

CROSS SPLIT BAMBOO RODS



*Hand Fashioned
Double and
Single Built*



The **FINEST EXAMPLE OF THE ROD MAKERS ART.**

CROSS RODS

SPLIT BAMBOO

DOUBLEBUILT SINGLEBUILT

Cross Doublebuilt Rods

The Cross Doublebuilt Rod is recognized as the finest rod produced in the world today. Its type of construction was pioneered, developed and perfected by our rod craftsmen. No other American rod of ordinary size is made in this difficult and expensive manner.

Cross Doublebuilt Rods are just what the name implies — doublebuilt, a rod within a rod, which insures greater strength — and at the same time each rod is a masterpiece for proper balance, resiliency and correct action.

Two pieces of outside enamel — which contain the dense, fibrous structure of the cane are glued together, producing a lamination of the very finest and toughest material. Six triangular strips are cut from this laminated two-piece material, making a twelve-piece construction rod that has power in every fibre. Rods made in this manner will stand more abuse than any singlebuilt rod ever made.

Cross Fly Rods are doublebuilt in the butt and middle sections only. The tips, because of their size, are singlebuilt.

Cross Singlebuilt Rods

On most every variety of rod, Cross Singlebuilt construction is to be had at a lower price. Quite naturally the prices of Singlebuilt Rods are lower, as they do not require the additional work to produce. The same experience, skill and care are exercised in assembling the Singlebuilt as the Doublebuilt, the only difference being in the sticks.

For many years Cross built the six-piece, now known as Singlebuilt rod, exclusively. And while the Doublebuilt is admittedly a superior product, Cross Singlebuilt rods enjoy a reputation both at home and abroad of being the finest Singlebuilt rods produced — they possess unsurpassed strength, life and action.

A portion of the seasoning room where Cross rod sections are placed for a period of a year and a half to age properly. Delicate instruments regulate temperature and humidity both in summer and winter.



CROSS SPLIT BAMBOO RODS

DOUBLEBUILT SINGLEBUILT

Any combination of two-color winds will be furnished, with suggested combinations as follows:

Wood	Main Color	Secondary Color
Natural	Goldenrod yellow	Black
Natural	Oxblood red	Castor
Natural	Flame red	Black
Medium brown	Orange	Black
Medium brown	Spring green	Black
Green	Black	Primrose
Rich dark brown	Jasper	Orange
Rich dark brown	Spring green	Orange
Medium brown	Myrtle green	Goldenrod yellow
Medium brown	Tan	Oxblood red
Medium brown	Tan	Olive green
Medium brown	Green and black jasper	Goldenrod yellow
Medium brown	White	Orange

While all the winds will look well on the natural wood, some combinations do not make a good contrast on the brown and green finishes.

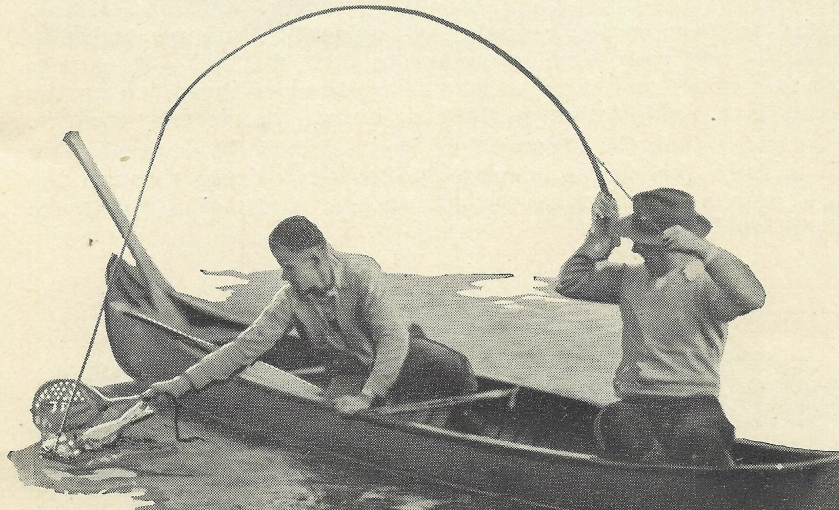
As a suggestion, we recommend that the silk windings on the butt section of the rod be spaced one inch apart. By so doing it is possible to use this section for measuring the length of your fish. If desired we will gladly space the windings in this manner — you merely specify "M" style of winding.

The various styles of cork grips are shown on page 28. Nos. U, L, T, and H are for bait casting rods. Nos. A, C, E, and D are for fly rods. When not specified, will furnish the No. T on bait casting rods and the No. A on most fly rods. Unless requested otherwise forward grip No. Z will be furnished on bait casting rods. The No. D grip being much larger than any of the other fly rod grips will add about one-third ounce weight to rod. It is chiefly used on bass bug rods.

Owing to inevitable slight differences in weights of materials, weights of rods given in this catalog are approximate, except in tournament fly models and models built to comply with class or club rules. Such models are warranted not to exceed the permitted weight when they leave our factory.

In listing salt-water rods we have included most popular mountings as standard equipment. If you prefer mountings other than listed, supply full details.

Every Cross Rod is guaranteed against defects in design, workmanship and material. Should a defect appear we will replace or repair such part, no charge. We are anxious every Cross Rod give the service for which it was intended and will do our part to satisfactorily adjust any claim.



Breems Forrest, writer and sportsman, knows his trout and Doublebuilt Cross Rods — Beauty, balance and strength unsurpassed.

CROSS SPLIT BAMBOO RODS

DOUBLEBUILT SINGLEBUILT

How the Finest of Hand-Built, Hand-Fashioned Split-Bamboo Rods Are Made

ON THE opposite page there are shown, by cross-section illustrations, a few of the stages in the making of a Cross Rod. While these do not represent to a great degree the many steps necessary to fashion one of these rods, they do portray the minute care which is exercised to make them superior in every respect.

