

FISHING



TACKLE

Sole British Wholesale Distributors for :
HORROCKS-IBBOTSON CO.,
FISHING TACKLE MANUFACTURERS,
UTICA, N.Y., U.S.A.

Our
Specialities :



Stocks
and Service

MILLARD BROTHERS, LTD.

Telegrams :
SOURCROUT (HOLWAY)
LONDON

467, CALEDONIAN ROAD, LONDON, N.7

Telephone :
NORTH 2437

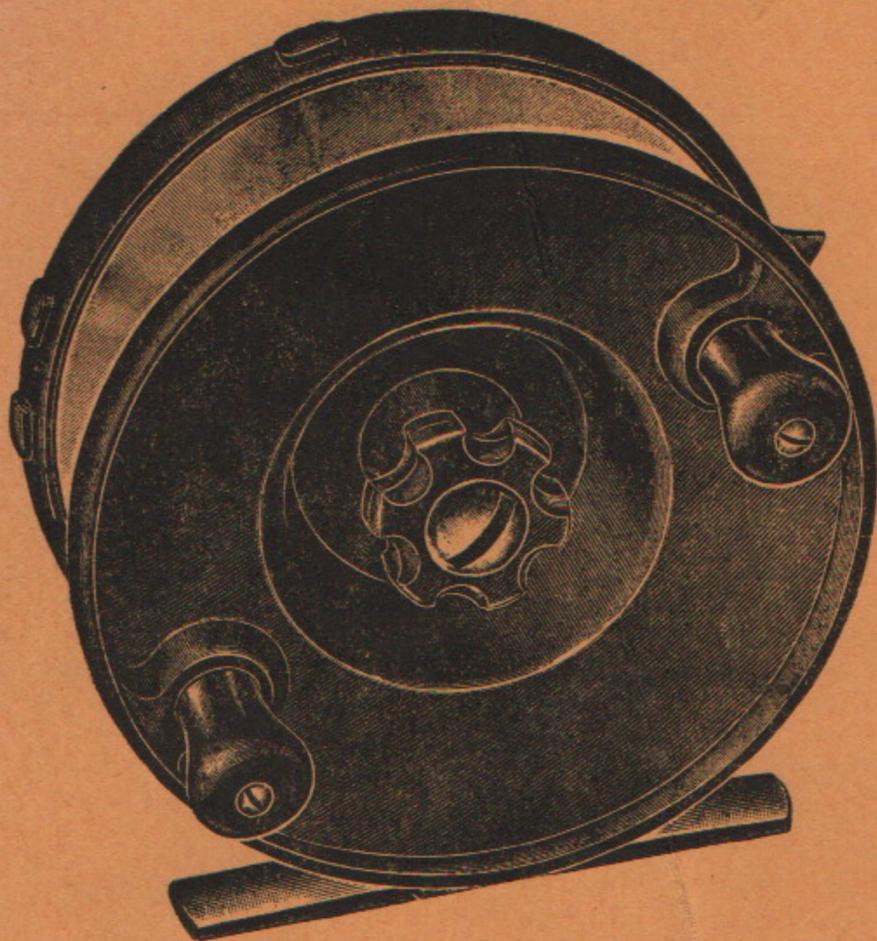
GLASGOW DEPOT: 74, YORK STREET, GLASGOW. Telephone: CENTRAL 5280

WHOLESALE AND EXPORT ONLY



165

"The Milbrolite" Moulded Reels



Ideal for Pike or Sea Fishing

A superior series in Bakelite composition. Cleanly finished in practical colour.

Non-warping. Non-corroding.
Metal parts Chromium Plated.

OUR SPECIAL FEATURE

Fittings are standard and interchangeable thus making for easy renewal of parts.

No. 135. 4" as illustration left, balloon handles. Spring washer, lock nut type drag. Optional check button operated at back. Non-slip ratchet
12/6 each

No. 235. As above, with Bickerdyke line guard
13/6 each

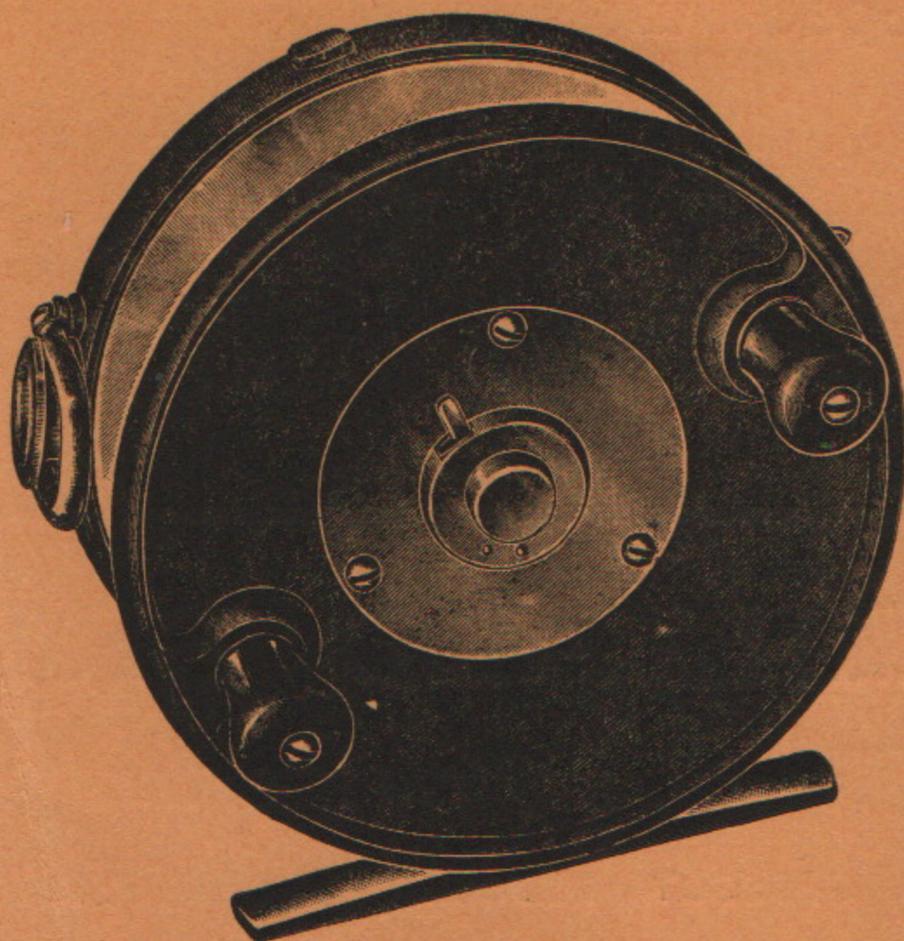
No. 335. With Ring line guard
14/3 each

The "Milbrolite" Centrepin Reel

No. 435. 4" centre pin action for Pike, Bass or Salmon Spinning. Instantly detachable drum for cleaning and oiling ... **15/-** each

No. 535. As above, fitted with Bickerdyke line guard ... **16/6** each

No. 635. Fitted with sliding ring guard
17/3 each



No. 635



COARSE FISHING RODS of TONQUIN and SIMILAR STOUT CANE

Coarse Fish, *i.e.*, ROACH, BREAM, PERCH, BARBEL, etc.

The demand for these rods is such that it is essential orders be placed **immediately** to ensure delivery.

The longer lengths are sold in quantities to sundry tackle dealers who attach side rings and whip the rods to their own particular patterns, converting same to very excellent selling lines of a distinctive appearance.

- | | | | |
|---|------------------|-----------|-------------|
| No. C 0. Two piece, Plain, with bamboo top, brass ferrules and end ring | ... Length 8 ft. | per dozen | 9/- |
| No. C 1. Three piece, Plain, with bamboo top, full brass ferrules and end ring | ... Length 9 ft. | " | 12/- |
| No. R 67. Three-piece mottled cane, varnished, brass ferrules and end ring. | ... Length 9 ft. | " | 12/- |

No. B 11. Three-piece superior Mottled Cane, varnished, polished brass ferrules, snake rings, whipped in green and winch fitted.

A great favourite for coarse fishing.
Length 9 ft. Each **3/-**

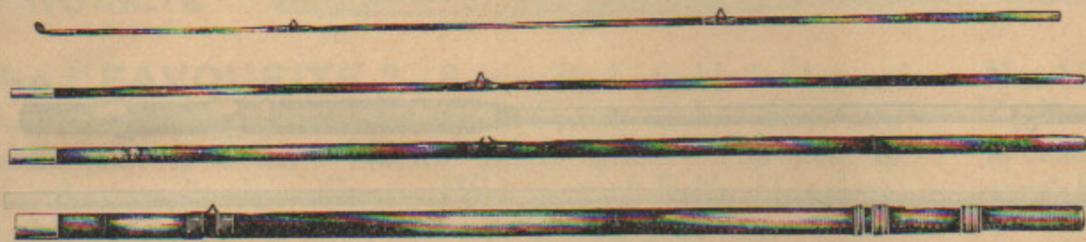


No. R 68. Three-piece mottled cane, wood top, fully ringed and winch fitted.

Special cheap line.
Length 10½ ft Each **3/9**

No. B11

- | | | |
|---|----------|------------|
| No. B 24. Four-piece bottom rod, 3 joints of mottled cane, wooden top, snake rings, winch fitted, 12 ft. | ... Each | 2/9 |
| No. B 25. A better quality edition of the above with universal winch fittings, butt cap, and brazed joints | | 4/6 |

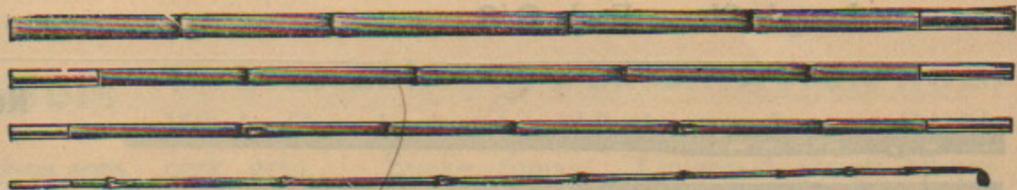


No. B 36. Four-piece mottled cane **Roach Rod** fully ringed and winch fitted, lancewood top, brazed, well varnished and finished.

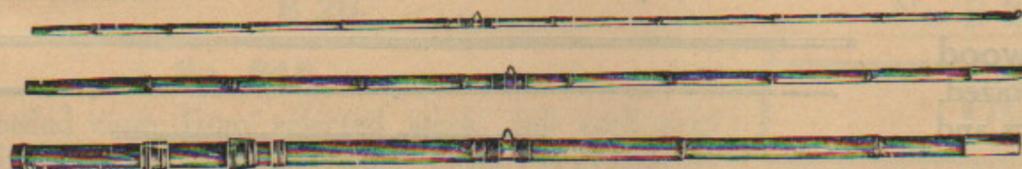
Length 12 ft. Each **6/-**

No. B 36 A do. " 14 ft. " **7/6**

REED RODS. All the rods hereunder are of French or Spanish Reed, whilst they are definitely light and comfortable in use. They cannot be expected to stand such heavy use as those shown above.



- | | | | | | | | |
|--|--------|-------|-----------|-------------|-------------|-------------|-------------|
| No. C 3. Four piece, Plain, | ditto, | ditto | Lengths | 12 ft. | 14 ft. | 16 ft. | 18 ft. |
| | | | Per dozen | 24/- | 27/- | 36/- | 42/- |
| No. R 64. Four piece, Plain, ditto, ditto, but brazed | | | " | — | 34/6 | 42/- | — |



WINCH FITTED RODS

- | | | | | |
|--|--------|-----------|-------------|-----------------|
| No. R 61. Three piece, Plain Reed, wood top, full brass ferrules, ringed, brazed and winch fitted | | Length | 9 ft. | 10½ ft. |
| | | Per dozen | 36/- | 42/- |
| No. R 62. Three piece ditto, ditto, with balance handle | | " | 48/- | 48/- |
| No. R 70. Three-piece mottled cane, wood top, balance handle, fully ringed and winch fitted. | | Length | 10½ ft. | Each 4/6 |
| No. R 71. Four-piece mottled cane, varnished, fully ringed, brazed and winch fitted. | | Length | 12 ft. | Each 5/- |
| No. B 37. Three piece Reed, with lancewood top, fully ringed and winch fitted, fine polished brass ferrules, brazed, butt cap | | Length | 14 ft. | Each 8/6 |



JAPANESE REED RODS. Re-appearance of these compact Rods.

These, although quite light, are of strong robust Cane, of an attractive nut brown colour with highly glazed finish. The smaller joints slide inside the larger and thus the whole rod packs conveniently into two. The ferrules are of a tough canvas and gum nature, much more practical and reliable than might be generally supposed. No other fittings except for an end loop of silk gut.

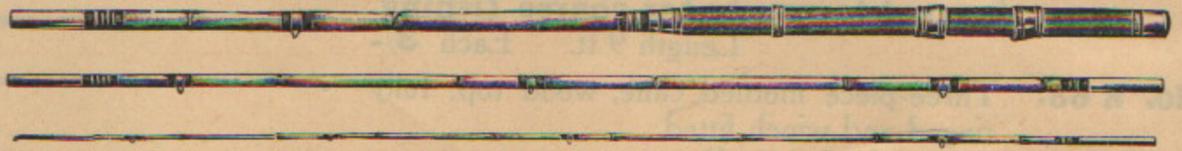
No. J 0.	Four joint.	10 foot	Per dozen	12/-
No. J 1.	Four joint.	12 foot	"	24/-
No. J 2.	Five joint.	15½ foot	"	36/-
No. J 3.	Four joint.	16 foot	"	42/-
No. J 4.	Five joint.	19 foot	"	66/-

NOTE: Nos. 3 and 4 are of the stouter roach pole type, with big butt joints.

WHOLE CANE PUNT OR BOTTOM RODS. (Float Fishing Rods for coarse fish).

No. B 47. Three-piece mottled cane, superior finish, varnished, polished brass ferrules, snake rings, whipped in black and winch fitted, A cheap but high grade rod. Length 9 ft. Each **3/6**

A WONDERFULLY CHEAP CORK GRIP ROD for river use. A NEW MODEL.



