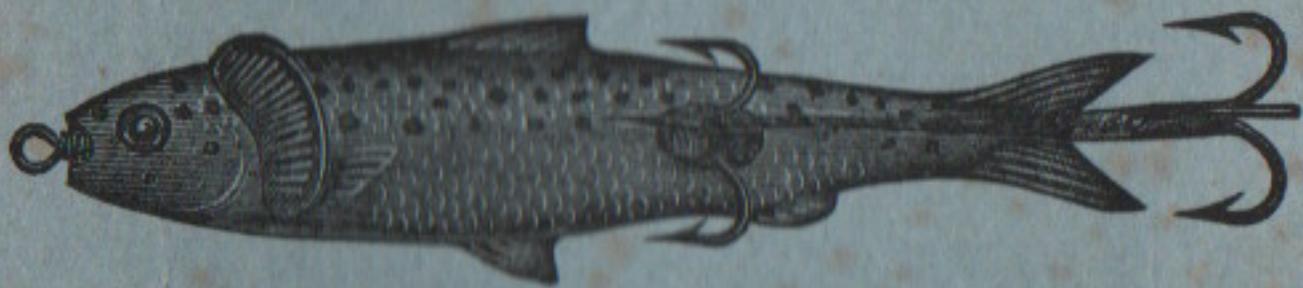


Fishing Tackle

Guns etc.



*Army & Navy
Stores*

Victoria Street, London, S.W.1

Victoria 1234

Ordering and Care of Rods

Orders

Please order rods by name or number and, where necessary, state the length required.

Rods exceeding 42 inches in length when taken down cannot be sent by POST.

In such cases it is necessary to include the name of the nearest station.

Orders are in most cases executed on day of arrival. If reasonable substitutes are available they are sent, unless orders are marked to the contrary, such substitutes may be returned if unsuitable.

Repairs

It is in the interests of customers to send rods for overhaul and repair at the end of the season, when unhurried attention can be given to the work. Delays are at times during the height of the season unavoidable, although every endeavour is made to overcome this.

With few exceptions, it is advisable to send the complete rod.

A few don'ts concerning rods

Don't put a rod away in a damp cover, or leave tops in damp landing handles.

Don't use vaseline or oil on rod ferrules; a little raw mutton suet, or ordinary yellow soap are the best lubricants.

Don't tie rod cover tapes tightly when putting a rod away for a time; leave all tapes untied, except the one on the cover flap.

Don't hold the wood (or cane) when putting a rod together or taking it apart; grip the metal ferrules and keep your hands close together in turning the rod joints or pulling them apart.

Don't stand a rod at a slope, keep it as nearly upright as possible, better still hang it by the loop at the top of the bag.

All prices subject to market fluctuations.

Post and packing is charged extra on all orders under £5

FLIES, CASTS, LINES, and goods obtained to Special Order, cannot, if correctly supplied, be returned for credit.

IMPREGNATED RODS

THESE RODS ARE BUILT UP FROM THE FINEST SELECTED BAMBOO. THE PORES AND CAVITIES IN THE BAMBOO ARE IMPREGNATED WITH A PHENOLIC RESIN, THUS TOUGHENING THE FIBRES AND SO FORMING A STRUCTURE FAR MORE EFFICIENT FOR FISHING RODS THAN THE USUAL PLAIN BAMBOO. THIS PROCESS SO HARDENS THE ROD THAT IT NEEDS NO PROTECTIVE OUTSIDE VARNISH BUT IS BUFFED TO A DURABLE POLISH THAT IS IMPERVIOUS TO DAMPNES AND EXTREMES OF CLIMATE.

THE "SCOTTIE" Impregnated

Two piece TROUT Rod. 1 Top.

No. 1 for WET; No. 2 for DRY FLY.

9 ft.	9½ ft.	10 ft.
£10 13 6	£11 2 6	£11 11 6

The "ABERDEEN" Impregnated

Three-piece TROUT Rod. 2 Tops.

No. 1 for WET; No. 2 for DRY FLY

8½ ft.	9½ ft.	10 ft.
£14 17 6	£15 15 0	£16 2 9
11 ft.	12 ft.	14 ft.
Sea Trout	Light Salmon	Salmon
£16 17 6	£18 13 6	£24 10 6

Leaflet with fuller details available from the Fishing
Tackle Department

J. S. SHARPE (FISHING TACKLE) LTD.
ABERDEEN

Salmon fly rods

THE "SPEY"

A very powerful rod of the highest grade split bamboo, reinforced suction or lockfast ferrules, full cork handle. Polished Duralumin sliding reel fittings agate type butt and end rings with plated bridge intermediates, butt cap and rubber button. Length 13 ft. Weight 17 ozs. Two tops. With suction ferrules, £15.10.0. With lockfast ferrules, £17.17.6.

THE "ABERDEEN"

Messrs. Sharpes' "impregnated" rods are justly world famous and these rods are all that the salmon fisherman can wish in reliability. Impregnated specially selected split bamboo, best quality double grip cork handle. Reinforced serrated suction ferrules. Anodized hexagonal screw reel ring with "W" fitting. Agate butt and end rings, stainless full open snake rings. Butt cap and rubber button. Length 12 ft. Weight 14 ozs. Three piece. One top, £15.7.6. 13 ft., £17.14.0., 14 ft. £20.18.4.

THE "ESK"

A good quality but inexpensive light salmon, grilse and sea-trout rod. A rod for those with few fishing opportunities and who feel they do not warrant more expensive and individual rods, and who will also appreciate its limitations. A three-piece built cane rod with reinforced serrated ferrules, plated metal bridge rings, agatine butt and end rings, sliding reel fittings, double handed cork handle. Length 12 ft. Weight 17 ozs. With one fly top, £7.19.6. With two fly tops, £9.15.6. With one fly and one spinning top, £10.5.0.

The Apollo steel salmon rods

THE "CLYTHA"

This Apollo steel rod is probably the most powerfully built salmon fly rod. It will take a No. 6 heavy double tapered line, casting with length, accuracy and ease. Fitted with reinforced suction ferrules, agatine butt and end rings, extra stout intermediate bridge rings, plated brass and Dural reel fittings, full double handed cork grip, attractive grain finish. Length 13 ft. Weight 19½ ozs. £18.18.8.

