



1935

W. H. Holbrow & Co.

Foreword . . .

In presenting for their interest this new complete List, we wish to thank our many clients for their generous support in the past, and venture to hope that we may be favoured with the opportunity for further service in the future.

We have, during the past few years, become the leading advocates of the use of the short steel rod in conjunction with the multiplying reel for bait casting, and we feel sure that these have earned for themselves a permanent home in the fisherman's impedimenta.

The Plug Baits are enjoying a similar popularity and have undoubtedly come to stay.

The Sea Multiplier is one of the many new items we have listed this year, and there is also a complete range of Rods, Reels and Tackles suitable for Game Fishing, which should appeal.

In compiling this list we have taken advantage of our considerable practical experience of the various methods of fishing, in selecting in each department the most suitable and reliable tackles.

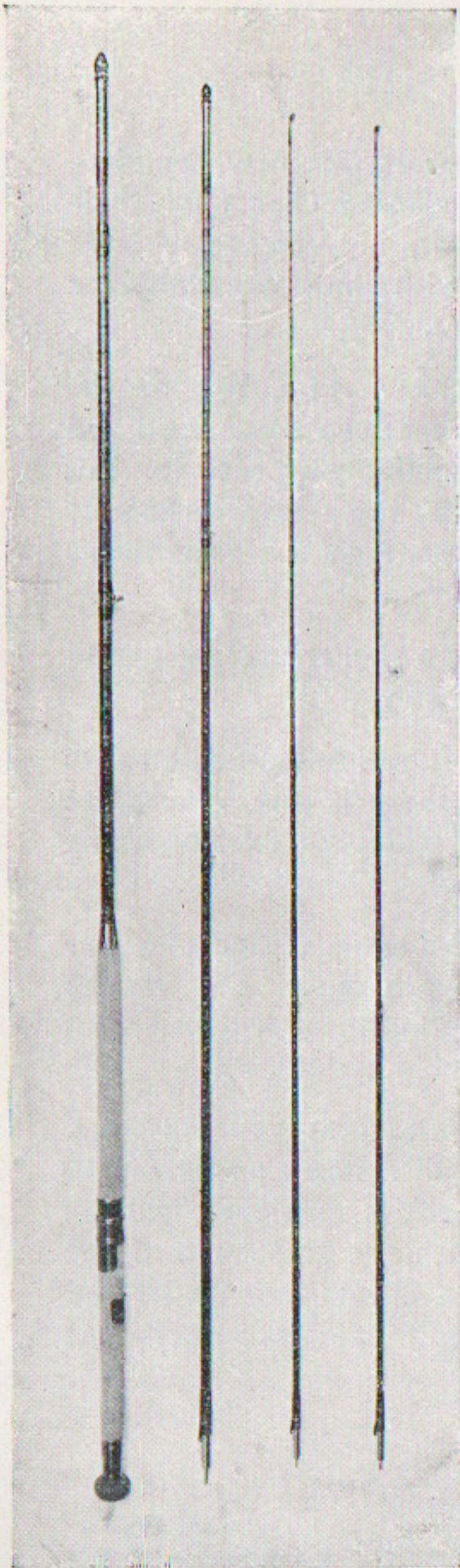
We place our services entirely at your disposal. Expert advice is given on all matters pertaining to fishing methods and the tackles employed, and all orders will be executed with the greatest care and dispatched immediately, and clients may be assured that their requirements will have our very best attention.

HOLBROW & CO., LTD.,

FISHING TACKLE MANUFACTURERS

40 DUKE STREET, ST. JAMES', LONDON, S.W.1

SALMON FLY RODS



THE "TWEED" SALMON ROD

A carefully designed Salmon Rod of exceptional power, beautifully balanced and finished.

Made from selected split bamboo, double built, in three pieces, two tops. With solid cork handle, lockfast joints, screw reel fittings, protected agate butt and end rings, oval bridge intermediates and rubber button.

Length	Weight	Price
11 feet	12½ ozs.	£7 10s. 0d.
12 feet	14½ ozs.	£7 15s. 0d.
13 feet	20 ozs.	£8 0s. 0d.

Steel Centres 20/- per rod extra.

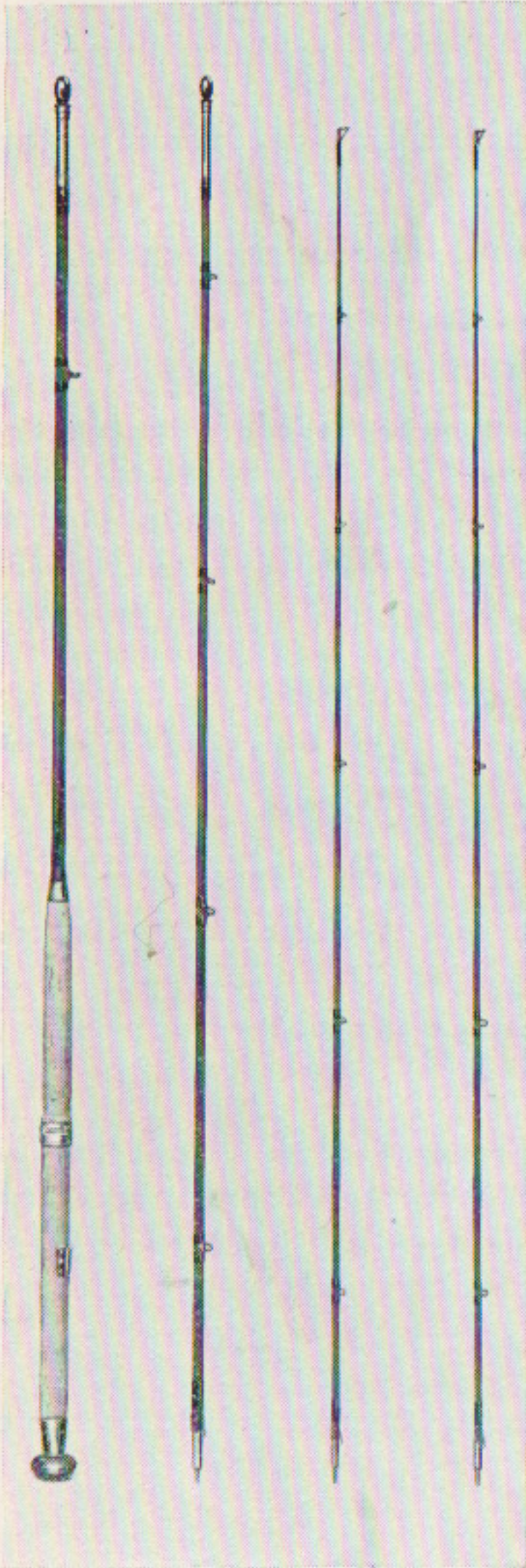
SUGGESTED REEL AND LINE :

11 ft. Rods. 3¾ in. Superbus Reel (Page 13) and Halford No. 5 Line (Page 16).

12 and 13 ft. Rods. 4 in. Perfection Reel (Page 12) and Halford No. 6 Line (Page 16).

SALMON FLY RODS

THE "BORDER" SALMON ROD



A high grade Salmon Rod at a medium price, made from finest selected greenheart.

Three piece, selected greenheart throughout, with two tops, solid cork handle, lockfast joints, agate butt and end rings, oval bridge intermediates, universal reel fittings, rubber button, etc.

Length	Weight	Price
11 feet	14 ozs.	£3 15s. 0d.
12 feet	18 ozs.	£4 0s. 0d.
13 feet	21 ozs.	£4 5s. 0d.

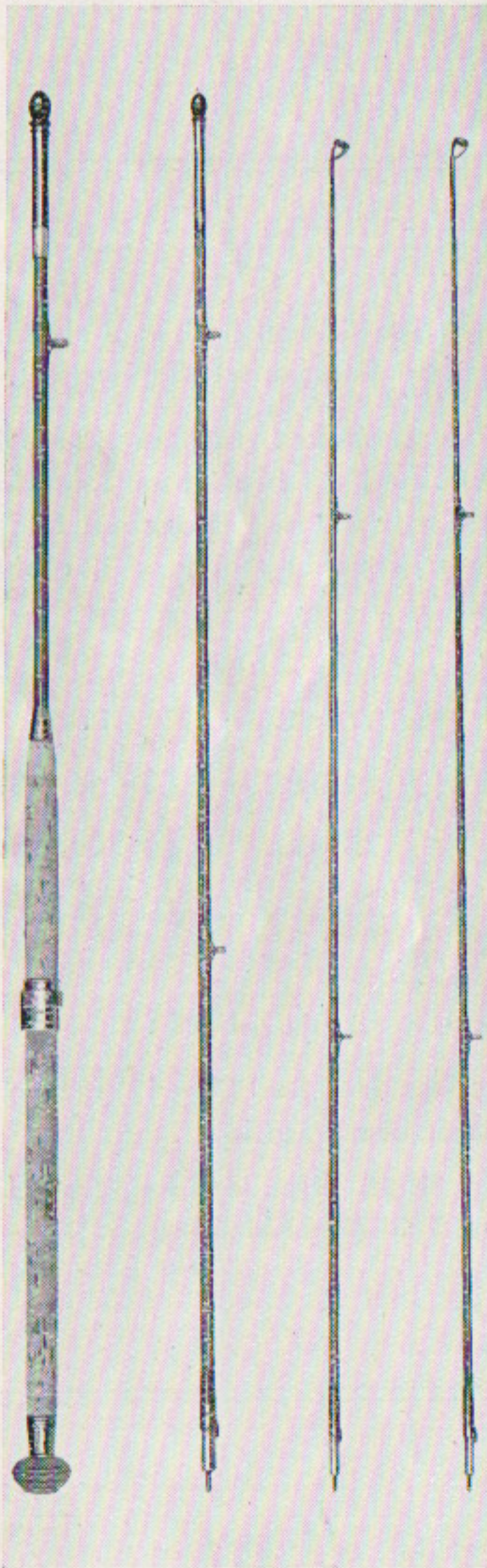
SUGGESTED REEL AND LINE :

11ft. Rods. 4in. Ideal Reel (Page 12) and No. 4 Kingfisher Line (Page 16).

12 and 13ft. Rods. 4½in. Ideal Reel (Page 12) and No. 5 Kingfisher Line (Page 16).

SALMON SPINNING RODS

THE "WYE" SPINNING ROD



An excellent spinning rod unrivalled for power and lightness.

