

Price List

of

Poolson
Fishing Tackle



This List cancels
all previous prices

1953

A. POOLE & SON L^{TD}

REDDITCH

ENGLAND

Telephone : Redditch 302

We are pleased to present our price list for your consideration.

We have in certain cases been able to make reductions in prices despite rises in the cost of raw materials. More attractive put-ups have been introduced which should materially increase their sales appeal, and of course the high standard of quality which has always been a feature of POOLSON PRODUCTS has been maintained. Every item has been rigorously tested and is guaranteed to give maximum satisfaction.

Every effort will be made to secure regular deliveries of raw materials, and we confidently expect to give prompt delivery of all items listed.

It is our aim to give a "by return" delivery service

TERMS

2½% monthly (deducted before P. Tax is added)

Prices are ex works and carriage extra.

Whilst every endeavour will be made to maintain list prices, it must be understood that we reserve the right to alter prices without notice, should labour and material costs, over which we have no control, compel us to do so.

All items in this list with the exception of those used for commercial fishing are subject to the prevailing rate of Purchase Tax.

Poolson

STAR BRAND RODS

Our Rod-making Department which is one of the finest in the fishing tackle trade, has recently been considerably extended and completely modernised.

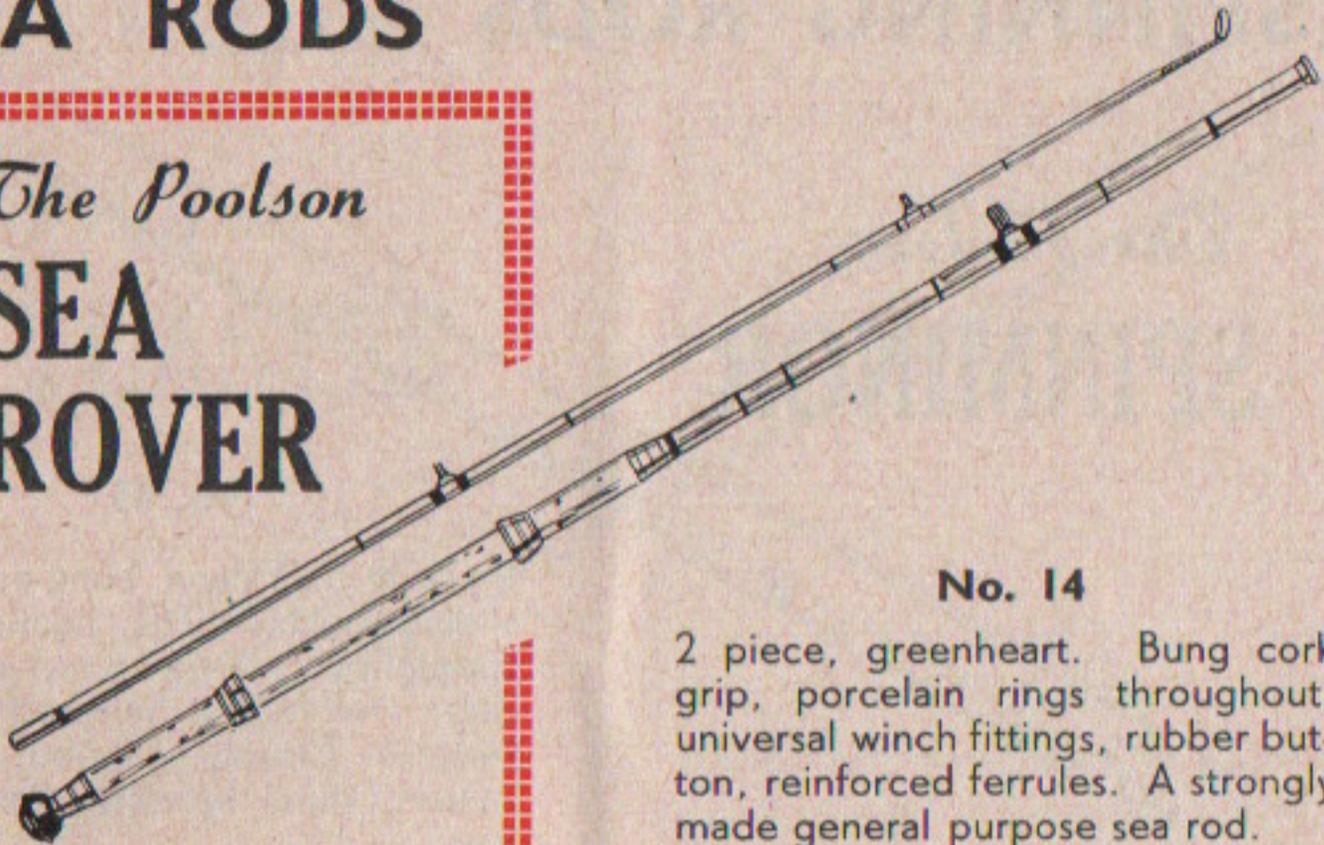
Built by some of the most experienced and conscientious men in rod-making, and backed by finest quality materials we have no hesitation in claiming "Our Rods are Second to None."

