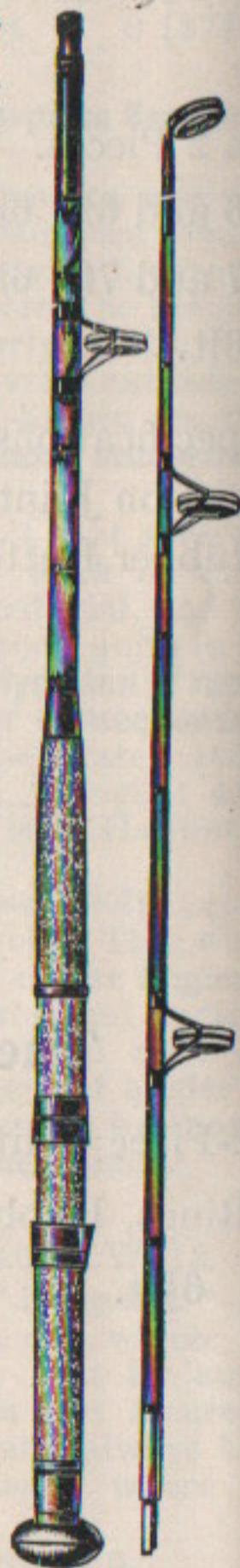
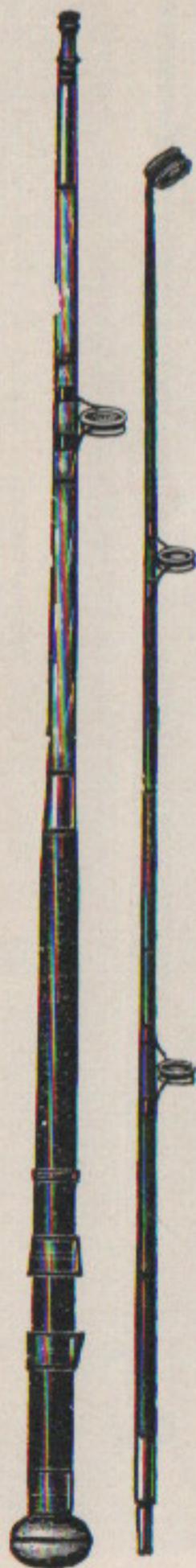
8ft., ditto, single cork grip, wood button and partition bag, 21/- [485].

8ft., ditto, with whole cane butt, balanced handle, single brazed, porcelain butt and end ring, wood button and partition bag, 15/9 [486].

Second Quality Sea Rods.

7ft. sea rod, cane butt, lancewood top, balanced handle, porcelain top ring, brass snake intermediate, in bag, 14/6 [487].