THE "DEE"

This Apollo steel rod is admirable for greased line fishing, although fitted with a double handed grip the weight permits its being used single handed, and so is most useful on small rivers. With reinforced ferrules, agatine butt and end rings, plated bridge intermediates, Dural sliding reel fittings, finished in light brown grain. Length 11 ft. Weight 12 ozs. £14.14.1.

Impregnated "Spliced" Split Bamboo fly rods

The smooth butt to tip action unhampered by any metallic joint, make these first class rods to handle, light and powerful, in short the desideratum of the fly fisherman. A "must" for the dry fly man.

9 ft. Two piece. With one top, £11.17.6. Two tops, £16.5.0.

For the salmon fisherman.

12 ft. Three piece. With two tops, £20.10.0. 13 ft. £22.12.6. 14 ft., £25.17.6.

Grilse and Sea Trout fly rods

THE "PETER ROSS"

Highest grade built cane rods that can be recommended for grilse, loch and sea trout. Reinforced suction and serrated ferrules, agatine butt and end rings, plated bridge intermediates, full length solid cork handle, butt cap and rubber button. Three piece. Weight 9 ozs.

10 ft. One fly top, £9.12.6. 10 ft. Two fly tops or one fly and one spinning top, £10.19.6.

11 ft. One fly top, £10.2.6. 11 ft. Two fly or one fly and one spinning top, £12.10.0. 12 ft., two tops, £13.0.0.

THE "LOCH"

A very excellent Apollo steel all-round rod, as a trout rod, yet combining by its balance and strength an admirable sea trout and grilse rod. Reinforced suction ferrules, agatine butt and end rings, plated bridge intermediates, plated brass sliding reel fittings, cork handle finished in light brown grain.

10 ft. Three piece. Weight 7 $\frac{3}{4}$ ozs. £14.5.11.

Suit-Case or Travel rods

THE "SAFARI"

These rods have been carefully designed to meet the continued request for a rod that whilst having a good fly action can be packed into a suit case. The "SAFARI" is a 9 ft. split cane trout rod, consisting of the butt 14 ins. and four sections of the rod 23 $\frac{1}{2}$ ins. in length. We have already sold a number of these rods and have received appreciations from the owners. 9 ft. selected cane, cork handle, agatine butt and end rings, best plated full bridge rings, reinforced suction joints, rubber button complete in bag.

No. 1. Sliding reel fittings. One top, £9.15.0. *Two tops, £10.17.6.

No. 2. Superior finish with screw winch reel fittings. *Two tops, £14.5.11.
*(Either two fly or one fly and one spinning top can be supplied.)

Trout fly rods

THE "J. H. M."

A best quality selected built cane rod with superlative action. Reinforced suction ferrules, agatine butt and end rings, plated bridge intermediates, Duralumin sliding reel fittings and cork handle. We continue to receive appreciations of the quality and fine action of these rods, and so they are recommended with complete confidence. 8, 8½, 9, 9½ ft. Weight 5¼ ozs. Three piece with two tops, £10.17.6.

THE "KINGFISHER"

An exceptionally fine trout fly rod, offering the best possible value in selected built cane. Reinforced suction ferrules, agatine butt and end rings, plated bridge intermediates, Duralumin sliding reel fittings, cork handle. 9, 9½ ft. Weight 5¼ ozs. Three piece with one top, £9.10.0.

THE "DEVON" (Dry Fly)

We are justly proud of these rods and the greatest possible care is taken to obtain perfect dry fly action and balance. Best selected high grade built cane, with reinforced suction ferrules, agatine butt and end rings, plated bridge rings, Duralumin sliding reel fittings, full cork handle. 8, 8½, 9 ft. Weight 5½ ozs. Two piece, £6.17.6.

THE "BROOK"

As the name suggests these rods are for the smaller streams or burns. They are also recommended as a boy's first rod. Selected high grade built cane, reinforced suction ferrules, agatine butt and end rings, plated bridge rings, Duralumin sliding reel fittings and cork handle. Note the feather-weight; it handles delightfully. 7 ft. Weight 3½ ozs. Two piece, £6.17.6.

Featherweight Trout fly rods

THE "SCOTTIE"

Designed for those requiring a specially light weight rod. Specially selected split bamboo, these rods are really seductive to handle. Fitted with reinforced serrated ferrules, ultra light-weight reel fittings, agate butt and end rings, stainless full open bridge rings, best quality shaped cork handle, all rods are two piece.

Length	Weight	One top	Two tops
7 ft.	3 ozs.	£7.15.0	£10.9.0
8 ft.	4½ ozs.	£7.19.6	£11.0.0
8½ ft.	5 ozs.	£8.5.9	£11.12.6

"Apollo" steel fly rods

Descriptive list sent post free on application.

Boys first fly rods

THE "COLLEGE"

We introduce this rod primarily as an inexpensive quality that meets the requirement for a boy's first rod for use at hol's. Built cane with suction ferrules, agatine end, plated butt, and bronzed snake intermediate rings, sliding reel fittings and cork handle. 9 ft. only. Weight 6 ozs. Three piece, £6.17.6.

THE "GRADUATE"

A solid glass fibre fly rod, that will meet the requirement for an inexpensive rod that will withstand the inexpert handling of the beginner, beyond being heavier than the average, it has every good point one expects in a more costly rod. Fitted with reinforced tapered ferrules, plated full open bridge rings, agatine butt and end rings, polished Duralumin screw winch reel fittings and rubber button. Length 7 ft. 3 ins. Weight 7½ ozs. Two piece, £4.15.0.

Glass trout fly rods

THE "GRANNOM"

A two piece "dry fly" action rod with reinforced suction ferrule, screw reel fittings, agatine butt and end rings with plated intermediates, cork handle. Length 8½ ft. Weight 6 ozs., £6.17.6.

THE "CAPERER"

A three piece "wet fly" action rod with reinforced suction ferrules, screw reel fittings, agatine butt and end rings, plated intermediates, cork handle. Length 9½ ft. Weight 6½ ozs., £7.17.6.