Perfect action, coupled with careful balancing combine to give ideal rods at lowest possible prices.

Every rod, be it a boy's brook rod or our best quality salmon rod, carries our full unconditional guarantee of workmanship and materials.

SEA RODS

The Poolson
**SEA
 ROVER**



Ideal for
 casting heavy leads

No. 14

2 piece, greenheart. Bung cork grip, porcelain rings throughout, universal winch fittings, rubber button, reinforced ferrules. A strongly made general purpose sea rod.

Length - 7 feet - **30/-** each
 8 feet - **34/-** ..

No. 16 The "SEA MASTER"

2 piece, built cane. Cork handle, agatine rings throughout. Sliding winch fittings, rubber button, bag. Ideal for trolling or as a boat rod.

Length - 6 or 7 feet : **55/-** each

No. 11 The "SEA CUB" 2 piece, wood. Universal fittings, nickel plated double coil rod rings. Length 7 ft. **17/6** each
 .. 8 .. **19/6** ..

No. 12 The "SEA SCOUT" 2 piece, mottled cane butt, greenheart top, bung cork handle, porcelain end ring, nickel plated double coil intermediate rings Length 8 ft. **25/-** each

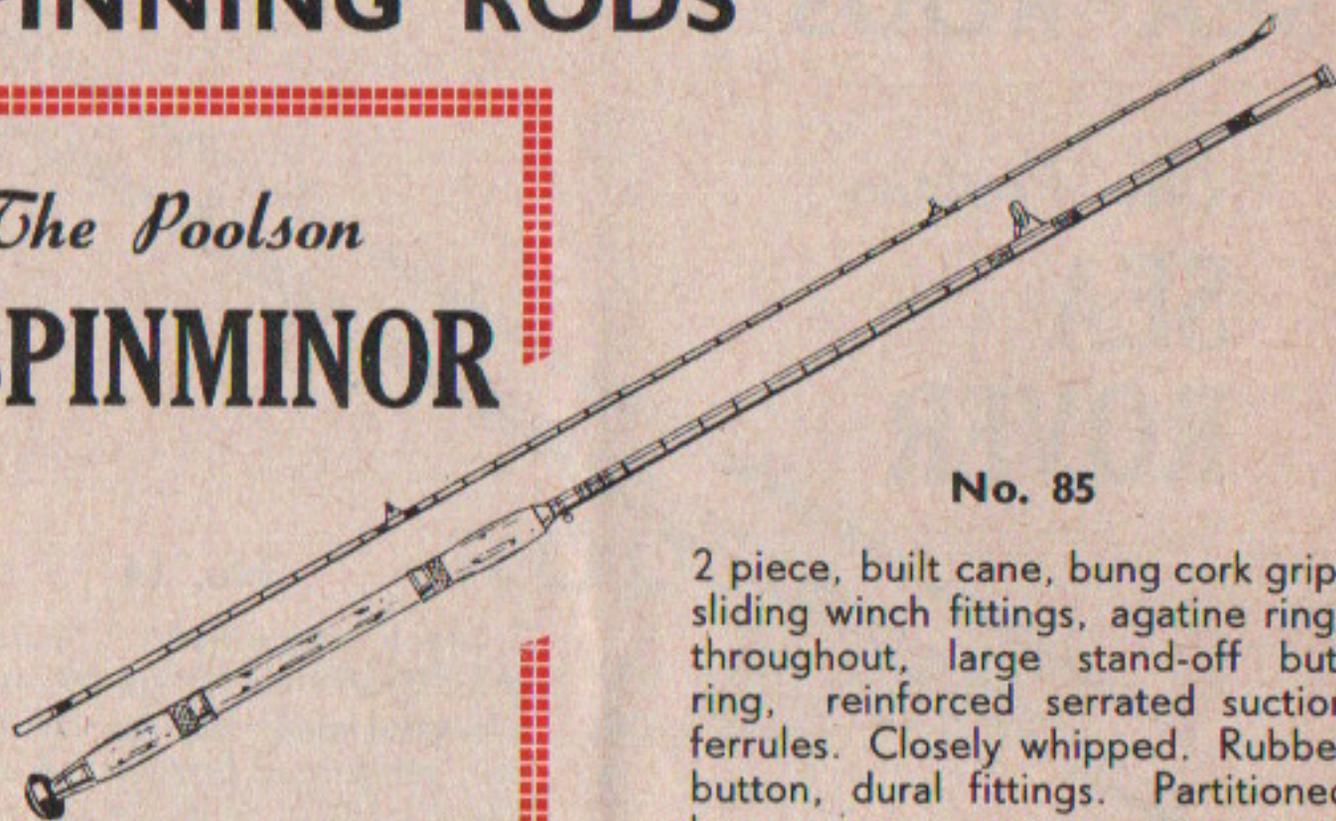
PIKE RODS

No. 40. The "WOLF" 2 piece, stained cane butt and joint, greenheart top, bung cork grip, porcelain butt and end rings, nickel plated intermediate rings, universal winch fittings.
 Length - 8 ft. **23/6** each

No. 44. The "HAWK" 2 piece greenheart. Bung cork grip, porcelain butt and end rings, nickel plated double coil intermediate rings, rubber button, reinforced ferrules.
 Length - 7 ft. **27/-** each
 .. 8 .. **34/-** ..