No. R 63. Three piece Cane, wood top, brass ferrules, fully ringed and winch fitted, balance handle, cork grip

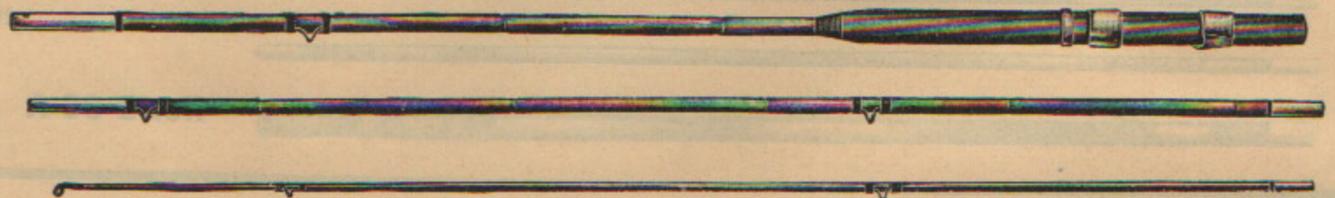
...	Each	9ft.	Lengths 10½ ft.	12ft.
...	Each	5/3	5/9	6/9

These Rods only want showing to sell themselves,

No. B 15. Three-piece veined mottled cane, wood balance handle, green collar, brazed, fully ringed and winch fitted, polished ferrules.

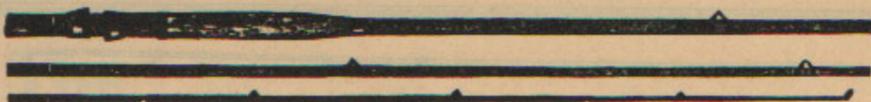
Very excellent finish & especially suitable for coarse fishing.

Length 9ft. Each **6/6**



No. B 16. Three-piece veined mottled cane, wood balance handle, cork grip, brass collar, lancewood top, brazed, fully ringed and winch fitted, black whippings, brass butt cap.

First class finish. Complete in bag. Length 10½ ft. Each **9/6**



A very popular rod for roach fishing.

SUPERIOR CANE BOTTOM ROD

No. B 39.

Three piece mottled cane, with two Lancewood tops (one 18" long) balance handle, cork grip, brazed, fully ringed, oxydised ferrules and winch fittings and butt cap. Whipped in green. In strong bag.

Length 10½ ft. Each **12/6**

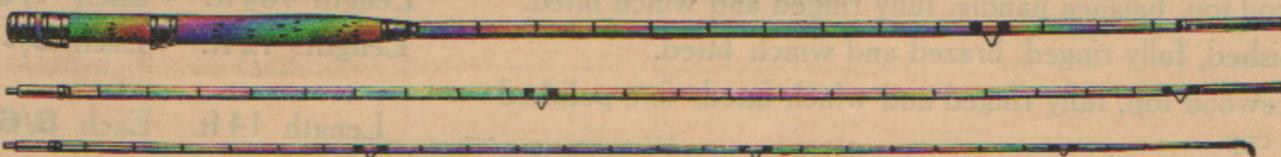


BRITISH MADE SPLIT BAMBOO PUNT ROD SUITABLE FOR TROUT, SPINNING, WORMING AND FLOAT FISHING FOR COARSE FISH.

No. Milbro 2 B.

3 joint split Cane, double brazed, nosed ferrules. Full cork grip, universal winch fittings. Butt cap. Snake rings. Steel loop, in brown, jean divisioned bag.

10 foot. Each **18/9**





BANK RODS FOR ROACH AND BREAM—An Excellent Selection.

SUPERIOR ROACH RODS

No. B 50. Four piece Reed Roach Rod, extra finish, green heart top, double cork grip, brazed and winch fitted, steel bridge rings, brass butt cap. In bag. Length 14 ft. Each **11/9**

No. B 51. As above, but with extra close whippings, imparts extra strength to the rod. Bronzed Metal Fittings In bag. Length 14 ft. Each **17/3**

B 50. - An amazingly light Roach rod.

B 51. Sacrifices weight for strength. Suitable for Bream or Barbel.

No. B32. Four piece cane, handsomely mottled wood balance handle, double cork grip, greenheart top, tenoned, oxidised ferrules and winch fittings. Bell's Life rings. Screwed butt cap to take spear. In bag.

Length 12 ft. Each **15/9**

No. B33. Specification as above.

Length 14 ft. Each **18/-**

B 32 & B 33. In these rods we are able to offer a fine balance and action.

EXTRA QUALITY SHEFFIELD PATTERN ROACH RODS

No. B 1212.

A NEWCOMER

THE FAVOURITE

IN STYLE AND PRICE MOST POPULAR

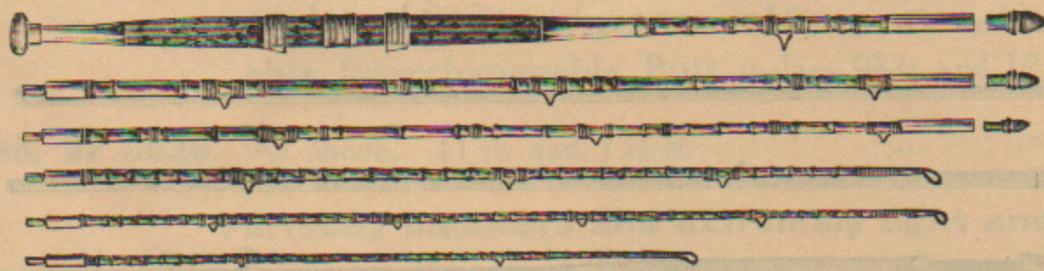
The "FAVOURITE." Bottom Rod suitable for lea and Thames roach, bream, perch, etc. 3-joint, 12 ft. Butt and middle joint of Cane. Natural yellow finish. Top joint of Greenheart spliced to Cane. White metal Bell's life rings. Double cork grip. Domed butt cap, in stout Jean bag.

No. 1213. In this rod we present a rod to be proud of. 3 joint Cane, natural colour. Top joint of split bamboo, spliced to cane. Bell's life rings. Full cork grip, Agate rings, sliding winch fittings. Rod attractively bound at rings and intermediately

Length 12 ft. Each **36/-**

No. 1214. As above, 14 ft. Each **39/-**

GENERAL RODS Two Popular Models



B 26

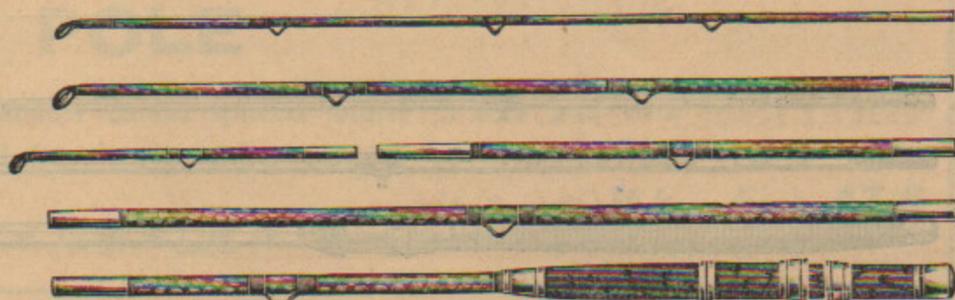
The BICKERDYKE COMBINATION ROD.

Whole Cane butt and middle joints. 3 tops. Double cork grip. Snake rings. Universal winch fittings. Removable wood button. Greenheart tops. Porcelain end rings.

This can be used as a full length bank rod 13½ ft. for float fishing, or as a 11 ft. ditto. also as pike rod 11 ft. By reversing butt and displacing upper portion of butt, a 10½ ft. punt rod for float fishing or 5½ ft. Leger or pike rod is obtained.

No. B 26 Each **37/6**

COMBINATION ROD



An excellent seller.

No. B40.

Four piece mottled cane, from selected stock, full cork grip handle, brazed. **Three Lancewood tops**, (Greenheart stained) brass shoulder ferrule, winch fittings.

In strong bag. Each **18/9**

With the interchangeable tops this rod is adaptable to various styles of fishing and is of exceptional value.

It makes a

9 ft. spinning rod.

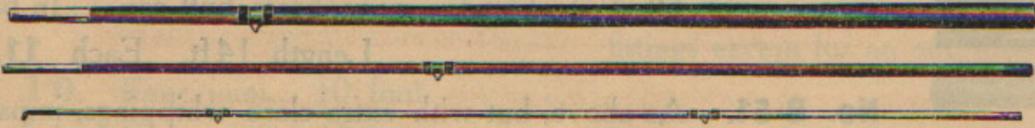
9 ft. worming and ledgering rod.

12 ft. bottom rod.

and each complete rod is perfectly balanced.



WOOD BOTTOM RODS



Only well seasoned wood is used in the manufacture of all our rods.

The above models are very popular with junior anglers.

No. B10a. Three piece ash, light varnish finish, long brass polished ferrules, end ring only.

Length 9 ft. Each **2/-**

No. B10. Three piece ash, long brass polished ferrules, fully ringed throughout and finished in a first class brown stain, highly polished.

Length 9 ft. Each **2/9**

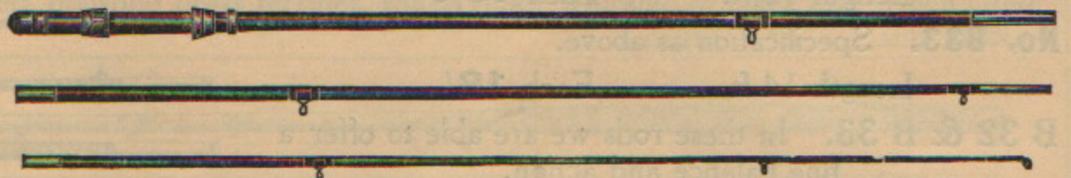
No. B12. Three piece stained ash, beautifully finished in a highly polished brown colour, with green whippings, snake rings, winch fitted, long brass polished ferrules.

Length 9 ft. Each **3/6**

No. B12s. Specification as above, but brazed.

Length 10 ft. Each **4/6**

No. B14. As B12s but 12 ft. Each **6/9**
And in 4 pieces.



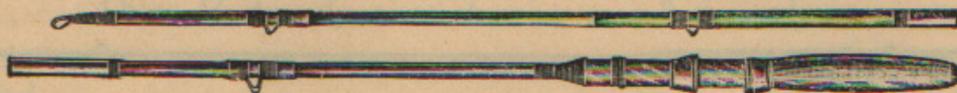
Can be supplied in Bags at slight extra cost.

Two Popular Lines—Short Rods for Ledgering or Live Bait Casting for Pike.

No. L1. Popular General Purpose Leger or Pike Rod

2-piece all cane. Balanced handle 5 ft.

Universal Winch Fittings, snake rings. **4/6** each.
Bags **9/-** doz. extra.



No. L3. Identical Rod to L2 but with Winch Fittings **30/-** doz.

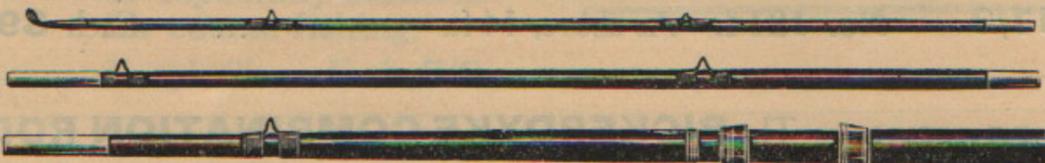
No. L2. 2-piece all Wood Pike or Leger Rod.

7 ft. Dark claret stained. Snake rings.

24/- dozen

Bags **9/-** extra per dozen.

SOUND VALUES IN PIKE RODS. A nice Range.



B17

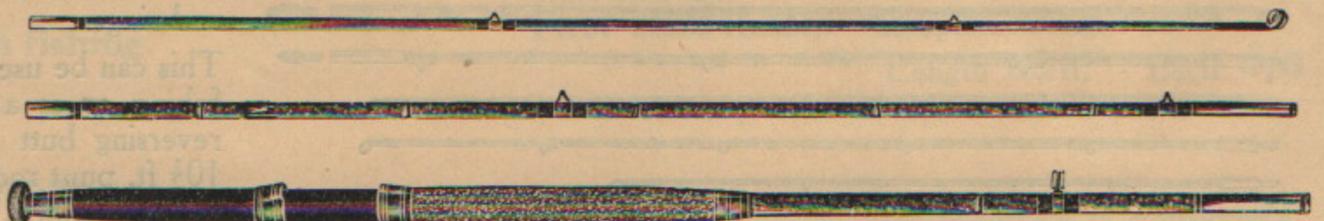
No. B17. Three piece stout ash, large snake rings, brazed, long brass polished ferrules, winch fitted. Extra fine polished and finished in a neat brown tone, with green whippings.

Length 9 ft. Each **7/6**

When a cheap trolling rod is called for this fills the demand.

No. B 171 Three-piece Pike Rod. Whole cane butt and middle joint, lancewood top joint, balanced wood handle, universal winch fittings snake rings, porcelain butt and end rings, bronzed ferrules, butt cap.

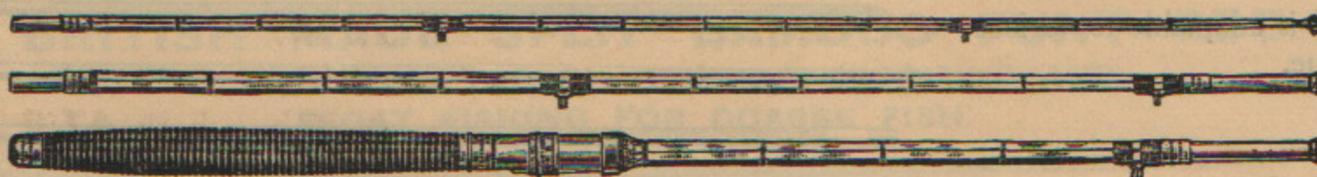
9 ft. **9/-** each.



B 17½

The "POPULAR" PIKE ROD. 3-joint. Whole cane butt and middle joint. Greenheart stained. Hickory top. Porcelain butt and end rings, steel snake intermediate rings, half cork grip. Plain bag of stout Jean.

No. 17½. 9 ft. **12/6** each.



No. A 271. American split bamboo Trolling Rod. 3 piece, **balanced wood grip**, snake rings, agatine end ring, nickelled ferrules and butt cap.