Glass spinning rods

THE "HI-SPIN"

A very good medium glass spinning rod, with reinforced ferrules, large rustless metal butt ring and plated metal end and intermediates, screw winch reel fittings, 14 in. cork handle. Length 7 ft. Weight 6½ ozs. Suitable for lines up to 7 lbs. Two piece, £5.5.0.

THE "MAX-SPIN"

An excellent all-round heavy spinning rod, suitable for sea as well as fresh water spinning, fitted with reinforced ferrules, large butt ring, bridge intermediates and spinning end ring, all the rings being rustless, screw winch reel fittings, 14 in. cork handle. Length 7 ft. Weight 7½ ozs. Suitable for lines up to 10 lbs. Two piece, £5.15.0.

THE "TOP-SPIN"

An extremely useful light spinning rod at an unusually reasonable price, will meet the requirement of those whose opportunities to fish are limited. Fitted with reinforced ferrules, large plated stand-off metal butt ring, bridge intermediates and spinning end ring, screw winch reel fittings, 12 in. cork handle. Length 7 ft. Weight 7 ozs. Suitable up to 6 lb. lines. Two piece, £3.16.6.

Salmon built cane spinning rod

THE "DON"

A good quality salmon, grilse built cane spinning rod, this meets the requirement for an inexpensive salmon spinning rod. With lock-fast ferrules, agatine rings fitted throughout, plated sliding reel fittings, double-handed 24-inch cork handle. 10 ft. Weight 15 ozs. Two piece, £9.10.0.

Trout built cane light spinning rod

THE "DOVEY"

High grade built cane with reinforced serrated ferrules, large agatine butt and end ring, plated bridge rings, Duralumin sliding reel fittings, full cork handle. 7 ft. Weight 5 ozs., for up to 7 lb. line. Two piece, £6.17.6. 8 ft. Weight 6 ozs., for up to 10 lb. line. Two piece, £6.19.6.

THE "ROSS" APOLLO STEEL RODS

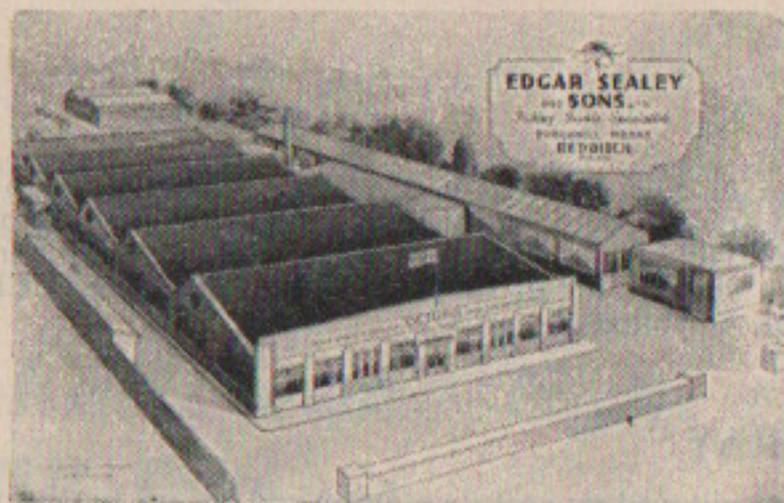
A "best seller," this rod has an exceptionally good reputation. On several occasions during the last season we have sold a "Ross" rod to a customer and have received repeat orders to send another rod to a friend who has seen it in use, and on one occasion two additional rods were ordered. It has records of many 15 and 18 lb. salmon safely taken. This single-handed spinning rod will cast surprisingly long distances and one can spin all day without fatigue. Reinforced suction ferrules, agatine rings fitted throughout, the butt ring being of the "stand-off" pattern. Dural sliding reel fittings, cork handle, finished in brown grain. 7 ft. Weight 5½ ozs. Will take a line from 5 to 15 lbs. with equal effectiveness. Two piece, £9.16.11.

THE "STEPCASTER"

One of the Apollo range of inexpensive steel rods, it meets the requirement of those whose opportunities for spinning are limited. Solid cork handle, Duralumin sliding reel fittings, diamite non-rusting stainless rings the butt ring, being of the large stand-off type, finished in gold-grain. 7ft., 2 piece. £6.15.11

THE "PAL" BAIT CASTING ROD

The accepted leader of overhead casting rods, with off-set handle, agatine rings, the top is secured to the handle by screw locking device, screw reel fittings complete a rod that is perfect in this class and a delight to use. We recommend the "GILDEX" reels and "GREEN BUTTERFLY" lines for use with this rod. 5 and 5½ ft. Weight 8½ ozs., £7.8.6.



THE HOME OF "OCTOPUS" FISHING TACKLE
RENOWNED FOR ITS QUALITY AND VALUE

SEE OUR NEW PATTERNS

The "GOLD SEAL" range of solid fibre glass rods.

Standard, 7 ft.	68/-
Autolock, 7 lbs., 8 ft.	94/9
Sea Sprite, 8 ft.	154/10
Autolock, 5 lbs., 7 ft.	76/9
Autolock, 11 lbs., 8 ft.	112/9
Sea Leader, 10ft.	197/10

FLOATCASTER DE LUXE

A new "AVON" type rod. Whole cane butt, built cane middle and top.

11 ft., 79/-

12 ft., 89/-

SAY "OCTOPUS"

THE PRODUCTS OF

EDGAR SEALEY & SONS LTD., REDDITCH

Float fishing rods

THE "PRIZE WINNER"

Best quality all cane butt, spliced built cane middle section, special built cane striking top, agatine butt and end rings, stand-off bridge rings, sliding reel fittings, full-length cork handle. 10 ft. Weight 10 ozs. Three piece, £4.19.6. 11 ft. Weight 15½ ozs. Three piece, £5.10.0. 12 ft. Weight 10½ ozs. Three piece, £6.7.6. 13 ft. Three piece, £6.17.6. 14 ft. Three piece, £7.5.6.