SPINNING RODS

The Poolson **SPINMINOR**



Ideal for

Trout and Light
Salmon Spinning
with threadline
reels.

No. 85

2 piece, built cane, bung cork grip, sliding winch fittings, agatine rings throughout, large stand-off butt ring, reinforced serrated suction ferrules. Closely whipped. Rubber button, dural fittings. Partitioned bag.

Length - 7 feet - **65/-** each

No. 85 S

As No. 85 but with screw reel fitting.

Length - 7 feet - **70/-** each

No. 88 THE "SPINMAJOR"

2 piece, built cane, bung cork grip, sliding winch fittings, agatine rings throughout, large stand-off butt ring, reinforced serrated suction ferrules. Closely whipped and finished with best copal varnish. Dural fittings, rubber button, partitioned bag.

Designed for serious threadline spinning for sea trout, light salmon and pike; moderately stiff action.

Length - 8½ feet - **70/-** each

No. 81 SPINNING ROD

2 piece, tubular. Bung cork grip, porcelain rings throughout, screw butt cap.

Length - 7 feet - **21/-** each

FLY RODS

The Poolson **FLYCASTER**



This well balanced, high performance rod represents the finest value offered in the trade today

No. 95

3 piece, built cane, medium action fly rod. Cork handle, agatine butt and end rings, cradle intermediate rings. Closely whipped, and finished with best copal varnish. Dural fittings, rubber button, partitioned bag.

Length - 9 and 9½ ft - **63/-** each

No. 92

The "GREENFLY"

2 piece, greenheart fly rod. Bung cork grip, dural fittings, agatine butt and end rings, cradle type intermediate rings, rubber button.