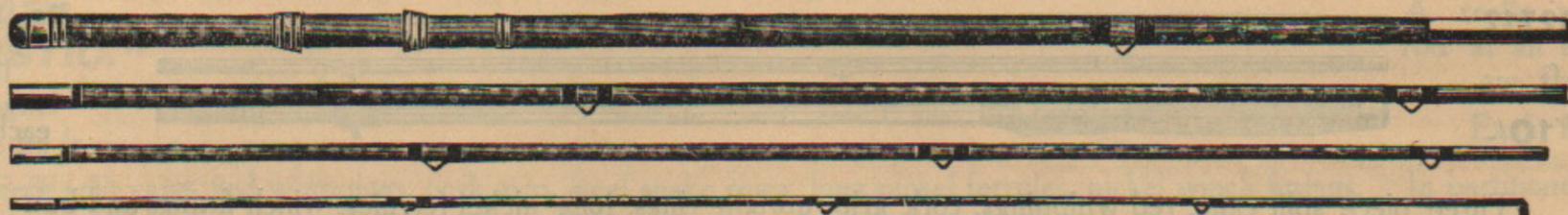
9 ft. **23/6** each.

Division Bag.

No. B 371. British Split Cane Pike Rod. 3 piece. Full cork grip. Universal winch fittings. Wood button. Porcelain rings throughout. 9½ ft. Each **37/6** Division Bag.



SPECIAL NEW PATTERN ROACH RODS



No. RP 642 Four-piece mottled Cane Rod, lancewood top, fully ringed and winch fitted, brazed. brass butt cap, varnished and superior in finish. Length, 18ft. Each **16/-**

This Rod has been added to our collection at the request of many Customers requiring long rods.

BEST QUALITY REED RODS



In order to arrive at more Popular Patterns we have selected four New Models as under.

No. RP 6005 Four-piece Reed Rod, greenheart top. Bell's Life bridge rings, balanced wood grip. Universal winch fittings. Bronzed fittings. Wood button. 13½ ft. In bag Each **20/-**

No. RP 6015 Three-piece Reed Rod, lancewood top. Bell's Life bridge rings, double cork grip. Double Brazed, bronzed fittings, cased porcelain butt and end rings, rod stained maroon red with green whippings, a superior finish. Screwed butt cap. In bag. 13½ ft. Each **25/6**

No. RP 6025 Three-piece Reed Rod, greenheart top, Bell's Life bridge rings, cased porcelain butt and end rings, bronzed fittings, double cork grip, universal winch fittings, **Interchangeable Butt**, making 11 and 13½ ft. rod. Natural yellow cane finish. Claret whippings. In bag Each **28/-**

No. RP 6035 Three-piece Reed Rod. Spliced split cane top, Bell's Life bridge rings, double cork grip, sliding winch fittings, double brazed, bronzed fittings, screwed butt cap, cased porcelain end ring. **Detachable Interchangeable Butt**, making 9½ ft. and 12 ft. rod. In divisioned bag Each **33/-**

No. RP 6036 As above. 11 ft. and 13½ ft. Each **36/-**

Perfectly balanced and extremely light and strong, the above rods are built essentially for match fishing.

SPECIAL

"LONDON" ROACH POLE

SPECIAL

No. RP 604 Four-piece, best quality, specially selected hollow canes. spliced joints. Packs into two. Closely whipped in black and red, brass lined ferrules. greenheart top. In divisioned bag.

Also 18 ft. ... **54/-** each 16 ft. Each **47/6**

ALL THE ABOVE PATTERNS ARE OF FIRST CLASS FINISH.

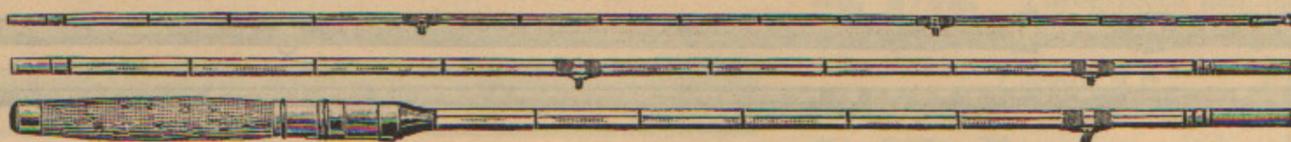


HEXAGON SPLIT CANE BOTTOM RODS

No. 02712

9 ft.

each 10/-



No. 02712½

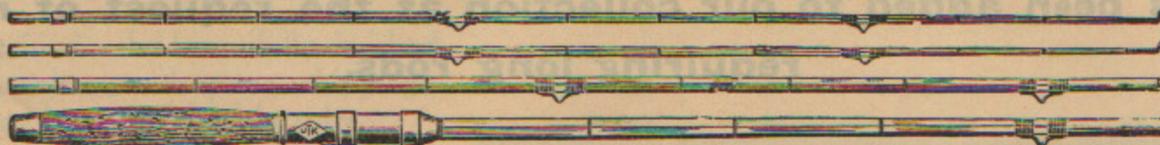
10 ft.

each 10/6

Three piece split cane, red whippings, cork grip, upright rings, long nickel ferrules, winch fittings and butt cap. In partitioned bag. (Can be supplied to order with spare top at 3/6 extra either length).

Thousands of all these Split Cane Rods are sold every year.

No. 02713



9 ft.

each 12/6

No. 2710

Three piece split cane, bright green whippings, solid cork grip, upright rings, rolled welted ferrules, nickel winch fittings and butt cap. In partitioned bag.

No. 2710.

Three piece split cane, extra whippings, solid cork grip, upright rings, rolled welted ferrules, nickel winch fittings. With extra top. In partitioned bag

Lengths

8½ 9 ft.

each 14/-

All Split Cane Bottom Rods have Winch Fittings above the grip.

No. 2700

ORDER NOW!



Lengths

9 9½ ft.

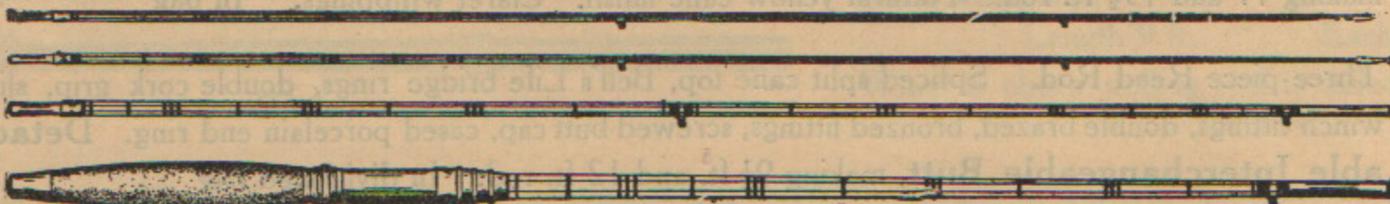
each 15/-

Three piece split cane, selected stock, closely whipped with extra fancy winds, imparting extra strength, solid cork grip, upright rings, improved welted ferrules, nickel winch fittings and butt cap. With extra top.

Very special value.

All Rods Beautifully Varnished.

No. 2704



9 ft.

each 20/-

Three piece specially selected split cane, fancy whippings, solid sectional cork grip, upright rings, welted ferrules, nickel winch fittings and butt cap. With spare top. In bag.

No. 2703.

Three piece split cane of very excellent quality, whipped in green and black, solid cork grip, improved welted waterproof ferrules, double ring guides, nickel winch fittings and butt cap.

9 ft. 10 ft.

With spare top. In partitioned bag.

21/- 22/6

each

No. 2718

"NATIONAL SPORTSMAN"



9 ft. 10 ft.

27/- 30/-

each

Three piece split cane, finest selected stock, closely whipped in three colours, solid sectional cork grip, two ring guides, improved welted ferrules, nickel fittings and butt cap. With spare top. In cloth bag.

WHILST STOCKS LAST—LAST SEASON'S PRICES PREVAIL.

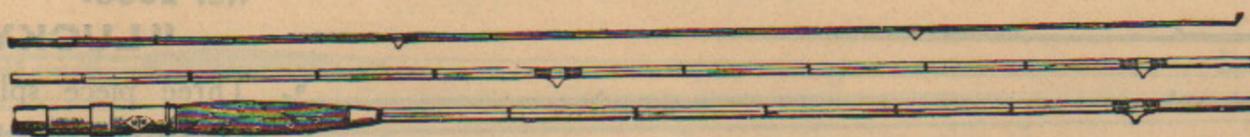
NEW DELIVERIES MEAN INCREASED PRICES—BUY EARLY.



HEXAGON SPLIT CANE FLY RODS

No. 02312. "MAJESTIC."

Lengths
8½, 9, 9½ ft.



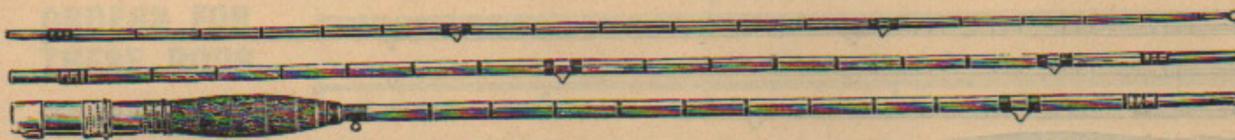
A really wonderful rod at an extremely low figure. Each 10/-

In partitioned bag.

Three piece split cane, red whippings, cork grip, steel snake rings, long nickel ferrules, nickel winch fittings.

No. 02312½.	"MAJESTIC."	As above.	In bag.	Length 10 ft.	...	each	10/6
No. 2312.	do.	do.	With extra top.	In bag.	9½ ft.	..	12/-

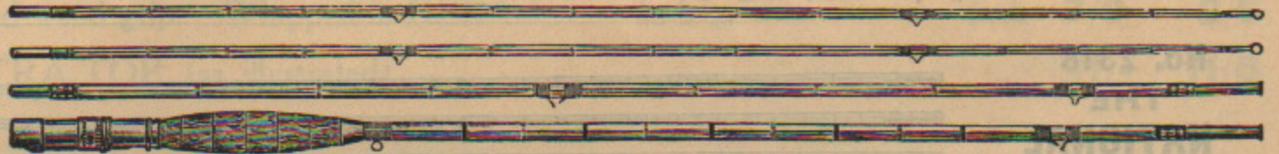
No. 02313. "FLASH."



Three piece split cane, bright green whippings, solid cork grip, steel snake rings, rolled welted ferrules and nickel winch fittings. In partitioned bag. Length 9 ft. ... each **15/9**

No. 2310. "COLUMBIA."

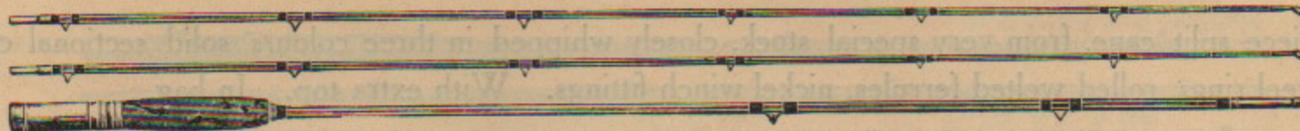
Three piece split cane, two colour whippings, solid cork grip, steel snake rings, rolled welted ferrules, nickel winch fittings, **with extra top.** In partitioned bag.
Lengths ... 9½ 11 ft.
Each ... **17/- 20/-**



A rod of exceptionally fine value.

THE PRINCESS

3⅜ ozs.



BROOK ROD.

7 ft.

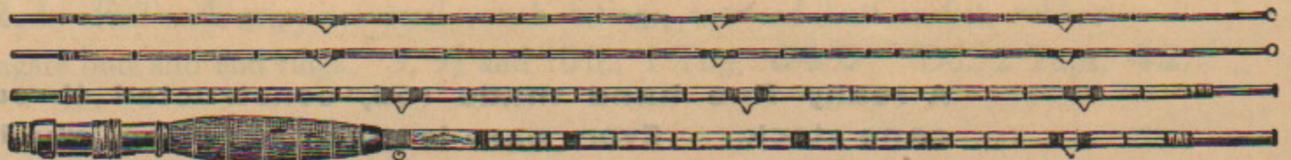
The Princess Brook Rod, although so light and dainty, is still a sturdy, strongly made rod. A real sporty weapon for the angler who prides himself on his ability to fish with scientific skill. The rod for the purist.

3 joint. 2 tops. Split bamboo. Bound only at rings. Steel snake rings ... per each **24/-**
If fitted with agate butt and end rings **28/6**

No. 2304. "HUDSON."

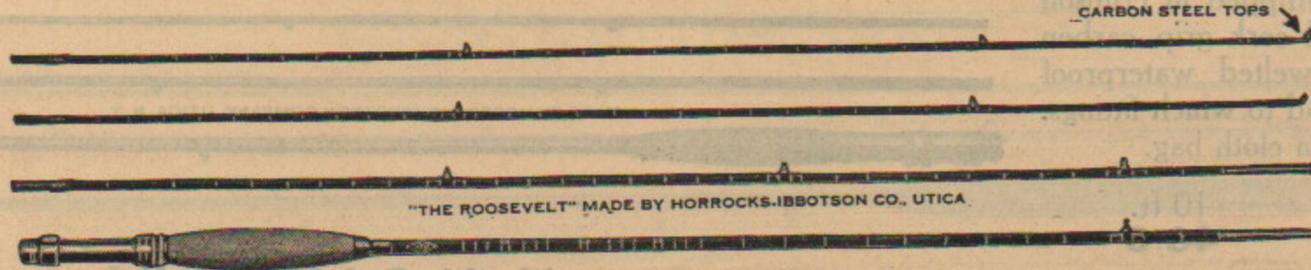
Three piece specially selected split cane, fancy whippings in three colours, solid sectional cork grip, steel snake rings, rolled welted ferrules, nickel winch fittings, **with extra top.** In bag.

Lengths 9 and 9½ ft. ... each **20/-**



No. 2305. "ROOSEVELT."

Outstanding value.