The foundation of any good rod lies in the quality of cane selected for its structure. The making of this raw material into a rod rests in the hands of craftsmen.

When the cane is first received from China, it receives its initial inspection. Questionable or inferior quality bamboo is discarded — only the best, capable of passing rigid inspection, is accepted. First, outside nodes are carefully sanded from the cane, which is then split lengthwise into two sections. These sections are again split, this time into a rough triangular shape.

From here on, in the building of a rod, only skilled men are allowed the privilege of playing a part in its making. Specially designed machinery, so true in operation that variations of a thousandth of an inch are exceptional, convert these strips into perfect triangles. By a gradual taper from one end to the other, which later governs the action of the finished rod, it is possible to produce segments that are not only perfectly uniform but which pass micrometric inspections. Six of these segments are necessary for a Singlebuilt rod.

The same general procedure is followed for Doublebuilt rods with the exception that twelve pieces of cane are used instead of six, thereby producing a rod within a rod.

These six, or twelve, segments are glued together and then placed in the seasoning room for aging. When this period of seasoning, which requires from a year and a half to two years, is completed, the sections are ready for their fittings. Guides, ferrules and reel seats, have in the meantime, been prepared.

Again the greatest care in selecting only the best prevails. For instance, the ferrules, known as Cross Supreme Ferrules, are as distinctive as the rods themselves, since they are used exclusively on Cross Rods. By examining the cross-section view on the following page, it is possible to visualize the many experiments that have been made to perfect these ferrules. Where ordinary ferrules are weak, Cross Supreme Ferrules have been reinforced to withstand the severest strains. As an extra precaution for preserving the cane in the rod itself, the female section of the ferrule is made water-proof. More expensive to make — yes; more skill necessary to perfectly hand-fit — yes; but this effort and expense is well worthwhile inasmuch as the result is a rod as near perfect as human hands can produce.

In order that the strength of the rod may be carried from tip to butt, the strong bamboo is carried entirely through the cork grip and reel seat — just another precaution to assure exceptional service.

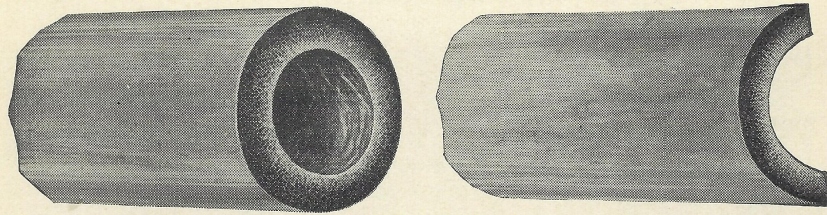
* * * *

“I was delighted with the Cross doublebuilt fly rod that you recently sent me. Its action was everything that could be expected and I was simply amazed at the sturdiness of this rod. On more than five occasions I have had a very heavy Rainbow in running water which made me feel at times somewhat uneasy as to the rod standing the strain. However, it has survived the battle in splendid condition.”—James H. Spencer, Santiago, Chile.

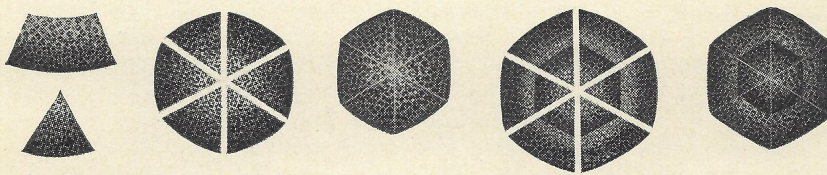
CROSS SPLIT BAMBOO RODS

DOUBLEBUILT SINGLEBUILT

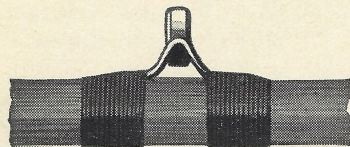
Step by Step Skilled Hands Create Cross Rods



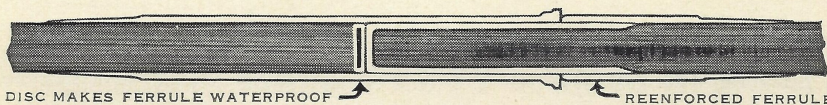
An end view of Tonkin cane as it is received from China. These are from 46 inches to 9 feet in length and 1 to 2 inches in diameter. At the right the same piece is shown, after it has been split lengthwise.



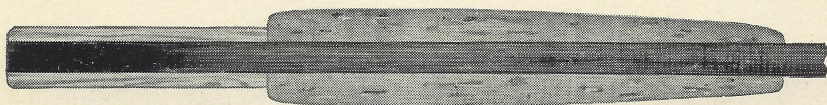
Again the cane is split — this time into a shape that is roughly triangular. Skilled hands and delicate machinery then create a perfect triangular strip, which is tapered from end to end. These triangular strips, when fitted together, match in perfect uniformity. Six of them, when glued together, constitute one section of a rod. A doublebuilt rod actually contains 12 strips of cane. Doublebuilt rods are built in a similar fashion to the Singlebuilt ones, except each of the six strips is made up of two individual parts of cane.



Various colored silk winds, which the angler can select, add to the attractiveness of the rods. This illustration shows the winds.



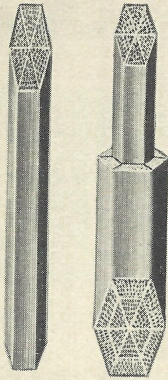
Cross Supreme Ferrules are hand-made, hand-fitted and serrated. They are double strength where the greater strain is concentrated. The cane is protected by the water-proof design of the female ferrule. A circular disc, shown in back, fits snugly inside the ferrule, protecting the cane from objectionable elements.