Made from selected split bamboo in three pieces, two tops. With solid cork handle, lockfast joints, screw reel fittings, protected agate rings throughout and rubber button.

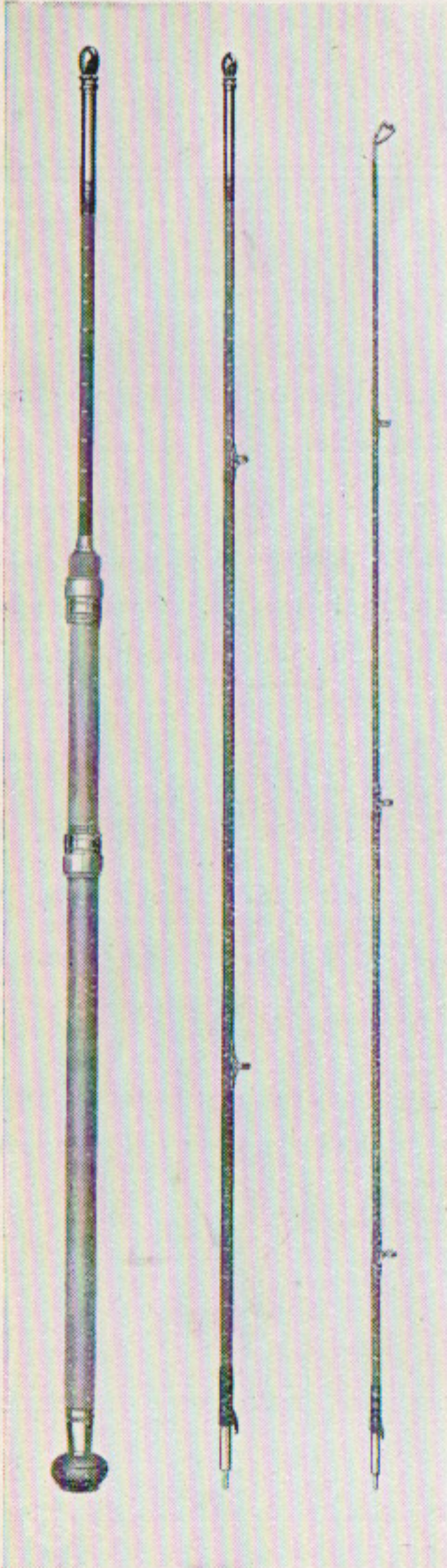
Length	Weight	Price
9 feet	12½ ozs.	£7 10s. 0d.
10 feet	15 ozs.	£8 0s. 0d.
11 feet	20 ozs.	£8 10s. 0d.
12 feet	24 ozs.	£9 0s. 0d.

Steel Centres 20/- Per Rod Extra.

We recommend the Easicast Reel and Nonpareil Waterproof Line as a suitable combination for these rods (see Pages 14 and 46).

SALMON SPINNING RODS

THE "K.M.K. SPECIAL" SPINNING ROD



A Rod of new design, specially built for use with the Multiplying Reels on rivers such as the Wye and where the short rods are impracticable.

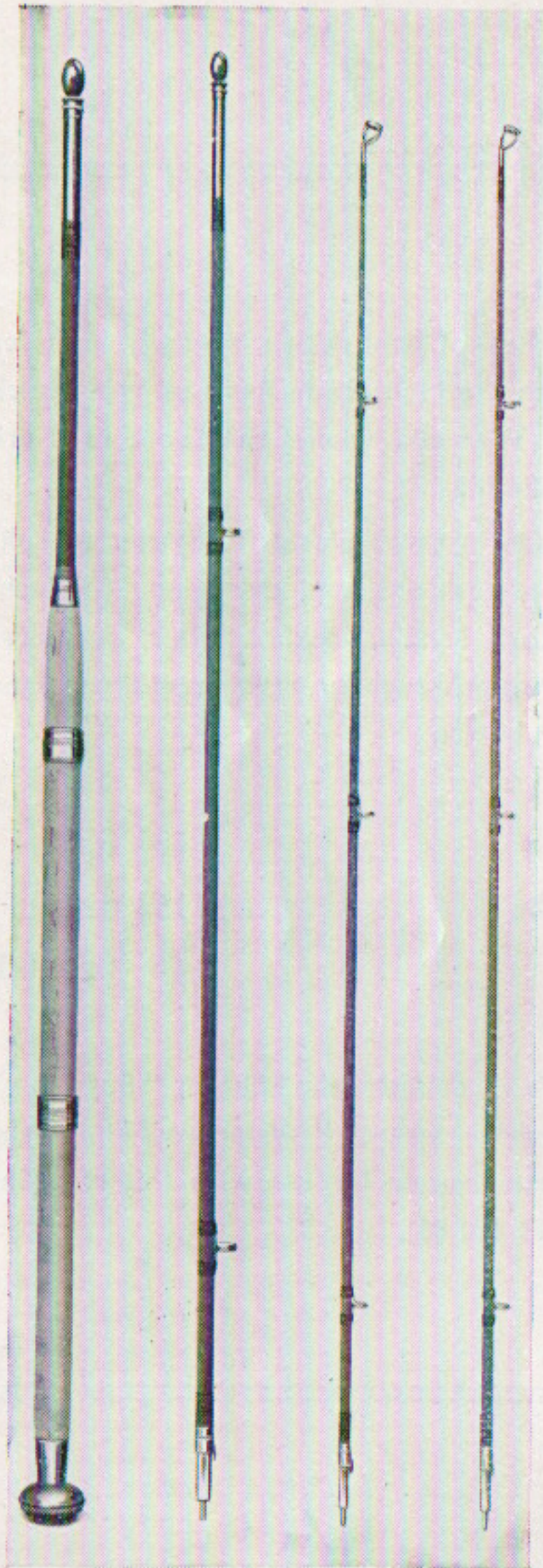
Made in three pieces from selected split bamboo, with one top, extra long (28 inch) solid cork handle, lockfast joints, protected agate rings throughout, screw reel fittings and rubber button.

Length	10½ feet
Weight	15½ ozs.
Price	£6 0s. 0d.

We recommend the Pflueger "Supreme" Reel and "Nonpareil" Waterproof Line as the ideal combination for use with this rod (See Pages 33 and 46).

SALMON SPINNING RODS

THE "ESK" SPINNING ROD



A fine quality greenheart general purpose Salmon Spinning Rod.

Made from finest selected greenheart in three pieces, with two tops, long cork handle, lockfast joints, agate rings throughout, adjustable reel fittings and rubber button, etc.

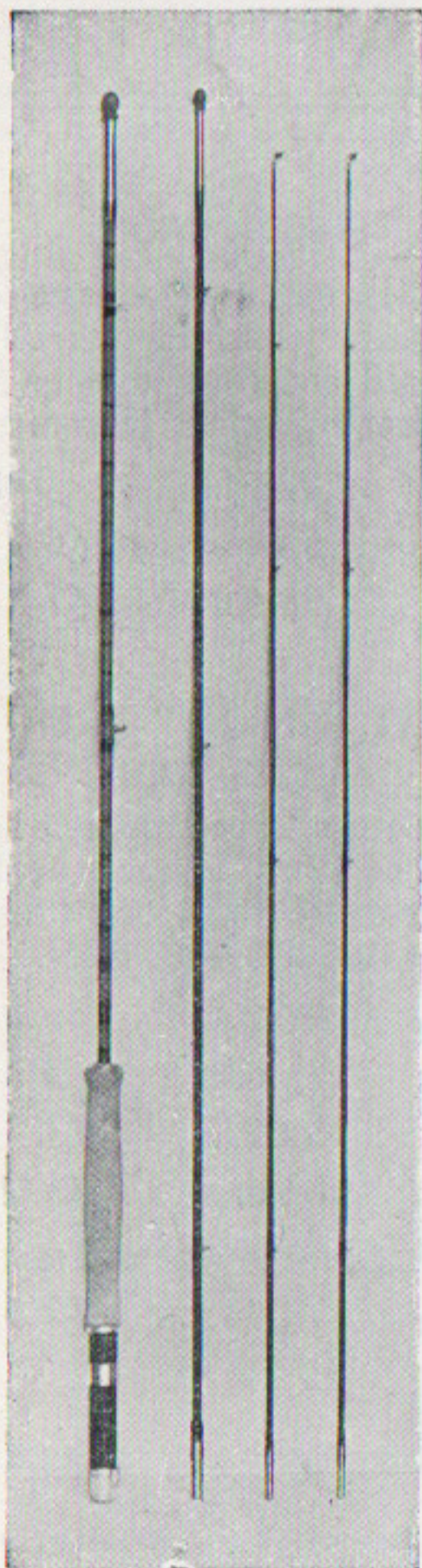
Length	Weight	Price
9 feet	15 ozs.	£4 15s. 0d.
10 feet	20 ozs.	£5 0s. 0d.
11 feet	24 ozs.	£5 5s. 0d.

A thoroughly reliable greenheart rod at a medium price, and one that will give lasting satisfaction.

TROUT FLY RODS

THE "KENNET" DRY FLY ROD

Three piece 8½, 9 and 9½ feet



SPECIFICATION

Three piece split bamboo, two tops, cork and cedar handle, screw reel fittings, suction joints, agate butt and end rings, steel snake intermediates, transparent whippings, reversible spear and button, top case.

Length	Weight	Price
8½ feet	5 ozs.	£7 5s. 0d.
9 feet	5½ ozs.	£7 10s. 0d.
9½ feet	6 ozs.	£7 15s. 0d.

A beautifully built dry fly rod, with exceptional casting power.

SUGGESTED REEL AND LINE :

8½ and 9ft. Rods. 3¼in. "Superbus" Reel (Page 13) and No. 2 Balanced Line (Page 15).

9½ft. Rods. 3⅝in. "Superbus" Reel (Page 13) and No. 3 Balanced Line (Page 15).

TROUT FLY RODS

THE "TEST" TROUT ROD

Three piece 9 and 9½ feet



SPECIFICATION

Three piece split bamboo, two tops, cork handle, lockfast joints, screw reel fittings, agate butt and end rings, oval bridge intermediates, spear and rubber button, etc.

Length	Weight	Price
9 feet	5 ozs.	£6 10s. 0d.
9½ feet	5½ ozs.	£7 0s. 0d.

THE "TEST JUNIOR" TROUT ROD SPECIFICATION

Three piece, split bamboo, two tops, cork handle, suction joints, universal reel fittings, agate butt and end rings, oval bridge intermediates and rubber button, etc.