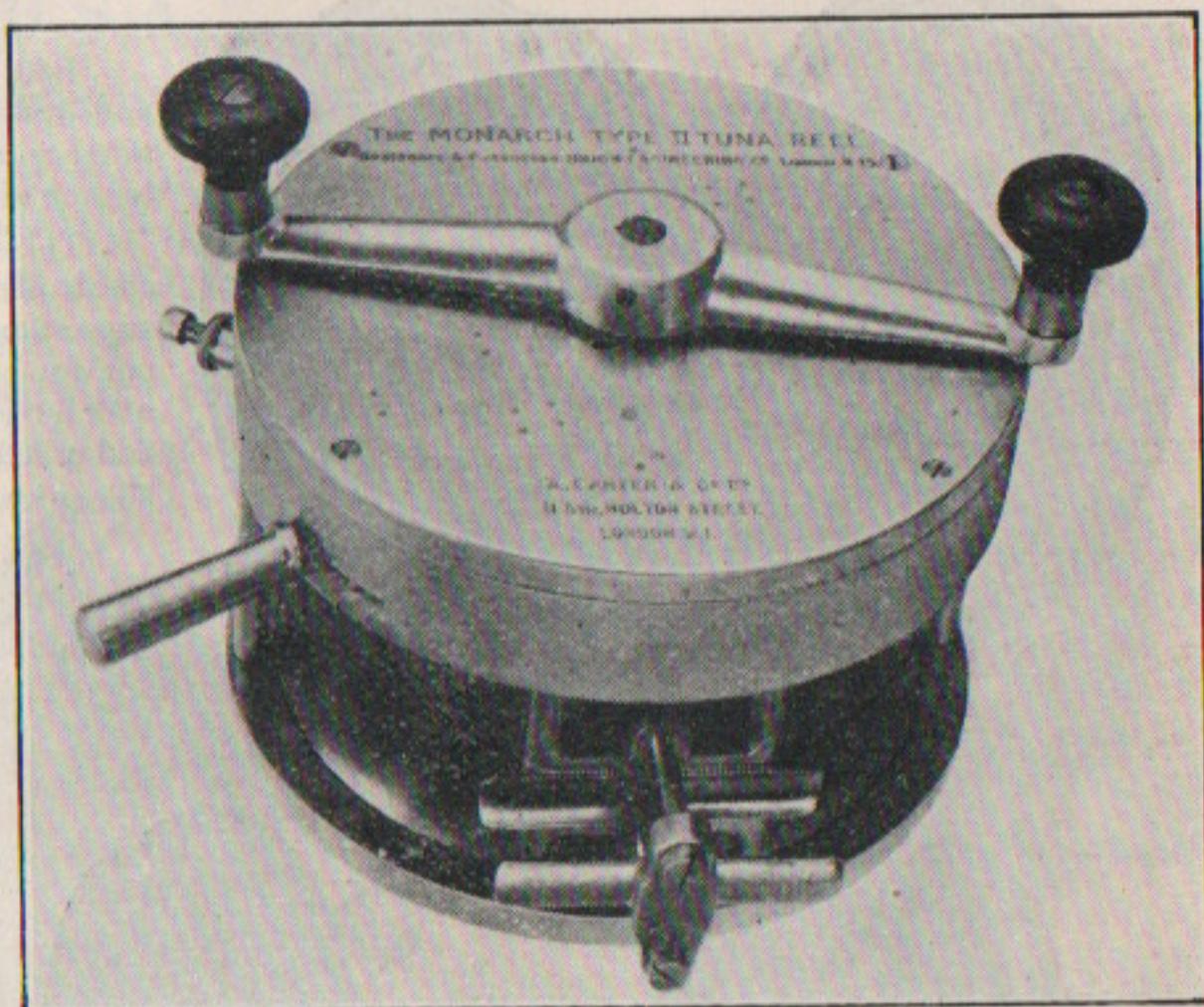
7ft., ditto, 2nd grade. No bag, 11/6 [488].



SEA REELS.