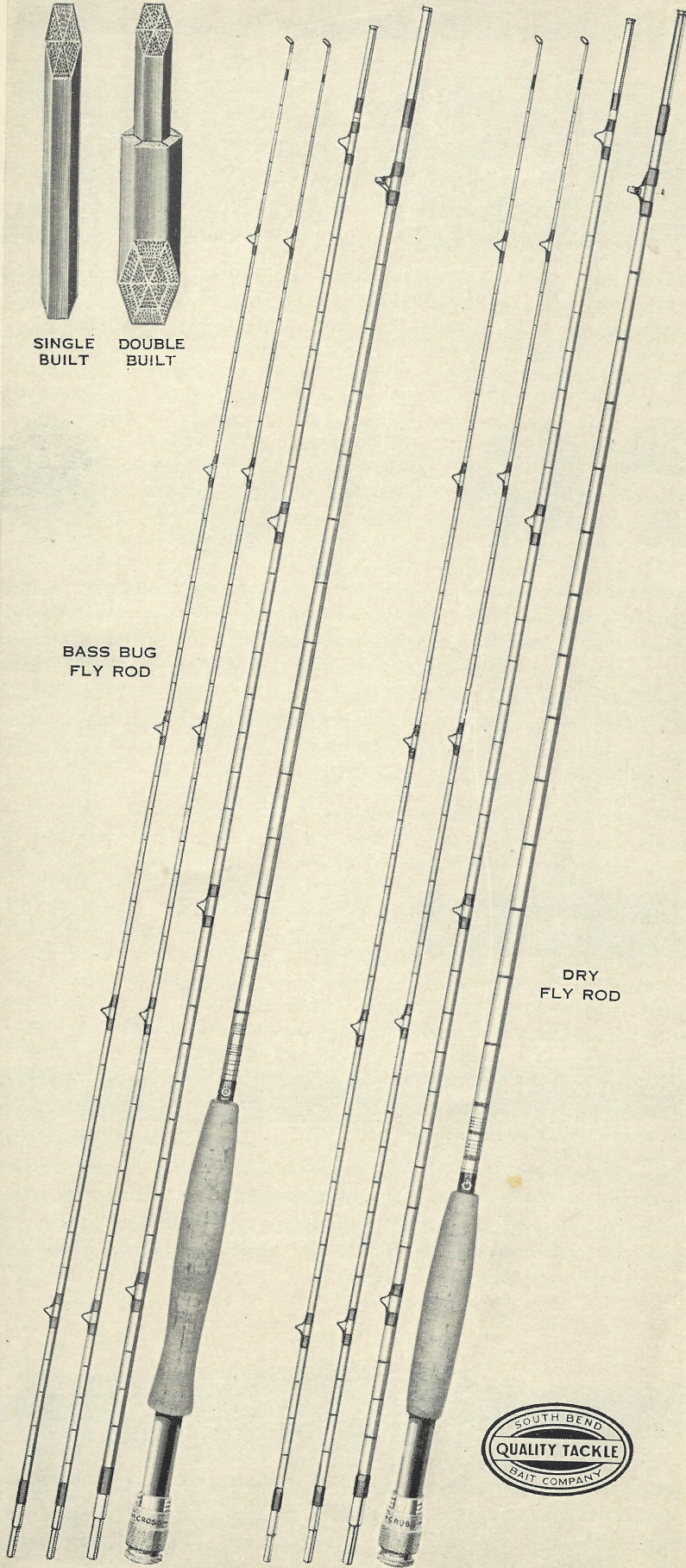
Great care is evident in every detail of Cross Rods. Just one example of the thoroughness apparent is the fact that the cane of the rod itself continues through the cork grip and reel seat. This eliminates any possibility of the handle snapping when under excessive strain.

CROSS SPLIT BAMBOO RODS

DOUBLEBUILT SINGLEBUILT



SINGLE BUILT DOUBLE BUILT



BASS BUG
FLY ROD

DRY
FLY ROD



CROSS SPLIT BAMBOO RODS

DOUBLEBUILT SINGLEBUILT

Cross Bass Bug Fly Rods Models 155-1550

An extremely powerful rod designed to easily handle bass bugs, spinner flies and other artificial lures. Stiffer than the Dry Fly models, snappier in action, they permit unusual accuracy.

Greatest care is taken in selecting stock for these rods. The diameter of all sections, as well as the ferrules, is one sixty-fourth inch larger than the diameter of the Dry Fly Rods. This allows for necessary strength without adding any appreciable weight. Many anglers have found these rods ideal for steelhead and grilse.

Specifications—Built in three pieces with extra tip. Either genuine polished agate or hardened steel stripping guide can be had. The agate stripping guide is the most popular and will be furnished unless requested otherwise. Hardened steel snake guides and tungsten tip top are standard equipment.

Positive thread lock reel seat on this rod has a nickel silver hood under the cork grip. The intermediate section is of black polished hard rubber while at the other end an aluminum tapered ring is screwed along the threaded portion. Reel cannot work loose no matter how hard or long the casting.

Cross supreme ferrules of nickel silver are welted, serrated and chromium plated.

The angler may specify color of wood and winds from the combinations shown on page 5 as well as his choice of grips, illustrated on page 28.

Each rod is packed in a very attractive sateen bag and richly finished aluminum case.

Cross Dry Fly Rods Models 164-1640

Dry Fly fishing continues its increasing popularity. To enjoy this sport to the fullest extent it is necessary that your rod be powerful, accurate, smooth, of even action and have the ability to handle a heavy line.

Cross Dry Fly Rods ideally meet these requirements. They withstand the lunges of large fish, heavy waters and strong winds with either dry or wet flies. They are used extensively with perfect satisfaction on the Mississippi and St. Lawrence Rivers with cork body lures, and on the Nipigon with shiners and other live bait.

Cross Rods are built with the correct stiffness and just the right degree of snap, strength and weight. They have ample power in the middle and tip joints to pick up a long line and to cast it accurately. The 9- and 9½-foot lengths are used in tournament work although not listed as tournament rods or guaranteed to be tournament weight.

Specifications same as for Cross Bass Bug Fly Rods.