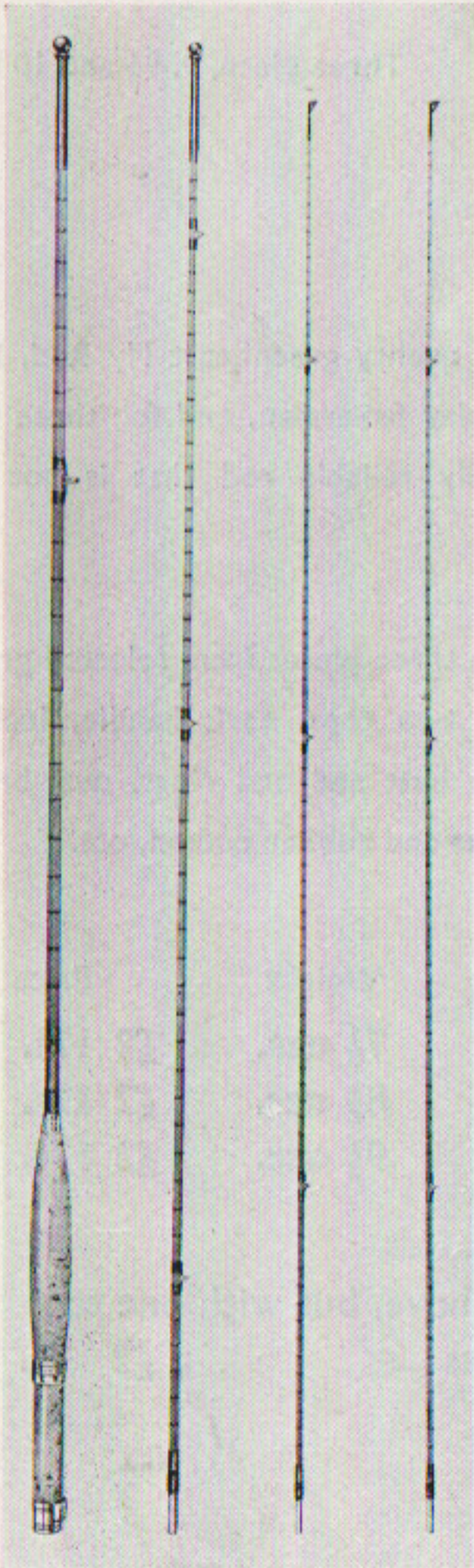
Length	Weight	Price
8½ feet	7½ ozs.	£3 5s. 0d.
9 feet	8 ozs.	£3 7s. 6d.
9½ feet	8½ ozs.	£3 10s. 0d.

As above but with one top

All lengths	£2 12s. 6d.
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TROUT FLY RODS

THE "FEATHERWEIGHT" TROUT ROD



Two and three piece 6½, 7, 7½, 8, 8½ and 9 feet.

SPECIFICATION

Three piece split bamboo, two tops, solid cork handle, suction joints, agate butt and end rings, steel snake intermediates. Best nickel reel fittings.

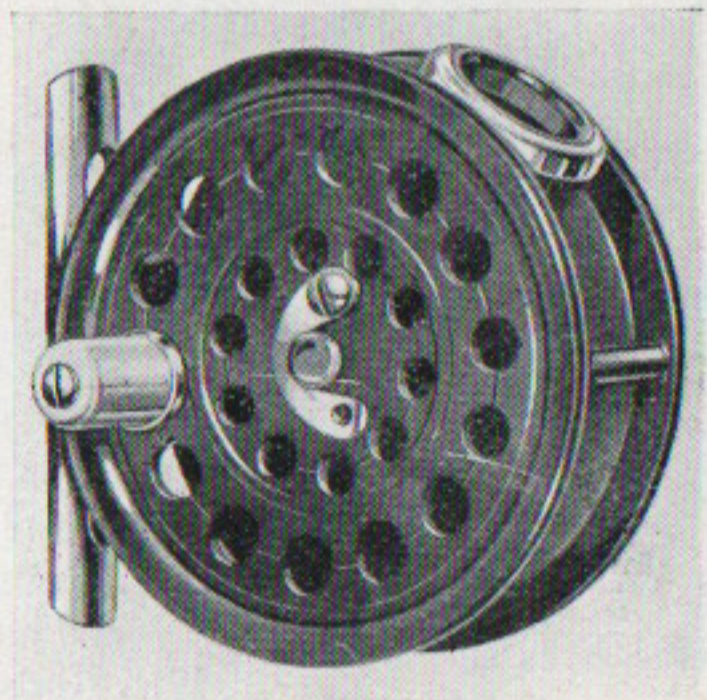
Length	Weight	Price
8 feet	4¼ ozs.	£6 0s. 0d.
8½ feet	4½ ozs.	£6 5s. 0d.
9 feet	4¾ ozs.	£6 10s. 0d.

SPECIFICATION

Two piece split bamboo, one top, solid cork handle, suction joints, agate butt and end rings, steel snake intermediates. Best nickel reel fittings.

Length	Weight	Price
6½ feet	2¾ ozs.	£4 4s. 0d.
7 feet	3 ozs.	£4 4s. 0d.
7½ feet	3¼ ozs.	£4 4s. 0d.

THE "FAIRY" TROUT REEL

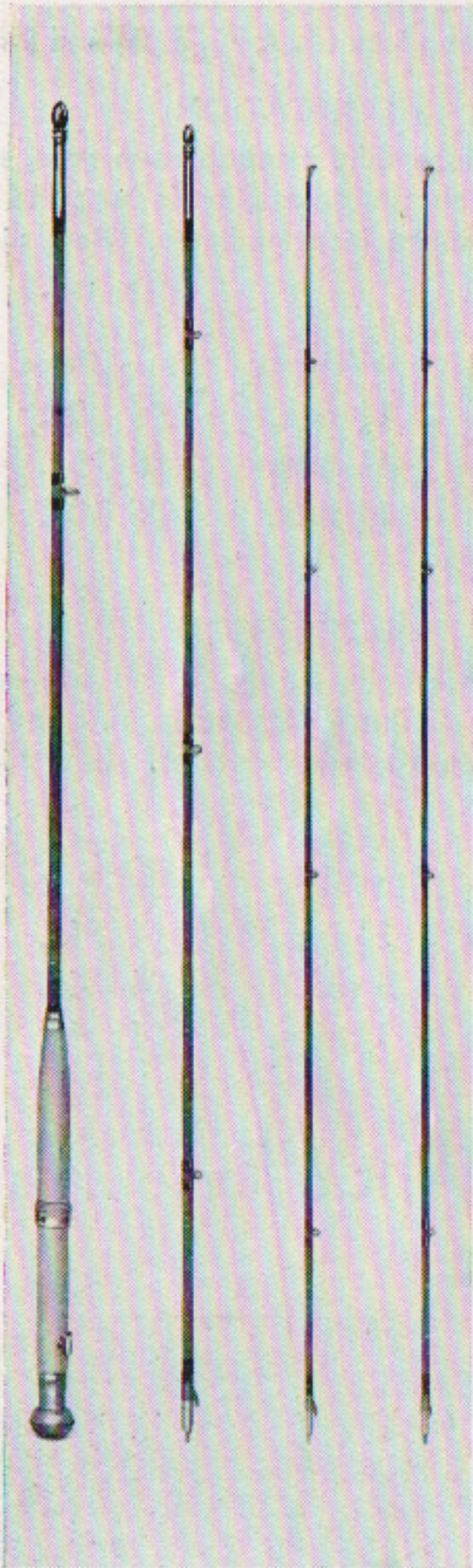


A beautifully made Lightweight Fly Reel, fitted with steel spindle and checkwork. Agate line guide and latch for removing spool quickly. An ideal reel for use with our "Featherweight" rods.

Size 2⅝ ins. Weight 3½ ozs. Price 25/-

TROUT FLY RODS

THE "LAMBOURN" TROUT ROD



Three piece, 9, 9½ and 10 feet.

A good quality greenheart Fly Rod, ideal for the holiday fisherman, and for those who want a really reliable rod that is not too expensive.

Made in three pieces from selected greenheart, with two tops, cork handle, lockfast joints, agate butt and end rings, oval bridge intermediates and rubber button, etc.

Length	Weight	Price
9 feet	7½ ozs.	£2 17s. 6d.
9½ feet	8½ ozs.	£2 17s. 6d.
10 feet	9½ ozs.	£2 17s. 6d.

As above, but with one top
All Lengths £2 7s. 6d.

SUGGESTED REEL AND LINE :

9ft. Rods. 3in. "Ideal" Reel (Page 12)
and No. 2 "Kingfisher" Line (Page 16)

9½ft. Rods. 3in. "Ideal" Reel (Page 12)
and No. 3 "Kingfisher" Line (Page 16)

10ft. Rods. 3½in. "Ideal" Reel (Page 12)
and No. 3 "Kingfisher" Line (Page 16)

TROUT SPINNING RODS

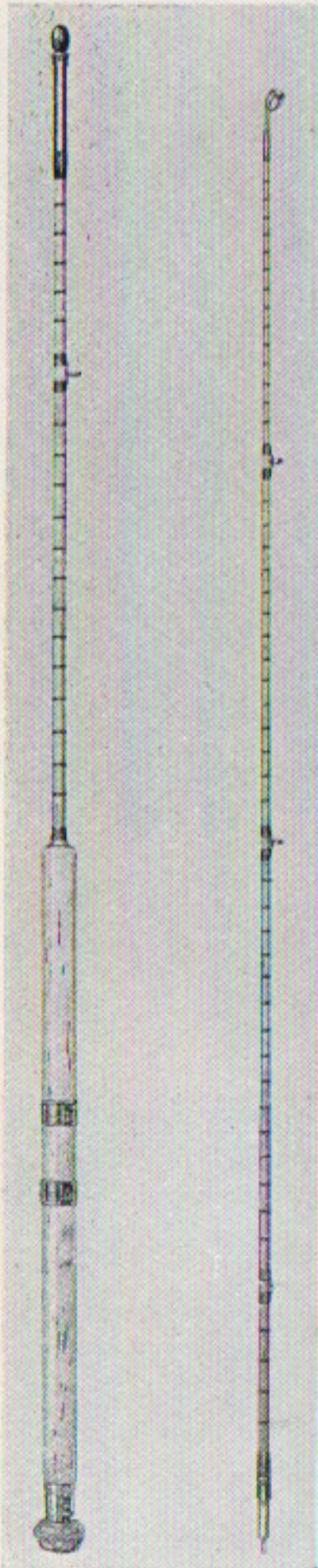
THE "THAMES" SPINNING ROD

Two Piece 7, 7½ and 8 feet

An ideal rod for trout, sea trout, and pike spinning.