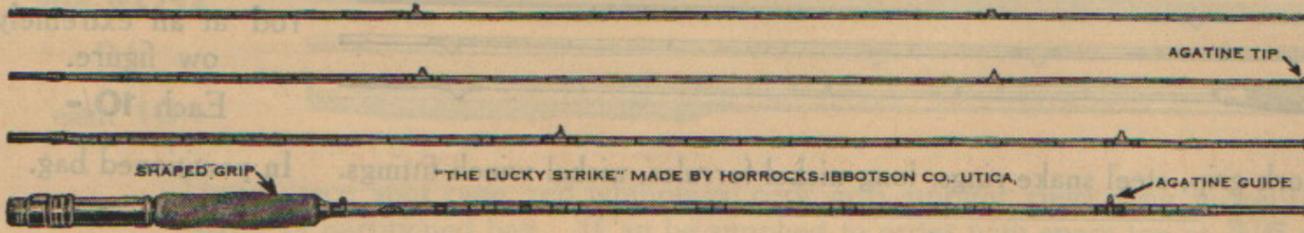
Lengths
8½ and 9 ft.
22/6 each.
Very special.

Three piece split cane in golden brown finish, beautifully whipped in two colours, solid cork grip, steel snake rings on tops and middle joint. Bridge ring on butt, Welted ferrules and nickel winch fittings. **With extra top.** In partitioned bag.

SPECIAL NOTE.—Exchange Fluctuations have compelled us to increase some prices, but we still offer at original prices where stocks permit.



HEXAGON SPLIT CANE FLY RODS



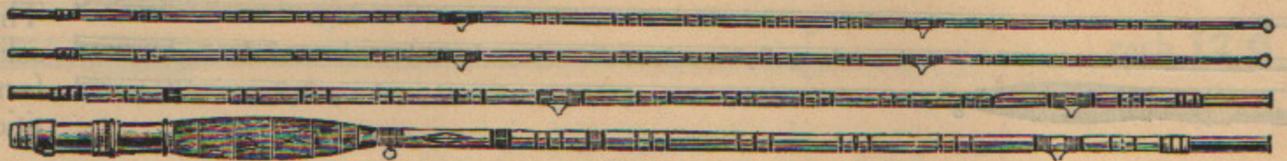
No. 2399.

"LUCKY STRIKE"

Three piece split cane, built with good grade cane stock. Very beautifully whipped in attractive colours, shaped cork grip. Agatine butt ring and one agatine tip, extra quality nickel fittings. In partitioned bag. 9½ ft. each **25/-**

No. 2316. "BROWNIIE"

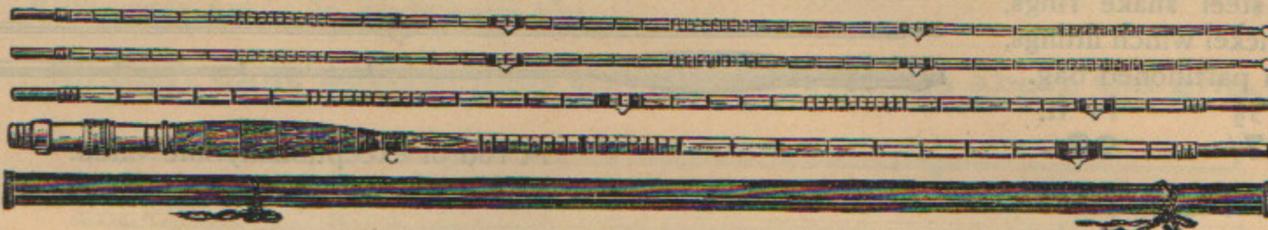
Three piece split cane, built with fine, selected cane, in a brown tone finish attractively whipped in three colours, solid sectional cork grip, steel snake rings, improved welted ferrules, nickel winch fittings. With extra top.



In partitioned bag.
9½ ft. each **26/6**

A fine light weight, well-balanced rod.

No. 2318 THE "NATIONAL SPORTSMAN" FLY ROD



1931 Model

One of Our
BEST
SELLERS

Three piece split cane, from very special stock, closely whipped in three colours, solid sectional cork grip, carbon steel rings, rolled welted ferrules, nickel winch fittings. With extra top. In bag.

Length 9 ft. each **28/6**

Length 10 ft. each **30/-**



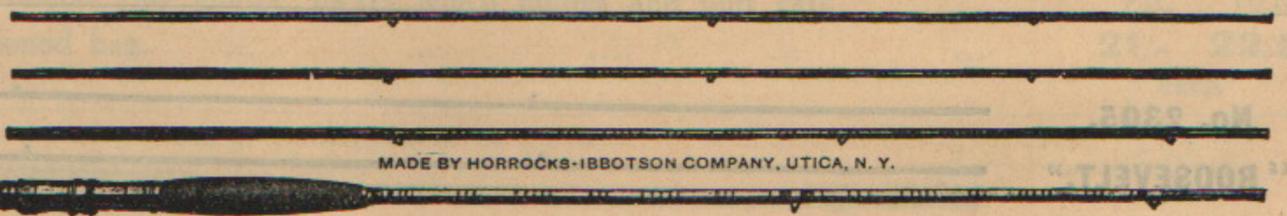
No. 2334. "RAINBOW"

Three piece split cane, green lacquered, cluster whippings in two colours, solid cork grip, carbon steel snake rings, improved hand welted ferrules, nickel winch fittings with locking band. With spare top. In partitioned bag. Length 9½ ft. each **35/6**

A really fine hand made rod, constructed throughout with best cane stock. Every care is given to fitting, glueing and finishing.

No. 2325. "IKE WALTON,"

Three piece split cane, finest selected clear stock, fancy whipped in crimson and green silk, solid cork grip, carbon steel snake rings, welted waterproof ferrules, locking band to winch fittings. With spare top. In cloth bag.



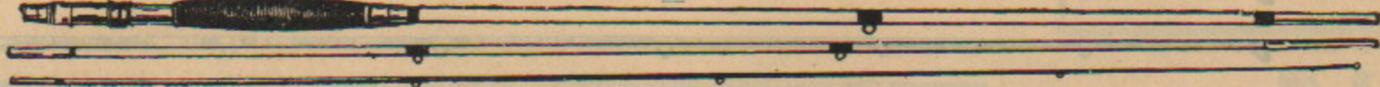
Length 9½ ft. 10 ft.
each **41/-** **43/6**

Nothing on the Market will compare with this Rod for Fine Value.

ALL OUR SPLIT CANE RODS HAVE A WORLD-WIDE REPUTATION AS BEING "THE GOODS"—THEY ARE BUILT UP WITH SIX PIECES OF SPLIT CANE, FIRMLY CEMENTED TOGETHER, MAKING THE STRONGEST POSSIBLE RODS.

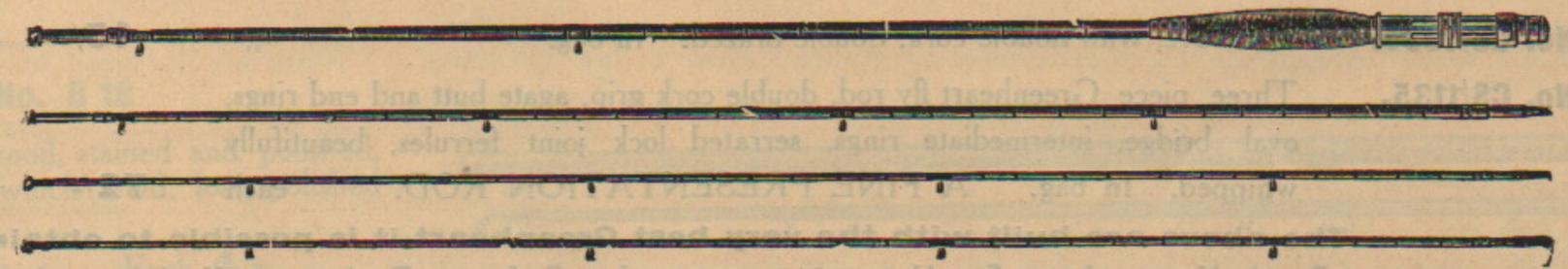


SPECIAL LINE in WOOD FLY RODS

No. 08312.  Length 9 ft. 10 ft. **7/6 8/3** each. In partitioned bag.

Three piece Lancewood rod, best stained and polished, steel snake rings, long nickel ferrules, nickel winch fittings, balanced wood grip. Very attractively whipped in red.

**DON'T DELAY
PLACING
ORDERS FOR
THESE RODS
DEMAND IS
GREAT !**

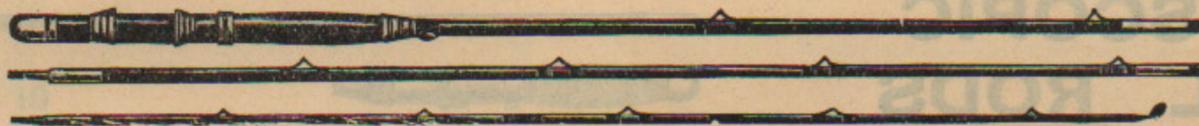


No. 05312. Three piece greenheart stained, finely finished and varnished, steel snake rings, long nickel ferrules, nickel winch fittings, balanced wood grip. Whipped in RED In bag. Length 9 ft. 10 ft. each **7/9 8/6**

No. 5312. As above. but with EXTRA TOP (as illustrated) ,, ,, **11/- 11/6**

New and Better GREENHEART FLY RODS

No. B410.



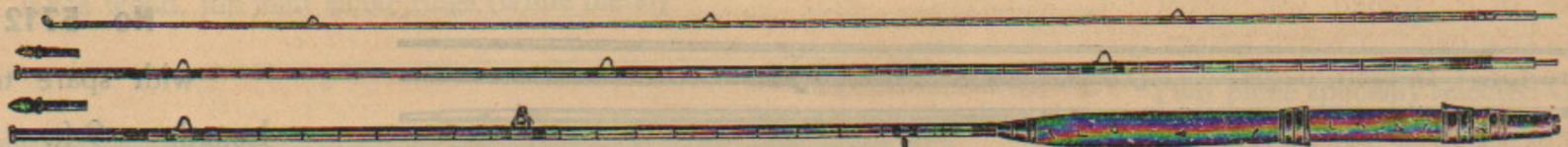
No. B 410 3 Piece All Greenheart Fly Rod, balanced wood grip, universal winch fittings, steel snake rings 9½ ft. **12/6** each
This is value without equal. Well balanced and strong action. Bag extra.

No. B 420 Similar Rod to above but fitted with cork grip, wood button. 8½ ft., plain bag **15/9** each. 9½ ft., plain bag **16/6** ..

No. B 430 Superior quality Greenheart Fly Rod, full cork grip, double brazed, snake rings, agate butt and end rings. Division bag. 1 Top 9 ft., 9½ ft. and 10 ft. **25/-** ..

No. B 431 Best quality Greenheart Fly Rod. Full cork grip, universal winch fittings, screwed butt socket, rubber button, oval bridge rings, agate butt and end rings. 9, 9½ and 10 ft., 1 Top, **34/6** Do., 2 Tops, **42/-** ..

MILBRO No. 2 F. British Made Built Cane. 3 Piece, full cork grip, universal winch fittings, butt cap, steel snake rings. 9½ ft. Division bag. **18/9** each

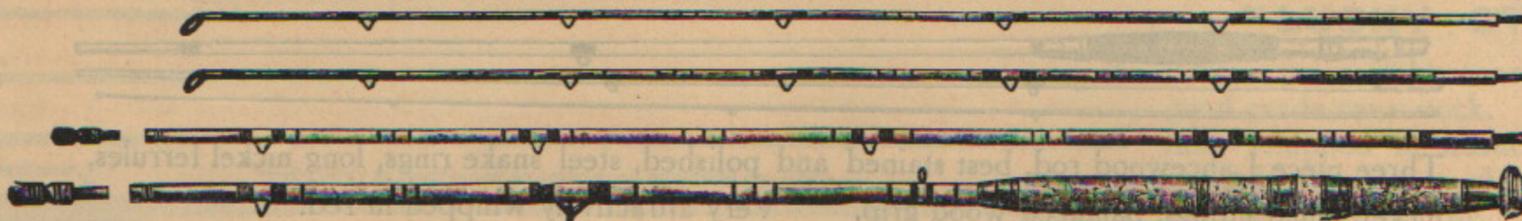


"MILBRO" FLY ROD. No. 1 (illustrated above) British made, built cane superior quality, clean mellow colour cane. Closely whipped in claret silk, Agate butt and end rings, steel snake intermediate rings, cork grip. Tapered screwed butt socket. Rubber button, Universal Winch Fittings, reinforced suction ferrules. Stout fawn twill bag, divisioned. 3-piece Rod, one top joint.

9, 9½ ft. **34/6** 10 ft. **36/-** 11 ft. **37/6** 12 ft. **39/-**
"MILBRO" FLY ROD. No. 3. 2-joint edition of above 7½, 8, 8½ ft. **31/6** each.



GREENHEART SALMON FLY RODS



- | | | | | |
|---------------------|---|-------------------|-------------------|-----------------------|
| No. GS/935. | Three piece Greenheart fly rod, with balanced handle, winch fitted brazed and tenoned. Oval bridge rings, agate butt and end rings. In bag. each | 14
36/- | 15
39/- | 16 ft.
42/- |
| No. GS/1035. | As above, with double cork, double brazed. In bag. .. | 45/- | 50/- | 52/- |
| No. GS/1135. | Three piece Greenheart fly rod, double cork grip, agate butt and end rings, oval bridge, intermediate rings, serrated lock joint ferrules, beautifully whipped. In bag. A FINE PRESENTATION ROD. each | 72/- | — | — |

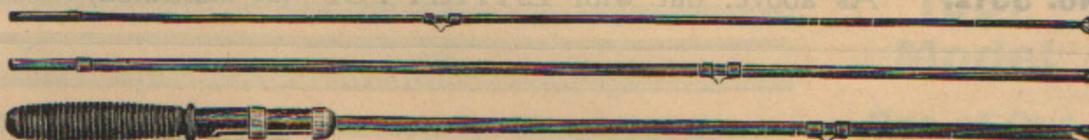
The above are built with the very best Greenheart it is possible to obtain. Quotations given for the more expensive Salmon Rods supplied to order.

STEEL RODS

No. 711. "REX"

Three piece steel, wood grip, snake rings, nickel winch fittings, black enamelled finish. In bag. Lengths 8½ and 9 ft. each **4/6**

A REALLY WONDERFUL SELLER.