Length - 7 feet - **34/-** each

3 piece, ditto. Length - 9 feet - **42/-** each

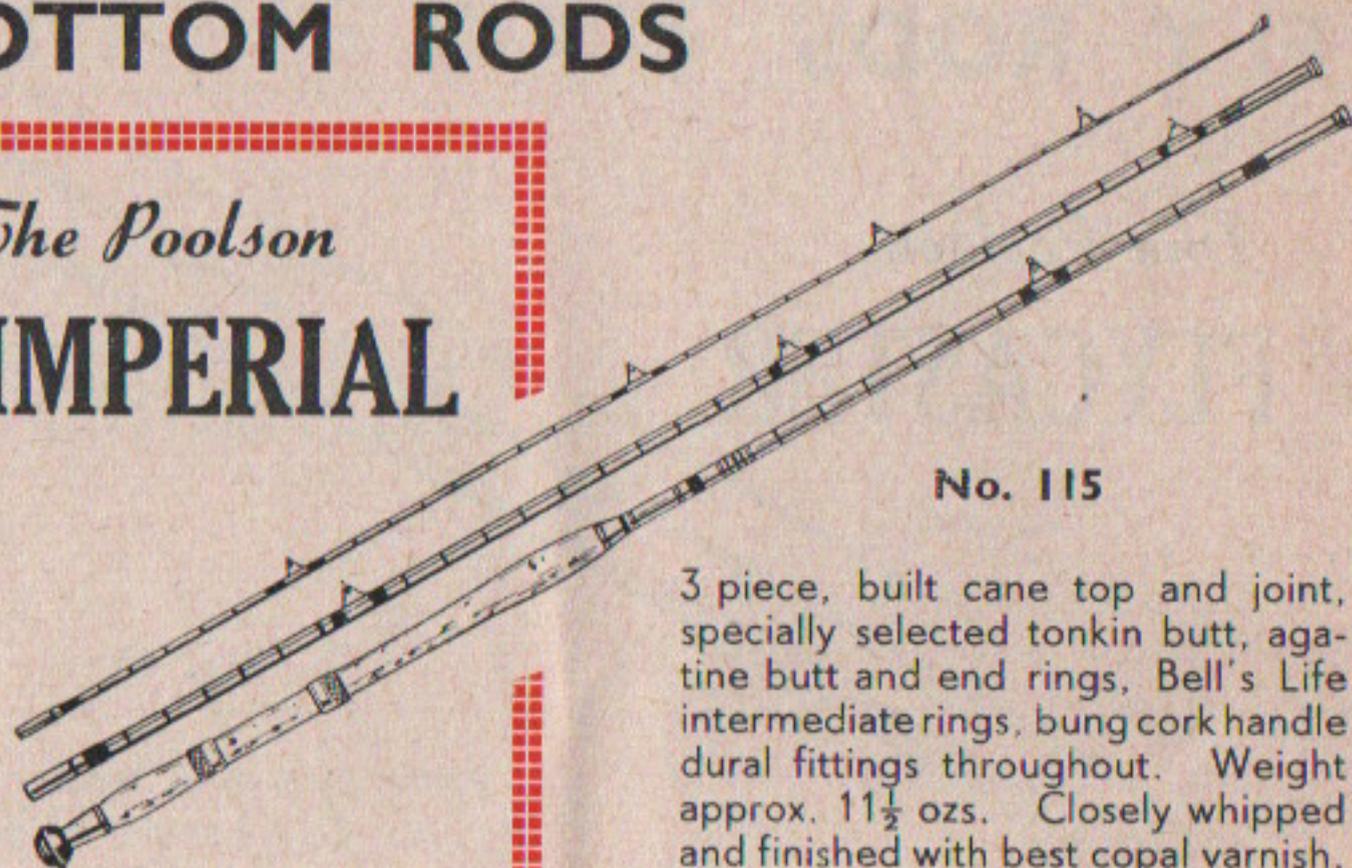
In presenting both the "FLYCASTER" and "GREENFLY" Rods we have endeavoured to produce first grade quality rods at prices well within the range of all.