Made from selected split bamboo in two pieces, solid cork handle, lockfast joint, agate rings throughout, screw reel fittings, and rubber button.

Length	Weight	Price
7 feet	8 ozs.	£4 15s. 0d.
7½ feet	8½ ozs.	£5 0s. 0d.
8 feet	9 ozs.	£5 5s. 0d.



THE "MARLOW" SPINNING REEL

A thoroughly reliable spinning reel suitable for trout, pike, etc.

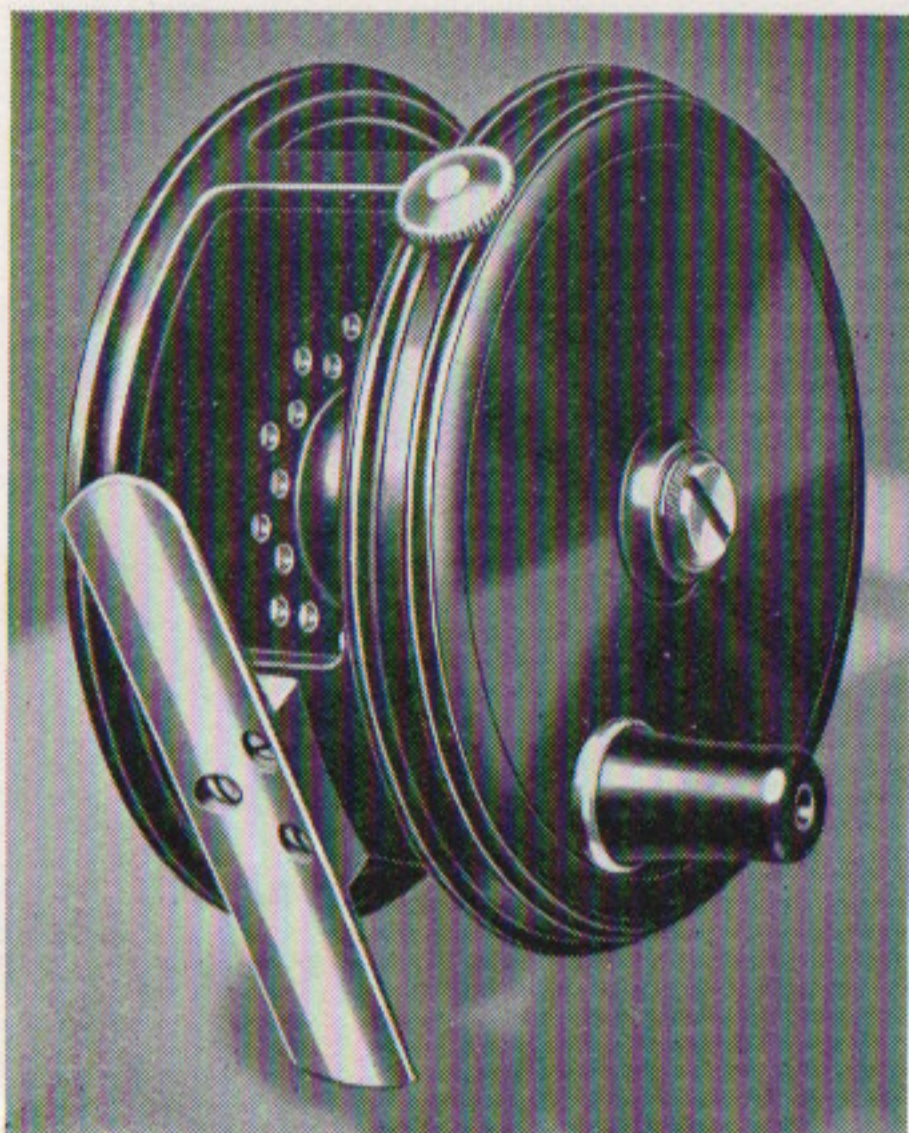
Made of aluminium, plain back or cage type, fitted with optional check, very light and strong.



SIZES	3 inch	3½ inch	4 inch	
PRICE	35/-	40/-	45/-	Plain back
PRICE	—	45/-	50/-	Cage type

SALMON & TROUT FLY REELS

THE "PERFECTION" FLY REEL

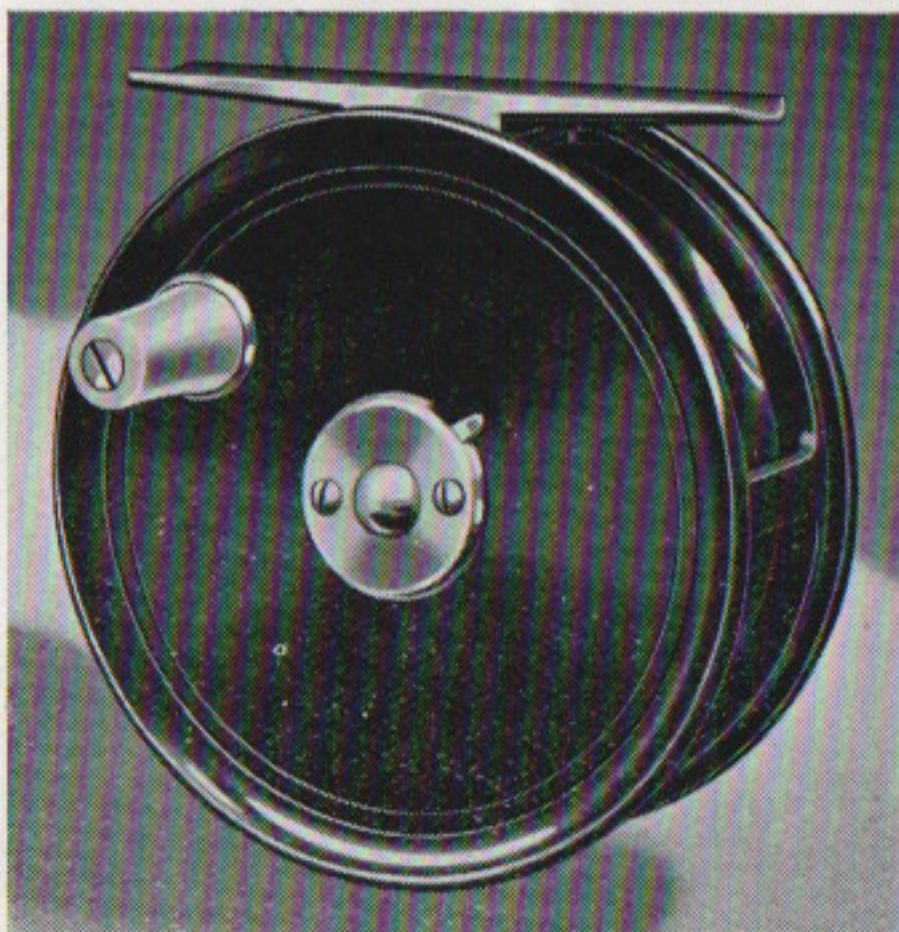


An extremely popular type of reel of finest quality. The chief feature being the independent automatic drag which can be adjusted while playing a fish. The frame is fitted with ball bearings and carries spare checkwork.

Instructions for dismounting and cleaning are sent with each reel.

Size	Weight	Price
TROUT		
3 ins.	5 ozs.	42/6
3½ ins.	8 ozs.	47/6
SALMON		
3¾ ins.	10½ ozs.	52/6
4 ins.	12 ozs.	55/-

THE "IDEAL" FLY REEL



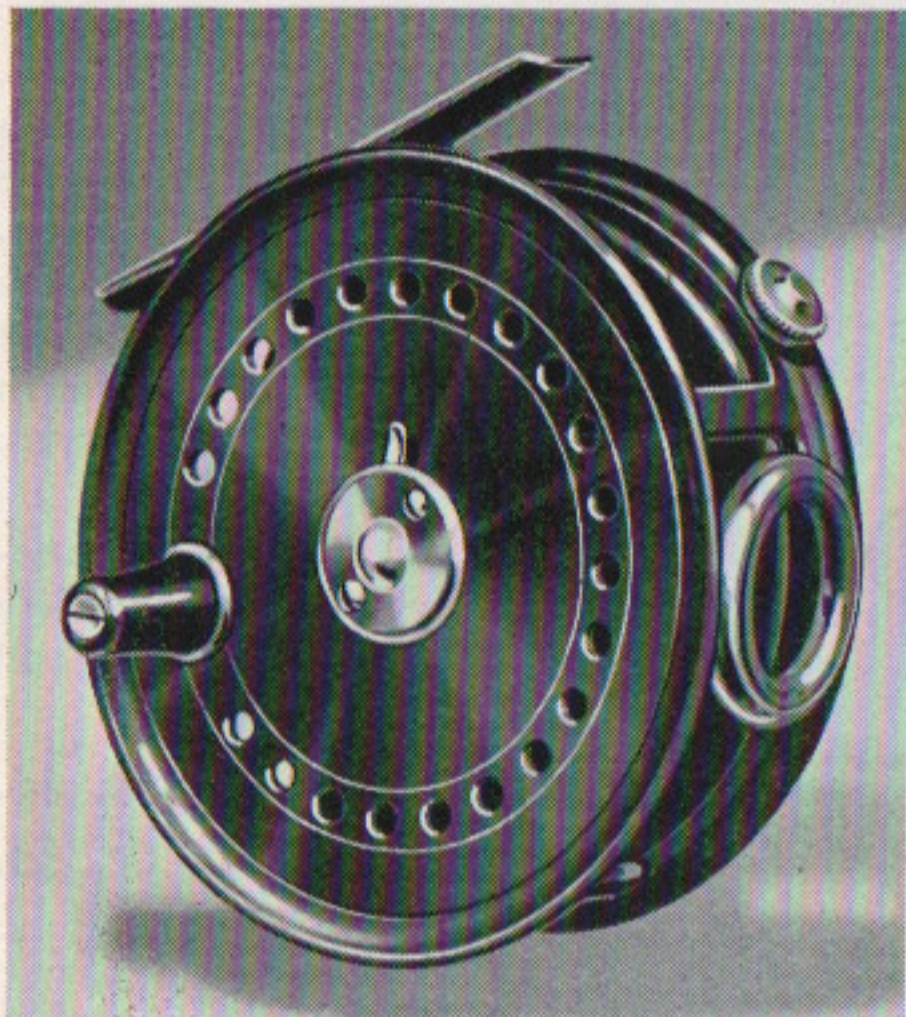
A general pattern salmon and trout reel, strongly made of finest aluminium, with steel spindle and checkwork.