TELESCOPIC STEEL RODS

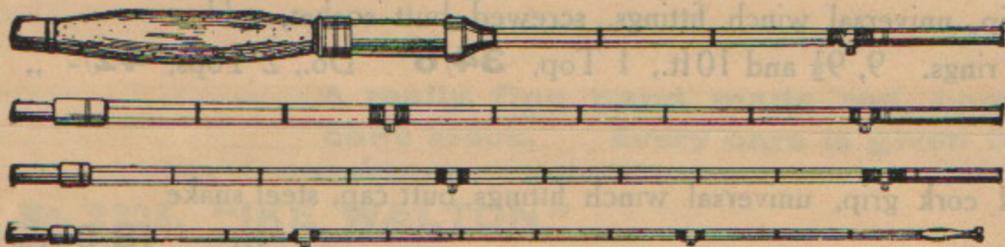


- No. C27.** Three piece telescopic steel rod, with reversible cork grip, snake rings, nickel winch fittings, black enamel finish. In bag. Length when extended 9 ft. each **11/-**

ALL STEEL RODS SHOULD BE KEPT WELL OILED.

HEXAGON SPLIT CANE

POCKET OR CYCLE RODS



No. 3040B. Four piece split cane, bottom rod attractively whipped in red and green, cork grip, steel snake rings, nickel wind fittings and butt cap, rolled welted ferrules. Each joint 24" long. In bag.

Length 8 ft. Each **12/-**

No. 3040F. Fly rod as above. .. **12/-**

WOOD BOTTOM RODS



No. 5712

with spare top.

Length 9 ft. 10 ft.
Each **10/9 11/6**

Amongst our popular sellers the demand for these rods always exceeds the supply.

Order now and make sure.

- No. 5718.** Three piece, greenheart stained, long nickel ferrules, cork grip, upright rings, nickel winch fittings, nickel butt cap. A very highly finished rod, with extra fancy whippings in red and green. In partitioned bag. Lengths 9 ft. 10 ft.
Each **14/- 15/-**

SEA RODS

These rods are also suitable for Pike Fishing



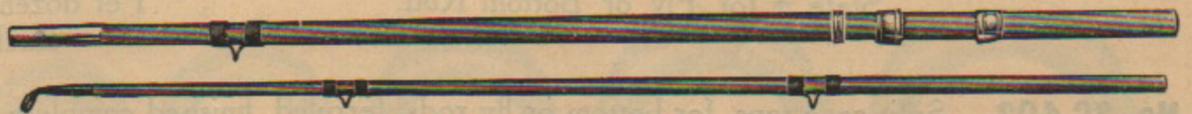
No. B 018

Two piece Mottled Cane, fully ringed and winch fitted. Porcelain end ring. Brazed.
A special cheap and popular rod.
Length 7 ft. Each **3/6** **40/6** Doz.

No. B 18

Two piece stout wood, stained and polished, fully ringed and winch fitted, long polished brass ferrules.

Length 7 ft. Each **4/-**



No. B 20

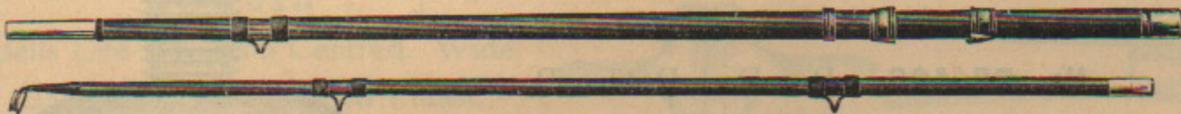
Two piece stout wood stained and polished, fully ringed and winch fitted, brazed, brass butt cap and porcelain end ring.

Length 6 ft. Each **5/6**

No. B 20½

Exactly as above, but

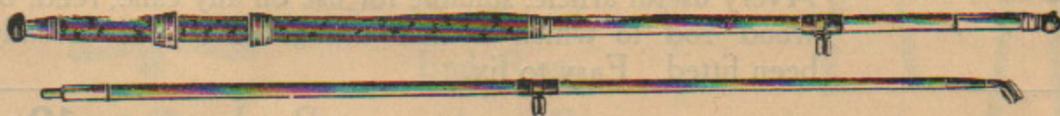
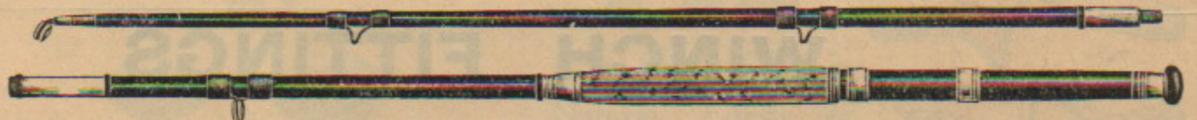
Length 7 ft. Each **6/-**



No. B 19

Two piece stout rod in splendid black polished finish, cork grip, ringed and winch fitted, brazed, wood button, oxidised fittings, porcelain end ring. An exceptionally cheap rod.

Length 7 ft. Each **10/6**



No. B 29

Two piece special quality sea rod, with full cork grip, whole cane butt, lancewood top, brazed and winch fitted, brass butt cap, porcelain end ring. In strong bag.

Length 7 ft. Each **12/6**

No. B 21

Whole cane sea rod, balanced wood handles, lance wood, top joint, snake rings (white metal)

Porcelain butt and end rings.

Length 7 ft. Each **10/6**



No. B 30 ... Length 6 ft. Each **17/3**

Two piece specially selected **Greenheart** sea rod, full cork grip, oxidised fittings, screwed butt socket, brazed and tenoned. Porcelain rings throughout. A very fine rod. In strong bag.

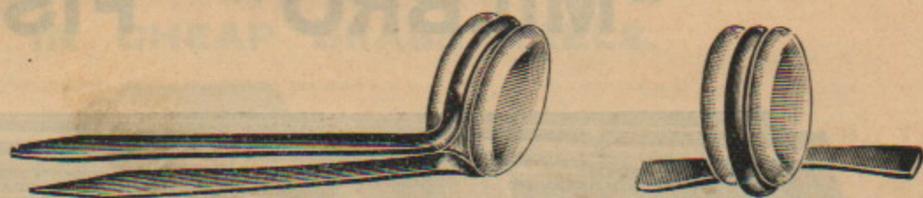
No. B 30½ ... Length 7 ft. Each **21/-**

No. B 46. British built split cane sea rod, medium weight, 2 joint, 7 ft., double brazed, universal winch fittings, full cork grip, porcelain rings, wood button, division bag. green whippings ... Each **36/-**

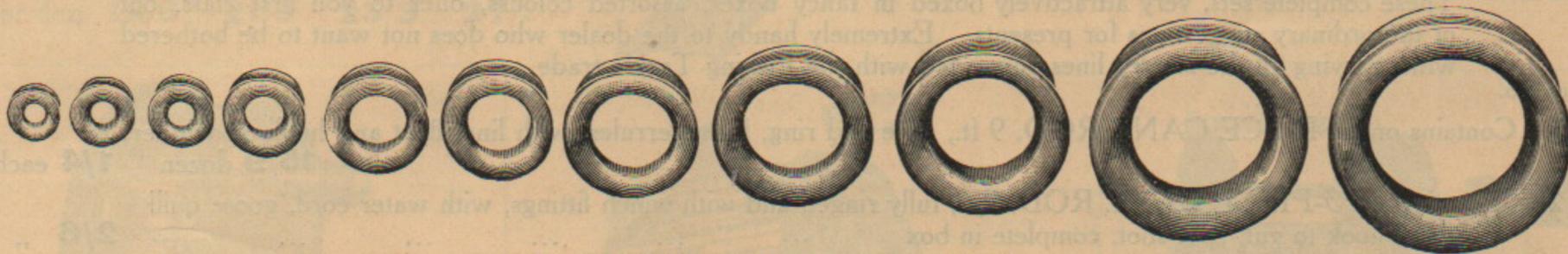


PORCELAIN RINGS

Nickel silver mounts, with porcelain centres.
Rings that have always given satisfaction.
Wonderfully smooth and efficient.



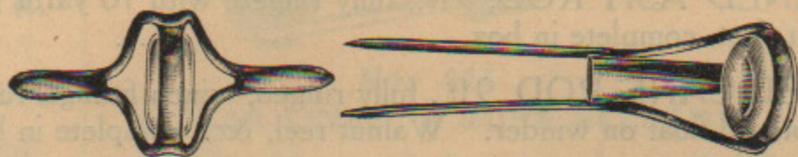
	3/-				4/-				4/6	6/-	per doz.
Sizes ...	5/0	4/0	3/0	2/0	1/0	1	2	3	4	5	6
Approx. inside sizes	$\frac{3}{8}$	$\frac{1}{8}$	$\frac{5}{8}$	$\frac{3}{16}$	$\frac{7}{8}$	$\frac{1}{4}$	$\frac{3}{8}$	$\frac{7}{16}$	$\frac{1}{2}$	$\frac{9}{16}$	$\frac{11}{16}$
No. PR 320/S Side rings											in.
No. PR 320/E End rings											
No. PR 320/L Loose centres	12/-				18/-				24/-		per gross



Porcelain Rings, showing Actual Sizes.

PR 321.
Bells Life Porcelain Centred. Wide Banded. Nickel Plated Finish.

Sizes	1/0	1	2	3	4
	9/-	9/-	9/-	10/6	12/-

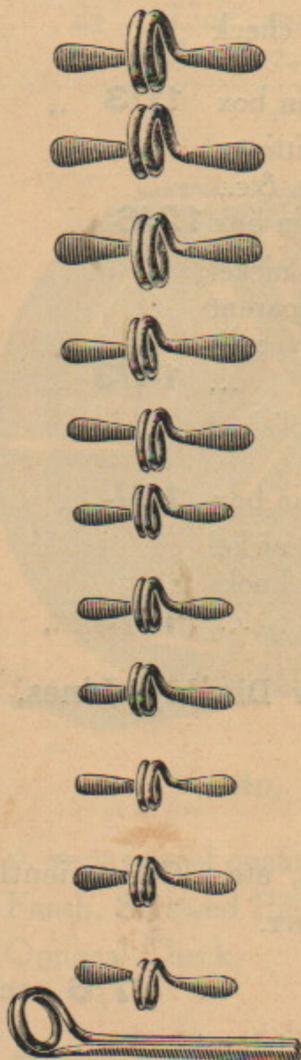


dozen

PR 322.
Guarded Porcelain Centred End Rings. Wide Banded. Nickel Plated Finish.

Sizes	1/0	1	2	3	4
Each	1/6	1/6	1/6	1/8	1/8
	16/6	17/3	17/3	18/9	18/9

RR 410.



CARDED ROD RINGS

No. RR 410.

Brass Upright Rings in Natural, Brass Finished or White Plated.

Eleven Side and one End Ring.

per dozen **6/-**

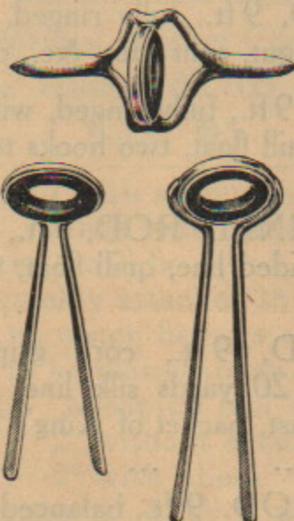
No. RR 411.

White Metal Bells Life Bridge Rings. These are similar in design to Agate Side Ring shape shown in centre of page.

Nine Side Rings, one End Ring on card. Suitable for Roach and Bottom Rods.

per dozen cards

22/6 dozen
2/- each



AGATE ROD RINGS

Upper illustration No. ARR/S

6m/m	7m/m	8m/m	9m/m
1/-	1/-	1/-	1/1 each
11/-	11/9	12/-	13/- doz.

Left illustration No. ARR/TL

6m/m	7m/m	8m/m	9m/m
9d.	9d.	10d.	10d. each
8/6	8/9	9/6	10/- doz.

Right illustration No. ARR/T2

6m/m	7m/m	8m/m	9m/m
1/-	1/2	1/2	1/3 each
12/-	13/3	14/-	14/3 doz.

CARDED ROD RINGS

No. RR 409

Brass Snake Rings in Natural Finish or White Plated,

Eleven Side and one End Ring, as illustrated.

per dozen cards

4/- doz.

No. RR 410 $\frac{1}{2}$

Larger size Snake Rings for Pike or Sea Rods.

per dozen cards

7d. each
6/9 doz.

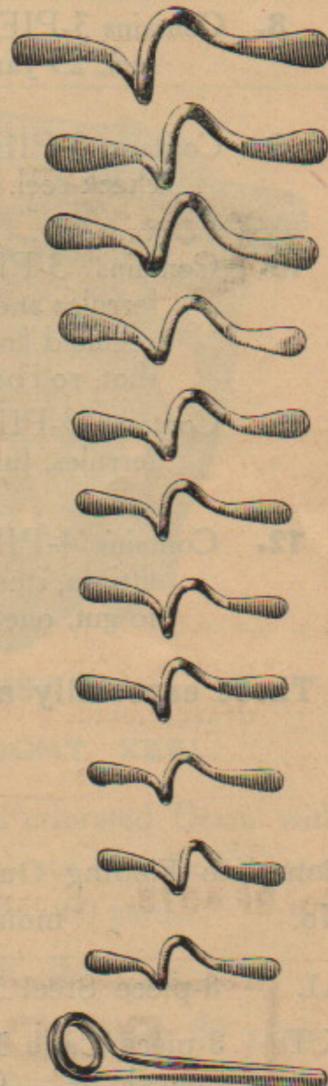
No. RR 412

Loose Bells Life Rings

Sizes 1 to 8

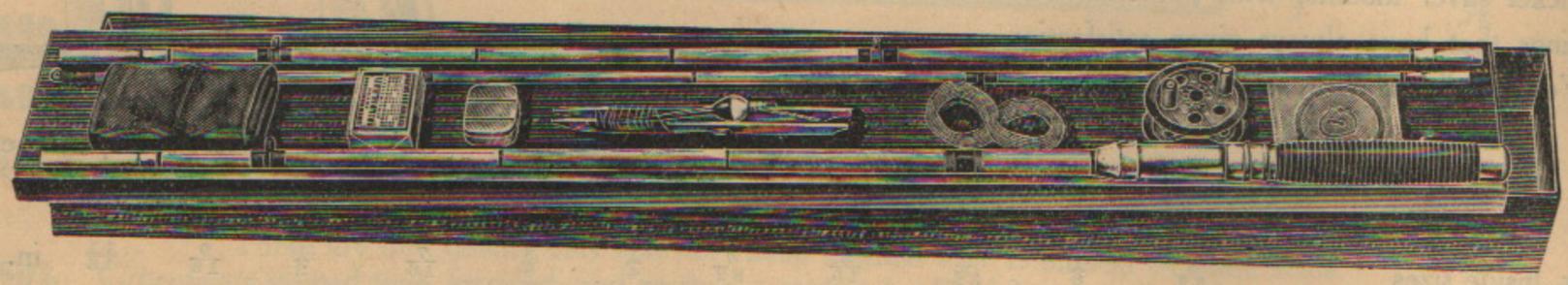
27/- gross

RR 409





"MILBRO" FISHING SETS



The "MILBRO" SUPERIOR DISPLAY SETS

These complete sets, very attractively boxed in fancy boxes, assorted colours, offer to you first class, out of the ordinary suggestions for presents. Extremely handy to the dealer who does not want to be bothered with carrying all the sundry lines connected with the Fishing Tackle trade.