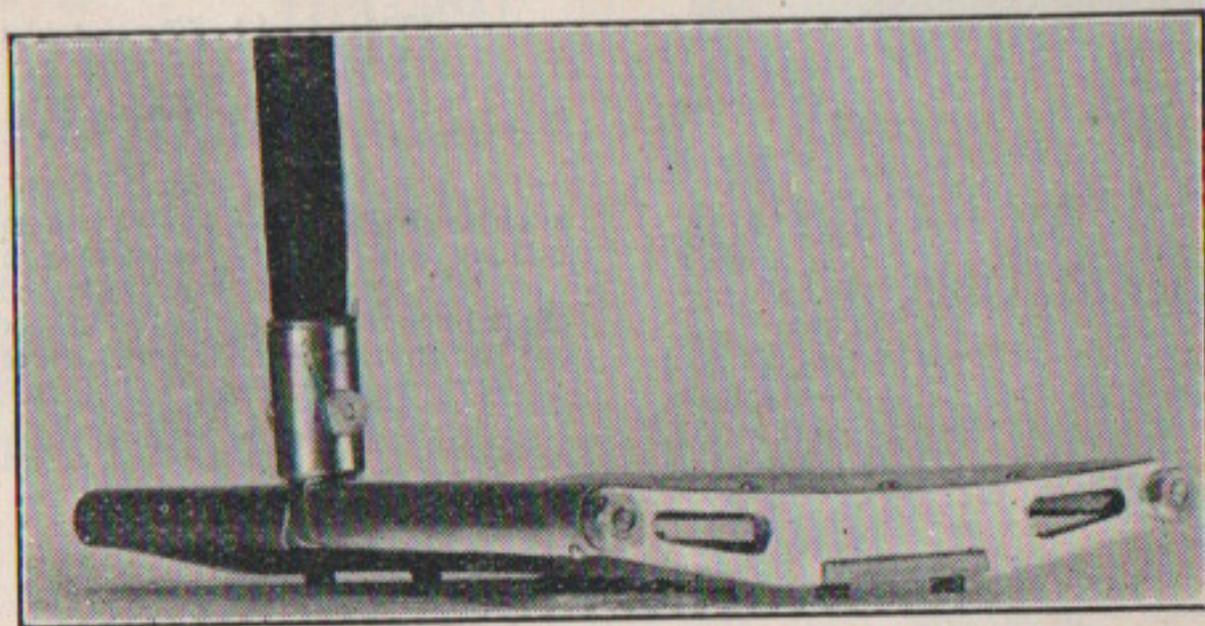
**'Monarch'
Big Game
Fish Reel**
[489].

Made in non-rusting metal, free spool, automatic brake, and powerful lever brake. The automatic brake can be adjusted up to 60lbs. If this is not sufficient, then the lever brake can be utilised. Ball bearings to spool



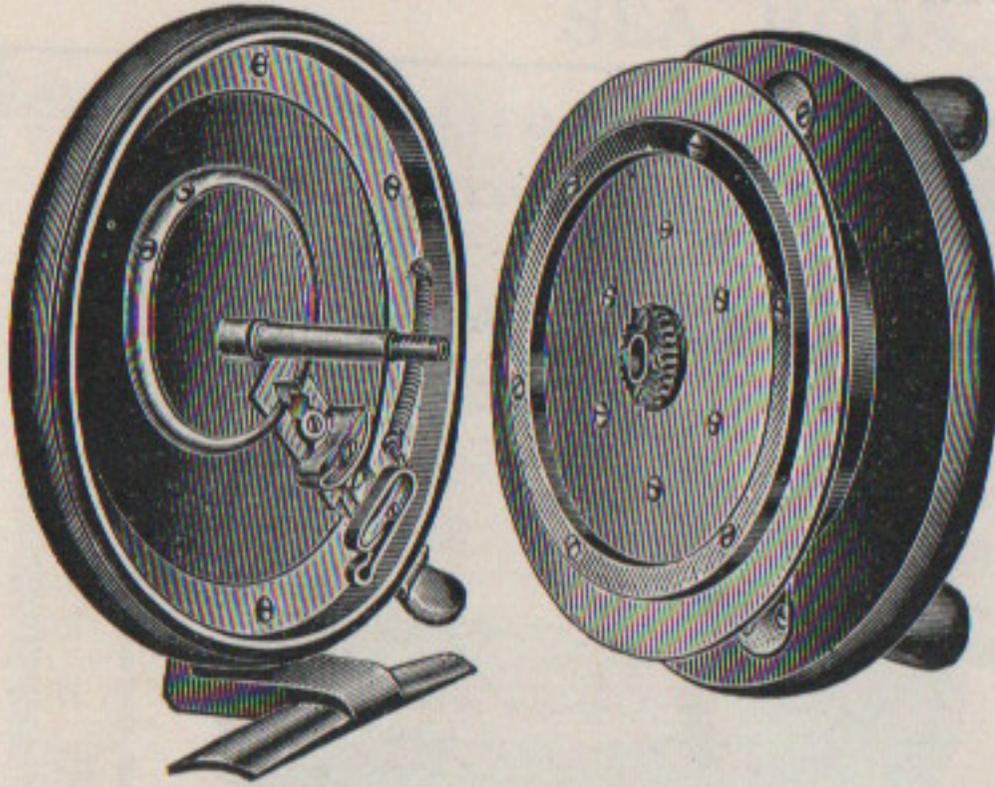
7in. reel, line capacity 500 yards, 39 cord	£13 13 0
8in. " " " 600 yards, 39 "	£15 15 0

Regd. pattern Revolving Seat for Big Game Fishing £2 10 0 [490].