Attractively finished in black throughout.

Size	Weight	Price
2½ ins.	4 ozs.	20/-
3 ins.	5 ozs.	22/6
3¼ ins.	6½ ozs.	25/-
3½ ins.	7 ozs.	27/6
4 ins.	10 ozs.	32/6
4½ ins.	12 ozs.	37/6

TROUT FLY REELS

THE "SUPERBUS" FLY REEL



An exceedingly well made reel suitable for grilse, sea trout and trout. Made from finest aluminium, and fitted with genuine agate line guard, independent automatic drag, perforated spool, spare checkwork and latch for removing spool quickly. A very fine reel which is both light and strong. Has a wide drum giving good line capacity and is thoroughly reliable.

Sizes	Weight	Price
3 $\frac{1}{8}$ ins.	5 $\frac{1}{2}$ ozs.	37/6
3 $\frac{3}{8}$ ins.	7 ozs.	42/-
3 $\frac{3}{4}$ ins.	9 $\frac{1}{4}$ ozs.	52/6

THE "POPULAR" FLY REEL

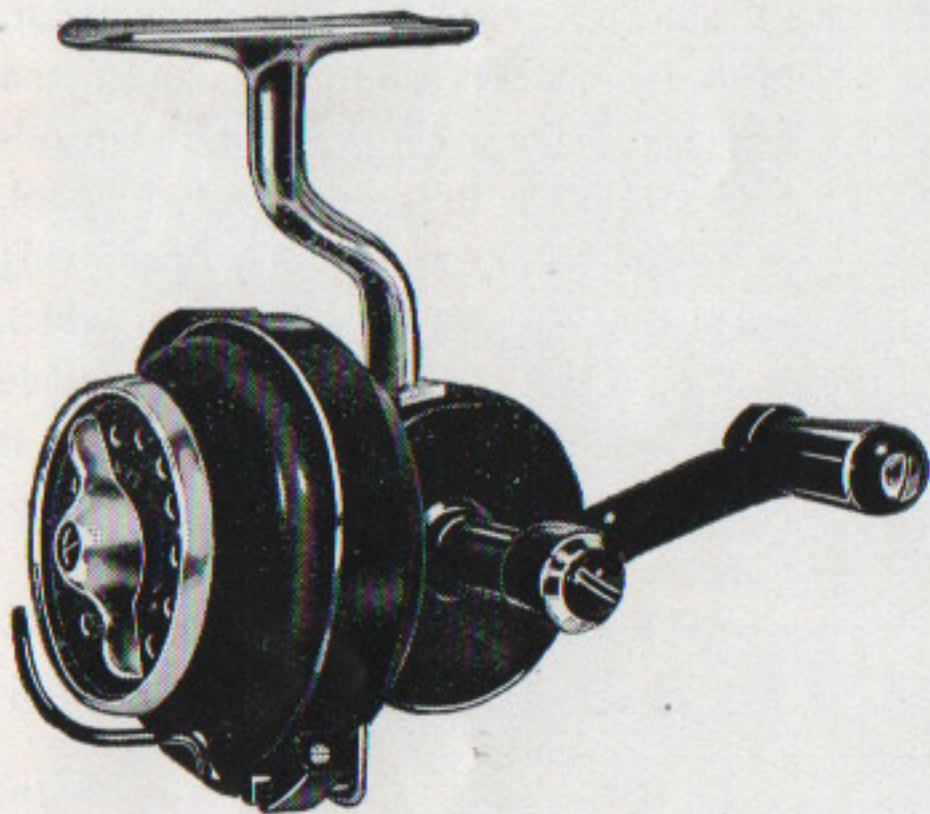


A strong, serviceable trout reel. Made of best aluminium, with steel spindle and checkwork. Finished in black.

Sizes	Weight	Price
2 $\frac{1}{4}$ ins.	3 $\frac{1}{2}$ ozs.	12/6
2 $\frac{1}{2}$ ins.	4 ozs.	13/6
3 ins.	5 ozs.	15/-

SPINNING REELS

THE "HELICAL" CASTING REEL



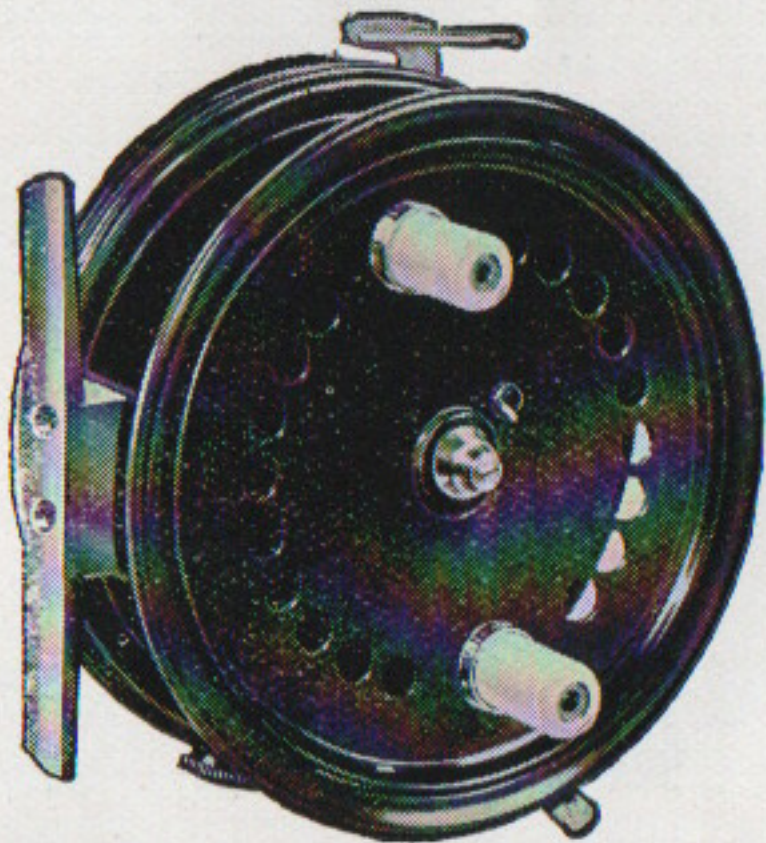
The perfect reel for fishing with the "Thread Line." It has every feature necessary for casting with a light bait, including slipping clutch, automatic line distributor, an improved method of tension adjustment permitting alteration of tension while a fish is being played, and ample line capacity.

SALMON SIZE REEL with automatic pick-up, in fibre case complete with patent divided rubber backing, oil bottle and screwdriver spanner.

Price £5 3s. 6d.

TROUT SIZE REEL Price £4 0s. 6d.

THE "EASICAST" No. 2 SPINNING REEL

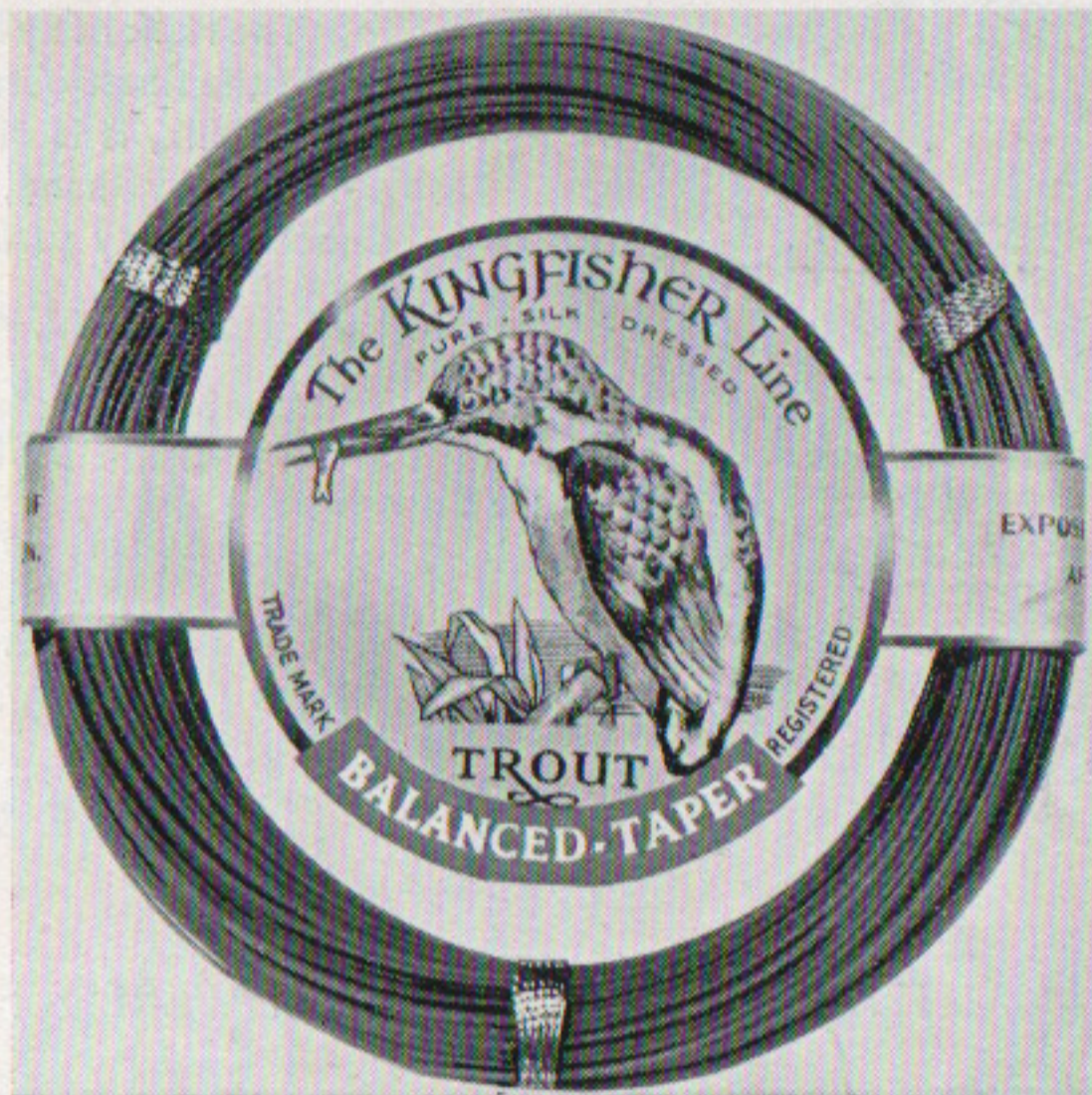


The improved model "Easicast" is a really first class centre pin action reel with full automatic control. It is only necessary to cast the bait in the usual manner and the reel will do the rest. A lever is provided as a brake against the fish and an optional check is also incorporated. The line capacity is ample for all purposes, and the reel can be adjusted to throw any bait from $\frac{1}{4}$ oz. to about 4 ozs.

