



The Late  
King George V



H.M.  
King Alfonso



H.M.  
The King of Italy



H.R.H. Prince Axel  
of Denmark



H.R.H. Crown  
Prince of Sweden



H.R.H.  
The Prince of Wales  
1922-24



# "PALAKONA" BETTER THAN EVER

HARDY'S · ALNWICK · ENGLAND



## “PALAKONA” RODS

(Regd. No. 236936)

### BETTER THAN EVER

IT WOULD SEEM IMPOSSIBLE TO MAKE THE ABOVE claim in view of the fact that Hardy's "Palakona" Split Bamboo Rods were long ago acknowledged to be the most scientifically designed and constructed for their various purposes.

But such indeed is the case, for as our experience and accumulated data increase, so does the quality of our material and the exactness with which our knowledge of what is wanted can be applied.

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The calibrations of a Hardy "Palakona" Rod are calculated on formula, to meet the strains and stresses which it is known that rod will be called upon to bear.

These, together with other data representing varied contributory factors, such as length, weight, action, etc. etc., are carefully worked out and when applied by highly skilled craftsmen, with the aid of extremely accurate machinery, produce the most perfect rod for its particular purpose.

Supposing for instance a fly rod is to be made to fish under a certain group of conditions, and to handle fish of varying weights and power. The line best suited for these conditions is selected and its weight and taper calibrations are taken. These, together with other known data representing the work the rod will be called upon to bear, are worked out to a formula known only to Hardy's Management. The result then produced, by a most accurate system to these figures, is the most perfect rod for its purpose.

Many features figure in the applied data, to quote only one : Action.

In the making of either a butt or a tip action, a formula giving the particular action desired is chosen and, if necessary, the calibration figures modified to exactly suit ; but essential rod values in other respects are carefully retained. These values must never be altered, otherwise the finished rod would not be the best possible for its purpose.

The balance or action of a rod is not decided in a day. It may take a season of trial, one rod against another, experiment after experiment, and a careful classifying of results before the final and accepted result is attained.

The knowledge necessary to do the work is only gained by years of study and experience. Workshop trials, in themselves, are of very little value.

It is by the water side ; fishing and casting over a long period that this specialised knowledge is acquired. Even then, only by one who has had

experience in the testing of hundreds of rods varying in character, and who has developed faculties acute enough to detect shades of difference between one action and another.

It is because Hardy's have this knowledge and experience to put into their rods ; because they are first-hand designers and skilled engineers, and because they are backed up by their own well-proven methods and machinery that they are able to produce the world's finest fishing rods.

All Hardy rods are, throughout all processes and in all details of design, entirely original.

**HARDY'S DO NOT COPY! THEY LEAD!**

In all parts of the world, where angling is practised, Hardy's rods will be found to be their owners' most cherished treasures.

And now Hardy experts, in their never ceasing efforts to improve their products, have recently discovered a method of treating "Palakona" Bamboo which renders it still more durable ; more constant in its quality, and a better material than

ever before, for the manufacture of fishing rods. This discovery with its consequent advantages is being passed along to purchasers of Hardy Rods without increase in price.

In another field of sport "Tournament Casting", Hardy "Palakona" Rods have fully maintained the remarkable qualities attributed to them by the then Editor of that sportsman's journal of world-wide prestige, the "Field", when as long ago as 1883 he wrote of them :

**"THEY HAVE LEFT ALL COMPETITORS  
HOPELESSLY BEHIND"**

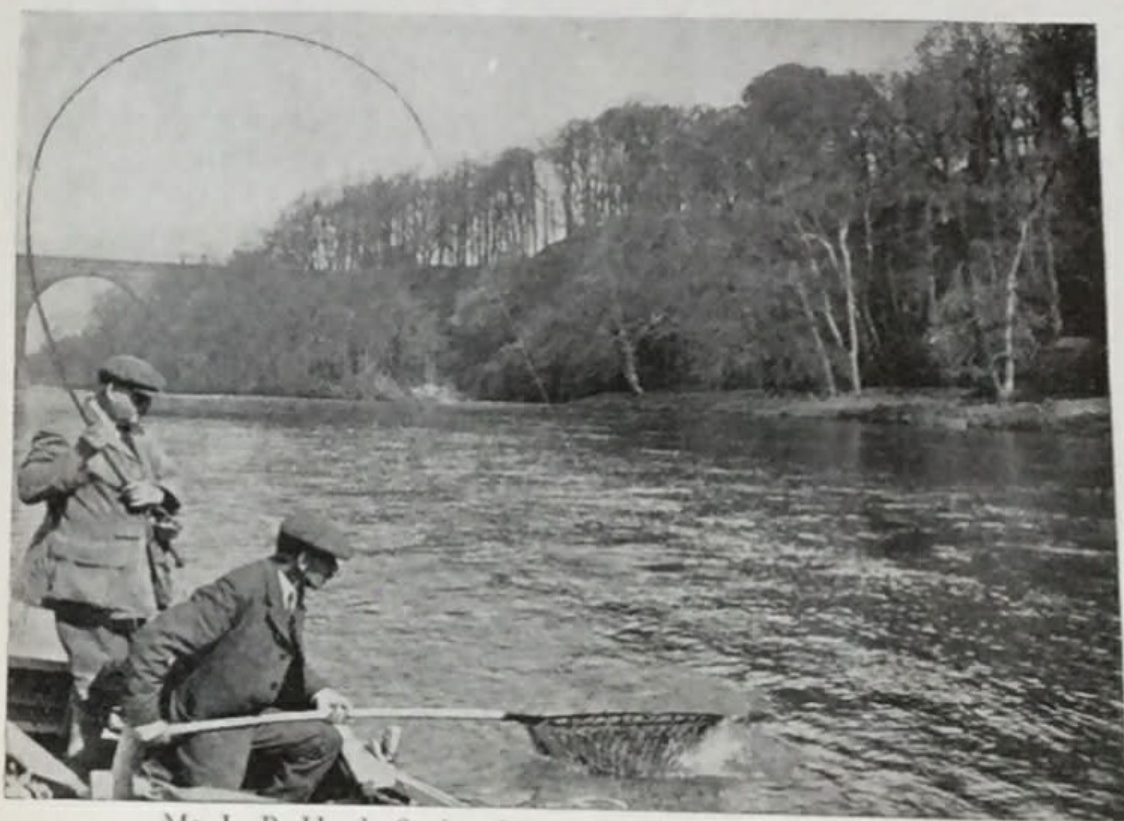
Successes in Tournament Casting during recent years conclusively prove the truth of this claim :