THE "RIVER"

A rod we have been asked for, and above all at a reasonable price, it is an all-round float fishing rod suitable for all freshwater fishermen. A three, piece built cane rod with suction ferrules, stand-off bridge and end rings-sliding reel fittings and double-handed cork handle. 11 ft. only. Weight 16 ozs., £5.7.6.

THE "TAPER FLASH"

A superb "Apollo" steel rod for all float fishing, the tip action is perfect and will suit the most discerning "championship" match fisherman, although extremely light in weight, it has strength, and is not fragile. A really "good buy." 10½ ft. Weight 12 ozs. Three piece, £6.19.4. 12 ft. Weight 12½ ozs., £7.5.6. 14 ft. Weight 13 ozs., £7.17.6.

Ledger, roach and carp rods

THE "LEDGER"

A very useful general purpose ledger rod. Well built cane throughout, plated bridge rings, porcelain end ring, suction ferrules and 15-inch cork handle. 9 ft. Weight 16 ozs. Three piece, £5.19.0.

THE M.W.B. No. 1

An excellent ROACH and general float rod. Three piece with whole cane butt and middle joint, split cane top, agatine butt and end rings, Bell's high intermediates. Duralamin reel fittings. Length 10½ ft. £4.5.0. 12 ft. £5.5.0.

No. 2

As above but more powerful rod entire built of split cane, best fittings and finish. Length 10½ ft. £6.7.6. 12 ft. £6.17.6.

THE "LICHFIELD"

A specially built all split cane CARP rod. Very powerful with full length 24" solid cork handle, bronzed serrated suction ferrule, agatine butt and end rings, chromium open bridge intermediates. Well finished. Two piece 10 ft. £6.17.6.

Sea rods

THE "LINCOLN"

A good quality built cane rod suitable for live baiting and for fine sea fishing. Agatine butt and end rings, plated bridge rings, extra strong reinforced banded suction ferrules, full 20 in. solid cork handle, Duralum:in sliding reel fittings, plated butt cap. 7 ft. Weight 11 ozs., £5.15.6. 8 ft. Weight 14 ozs., £5.19.6.

THE "SANDGATE"

An all-round sea rod, very good for bait casting, at a very low cost. The butt is whole cane, and the top section built cane, bronzed reinforced ferrules, bronzed screw butt cap, and sliding reel fittings, porcelain bridge rings and banded porcelain top ring, rubber button. 8 ft. Weight 22 ozs. Two piece, £5.17.6.

THE "NEWHAVEN"

(Will go into a suitcase.) Not only is this an excellent all-round sea rod, but it meets the requirements of those who have asked for a rod that can be packed in a suitcase. Consisting of three sections of 29 ins. each, the butt of solid cork with sliding reel fittings and rubber button, the mid and top sections are split cane, well able to stand up to rough work, fitted throughout with strongly guarded porcelain rings and extra strong reinforced suction ferrules. 6½ ft. Weight 18 ozs., £6.10.0.

THE "BEACH CASTER"

A very powerful two-piece built cane casting rod, extra reinforced ferrules, guarded porcelain rings throughout, all bindings in copper wire. Screw grip reel fittings, special THREE-GRIP cork handle for heavy casting. A very much admired rod on the beaches. 9ft. Weight 31 ozs. Two piece, £9.7.6.

Glass sea rods

THE "DOVER"

A very handy solid fibre glass boat and general sea rod. The top is 4 ft. with special ferrule fitting into the 24 in. solid cork handle, thus making it easy to handle and short for packing up. Stainless steel rings throughout, bronzed brass sliding reel fittings. Will lift 4 lbs. dead weight at rod tip. 6 ft. Weight 16 ozs. Two piece, £4.15.6. If fitted with screw winch reel fittings, £5.15.6.

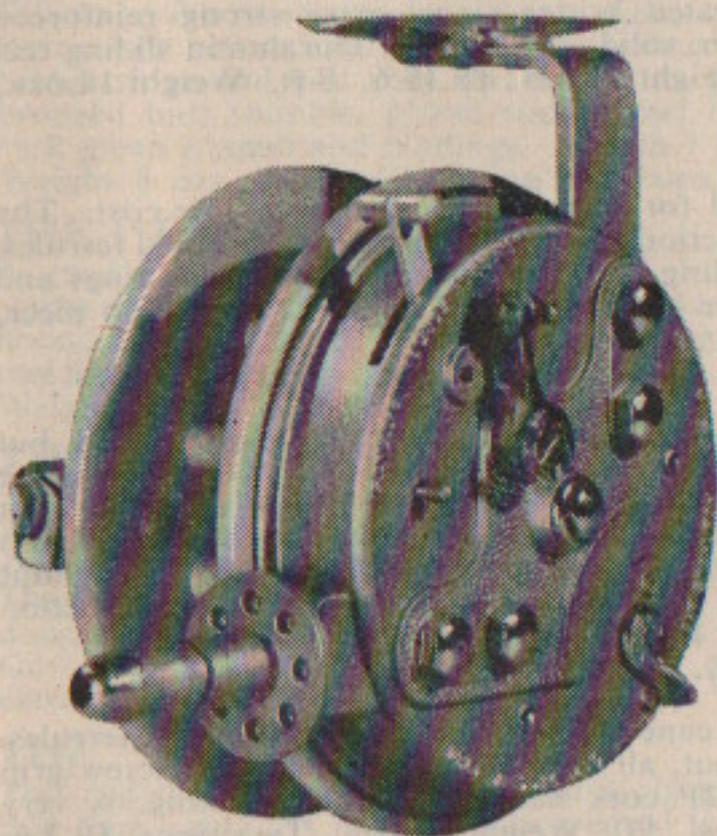
THE "WALMER"

A powerful fibre glass sea rod suitable for beach and pier work, capable of casting up to 4 oz. leads long distances. Heavily reinforced ferrules, stainless steel rod rings throughout, best quality screw winch reel fittings, 24 in. solid cork handle, rubber button. 8 ft. Weight 28 ozs. Two piece, £7.12.6.

THE "DEAL"

A more powerful rod with the specifications of the "Walmer" but capable of casting 6-8 oz. leads. 8 ft. Weight 32 ozs. Two piece, £8.8.6.