Set No.

- | | | | |
|-----|---|------------|----------|
| 1. | Contains one 3-PIECE CANE ROD, 9 ft., wire end ring, brass ferrules, with line, float and hook on winder | 15/9 dozen | 1/4 each |
| 2. | Contains one 3-PIECE CANE ROD, 9ft., fully ringed and with winch fittings, with water cord, goose quill float, hook to gut, split shot, complete in box | ... | 2/6 .. |
| 3. | Ditto, with 10 yards water cord, and fitted with a walnut reel, complete in box | ... | 3/6 .. |
| 4. | Contains one 3-PIECE STAINED ASH ROD, 9 ft., fully ringed, with 10 yards water cord, porcupine float, two hooks to gut, split shot, complete in box | ... | 3/9 .. |
| 5. | Contains 3-PIECE MOTTLED CANE ROD, 9 ft., fully ringed, winch fittings, fully furnished roach line consisting of line, hook, shot and float on winder. Walnut reel, &c., complete in box | ... | 5/3 .. |
| 6. | Contains 3 PIECE STEEL ROD, 9 ft., fully ringed, winch fittings, 2" brass reel, special braided line, porcupine float, 2 hooks to gut, split shot, rod bag, &c., complete in box | ... | 6/9 .. |
| 7. | Contains 3-PIECE STAINED ASH ROD, 9 ft., fully ringed, winch fittings, 2" brass check reel, 10 yards silk line, cork egg float, two hooks to gut, split shot, &c., complete in box | ... | 7/6 .. |
| 8. | Contains 3-PIECE LANCEWOOD ROD, 9 ft., fully ringed, winch fittings, nickel mounts, 2" nickel check reel, 25 yards special braided line, goose quill float, two hooks to gut, split shot, rod bag, &c., complete in box | ... | 11/3 .. |
| 9. | Contains 3-PIECE GREENHEART STAINED ROD, 9 ft., nickel mounts, fully ringed, winch fittings, check reel, 25 yards special waterproof braided line, quill float, two hooks to gut, split shot, rod bag, &c., complete in box | ... | 12/6 .. |
| 10. | Contains 3-PIECE SPLIT CANE ROD, 9 ft., cork grip, fully ringed, winch fittings, nickel ferrules and mounts, 2 1/2" metal check reel, 20 yards silk line, one 5" porcupine float, one transparent celluloid float, 3 gilt hooks to gut, one gut cast, packet of King's Bait, corked lead plummet, box caps, split shot, rod bag, &c., complete in box | ... | 14/3 .. |
| 11. | Contains 3-PIECE MOTTLED CANE ROD, 9 ft., balanced handle, green collar, brazed, polished ferrules, fully ringed, winch fittings ; strong rod bag, 3-yard gut cast, and other contents as No. 10 | ... | 15/- .. |
| 12. | Contains 4-PIECE SPLIT CANE POCKET ROD, 8 ft., cork grip, fully ringed, winch fittings, nickel fittings, steel snake rings ; fitted with metal check reel, a special braided line, celluloid float, two gilt hooks to gut, one gut cast, split shot, rod bag, &c., complete in box | ... | 15/9 .. |

Three especially attractive lines we give below, which are of special appeal as Window Display Lines, all goods being sewn on to a false bottom, attractively set out.

(Nos. 1 to 12 are supplied loose in box).

- Complete Fishing Outfits, including—Rod, reel, line, casting line, hooks, float, shot and caps, bait, etc. Conveniently mounted on false bottom of box. Absolute value without equal. **SELL ON SIGHT.**
- | | | | |
|-------|--|-----|-----------|
| A1. | 3-piece Steel Rod, with bag. 2 1/2" brass reel, line, float, hooks | ... | 7/6 each |
| X/D | 3-piece Cane Rod, with cork grip. 9 ft. Polished Walnut Nottingham Reel. Plain without check 2 1/2". Other accessories complete, as introductory specification | ... | 10/6 each |
| S/D/S | Identical Set to X/D, but with 2 1/2" Brass Optional Check in lieu of wood reel | ... | 12/6 each |



FISHING REELS

A WONDERFUL RANGE IN CHEAP BRASS REELS.

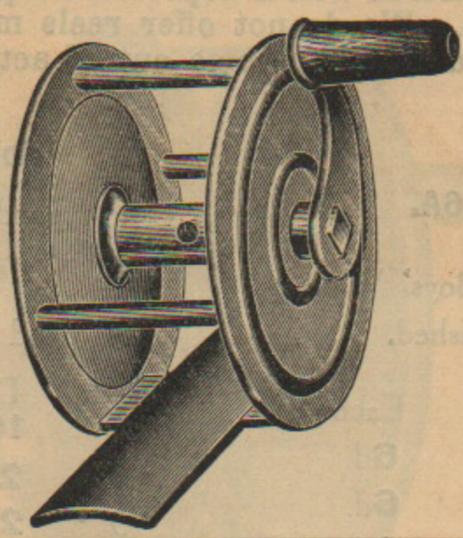
No. 16/5.

Plain, Brass, Lacquered, Rivetted Crank Handle.

	1½"	1¾"	2"	2½"
Each	1/4	1/5	1/8	1/11
Per doz.	15/9	16/6	18/9	22/6

No. 16/10. Ditto with Check.

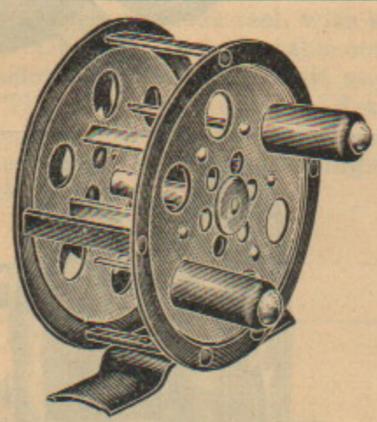
Each	1/8	1/10	2/-	2/3
Per doz.	19/6	21/9	23/3	27/-



No. A 39 R.C.

New Model. Similar Reel to 16/10 but with free running Drum and optional Check. Bright Brass Finish. Balanced Crank Handle.

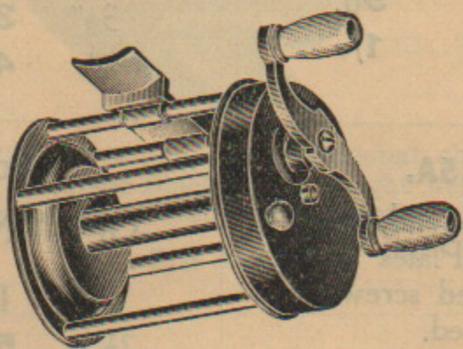
	2¼"	2½"	2¾"
Per doz.	30/-	36/-	42/-



No. 23 N.

We have secured a further consignment of these, and are again able to offer these, whilst available, at special low price.

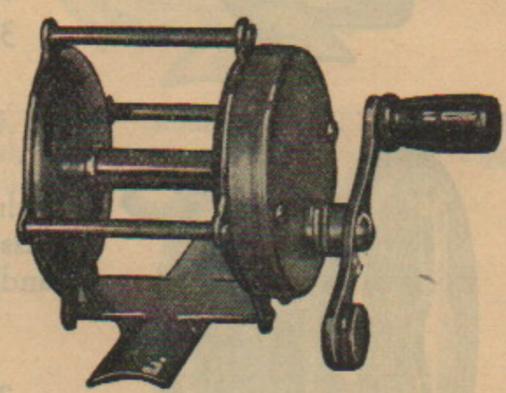
All Metal. Enamelled in assorted Colours. Optional Ratchet Check. 2½". Line capacity 80 yards. Per doz. **36/-**



No. 414

A STAR LINE. A SURE SELLER.

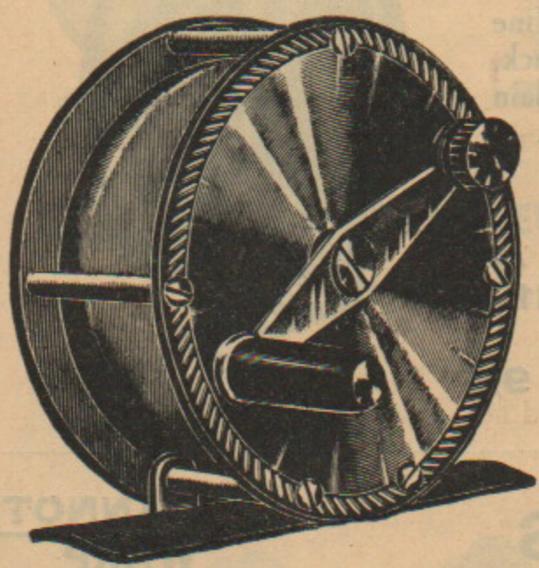
This New and Attractive Line. Geared 4-1. Nickelled Metal Parts. Bakelite End Plate. Optional Ratchet Check. Line capacity 80-100 yards. Each **6/-**



No. 75/6.

Nickel, double multiplying Reel, Balance Handle, White Knob, Optional Check. 2", holds 60 yards of line.

Each **4/-**

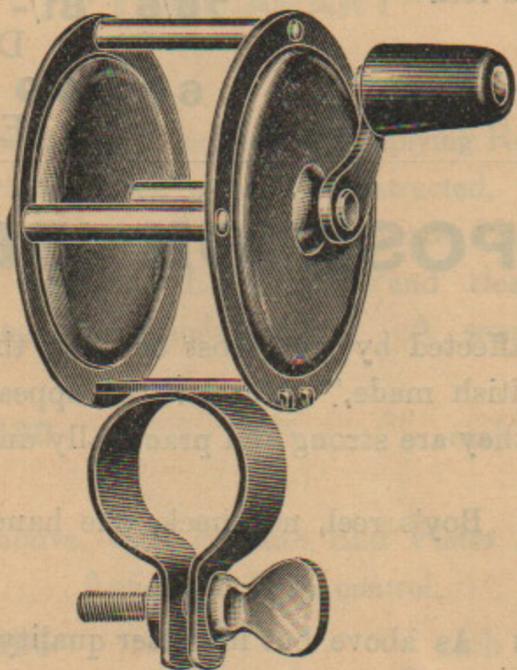


No. 49/5.

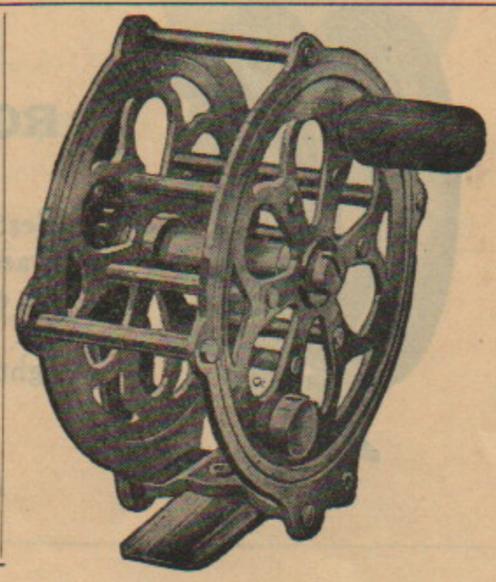
A very special quality Reel in Gunmetal Finish, Screwed Pillars, Balance Handle. Optional Check.

2½"	2¾"	2⅝"	3¼"
5/3	6/-	6/6	9/- each

A Brass Reel, fitted with spring clip, to be tightened by thumbscrew. Made with fittings ¾", 7/8" and 1" in diameter, these reels will be found to fill a long felt want. Can be quickly attached to any reed or wood rod upon which no winch fittings are already fitted. Also allows reel to be placed above or below the hand gripping the rod. A capital reel to have in stock. **No. MR 660** ... 2" without check Per doz. **27/-**
No. MR 661 ... 2" with check " **36/-**
Mention diameter ¾", 7/8" or 1" when ordering.



No. MR 660



No. 193 B.

LIGHT WEIGHT REEL.

In Gunmetal finish, Perforated Drum with Removable Spool, Balance Handle, Optional Check. Diameter 2¾". 60 yards.

Each **5/-**

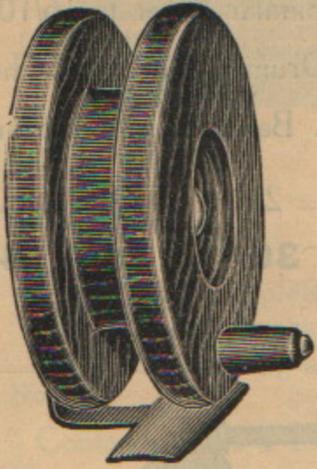
Specification as 193B, but taking 80 yards of line.

No. 194 Each **5/-**



WALNUT REELS

The Selection of Walnut Reels offered below represents a popular range of reels manufactured with the best possible materials. We do not offer reels made with unseasoned wood, stained to give a walnut appearance and which become out of action as soon as they get wet. Such reels are dear at any price.



No. A 36A.