Length	Approximate Weights		Prices	
	Models 155 and 1550	Models 164 and 1640	Doublebuilt Models 155 and 164	Singlebuilt Models 1550 and 1640
8 ft.	5½ oz.	4½ oz.	\$55.00	\$40.00
8½ ft.	5¾ oz.	4¾ oz.	55.00	40.00
9 ft.	6¼ oz.	5⅝ oz.	55.00	40.00
9½ ft.	6½ oz.	6 oz.	55.00	40.00
10 ft.	7 oz.	6¾ oz.	55.00	40.00
10½ ft.	8 oz.	7 oz.	55.00	40.00

* * * *

“I own one of your Cross fly rods. Have used it three years and landed black bass as large as 10 pounds on it and given it extremely hard service all during fishing season and it is as straight and lively today as the day I purchased it.”

—J. G. Wells, Delaware, Ohio.

CROSS SPLIT BAMBOO RODS

DOUBLEBUILT SINGLEBUILT

Cross Dry or Wet Fly Rods

A revelation to the angler who desires a rod with strength and power, of medium stiff action, yet perfectly balanced for either Dry or Wet Fly fishing.

They are highly accurate in casting, flexible and lively, and sensitive to every movement of the fish. Yet they possess the strength necessary to meet the unexpected, unusual situations.

Specifications—Built in three pieces with extra tip. Either genuine polished agate or hardened steel stripping guide can be had. The agate stripping guide is the more popular and will be furnished unless requested otherwise. Hardened steel snake guides and tungsten tip top are standard equipment.

Positive thread lock reel seat on this rod has a nickel silver hood under the cork grip. The intermediate section is of black polished hard rubber while at the other end an aluminum tapered ring is screwed along the threaded portion. Reel cannot work loose no matter how hard or long the casting.

Cross supreme ferrules of nickel silver are welted, serrated and chromium plated.

The angler may specify color of wood and winds from the combinations shown on page 5 as well as his choice of grips, illustrated on page 28.

Each rod is packed in a very attractive sateen bag and richly finished aluminum case.

Weights listed are approximately accurate.

Cross Doublebuilt			Cross Singlebuilt		
Model 166			Model 1660		
*7½ ft.	3 oz.	\$55.00	*7½ ft.	3 oz.	\$40.00
8 ft.	4¼ oz.	55.00	8 ft.	4¼ oz.	40.00
8½ ft.	4½ oz.	55.00	8½ ft.	4½ oz.	40.00
9 ft.	5½ oz.	55.00	9 ft.	5½ oz.	40.00
9½ ft.	5¾ oz.	55.00	9½ ft.	5¾ oz.	40.00
*Cork reel seat.			*Cork reel seat.		
Model 167			Model 1670		
*9 ft.	4¾ oz.	\$55.00	*9 ft.	4¾ oz.	\$40.00
*Whippier action.			*Whippier action.		

Cross Singlebuilt One-Piece Fly Rod

Here is a fly rod offered, as far as we know, by no other American manufacturer. With no necessity for fitting standard ferrules at certain points of the rod, the designer is able to lay out sticks which are considered ideal in action. No ferrules to stiffen the action. The angler who need not consider carrying difficulties will cherish it above any rod in his collection and take great pride in showing such a rare rod to his friends. Usually supplied in dry fly action.

Specifications—Either genuine polished agate or hardened steel stripping guide can be had. The agate stripping guide is the more popular and will be furnished unless requested otherwise. Hardened steel snake guides and tungsten tip top are standard equipment.

Positive thread lock reel seat on this rod has a nickel silver hood under the cork grip. The intermediate section is of black polished hard rubber while at the other end an aluminum tapered ring is screwed along the threaded portion. Reel cannot work loose no matter how hard or long the casting.

The angler may specify color of wood and winds from the combinations shown on page 5 as well as his choice of grips, illustrated on page 28.

Each rod put up in khaki bag only.

Model 1400—9 feet. Approximate weight, 4¾ ounces----\$45.00

* * * *

“I cannot see why anyone who owns a Cross rod can be anything else but proud of his rod.”

—Chas. B. Younken, Williamsport, Penna.

CROSS SPLIT BAMBOO RODS
DOUBLEBUILT SINGLEBUILT

Cross Owners Speak Their Appreciation

"Say I can't buy all the Cross Rods you manufacture, even though I might like to."

"I bought one from Paul Young of this city for my son's Christmas present last year and tried it out the first of May, with the result that you now have the order and are probably making an 8½ foot Cross with cedar reel seat for me; these rods are both according to Paul H. Young's specifications, and I think my behavior in this matter speaks for itself.

"Seriously, though, I have a rod of practically every make, both domestic and English, and think this little dry fly double-built rod of yours has an action 'all its own' and you are to be congratulated on turning out such rods."

—Dr. H. F. Kimball, Detroit, Michigan.

* * * *

"I was in a bad fix for years with regard to bait casting rods until you made one for me. It had three tips of varying lengths and after four years of hard use, both in Virginia and in Florida, it is in perfect condition, and is, I believe the best bait casting rod ever made. Even now, although I have become addicted to fly casting, I take the old Cross bait casting rod on at least one good trip every fall. This rod is referred to by the hard-boiled crowd I fish with as 'Molly Cross' and Molly has added considerably to the good reputation of Cross Rods in this vicinity."

—E. C. Kemper, Washington, D. C.