THE ORLANDO III SUPREME



(Patented)

THE FINEST ALL-
PURPOSE SEA
REEL YET
CONTRIVED

Spool diameter $4\frac{3}{8}$ "
Width 1"

Line capacity 400 yards
23 lb. B.S.

Other sizes pro rata

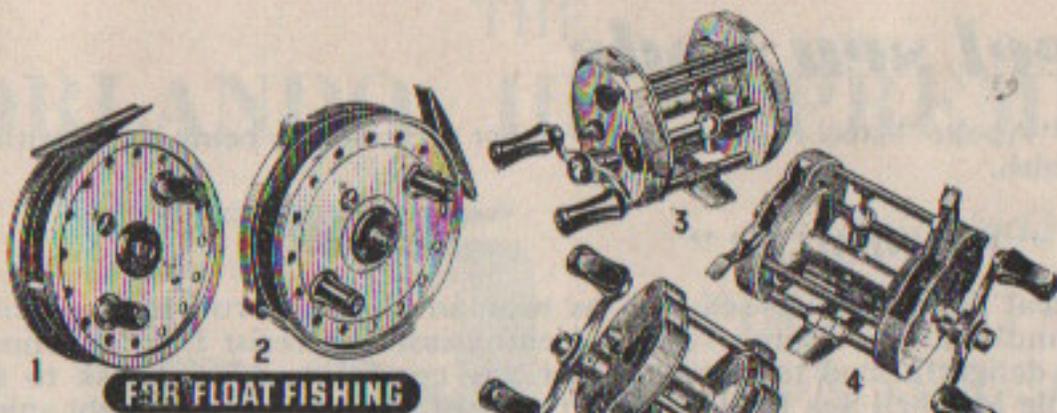
Easily converted for
right or left hand use

It is fitted with an adjustable brake having a free wheel device which operates when retrieving. This is a boon for strong tides or powerful fish. For beach casting the Orlando Supreme has no equal. Really long casts are easily made without over-runs. Line twist is removed on each cast by alternately placing the spool on the casting spindle with handles facing forwards or backwards. A memory tickler is fitted for spool direction on the casting spindle.

Just recently Gurney Grice hooked, played and boated a lively blue shark of $32\frac{1}{2}$ lb. on an Orlando III Supreme. It was an amazing demonstration of reel versatility.

PRICE INC. TAX £6-6-0

GRICE & YOUNG LTD., CHRISTCHURCH

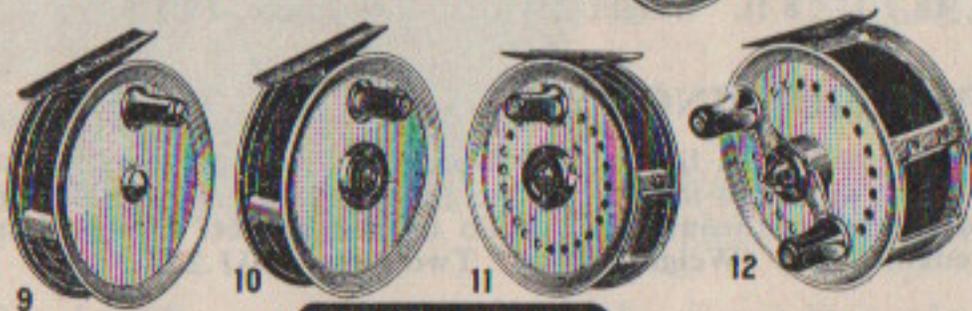


FOR FLOAT FISHING

FOR BAIT CASTING



FOR BAIT CASTING OR TROLLING

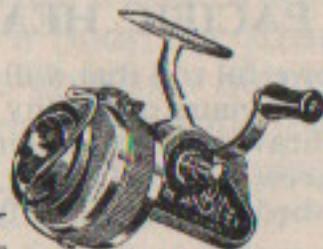


FOR FLY FISHING

The incomparable

- | | | |
|--------------|-----------------|------------|
| 1 RAPIDEX | 5 GILDEX JUNIOR | 9 CONDEX |
| 2 TRUDEX | 6 FREEDEX | 10 PRIDEX |
| 3 GILDEX | 7 WINDEX | 11 BEAUDEX |
| 4 GILDEX N°2 | 8 SELDEX | 12 LANDEX |

and ... The AMBIDEX



*Still the leading Threadline Spinning Reel
 ... the most attractively priced ... the best Value.*

Our Express SERVICE applies to every model.

J.W. Young & Sons Ltd.

Fishing Reel Specialist Makers Since 1884

Redditch

England

Trout and Salmon fly reels

THE "CONDEX" TROUT REEL

A reel of practical design and extraordinary value, we have no hesitation in suggesting this reel to those whose limited fishing opportunities do not warrant more expensive equipment. Constructed of finest aluminium alloy and other high grade materials, treated to resist erosion, all-steel checkwork of the latest design, centreless ground bearings. Two sizes only.

3½ ins. 5 ozs. 50/6

3½ ins. M.W. 6½ ozs. 50/6

THE "PRIDEX" TROUT AND SALMON REEL

This reel is a very popular choice for trout or salmon fly fishermen. While still very moderate in price, the appearance and finish is that of a best quality reel, it embodies the best of modern design, and the materials used are of the finest quality. The precisionally ground bearings and hardened steel checkwork give the owner assurance of a life time satisfactory service. The salmon sizes have auxiliary check mechanism.

Four sizes for Trout.

3 in.	5 ozs.	} 68/6
3¼ ins.	6 ozs.	
3½ ins.	6 ozs.	
3½ ins. M.W.	6½ ozs.	

Three sizes for Salmon

3¾ ins. M.W.	8 ozs.	72/-
4 ins.	8½ ozs.	72/-
4 ins. W.	10 ozs.	90/-

REEL BAGS

Best quality leather bags, soft padded interior and zipp fastener. For 3 ins. to 3½ ins. reels, 24/6. For 3½ ins. to 4 ins. reels, 25/-.