Size	Price
3 $\frac{1}{2}$ ins. ...	55/-
4 ins. ...	62/-

SALMON & TROUT FLY LINES

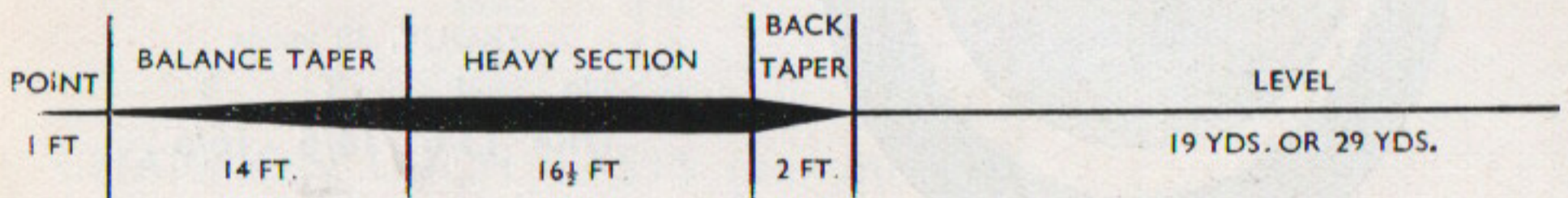
THE "KINGFISHER" BALANCED TAPERED LINE



The "Kingfisher" Balanced Taper is a departure from the usual double tapered line in which the weight portion confined to the centre has been moved forward into that section of the line extending beyond the rod point, ready to cast.

The pull set up by the weighted section enables one to shoot a longer line and so cover a distant rising fish with very little effort.

SPECIFICATION



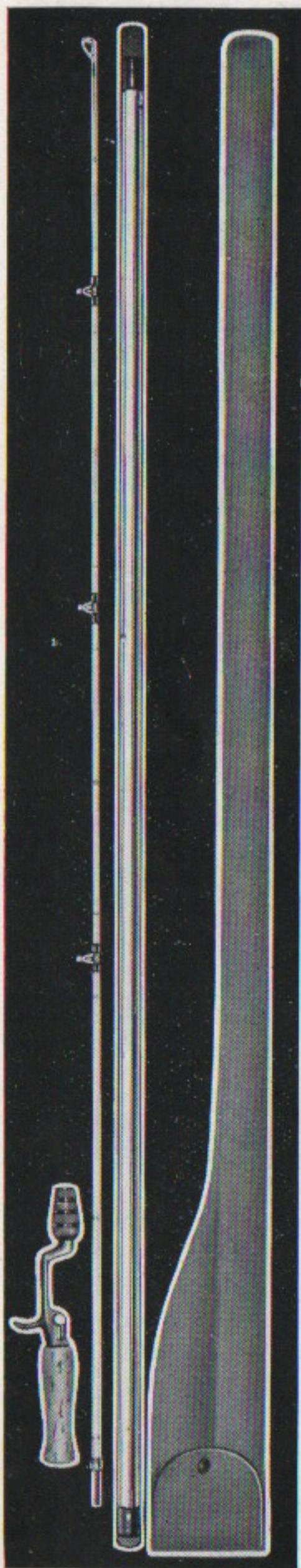
It will be readily seen from the diagram that the weight portion is well forward, the back taper merging steeply into the thinner level line for attaching to the backing or reel. Supplied in 30 yards or 40 yards.

Colour : Mist. This colour giving an almost transparent line.

Size.	Point.	Heavy Section.	Level.	30 yds.	40 yds.
2	.028	.042	.029	19/6	24/- each
3	.030	.047	.032	22/6	27/- ..
4	.035	.052	.037	25/6	30/- ..
5	.040	.056	.042	30/-	34/- ..

HOLBROW & CO., LTD., 40 DUKE STREET, ST. JAMES', LONDON, S.W.1

TRUE TEMPER STEEL RODS



Model T.U.

MODEL T.U. (PROFESSIONAL)

A rod of new design that is lighter and stronger than bamboo, giving greater accuracy and finer balance.

It combines excellent casting action with light weight and exceptional strength.

Made in the famous "True Temper" "Step Down" process.

In one piece, highly finished in dark pyroxy-line enamel. Agate rings throughout. With new offset handle and speedlock reel seat. Complete in bag with aluminium rod tube to protect tip.

Length 5 ft. Weight 8 ozs.

Each £5 5s. 0d.

MODEL T.A.

This rod is constructed on the same principle as the T.U. Model above, but has no aluminium tube to protect the tip.

Finished black nickel, and fitted with stainless steel rings throughout.

Length 5 ft. Weight 7 ozs.

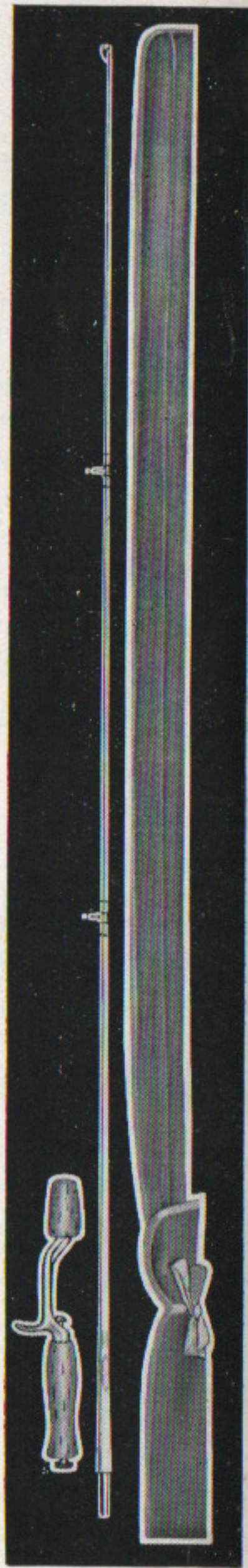
Each £3 12s. 6d.

MODEL 105.

One piece solid tip of Vanadium Steel Alloy. Electrically heat treated. Aluminium offset handle, garnix rings and screw reel seat. Finished aluminium colour. An ideal rod for rough or heavy work, unbreakable.

Length 5 ft. Weight 10 ozs.

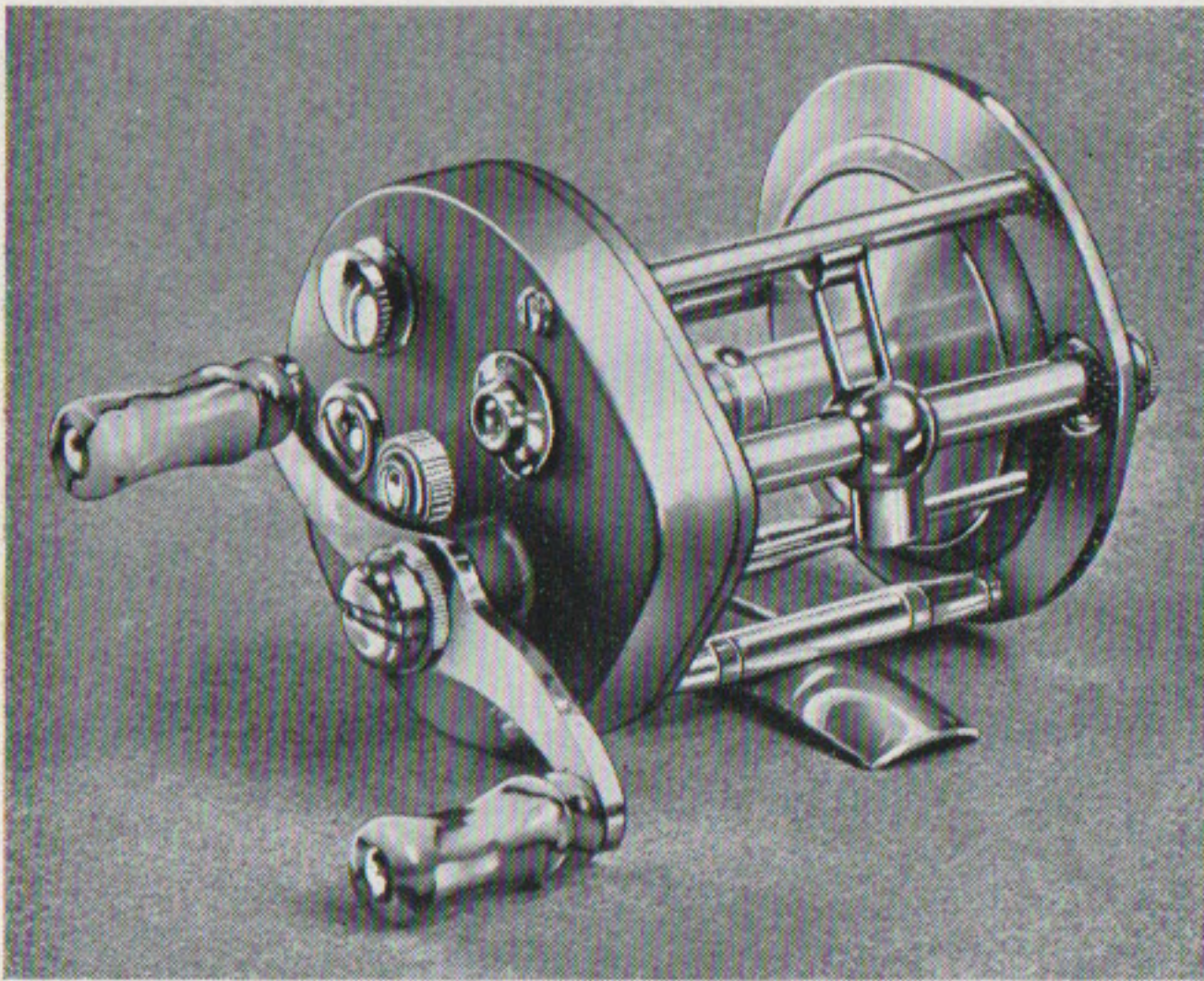
Each £2 2s. 0d.