The ready response with which they have been received is proof that

WE HAVE ACHEIVED OUR AIM

BOTTOM RODS

The Poolson **IMPERIAL**



No. 115

Ideal for

- * **CHUB**
- * **CARP**
- * **BARBEL, etc.**

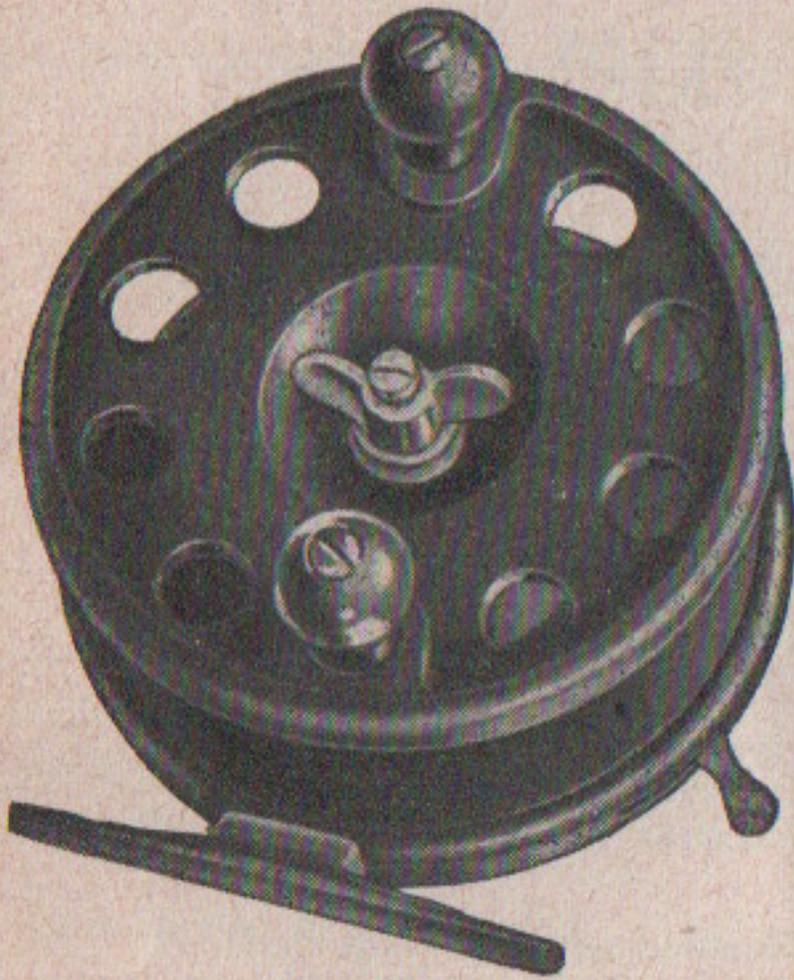
3 piece, built cane top and joint, specially selected tonkin butt, agatine butt and end rings, Bell's Life intermediate rings, bung cork handle dural fittings throughout. Weight approx. 11½ ozs. Closely whipped and finished with best copal varnish.

This rod has been specially designed for handling barbel, tench, chub and carp in conjunction with such reels as the "Ambidex" or similar threadline reels.

Length - 11 feet - **75/-** each

- No. 101** The "**EASYSTRIKE**" 3 piece, whole cane butt and joint, lancewood top, Bell's Life rings, wire end ring, bung cork handle, screw butt cap. Length 10½ ft. **26/-** each
 .. 12 .. **30/-** ..
- No. 105** The "**ROYAL**" 3 piece, whole cane butt and joint, built cane top, Bell's Life rings, Hopton end ring, bung cork handle, screw butt cap. Length 10½ ft. **26/-** each **37/6**
 .. 12 .. **30/-** ..
- No. 111** The "**MATCHMASTER**" 3 piece. Tonkin cane butt and joint, built cane top, specially designed for tip action lightning strike, agatine butt and end rings, Bell's Life stand-off intermediate rings, cork grip, partitioned bag, rubber button, dural fittings throughout. Made specially for the match angler and finished with best copal varnish. Length 12ft. **52/6** each
- No. 112 XB** As No. 111 but fitted with detachable cork handle making either a 13 ft. match rod or a 10½ ft. tip action general purpose rod. **65/-** each
- No. 187** **BOY'S ROD.** 2 piece, tubular butt, lancewood top, balanced wood handle, snake rings, brass winch fittings. Length 8 ft. **8/6** each
- No. 189** **BOY'S ROD.** 3 piece, mottled cane, snake rings, brass winch fittings. Length 9 ft. **12/6** each