Telegraphic Address—FISHGIG, WESDO, LONDON.

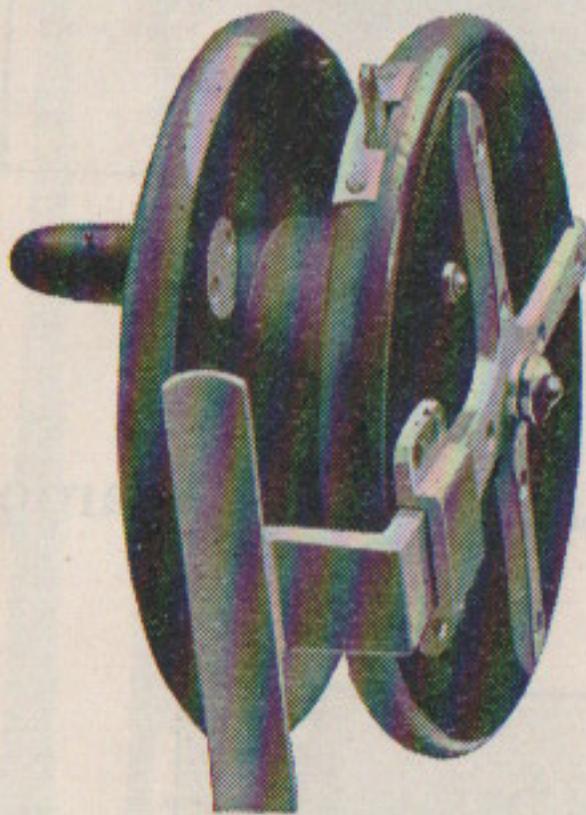
Improved Brake Sea Reel [491].



Best quality walnut, back and drum brass lined, strong brake action from lever and centre tension nut.

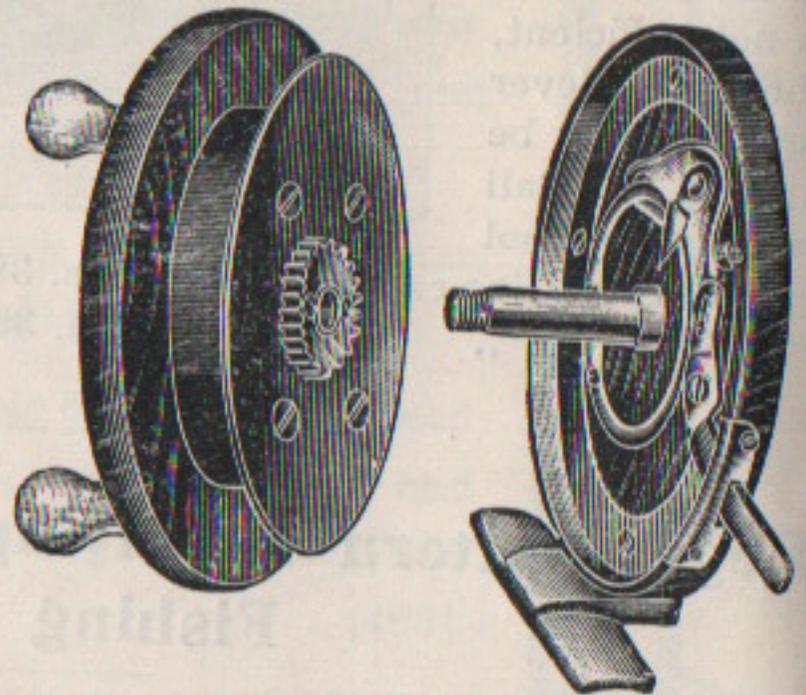
This reel has been specially constructed to one of our client's suggestions, and thoroughly tried out by him, and enables us to offer a reel of exceptional strength and practical design at a reasonable price.