Model 105

PFLUEGER MULTIPLYING REELS

LEVEL WIND "SUPREME" ANTI BACK LASH



NICKALUM. SATIN FINISH. POLISHED DIAMOLITE TRIM. QUADRUPLE MULTIPLYING. LEVEL WIND. ANTI BACK LASH. VERY LIGHT WEIGHT. DISTINCTIVE IN DESIGN. UNUSUAL LINE CAPACITY.

THE PERFECT MULTIPLYING REEL, SUITABLE FOR SALMON, TROUT, PIKE, ETC., IT COMBINES THE FOLLOWING EXCELLENT FEATURES :

1. Light Weight One Piece Nickalum Spool—Starts Quickly—No Momentum to Over-run—Unusual Line Capacity imparts to Reel a " Casting Action " that is not found in any other Level Wind Reel.

2. Wide Bearing Line Guide running on Diamalloy Tube, long wearing and travels full width of spool, ensuring absolutely even distribution of line.

3. Dial Regulator for Anti Back Lash, essentially different from all other reels, this device is simple and strong, nothing to wear or fray the line, yet is sensitive to the most delicate adjustment.

Each " Supreme " Reel is wrapped and sealed in cellophane—the following accessories are packed in the box with each Reel :

Cork Arbor Spool Filler. Fine Leather Bag. Combination Screw Driver Wrench. Speede Reel Oil. Soft Rubber Back Plate Ring. Runfree Gear Grease. One Pair Soft Rubber Handles.

No. 1573. Satin Nickalum. $1\frac{7}{8}$ " Pillar, $2\frac{1}{4}$ " Plate, Weight $7\frac{1}{2}$ ozs. each £5 19s. 6d.

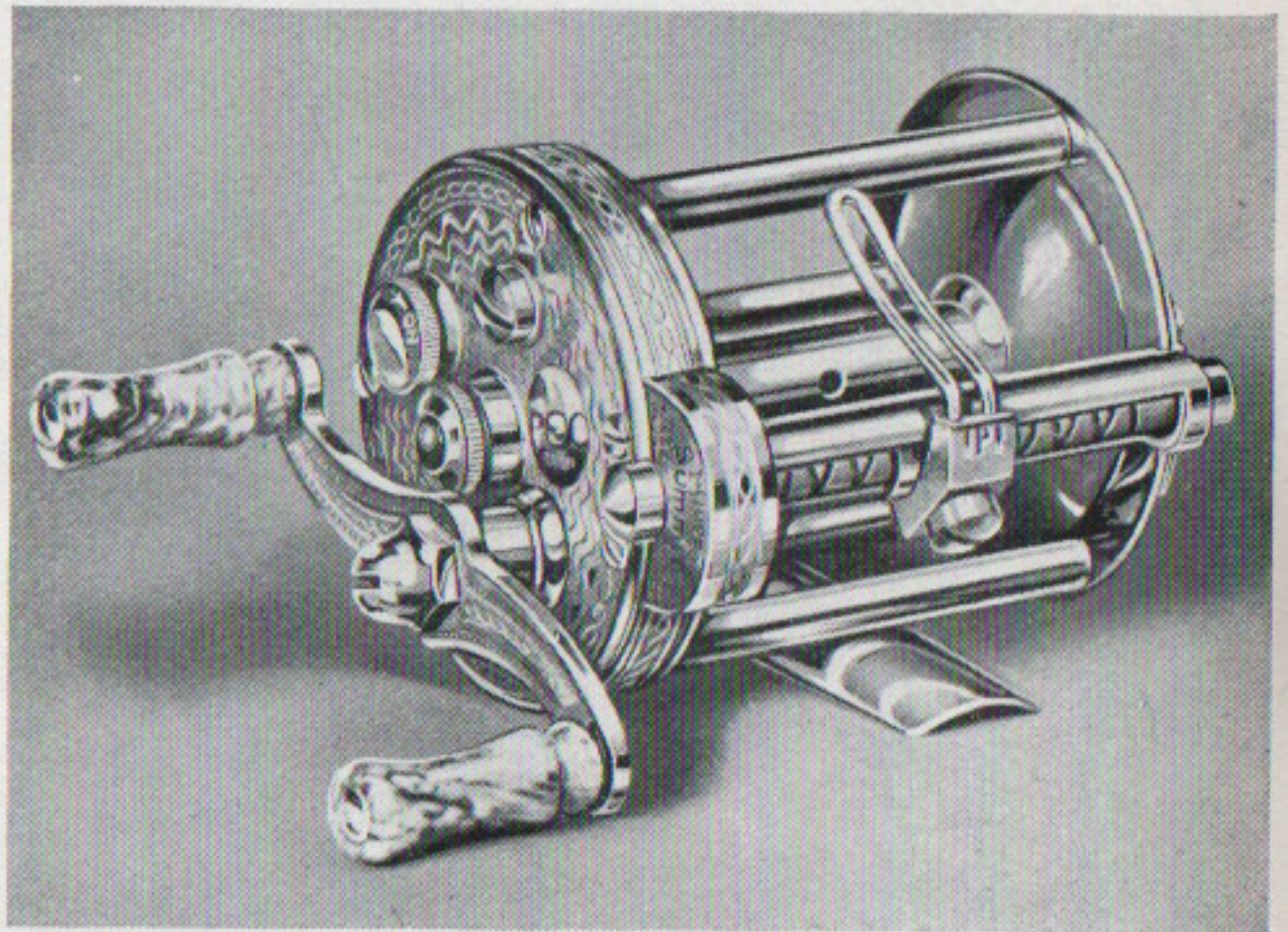
See Line Capacity Chart, page 46.

HOLBROW & CO., LTD., 40 DUKE STREET, ST. JAMES', LONDON, S.W.1

PFLUEGER MULTIPLYING REELS

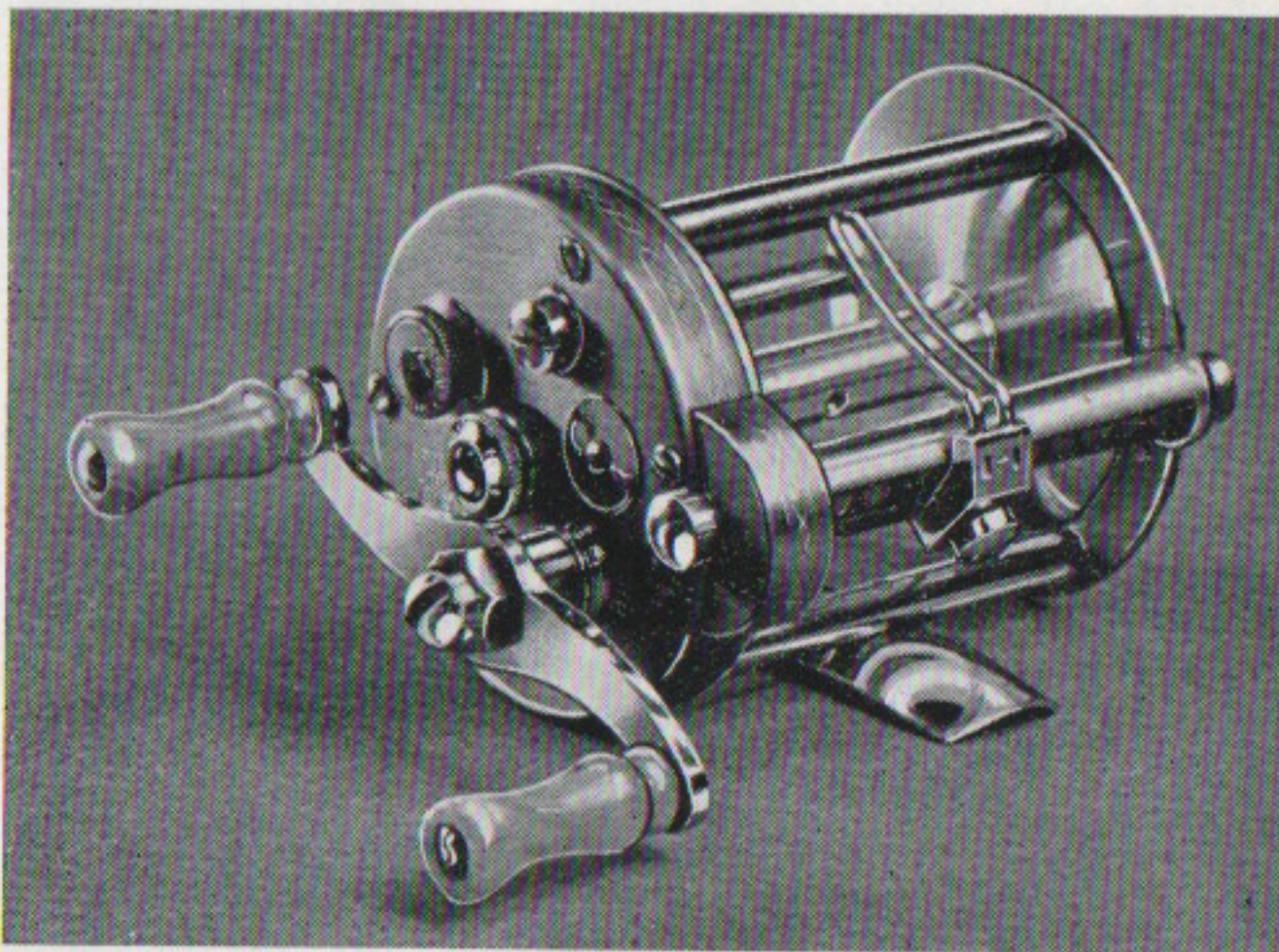
LEVEL WIND "SUMMIT" ANTI BACK LASH

Compact and convenient in size, with exceptional line capacity. The "Summit" stands high in popular favour. Built for hard usage and long service, it has many desirable features, including: tension oil cups each with bearing oil feeder are inset with genuine Agates. Rustproof Diamalloy spool pivots and gear post, adjustable check, balanced crank. Each reel wrapped in cellophane and packed in a fine leather bag.



No. 1993. Summit Reel. 1 $\frac{7}{8}$ " Pillar. 2" Plate. Weight 8 $\frac{1}{2}$ ozs. each £2 19s. 6d.