SEA REELS



No. 204

- No. **204** **"POOLSON" SEA REEL**
 4 inch bakelite, flick-on optional check, nickel plated reinforced bracket. This reel is made from exceptionally tough bakelite which cannot warp and will withstand any reasonably rough usage. Weight 12 ozs. Fitted with large spindle and adjustable drag. **17/6** each
- 210** **"SEAJECTA II"**
 Made by Grice and Young. $3\frac{5}{8}$ inch spool, made from stainless steel and ideally suitable for heavy sea fishing and rough work. Adjustable drag and line guard. **35/-** each
- 212** **"SEAJECTA III"**
 As No. 210 but $4\frac{3}{8}$ inch spool **37/6** each

COARSE REELS

- SELDEX** $3\frac{3}{4}$ inch Spinning Reel with exceptional line capacity
 Precision made **36/8** each
- No. **256** **CENTRE PIN SPINNING REEL** as No. 254 but with
 larger line capacity **27/-** each
- 257** **GENERAL PURPOSE REEL** 4 inch, optional check,
 large line capacity, exceptionally well made **13/6** each
- 260** **FLUID DRIVE REEL** 3 inch, Optional check, ... **11/-** each
 With line guard 1/- extra
- 265** **OPTIONAL CHECK REEL** 3 inch, black finish ... **7/6** each
 With line guard 1/- extra
- 271** **BRASS REEL** $2\frac{3}{4}$ inch, optional check, balanced handle ... **10/6** each
- 273** **BRASS REEL** $2\frac{3}{4}$ inch, fixed check. Exceptionally well made **8/6** each
- 283** **BOY'S FLUID DRIVE REEL** $2\frac{1}{4}$ inch. Optional check
 aluminium drum. Excellent value **4/6** each
- 286** **BOY'S PLASTIC REEL** $2\frac{1}{4}$ inch **1/5** each
 3 " **2/-** each
- 290** **PLASTIC SWIMMING REEL** $3\frac{3}{4}$ inch **13/-** each

MATCH REELS

No.				
254	CENTRE PIN MATCH REEL	which combines exceptionally free running with rapid line recovery making it an ideal reel for float fishing. Fitted with interchangeable line guard, optional check. Flick type rim		27/- each
TRUDEX	4 inch Match Reel.	Reversible line guard, exceptionally fine clearance between drum and cage. Ideal for monofilament lines.		38/4 ..
RAPIDEX	4 inch Match Reel of the centre pin type, flick type rim.	Fitted with adjustable drag. Firm favourite with all match anglers.		45/- ..
AMBIDEX No. 1	Universally accepted as the finest light casting reel on the market today. Many thousands have been sold and its continued popularity is proof of its superiority.			75/- ..
	Spare spool		7/- ..
	Accessory outfit		13/4 ..
AMBIDEX No. 2	A larger edition of the No. 1 having greater line capacity, and stronger pick-up			90/- ..
	Spare spool		8/4 ..
	Accessory outfit		16/8 ..
AMBIDEX No. 3	The latest addition to the range			...

FLY REELS

CONDEX	3 $\frac{1}{4}$ inch	An inexpensive precision reel		20/- each
	3 $\frac{1}{2}$		23/- ..
PRIDEX	3 ..	Specially recommended		28/6 ..
	3 $\frac{1}{4}$		29/3 ..
	3 $\frac{1}{2}$		30/- ..
BEAUDEX	3 ..	A De-luxe Reel fitted with spare check, line guard		42/- ..
	3 $\frac{1}{4}$..	ditto		42/8 ..
	3 $\frac{1}{2}$..	ditto		43/4 ..

MULTIPLYING REELS

GILDEX No. 1	by J. W. Young & Sons	140/- each
	Accessory Outfit	10/- ..
GILDEX No. 2	An inexpensive quality reel	112/- ..
	Accessory Outfit	10/- ..
GILDEX JUNIOR	84/- ..

REEL CASES

LEATHER REEL CASES	For reels 3—3½ inch	No. A	11/4 each
	.. 3½ B	11/6 ..
	Ambidex 3¼, 4 C	11/10 ..
	Gildex	.. D	11/10 ..
SUEDE BAGS	...	Nos. 1, 2 and 3 2/- ..

Mr. G. F. Grovener, using a
POOLSON size **12** crystal hook
 to **6x** Nygut, **hooked and**
successfully landed a 10lb. pike
 whilst fishing a local contest

PROOF INDEED OF THE
RELIABILITY OF
POOLSON STAR BRAND
FISHING TACKLE