* * * *

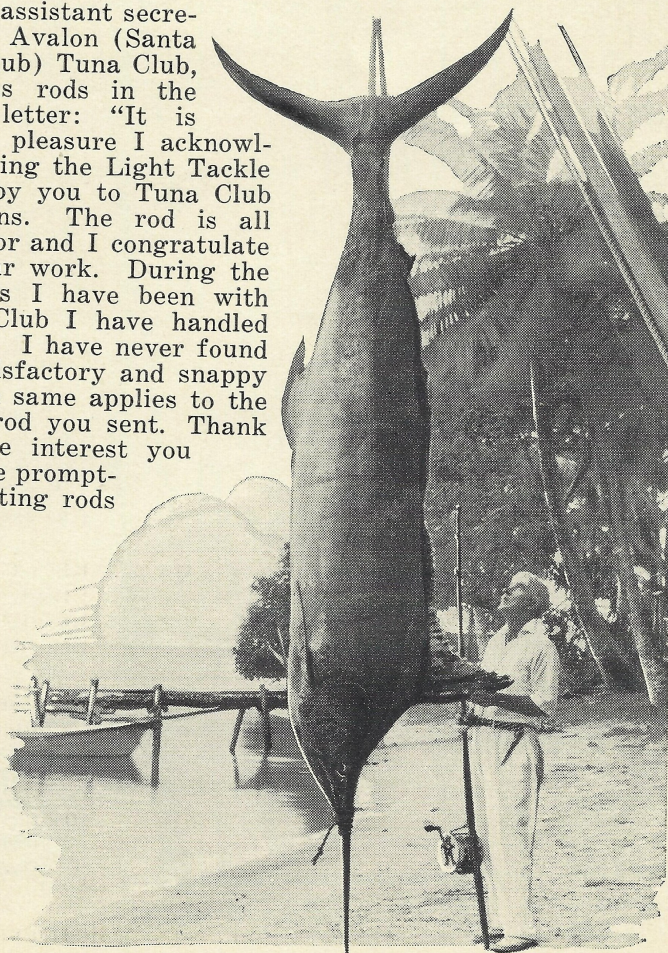
"I am the possessor of a Cross Dry Fly Rod which its the best rod I have ever had the pleasure of handling."

—H. E. Adamson, Elkins, W. Va.

* * * *

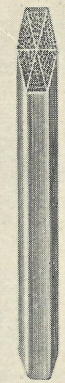
P. West, assistant secretary of the Avalon (Santa Catalina Club) Tuna Club, lauds Cross rods in the following letter: "It is with much pleasure I acknowledge receiving the Light Tackle Rod built by you to Tuna Club specifications. The rod is all we asked for and I congratulate you on your work. During the many years I have been with the Tuna Club I have handled many rods. I have never found a more satisfactory and snappy rod and the same applies to the Three-Six rod you sent. Thank you for the interest you took and the promptness in getting rods to us."

Zane Grey and the record-breaking Tahitian Striped Marlin he landed. It is the first one of this species ever caught.

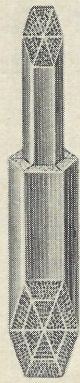


CROSS SPLIT BAMBOO RODS

DOUBLEBUILT SINGLEBUILT



SINGLE BUILT



DOUBLE BUILT

TOURNAMENT FLY ROD

SYLPH FLY ROD



CROSS **SPLIT BAMBOO** **RODS**
DOUBLEBUILT **SINGLEBUILT**

Cross Distance Tournament Fly Rods

Power and stiffness — the major qualifications for any distance tournament rod — are possessed to a surprising degree in this new doublebuilt Cross model. Its design, developed by Cross craftsmen, incorporates the recommendations and ideas of experienced tournament casters and necessitates expensive doublebuilt construction. The light weight of the inside material used permits an increase in outside dimensions of the bamboo without exceeding official weight. This doublebuilt construction results in the most powerful fly rod of tournament specifications that has been built to date.

Specifications—Built in three pieces with extra tip. Grip is of tournament design with an especially designed reel seat of light-weight construction which allows greater weight in the middle joint of rod. This reel seat is easily crushed and is not practical for fishing. If this model is to be used for fishing we suggest one of our regular fly rod reel seats, which will bring the weight of the rod above tournament specifications. Extra large tungsten guides, permitting the maximum distance when “shooting” the line. Tip top of tungsten. Stripping guide of hand-polished agate.

Cross supreme ferrules of nickel silver are welted, serrated and chromium plated. The tournament caster may specify his own color of wood and winds from the combinations shown on page 5. Each rod packed in a very attractive sateen bag and richly finished aluminum case.

Model 1700 —9½ feet	5¾-ounce class	\$50.00
—9 feet	5¾-ounce class	50.00

Cross Accuracy Tournament Fly Rods

For years Cross Accuracy Tournament Fly Rods have been used with exceptional success at important tournaments. They are singlebuilt and so far as action is concerned are similar to the Cross Distance Tournament Fly Rod with the exception that they have a smoother action and are not quite so stiff. Specifications are the same as above.

Model 1600 —9½ feet	5¾-ounce class	\$50.00
----------------------------	----------------	----------------

Cross Singlebuilt Sylph Fly Rod

The lightest, sportiest fly rod in the Cross line of rods. Its feather-weight construction, great strength, and 2½-ounce weight, challenge the angler to the supreme test of skill. Seven feet in length, its tapers are carefully calculated to insure ample strength to withstand unexpected strain placed upon it by a 10-pound trout. Ozark Ripley, the well known author and angling authority, calls it one of the finest light rods he has ever used and tells us it will handle an HDH line with perfect satisfaction. Veteran anglers seeking to test their skill have found the Sylph Rod a most welcome addition to their equipment. One angler has gone so far as to declare it to be the “sportiest rod ever built.” Rod building authorities know its construction is more accurate to the thousandth-of-an-inch than many delicate instruments. The Sylph is of two-piece construction with extra tip and is supplied with cork reel seat of special design. Either genuine agate or hardened steel stripping guide can be had. Hardened steel snake guides and tungsten tip top are standard equipment. Cross supreme ferrules of nickel silver are welted, serrated and chromium plated. The angler may specify color of wood and winds from combinations shown on page 5. Each rod packed in a very attractive sateen bag and richly finished aluminum case.

Model 1500 —7 feet. Approximate weight, 2½ ounces	\$35.00
--	----------------

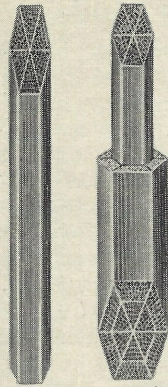
* * * *

“The Cross Rod has been received and is a beauty. The action is perfect. I anticipate many days of pleasure with this rod.”
 G. Vanderbuilt, Albany, N. Y.