THE "BEAUDEX" TROUT AND SALMON REEL

A beautiful fly reel that has every essential feature and many outstanding refinements. The tension of the main check can be adjusted by regulator, a spare set of checkwork is carried in the cage and this can be quickly engaged without tools. A well designed catch allows the line drum to be easily removed for oiling and cleaning. The rectangular line guard protects the cage from grooving and assists in the even distribution of the line.

Four sizes for Trout.

3 ins.	5 ozs.	} 86/6
3¼ ins.	6 ozs.	
3½ ins.	6 ozs.	
3½ ins. M.W.	6½ ozs.	

Three sizes for Salmon.

3¾ ins. M.W.	8 ozs.	} 115/-
4 ins. M.W.	8½ ozs.	
4 ins. W.	10 ozs.	

THE "LANDEX" GENERAL FLY FISHING

A first class fly reel that in addition to incorporating all of the refinements of the "BEAUDEX" reel, has also an independent double handle which automatically remains stationary when playing a fish or taking off line, and which is instantly and automatically re-engaged for line recovery. Superbly finished in gun-metal polychromatic enamel, pre-treated to resist corrosion.

Trout Sizes.

3½ ins.	6½ ozs.	70/6
3½ ins. M.W.	7 ozs.	102/6

Salmon Sizes.

3¾ ins. M.W.	8½ ozs.	124/6
4 ins. M.W.	9 ozs.	130/-
4 ins. W.	10 ozs.	136/-

M.W. = Medium Width.

W. = Extra Wide.



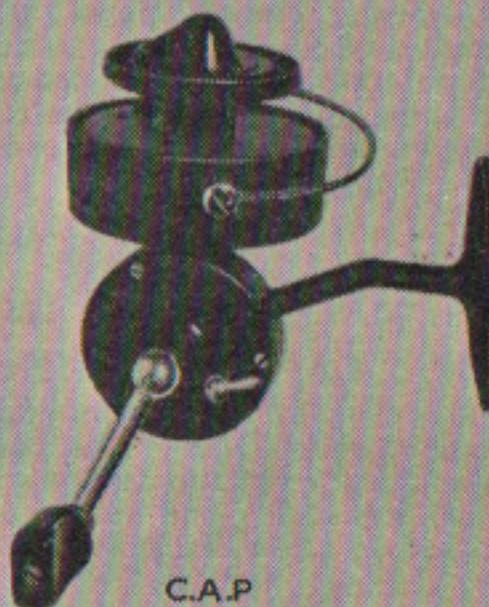
AMBIDEX



MITCHELL



FELTON X WIND



C.A.P.

Threadline fixed spool reels

THE "NEW AMBIDEX"

Illustrated on page 18. These reels are built with the same precision giving the silent running and smooth action that has won the appreciation of anglers throughout the world, and the new models have the following improvements:—

No. 2 F.P.

Improved checkwork, complete flexible pick-up, optional anti-reversible stop. Improved winding handle, fast winding, ratio $3\frac{1}{2} : 1$. Line capacity 100–150 yds. up to 7 lbs. B.S. Weight 12 ozs. £9.0.0. Spare line drums, 18/–.

No. 3 F.P.

Complete flexible pick-up, optional anti-reversible stop. Line drum and tension unit are integral and can be completely removed without disturbing the setting of the latter, no inconvenient loose parts. Latest type improved checkwork, folding handle for convenience when reel is not in use. Fast winding, ratio $3\frac{1}{2} : 1$. Increased line capacity: 200 yds. of 7 lbs. B.S. up to 100 yds of 13 lbs. B.S. Weight 13 ozs. £10.16.0. Spare line drums, 27/6. The folding handle fitted to the No. 3 FP model is also obtainable as a spares unit, and can be fitted to *all* "AMBIDEX" reels, including those already in service. 17/6.

THE "MITCHELL"

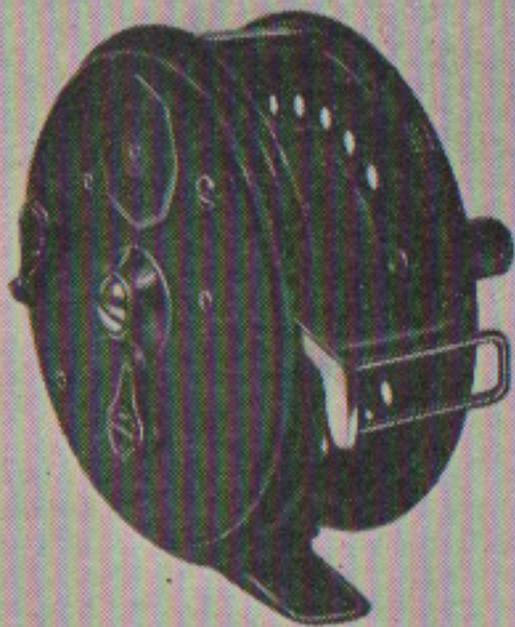
Illustrated on page 18. These reels are the most up-to-date type, having the bale "pick-up." Record casts have been made with the lightest baits. The wide spools and special line distributor ensures that the line meets with no resistance when casting. The lever is well placed for easily operating the automatic bale pick-up, and an anti-reverse clutch prevents the handle from turning backwards. Each Mitchell reel is supplied with two spools of different capacity, viz., 130 yds. of 7 lbs. line and up to 100 yds of 15 lbs. line. Left-hand wind is supplied unless otherwise specified. Weight $11\frac{1}{2}$ ozs. £7.19.6. Spare line drums, 27/6.

THE C.A.P.