5½ in.,	52/6
6 in.	55/-
7 in.	62/6



The Colonial Casting Reel [492].

Best quality walnut, centre pin action, pinned through handles, brass back plate to drum, brass lined back, extra strong mounting to reel fitting, Carter check action, deep drum for greater line capacity. 5½ in., 37/6; 6 in., 40/-.



The "Carter" Sea Reel.

NEW CHECK ACTION.

Lockfast tension drag, screw plate under handles, making quite secure, regulating nut in front with lock screw. Lever illustrated allows the check to be released or applied immediately without transferring the hand to back of reel.

4½ in.,	28/6;	5 in.,	31/-;
	[493].		[494].
5½ in.,	33/6;	6 in.,	37/6
	[495].		[496].

The Scarborough' Sea Reel.

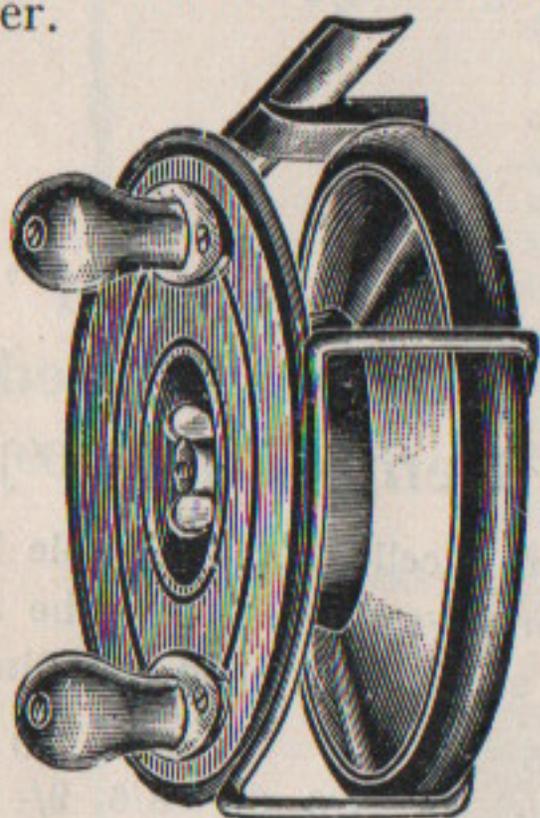
5 in., 8/6 [497]; 6 in., 9/6 [498]; 7 in., 11/6 [499].

Telegraphic Address—FISHGIG, WESDO, LONDON.

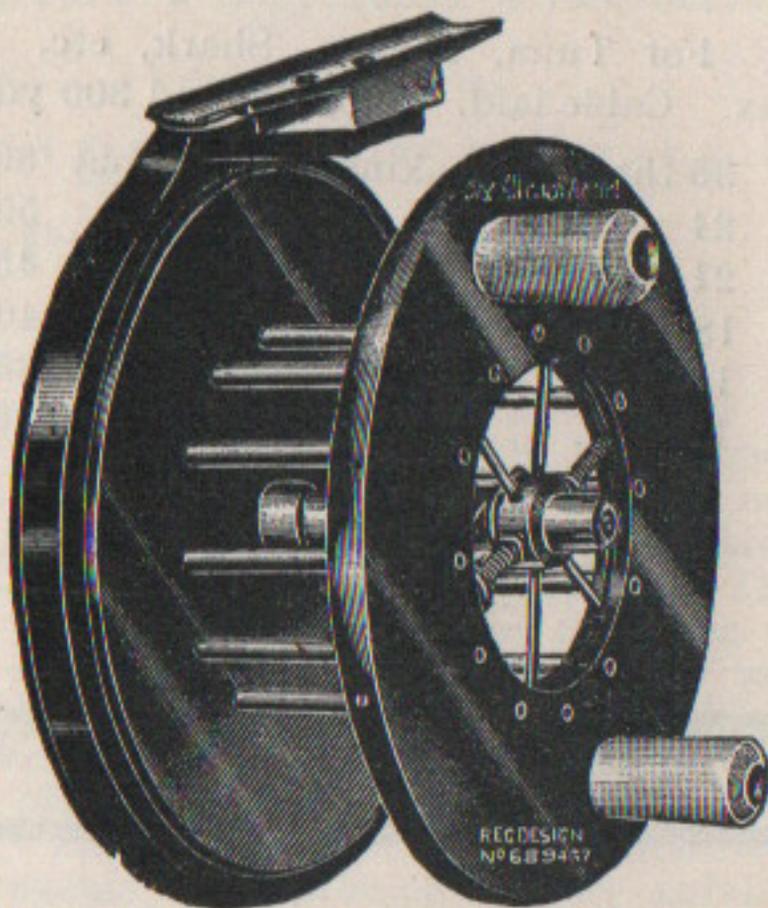
Sea Reels—continued.