CROSS SPLIT BAMBOO RODS

DOUBLEBUILT

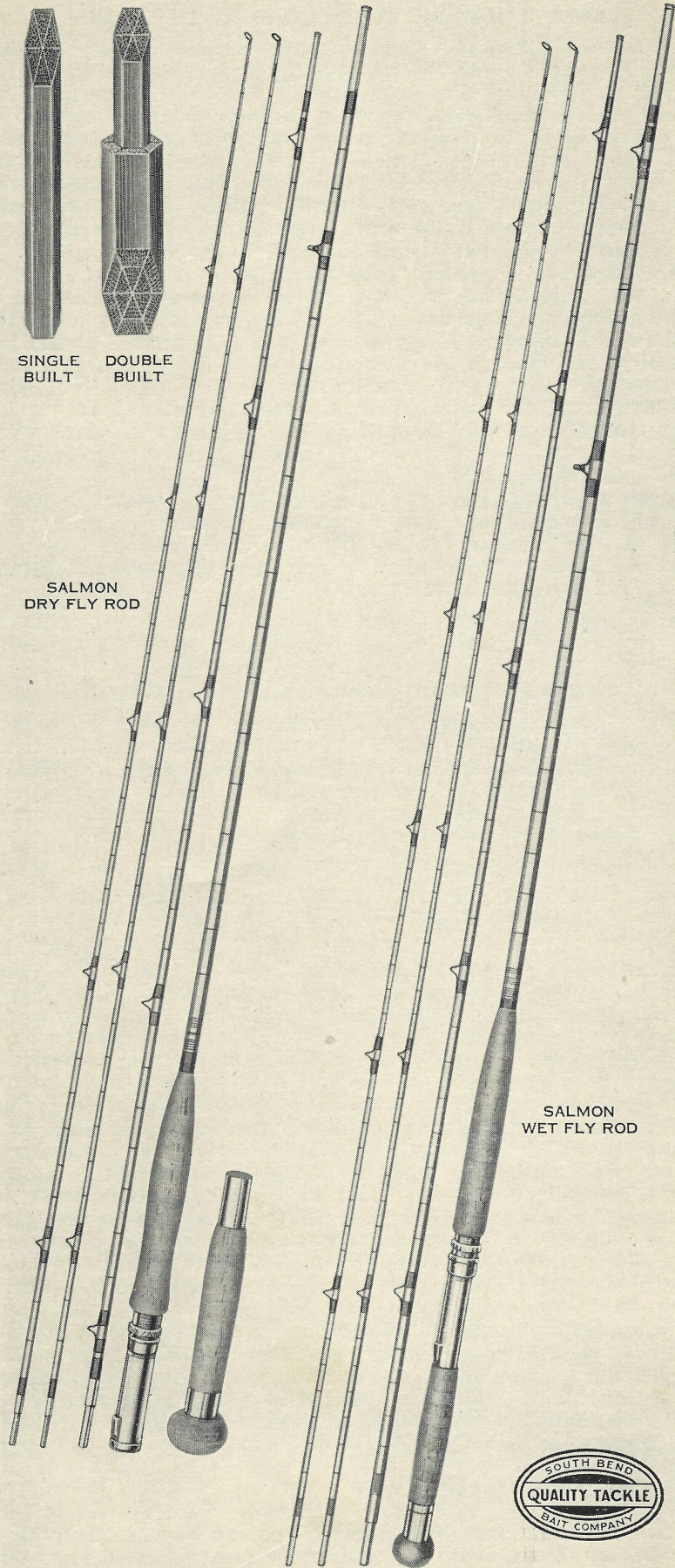
SINGLEBUILT



SINGLE BUILT

DOUBLE BUILT

SALMON DRY FLY ROD



SALMON WET FLY ROD



CROSS SPLIT BAMBOO RODS

DOUBLEBUILT SINGLEBUILT

Cross Salmon Dry Fly Rods

During the past five years, taking salmon with a dry fly has increased in popularity. It is admitted to be one of the outstanding sports—plenty of thrill and action to the angler.

Much skill can be acquired in this art and it is highly essential to use a particularly stiff model of dry fly rod. Length from 9½ to 10½ feet, with detachable grip below the reel seat to give additional leverage and correct reel position while playing the fish.

Our models, built in collaboration with experts in this style of angling, are found on Canadian and United States salmon and steelhead streams and are accepted as the finest rods possible to build. They have power and the ability to handle a long line. The weights and lengths given are exclusive of the detachable lower grip. A plug is furnished which can be inserted in the place of the lower grip, converting the rod into a typical "single-handed" dry fly rod.

Specifications—In addition to detachable lower grip, three piece and extra tip. Either genuine polished agate or hardened steel stripping guide can be had. Agate is more popular and will be furnished unless specified otherwise. Hardened steel snake guides and tungsten tip top are standard equipment.

Positive thread lock reel seat is of nickel silver, chromium plated. Reel cannot work loose no matter how hard or long the casting. Detachable lower grip fitted with a rubber butt cushion. Cross supreme ferrules of nickel silver are welded, serrated and chromium plated. The angler may specify color of wood and winds from combinations shown on page 5. Each rod is packed in a very attractive sateen bag and richly finished aluminum case.

Cross Doublebuilt Model 192			Cross Singlebuilt Model 1920		
9½ ft.	8 oz.	\$60.00	9½ ft.	8 oz.	\$50.00
10 ft.	8½ oz.	60.00	10 ft.	8½ oz.	50.00
10½ ft.	8⅝ oz.	60.00	10½ ft.	8⅝ oz.	50.00

Cross Salmon Wet Fly Rods

An extremely powerful rod especially designed to easily handle the long, heavy lines of the salmon angler. The calibrations are carefully calculated so that there is no disagreeable "double kick" in casting. A rod of correct flexibility combined with maximum power.