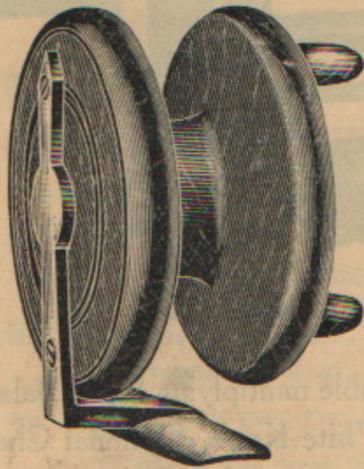
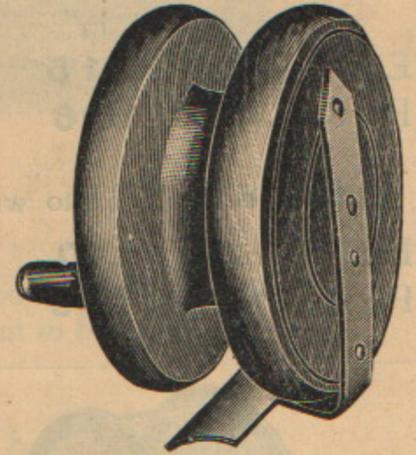
Special line in Boys' Walnut Reel, polished.

	Doz.	Each
1 3/4"	5/3	6d.
2"	6/-	6d.
2 1/2"	7/6	9d.
3"	11/3	1/-

No. B 35.

A good selling line. Stamped brass back, bushed screw nut, first class finish and polished.

	Doz.	Each
2"	16/6	1/5
2 1/2"	21/-	1/9
3"	25/6	2/2
3 1/2"	33/-	2/9
4"	42/-	3/6



No. B35A.

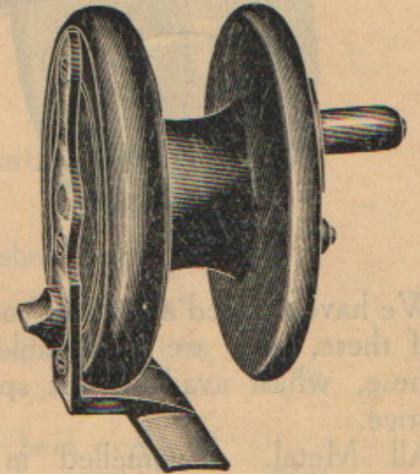
Walnut reel with solid, straight brass back. Plates under handles. Bushed screw nut. Polished.

	Doz.	Each.
2 1/2"	27/-	2/3
3"	31/6	2/9
3 1/2"	40/6	3/6
4"	49/6	4/3
4 1/2"	63/-	5/6

No. A34.

OPTIONAL CHECK

	Doz.	Each
2 1/2"	58/6	5/-
3"	63/-	5/3
3 1/2"	72/-	6/-
4"	81/-	6/9
4 1/2"	94/6	8/-
5"	117/-	10/-



No. A43.

SHEFFIELD ROACH REELS

Best walnut wood, straight brass back, full sized drum for quick winding. Hollowed out front plate. A favourite light weight wood reel.

3"	3 1/2"	4"
3/-	3/9	4/6 each.

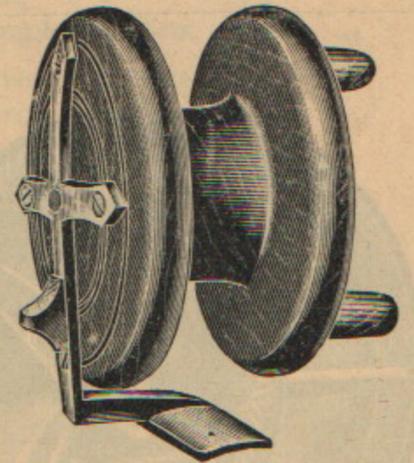
No. A35.

STAR BACK REEL

Selected solid walnut reel, fine finished. Brass star back, plates under handles, Plain spindle, bushed, brass nut. Optional Check.

Exceptional value.

3"	3 1/2"	4"	4 1/2"
76/6	81/-	99/-	112/6
Doz.			
6/6	6/9	8/3	9/6
Each.			



FINE SELLERS

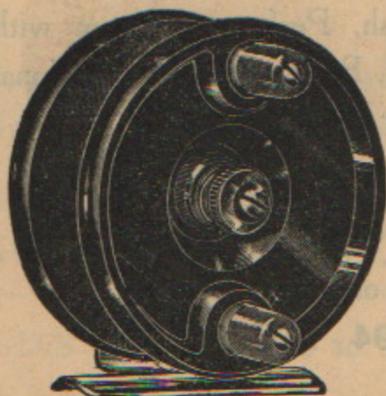
COMPOSITION REELS

CANNOT WARP

Entirely unaffected by wet, frost or heat, these reels will be found most popular. They are all "British made," attractive in appearance, finished in fine glossy black. Whilst being light they are strong and practically unbreakable.

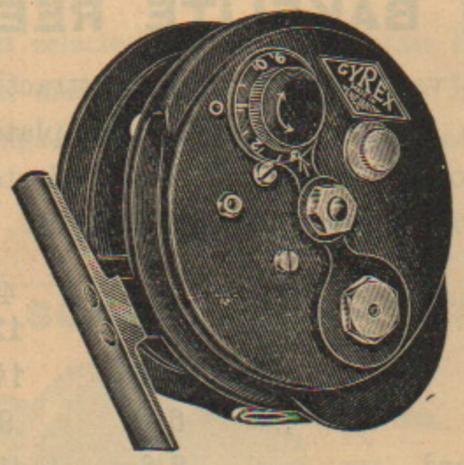
No. CR 519	Boy's reel, no check, one handle Per doz.	1 3/4"	2 1/4"
			Each	7/3	13/6
				8d.	1/2

No. CR 520	As above but in better quality. Fitted with adjustable screw drag and two handles	2 3/4" only	...	per doz.	36/-
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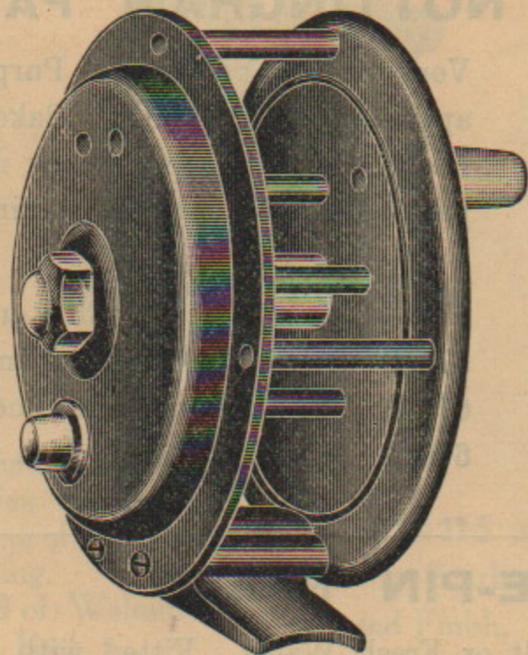
MODERN FLY AND SPINNING REELS



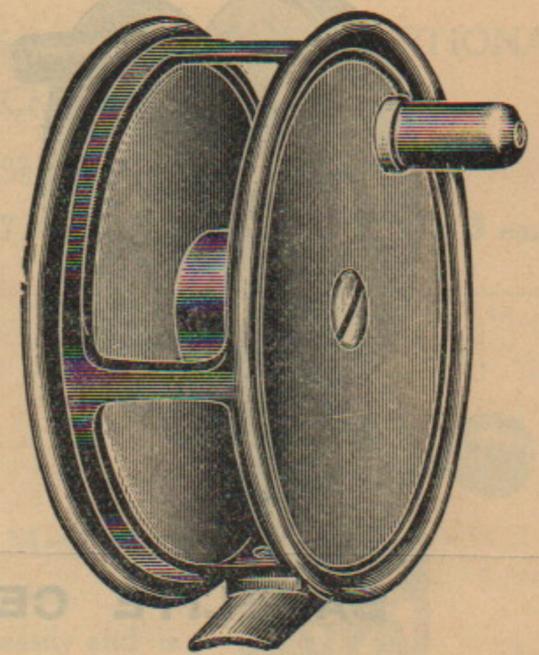
GYREX REEL. No. 45/10.

Aluminium optional check reel, with antiback-lash drag. Operated by adjustable control enabling tension to be altered to suit any weight of cast. The line pulls upon a drag which automatically comes into operation as soon as bait reaches water, thereby preventing over-run. Dead black finish. 3½" inches

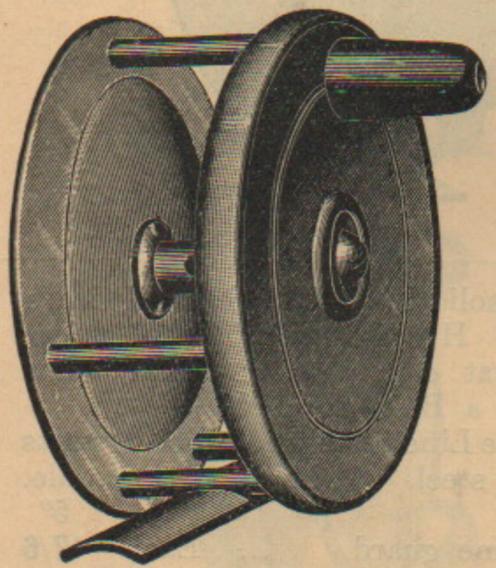
Price **18/9** each.



No. 808. Aluminium. Optional check. Reel 2½". Dead Black finish. Light weight, suitable for Fly or Trout worming, etc.
5/3 each.



No. A42. Modern design 2 piece Fly Reel, aluminium, with fixed check. Egg-shell Blue Bronze finish.
3"
13/6 each.



No. A 44

Best Bronzed Finish.
Aluminium Side Plates
and Pillar Backs.
Strong and dependable.
An excellent Reel for
Trout and Salmon.

2"	2¼"	2½"	
6/-	6/6	6/9	each
2¾"	3"	3½"	
8/9	10/-	13/6	each

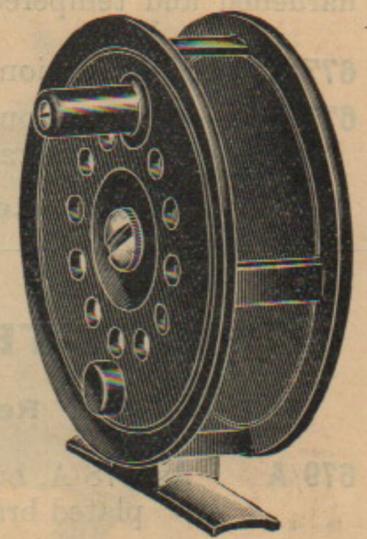
This reel is made in one size only 3" and can be supplied with fixed or optional check.

GYREX No. 71/20

With fixed check each **9/6**

GYREX No. 71/21

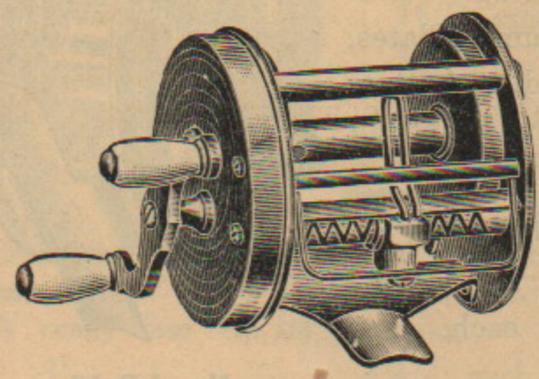
With optional check each **10/6**



A LEVEL WINDING REEL OF MARVELLOUS VALUE.

"TAKE-A-PART"

No. 1805



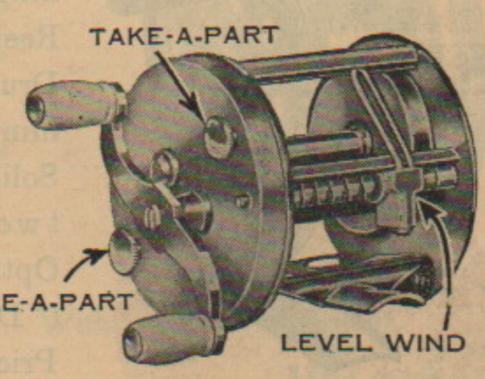
Level winding, Quadruple Multiplying Reel, in best Nickel Plate strongly constructed, Hard Bearings, Optional Check, Balance Handles, White Knobs. Easy to oil and clean by removing two thumb screws. A wonderful seller.

No. 1880 each **15/-**

As above, with Bakelite End Plates and Anti-Back Lash control.

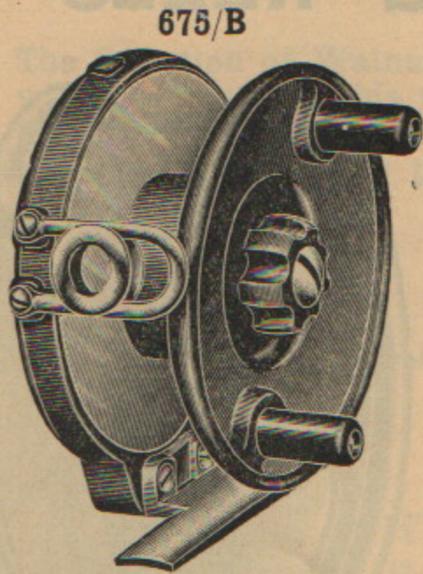
No. 1805 each **16/6**

No. 1880





SEA AND SPINNING REELS



NOTTINGHAM PATTERN BAKELITE REELS

Very excellent General Purpose Reels, very strong, and of attractive appearance, in Brown Bakelite. Brass flange, heavily nickel-plated. Nickel-plated scoop. Check mechanism of hardened and tempered steel parts. A very smooth running reel operating upon a steel spindle.

				3 1/4"	4"
675/A	With check, no line guard	Each 8/6	12/-
675/B	With check and ring line guard	" 10/6	14/6
676/A	Without check, no line guard	" 6/-	9/-
676/B	Without check, with ring line guard	" 8/6	12/-

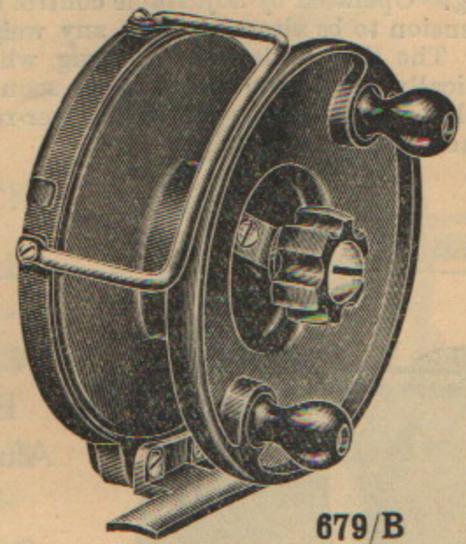
BAKELITE CENTRE-PIN REELS

Specially designed for Spinning in Salt or Fresh Water. Fitted with new type quick release centrepin action which allows instant removal of the drum.