1935	PRIZES—120	RECORDS—24
1936	PRIZES—228	RECORDS—93
1937	PRIZES—271	RECORDS—46
1938	PRIZES—344	RECORDS—39 } (Championships—6) }

Choose your Hardy rod from the greatest range in the world, to suit your personal requirements and you will find you have got the kindest, sweetest and most considerate servant and friend it is possible to discover, one which will never fail you, no matter what extraordinary calls you may make. It will work for you untiringly and, on your angling expeditions, it will become a part of you.

Nov. 18th, 1938

L. R. HARDY  
*Managing Director*  
*Hardy Bros. (Alnwick) Ltd.*



Mr. L. R. Hardy Spring Salmon Fishing on the River Eden

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# HARDY "PALAKONA"

## Split Bamboo Fishing Rods

can be seen, handled and purchased at  
Hardy's Branches and at the following  
Authorised Agents' premises.

### List of Agents in Great Britain & Ireland

- BIRMINGHAM : WESTLEY RICHARDS & CO., LTD., 24 Bennetts Hill.  
BRADFORD : H. WILSON (BRADFORD), LTD., Midland Buildings.  
BRISTOL : G. GIBBS, LTD., 37 Baldwin Street.  
CAMBRIDGE : GALLYON & SONS, 66 Bridge Street.  
CARDIFF : ARTHUR BALE, 3 Frederick Street.  
CARLISLE : JOHN STRONG & SONS, 65 Castle Street.  
CHELTENHAM : JAMES OGDEN, Winchcombe Street.  
CHESTER : H. MONK, Foregate Street.  
DORCHESTER : C. JEFFERY & SONS.  
EXETER, TORQUAY and TAUNTON :  
    J. WEBBER & SONS, 51 High Street, Exeter.  
HARROGATE : J. A. LUPTON, 66-68 Station Parade.  
HULL : R. ROBINSON (GUNMAKERS), LTD., 7 Queen Street.  
LEAMINGTON SPA : RAWLINGS BROS., 43 Parade.  
LEICESTER : H. CLARKE & SONS, 38 Gallowtreagate.  
NEWCASTLE-ON-TYNE : J. B. WALKER, 63 Newgate Street.  
    BAGNALL & KIRKWOOD, 31 Westgate Road.  
NORTHAMPTON : JAMES ELMER, 13 St. Giles Street.  
NOTTINGHAM : REDMAYNE & TODD, Carrington Street.  
OXFORD : HAY'S SPORTS LTD., 28 George Street.  
RICHMOND, Yorks : W. METCALFE, The Sports Dept.  
SHEFFIELD 3 : ARTHUR TURNER, 5 West Bar.  
SHREWSBURY : EBRALL BROS., 4 Wyle Cop.  
SOUTHAMPTON : PATSTONE & SON, 40 Drury Street.  
THORNABY-ON-TEES : W. THOMPSON, 22 George Street.  
WORCESTER : H. E. POLLARD & CO., LTD., 62 Broad Street.  
ABERDEEN : J. S. SHARPE, 35 Belmont Street.  
DUNDEE : J. R. GOW & SONS, 12 Union Street.  
INVERNESS : J. GRAHAM & CO., 27 Union Street.  
ORKNEYS : WM. BROUGH, 13 Broad Street, Kirkwall.  
ST. ANDREWS : J. STEWART MARK, 114 South Street.  
STIRLING : D. CROCKART & SON, 35 King Street.  
BELFAST : J. BRADDELL & SON, Arthur Square.  
CORK : ROBT. DAY & SON, 103 Patrick Street.  
DUBLIN : HELY'S LTD., 26-28 Dame Street.  
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