Specifications—Built in three pieces with extra tip. Grips of solid ringed cork. Lower one 6½ inch. Forward 9 inch. Rubber butt cushion. Either genuine polished agate or hardened steel stripping guide may be had. Agate is more popular and will be furnished unless specified otherwise. Hardened steel snake guides and tungsten tip top are standard equipment.

Positive thread lock reel seat is of nickel silver, chromium plated. Reel cannot work loose no matter how hard or long the casting. Cross Supreme ferrules of nickel silver are welded, serrated and chromium plated. The angler may specify color of wood and winds from combinations shown on page 5. Each rod packed in khaki bag and aluminum tip case.

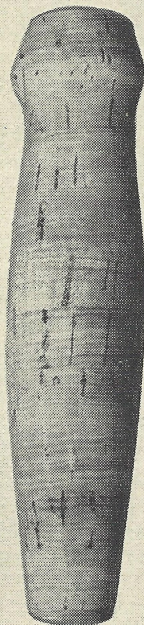
Cross Doublebuilt Model 190			Cross Singlebuilt Model 1900		
15 ft.	26 oz.	\$75.00	15 ft.	26 oz.	\$65.00
14 ft.	24 oz.	70.00	14 ft.	24 oz.	60.00
13 ft.	19 oz.	65.00	13 ft.	19 oz.	55.00

* * * *

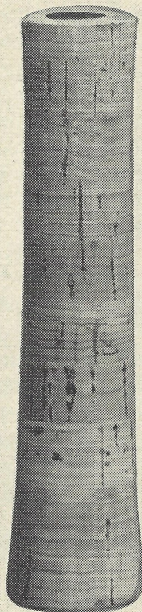
"I received my Cross rod this morning and it certainly is a beauty. In fact, it's the finest piece 'of workmanship' I've run across in the way of rods and the whip and balance is perfection itself." —Harry E. Fitzgerald, St. Petersburg, Fla.

CROSS SPLIT BAMBOO RODS
 DOUBLEBUILT SINGLEBUILT

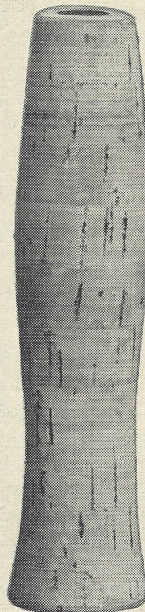
BAIT CASTING CORK GRIPS



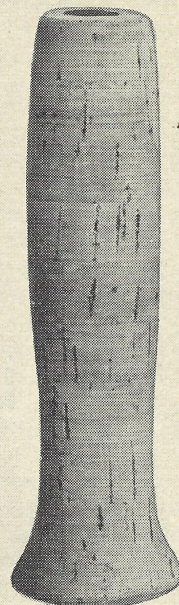
STYLE-U
5" X 1 1/8"



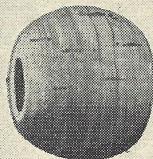
STYLE-H
5" X 1"



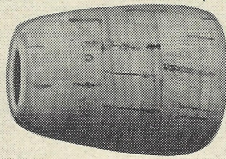
STYLE-T
5" X 1 1/16"



STYLE-L
5" X 1 1/16"



STYLE-X
1" X 1 1/8"

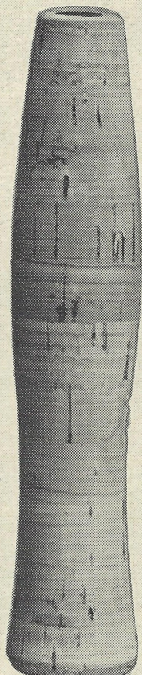


STYLE-Z
1" X 1 1/8"

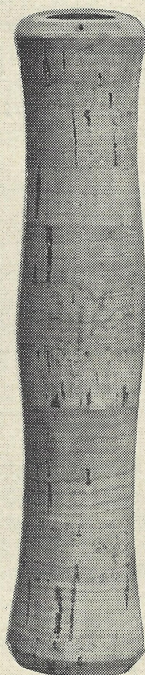
FLY ROD CORK GRIPS



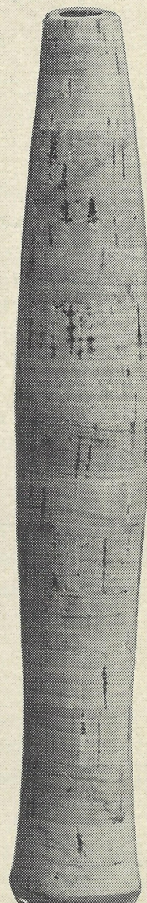
STYLE-A
5 1/2" X 1"



STYLE-C
5 1/8" X 1 1/8"



STYLE-E
5 1/2" X 1 1/8"



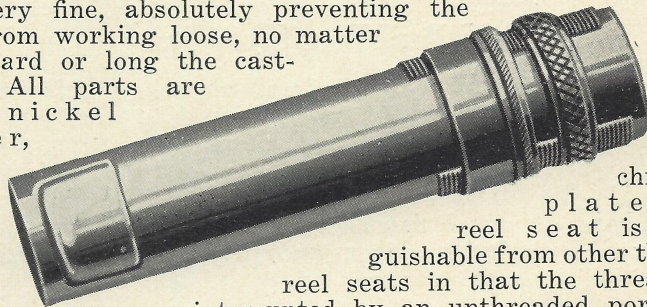
STYLE-D
7 1/2" X 1 1/8"