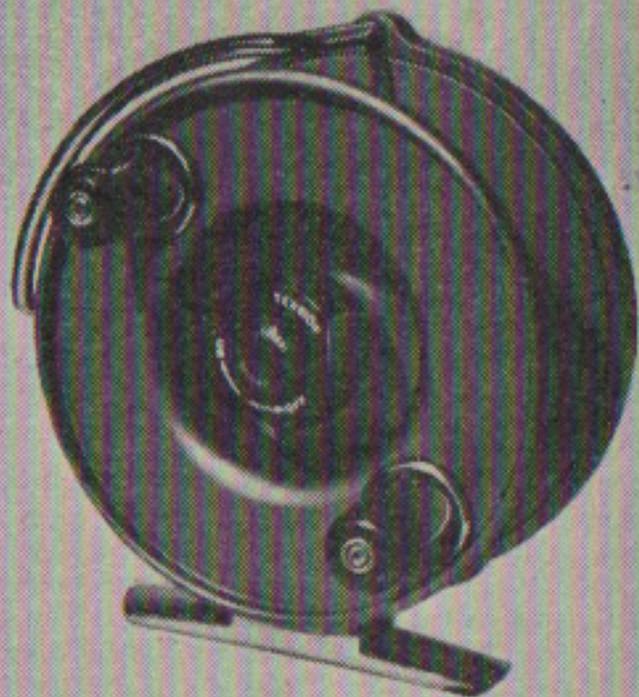
This is a cheaper variety of the "MITCHELL" reel with a full bale pick-up in hard chromium steel, anti-reverse lever, tension adjustment by a winged nut on the spool, the winding system gives a combination of cross and level winding, thus distributing the line evenly on the drum. Left and right-hand wind. Line capacity up to 165 yds. of $9\frac{1}{2}$ lbs. B.S. Includes two line drums. Weight 8 ozs. £4.17.6. Spare line drums, 12/6.

THE "INTREPID" (de Luxe)

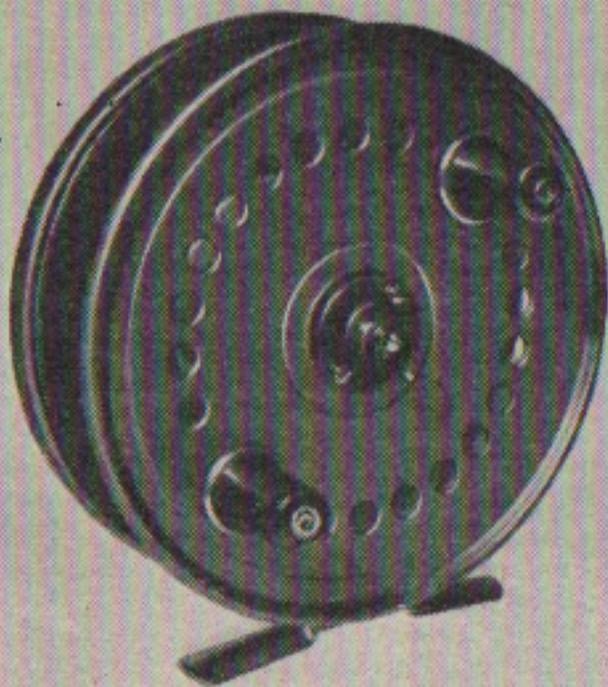
As value for money this is the best reel available at present to those who realise that at the price its capabilities are limited, this reel meets that requirement. The makers offer a year's guarantee with each reel. The main components are pressure die cast, main gear and handle are nylon, stainless steel full pick-up, machine parts electro-plated, black non-reflecting stove finish. Spool capacity up to 100 yds. of 6 lb. B.S. monofilament line. 48/–. Spare spools, 6/9.



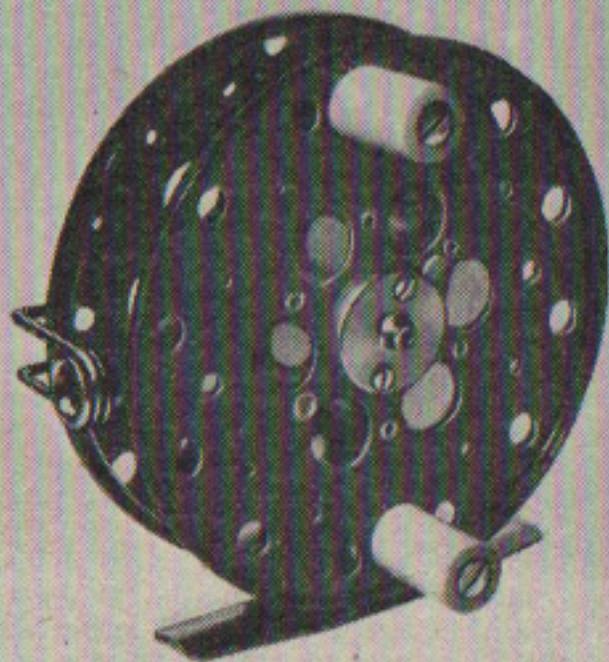
EASICAST



WINDEX



SELDEX



DOWLING

Spinning and general purpose reels

THE "EASICAST"

You will find spinning easy and become an expert by using the "Easicast." Cast in the usual manner and the reel will do the rest. The spring arm, which is operated by the line during the cast, controls the line drum and decreases its speed as the bait approaches the water, the tension on the line releasing or applying the brake. An hour's practice to accustom oneself to the adjustment of the control line guard will make spinning easy, and distance and accuracy obtained without trouble. Centre pin action, non-corrosive metal, optional check, brake regulator screw drag, black finish. For baits from $\frac{1}{2}$ to 3 ozs. $3\frac{3}{4}$ ins. Weight 8 ozs. £7.5.0.

THE "AERIAL"

This reel is in a class by itself, and we have the greatest confidence in recommending it. It is an all-metal reel of highest quality, fitted with a regulating brake so that it can be adjusted to suit baits of various weights. The brake is easily set by a milled nut on the front bars, optional check. The best spinning reel of its class. $3\frac{3}{4}$ ins. Weight $8\frac{1}{2}$ ozs. £7.5.0.