The "B.S.A."
Sea Reel.

Made on the Nottingham principle with inner plate and back rim of brass. Gun-metal spindle and check, non-rusting; there is no possibility of warping. Indispensable for the sea fisher.

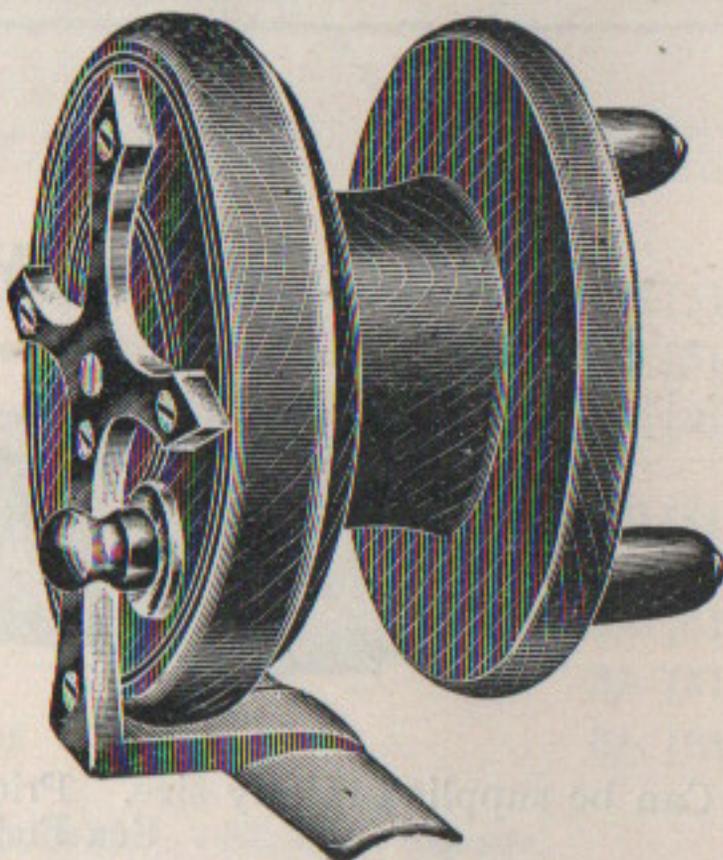


The "Aerial" Sea Reel
[500].



Made of laminated Bakelite, which cannot corrode, rust or swell. Size, 4ins. 42/- each.

Wood "Nottingham" Reel.



4in.	11/6 [501].
4½in....	...	12/6 [502].
5in.	15/- [503].
5½in....	...	17/9 [504].
6in.	20/6 [505].

Note our special low price.

Guards, 1/6 extra [505A].



Wood reel, non-rusting fittings, screw plate-handles, optional check.

4½in.	7/9 [506].
5in.	9/0 [507].

Line Guard, 1/6 extra.

Telegraphic Address—FISHGIG, WESDO, LONDON.