CROSS SPLIT BAMBOO RODS
DOUBLEBUILT SINGLEBUILT

Positive Thread-Lock Reel Seats

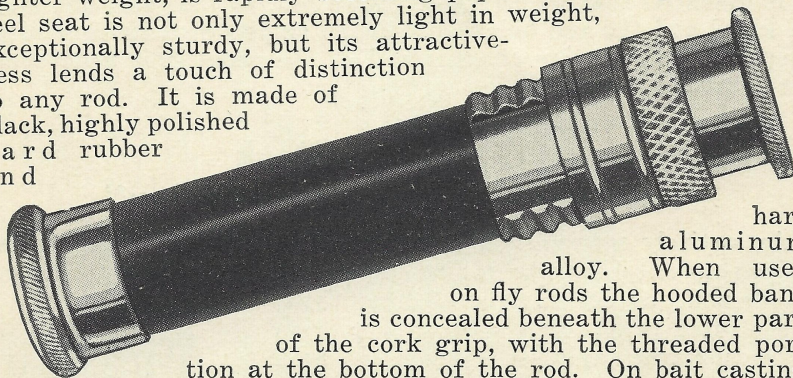
About the most uncomfortable feeling that anyone can experience is to feel your reel working loose on your rod at the time when every effort is being exerted in playing a big fish. There's another experience that equals this — that of having your reel fly off the rod in the midst of a long cast. Both of these unnecessary experiences are out-of-date and have long been forgotten by anglers who use rods equipped with our positive thread-lock reel seats. When the reel is once locked in place, at the beginning of the trip, it is there until you want it removed, which can be done quickly and easily.

On this reel seat the reel is held down at one end by a stationary hood and at the other end by a tapered ring. The ring is held in positive position by a threaded, knurled jam-nut, which is screwed along the reel clip. Threads on the nut are very fine, absolutely preventing the reel from working loose, no matter how hard or long the casting. All parts are 18% nickel silver,



chromium plated. This reel seat is distinguishable from other threaded reel seats in that the threads are interrupted by an unthreaded portion on which the reel can be placed. This adapts it to a much greater variety of reels than the other with continuous threads. This type of construction is protected by our patent issued February 15, 1927.

Another reel seat, which embodies the same principles as the one described above, but which is designed of materials of lighter weight, is rapidly becoming popular with anglers. This reel seat is not only extremely light in weight, exceptionally sturdy, but its attractiveness lends a touch of distinction to any rod. It is made of black, highly polished hard rubber and



hard aluminum alloy. When used on fly rods the hooded band is concealed beneath the lower part of the cork grip, with the threaded portion at the bottom of the rod. On bait casting rods, the threaded portion is at the top of the rod, with the stationary hood at the bottom. With this reel seat it is extremely easy to lock the reel tightly in position.

* * * *

"I have two Cross Rods one of which was built special by your Company and they are all any good fishing rods should be."
 —J. B. Johnson, Elyria, Ohio.

* * * *

"I am delighted with my Cross Fly Rod. I am familiar with domestic and foreign makes, but have never held a Cross Rod before and did not know that such good rods were built in Indiana."
 —H. D. Meeker, New York City.

* * * *

"I have owned and used Cross Rods to my entire satisfaction."
 —Albert T. Sisson, Providence, R. I.

CROSS SPLIT BAMBOO RODS

DOUBLEBUILT SINGLEBUILT

Complete Specifications Necessary

Every Cross Rod, whether the specifications are as described in this catalog, or it is built to coincide with the requirements of an individual angler, must be completed after the order is received.

Therefore, we must know not only the style of rod desired, but color of wood, color of winds, style of grip as shown on page 28, and in salt-water rods the kind of mountings desired.

You have a choice of several rod finishes. The natural finish is the rich, natural color of the cane; the medium brown finish is the popular brown stain; the rich dark-brown has an ebony appearance, and the green finish is a wonderfully attractive green.

Rod Building Supplies

Each year more and more anglers are finding enjoyment in making their own rods. We are prepared to supply finished sticks in various lengths and calibrations to build practically any type rod. Mountings, hardware, winding silk, rod varnish, etc., can also be furnished. If desired, we will build your rod to any degree of completion and you can finish it to suit your own ideas. Descriptive pages and prices for the necessary materials will be sent upon request.

Rod Repairs

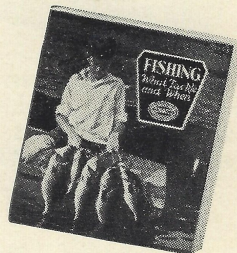
A complete repair department is maintained to service our rods, as well as rods of other manufacture. Repair prices are low, consistent with the highest quality of workmanship. When a new rod section is needed or when replacing a damaged part it is essential that we have the entire rod, so that ferrules may be fitted and the rod balanced. When shipping, pack carefully, prepay transportation charges and at the same time send complete instructions.

Send for This Book

"Fishing—What Tackle and When"

An entirely new edition of this book is published each year. If you do not have the latest copy, send for it today. Noted sportsmen, authorities on fishing, have contributed to it. It is a book that every fisherman will enjoy — and you can have it for the asking.

It contains advice for the beginner and old-timer alike, on bait casting and fly-rod angling. It tells what baits to use and when to use them. A postcard will bring a copy to you.



* * * *

"I now own seven Cross Rods, single and doublebuilt, and each of them is without exception the best rod in its class that I have ever handled — best material and best workmanship. My salmon dry fly rod has the backbone to pick up the long line and to make long casts so often necessary in steelhead fishing. It came through two seasons of the hardest kind of fishing on the Klamath and Smith Rivers of California and the Rogue River of Oregon, and it emerged without 'set' or scratch."

—Peter J. Schwab, Conshohocken, Penna.

Out Fishin'

When brethern of the rod and reel
Go fishin'

Somehow friendships seem to seal
While fishin'

With fish a 'fryin' in the pan
One look beneath the coat of tan
Reveals the best that's in the man
That's fishin'.

One need be neither rich nor great
For fishin'

His catch depends upon his bait,
While fishin'

He's apt to lose all thoughts of care
His troubles vanish in thin air,
Make him an optimist for fair,
While fishin'

This year ahead is one of strife
And fishin'.

You'll have to labor for your life
But fishin'

Supplements your work — a dole
That paves the way to every goal;
Go fishin'.

—Ike Walton

The Trade-mark
known for



dependable tackle
by all Anglers

Prices are subject to alteration without notification.



THERE'S A CROSS ROD
FOR EVERY KIND OF FISHING