Constructed of Brown Bakelite, with heavily nickel-plated brass flange. Hardened and polished steel spindle and all check work parts of hardened and tempered steel.

677/A	With optional check, no line guard	...	Each	4"	15/-
677/B	With optional check, and ring line guard (as illustrated)	...	"		17/6

The Last Word in Centre-pin Reels



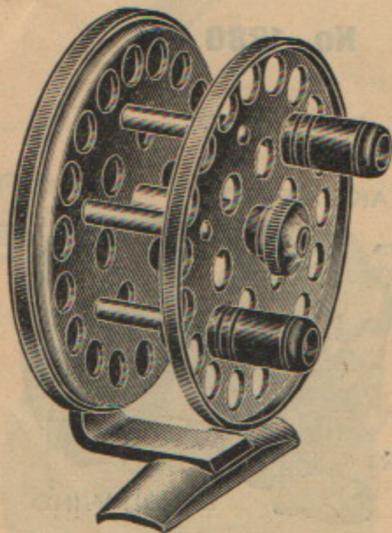
BAKELITE SEA REELS

The Ideal Reel for Heavy Work

679/A	As 678/A, but in 4", and with nickel plated brass flange	...	4"	12/-
679/B	As 678/B do. with Bickerdyke guard (as illustrated)	...		13/6

Moulded throughout in solid Bakelite, finished in a handsome brown colour. Heavily nickel-plated scoop. Balloon shape handles that cannot work loose. New pattern drag operated by a Bakelite knob. With or without Bickerdyke Line Guard. All wearing parts of check work of stainless steel. Stainless steel spindle.

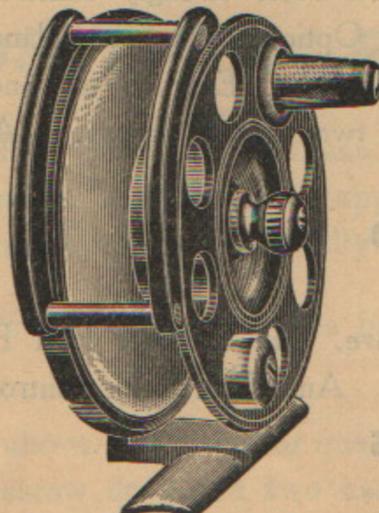
678/A	With check, no line guard	...	Each	5"	17/6
678/B	With check and Bickerdyke guard (as illustrated)	...	"		19/-



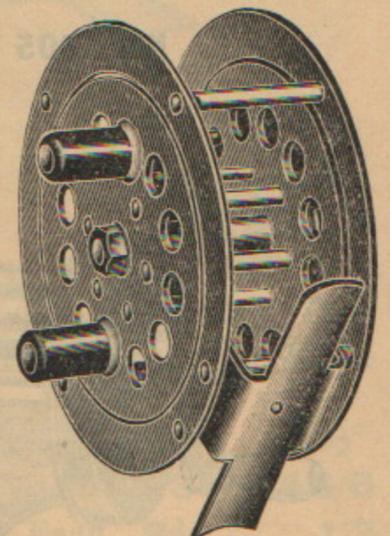
No. 40/3

No. 40/3
Aluminium Spinning & Universal Reel, perforated Drum, Aluminium Back Plate, Solid Brass Back, two Handles, Optional Check. Diameter 3" Price 15/- each.

The "TROJAN" PIKE REEL
Solid Cast Reel for heavy Spinning and Trolling, also Live Bait Casting.
3 in. 14/3 3 1/2 in. 16/6
No. AR 46



No. AR 47
A new super Light Reel for Spinning. Aluminium Plates, Spindles & Bars of Brass, Optional Check.
3 1/2 in. 12/-
4 in. 12/9 each.



No. AR 47



SEA AND PIKE FISHING REELS

No. A36.

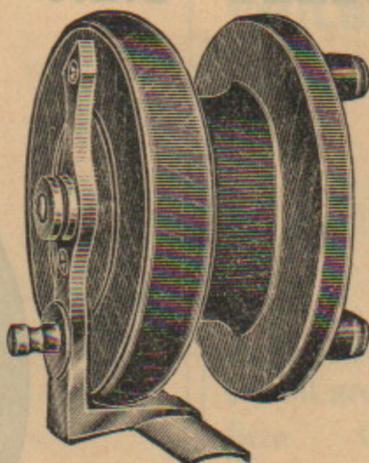
Best selected walnut, solid brass back.
Gun metal spindle, plates under handles.
Winged nut. Highly polished and finished.

3½"	4"	4½"	5"
4/6	5/3	6/6	8/3 each

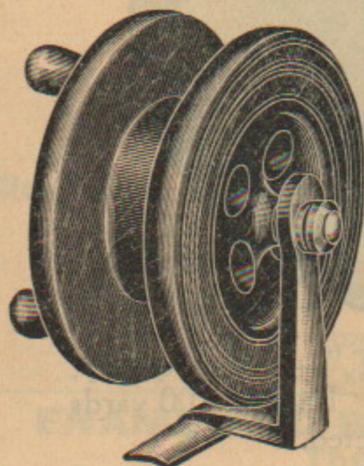
No. A37.

Specification as A36, with **OPTIONAL CHECK.**

3½"	4"	4½"	5"
7/6	8/3	9/9	11/3 each



SCARBOROUGH REEL



No. AR48

We especially recommend this reel in preference—for Sea Fishing—to those above, since being of one piece, is unaffected by warping.

Solidly constructed of Walnut.
Stout Brass Back.

4" 5/9	4½" 6/-	5" 7/6
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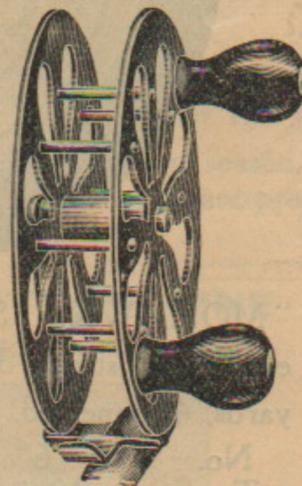
As above with **OPTIONAL RATCHET CHECK.**

4"	4½"	5"
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No. AR48/R	9/9	10/6	11/3
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No. AR48

AR 115



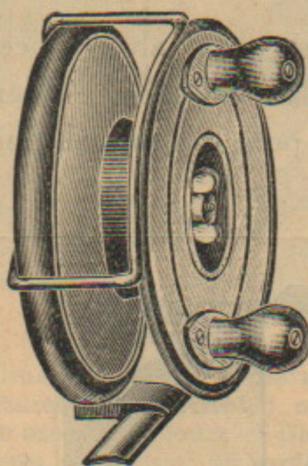
The **AR 115** is an All Metal Reel of the Scarborough Type. Dull Plated Finish. Runs easily and is braked with finger control drag.

One size only, 4½" × 1"

200 yards capacity.

Each **10/6**

No. A41½
The Popular B.S.A. SEA REEL



No. A41½

Finest Quality Walnut Sea Reel. Brass star backs, handle plates. Winged nut. Rust proof spindle. Brass linings to prevent swelling.

OPTIONAL CHECK.

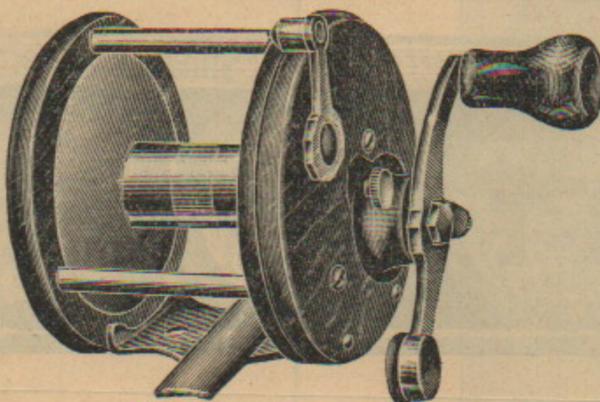
3½"	11/3	each.
4"	12/9	"
4½"	14/3	"
5"	18/-	"

No. 41.

Best quality selected walnut with brass star back. **OPTIONAL CHECK.**
A really fine reel for Spinning.

3"	12/-	each.
3½"	12/9	"
4"	15/9	"

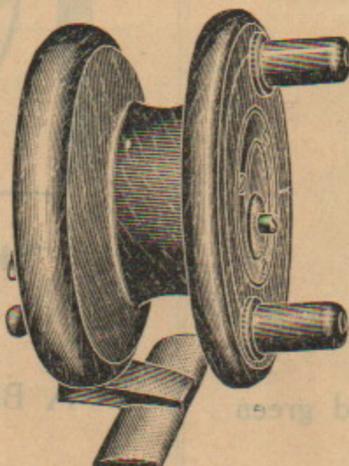
No. AR85



THE SEA BRIGHT, A85

Highly Finished American Casting Reel. Heavily plated metal parts. Bakelite End Plates. **OPTIONAL CHECK.** Free Spool, i.e., runs free of handles when desired. 250 yard capacity.

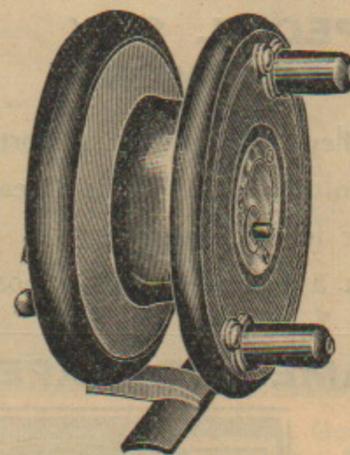
Each **21/-**



Nos. 41, 41A, 41B.

Are centre-pin action reels, giving a high speed for distance casting. Also they are fitted with instantly removable drums to enable oiling and cleaning to be easily effected.

No. 41B.



NOTTINGHAM CENTRE PIN REEL

No. 41B.

Best quality selected walnut brass star back, With brass casings to prevent swelling. **OPTIONAL CHECK.** Fine finish throughout.

3"	16/-	each.
3½"	18/-	"
4"	20/-	"
4½"	23/6	"

No. 41A.

With aluminium casings.

3"	16/-	each.
3½"	18/-	"
4"	20/-	"

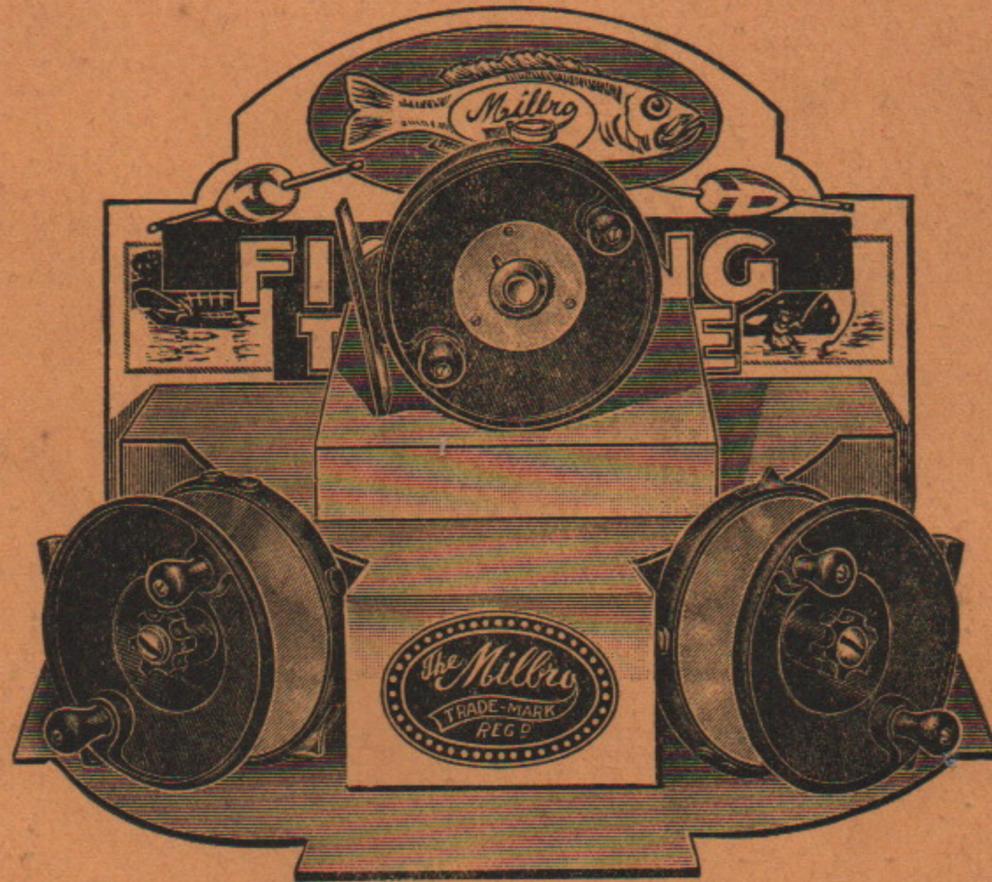


DISPLAY MILBRO GOODS

AND INCREASE SALES.

"Milbro
Goods."

MAKE YOUR
WINDOW
MORE
ATTRACTIVE.



"Milbro
Goods."

DO SO
MORE EASILY,
MORE
OFTEN.

The above is one of a Series of Display Stands.

Get our Supplementary List No. 72 for additional
Items of Interest.

THE NEW SOLIDLY CONSTRUCTED GARDEN OR SALOON GUN



This popular favourite is now fitted with New Breech Action.

Takes long or short cartridge or BB caps.

The loading of these saloon guns is effected in a quick and most convenient way. Unlock the chamber, place the cartridge on the semi-circular ejector, lock the chamber and the cartridge moves automatically into its place of discharge. All parts of very best steel, perfectly machined throughout. Finish absolutely first class.

18 in. Barrel.	Obtainable in 1 or 3 bore.	No. 8	...	19/6	each
25½ in. Barrel	...	No. 8A	...	22/6	„

Send for our New Lists for complete range.