THE "WINDEX"

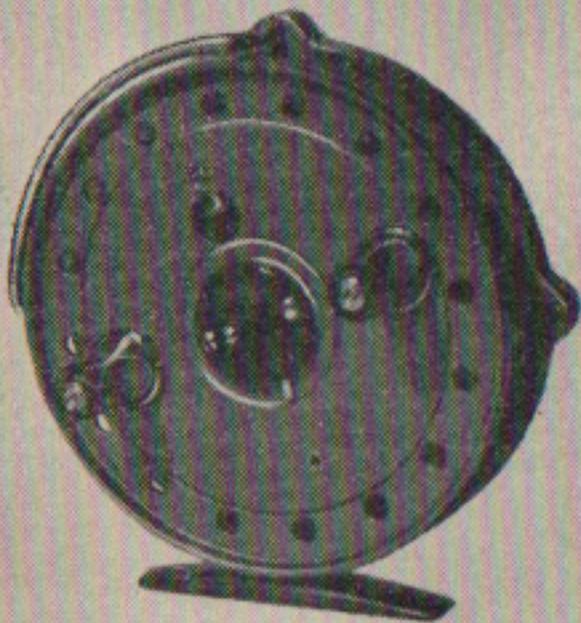
A sturdy high-class salmon, pike spinning reel, ideal for trolling and for general use. The adjustable tension is self securing and carefully designed boss ensures ease in action. The drum rim is wide for easy finger control. A very good reel, compact and highly recommended. 4 ins. Weight 10 ozs. £4.10.0.

THE "SELDEX"

As near to an all-round reel as possible, it is a free running "Nottingham" type centre pin reel, for salmon, pike, and general spinning, float and all freshwater fishing, it could even be used as a light fly reel. The drum is easily removed by a catch lever, and the optional check is operated by a lever in a convenient position for instant use. $3\frac{3}{4}$ ins. Weight 8 ozs. £3.6.3. $4\frac{1}{2}$ ins. Weight 10 ozs. £3.16.0.

THE "DOWLING"

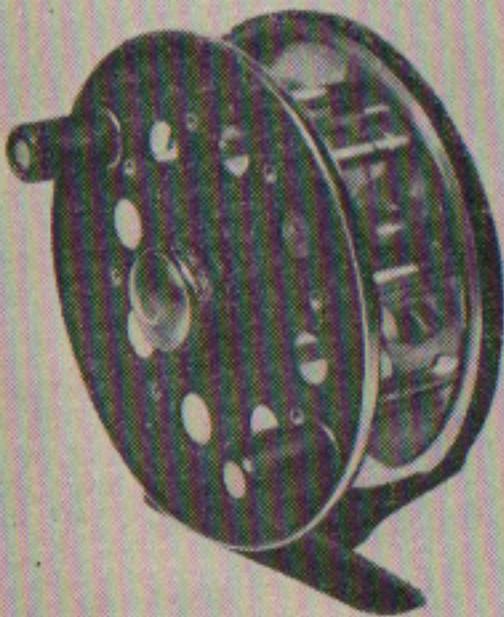
A very free running centre pin spinning reel, we have had a number of recommendations from satisfied users. Easy drum release catch, sliding ring line guard, the edge of the drum is turned to permit finger braking, optional check. Best value at its price for a spinning reel. 4 ins. Weight 8 ozs. £2.11.6.



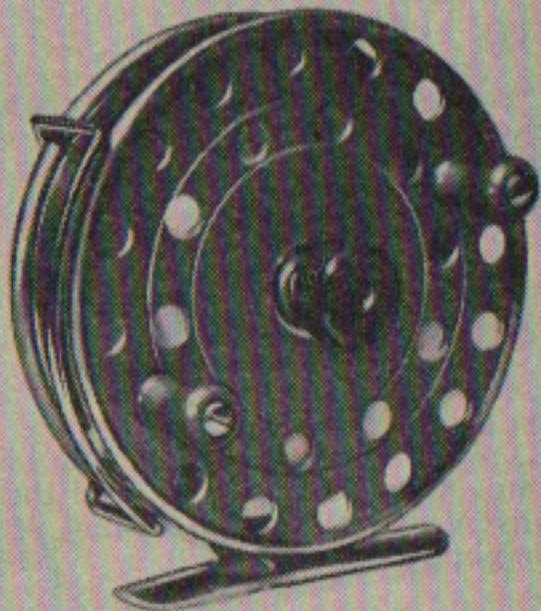
TRUDEX



RAPIDEX



ADURAFLO



FLUIDRIVE

THE "FREEDEX"

This is a FREE SPOOL spinning and bait casting reel. The handles remain stationary when a cast is made; disengagement and engagement are entirely automatic. A sensitive regulator is fitted by which a suitable tension can be applied to the line drum, patent lever operated optional check, and the release lever enables the winding unit to be removed complete. 4 ins. Weight 9 ozs. £6.18.0.

THE "RAPIDEX"

A "Championship" class reel that is the first choice of experts in match fishing. With a pivotal bearing centre pin drum it is not only perfectly free running, but can also be adjusted to any fraction of tension giving complete control over the drum to meet any circumstances. The flange of the drum is perforated for ventilation and is very contracted in form with a large diameter line drum to obtain the most rapid line recovery. The check is motivated by a lever very conveniently placed in a working position. The drum can be quickly released by a spring operated lever. The drum flange wide permitting finger control. Ample line capacity. 4 ins. Weight 7½ ozs. £4.12.0.

THE "TRUDEX"

The most modern reel for all float fishing and general purposes. Newly developed for use with the FINEST NYLON LINES, the exceptionally fine precision clearance between the line drum and back plate permits the finest nylon lines to be used without becoming entangled. It has an exceptionally free-running line drum of the centre-pin type, and is controlled by a regulator, and the lever operated optional check can be set for either right or left hand, the line guard, too, is interchangeable. The drum may be instantly released by a lever. 4 ins. Weight 7½ ozs. £3.15.7.

THE "FLUIDRIVE"

An inexpensive general purpose reel for fresh water, very free running, optional check and line guard. 3 ins. Weight 4 ozs. £1.2.6.
The 4 ins. model of this reel has in addition an easily adjustable and optional drag. 4 ins. Weight 9 ozs. £2.3.6.

THE "ADURAFLO"

These reels were mainly built at the demand of the match fisherman, where lightness, durability and free running are essential, the spoke built drum cage is extra light in weight to overcome over-running, the back being made up to balance and add strength. Fitted with optional check and the adjustable drag is free to adjust to any requirement at any time. 3½ ins. Weight 7 ozs. £1.12.6. Line guards for this reel, 3/9.



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