LEVEL WIND "NOBBY" ANTI BACK LASH



An Ideal Lightweight Reel made largely of an Aluminium Alloy very strong and highly resistant to corrosion. The weight of this model (6 ozs.), combined with light spool, set it apart from all others in action and ease of handling.

Satin finish Nickalum. Trimmed in polished Diamolite.

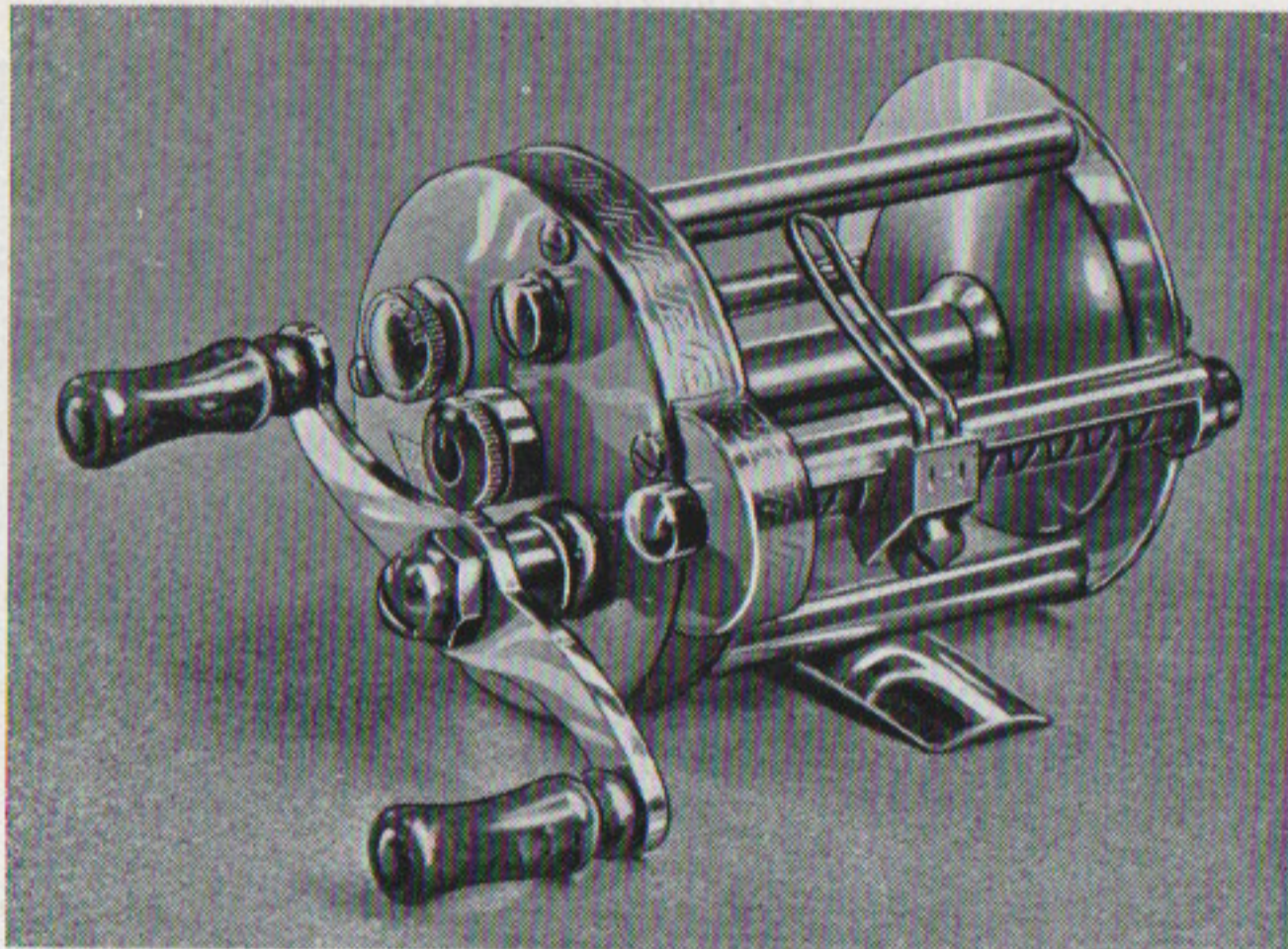
Tension Oil Cups, each with Bearing Oil Feeder, are inset with large Agates. Rustproof Diamalloy Spool Pivots and Gear Post. Adjustable Check, Balanced Crank.

No. 1963. Nobby Reel. 1 $\frac{7}{8}$ " Pillar. 2" Plate. Weight 6 ozs. each £2 7s. 6d.

See Line Capacity Chart, page 46.

PFLUEGER MULTIPLYING REELS

LEVEL WIND "AKRON" ANTI BACK LASH



POLISHED DIAMOLITE FINISH. QUADRUPLE MULTIPLYING.
GENUINE JEWELLED OIL CUPS. DISTINCTIVE DESIGN.
THIS REEL WILL STAND ANY AMOUNT OF WEAR.

THE "AKRON." While offered at a popular price, has many built-in qualities and features usually found only in the more expensive reels. Very compact in size and easy to palm. Handsomely ornamented. Outstanding among its many excellent points are those indicated above.

**No.1893. Akron Reel. $1\frac{7}{8}$ " Pillar. 2" Plate. Weight $8\frac{1}{4}$ ozs.
Each £1 16s. 0d.**

This reel is suitable for pike and general spinning.

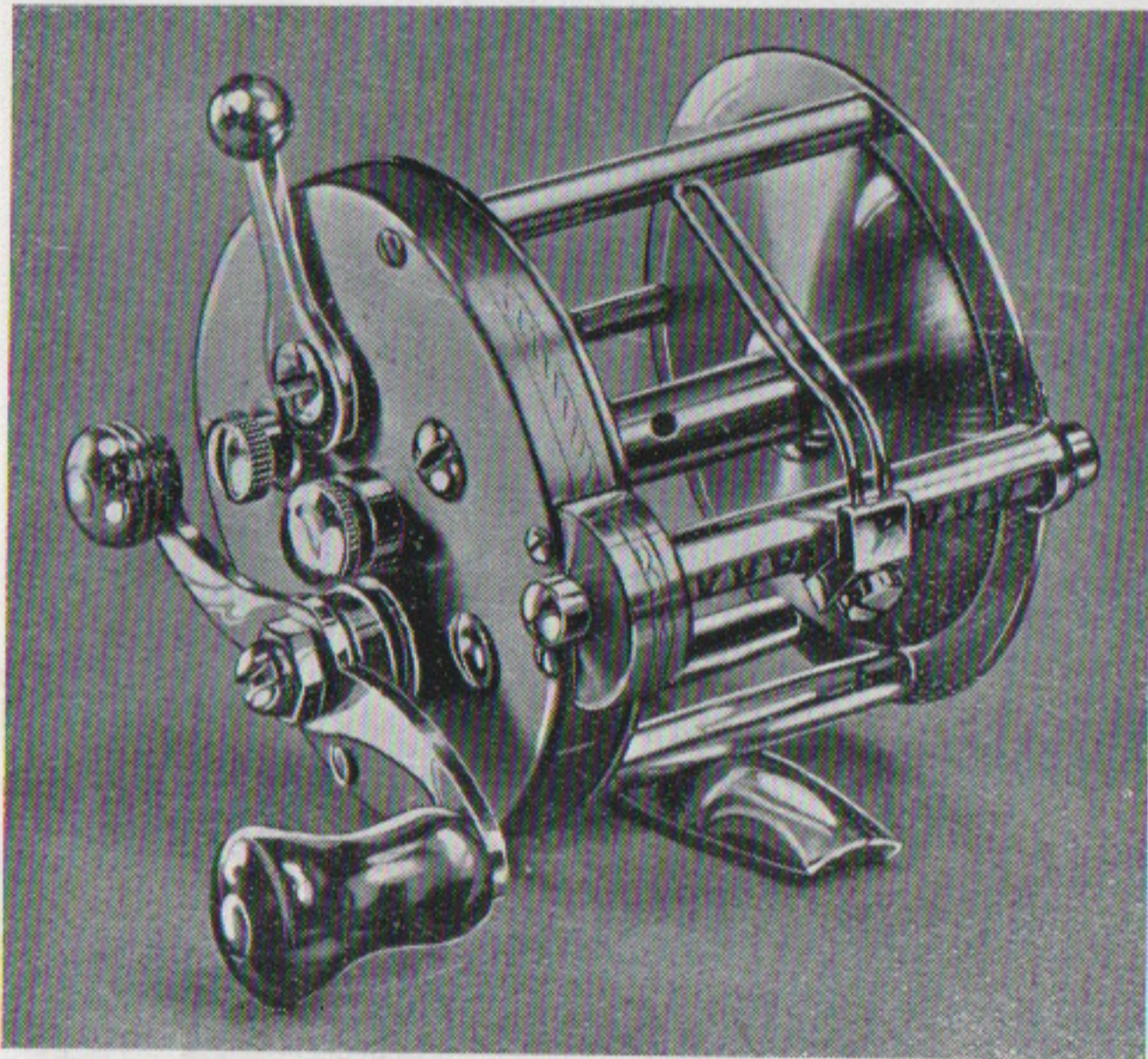
**No. 1894. Akron Reel. $1\frac{7}{8}$ " Pillar. $2\frac{1}{4}$ " Plate. Weight $9\frac{1}{2}$ ozs.
Each £2 0s. 0d.**

Owing to its greater line capacity this model is quite suitable for salmon spinning.

See Line Capacity Chart, page 46.

PFLUEGER MULTIPLYING REELS

LEVEL WIND "NORKA" ANTI BACK LASH



IDEAL FOR CASTING IN FRESH OR SALT WATER.

FREE SPOOL. QUADRUPLE MULTIPLYING.

Made of Diamalloy, satin finish, this Reel is practically proof against corrosion. Very strong and reliable. Easily holds 200 yards of 9 Thread Cuttyhunk or 2424 Nonpareil Line. Level Wind Mechanism of highest quality. Free Spool controlled by shifting lever located on upper edge of Front Plate.

No. 1335. 1 $\frac{7}{8}$ " Pillar. 2 $\frac{3}{4}$ " Plate. Weight 14 ozs. Each £3 5s. 0d.

See Line Capacity Chart, page 46.

HOLBROW & CO., LTD., 40 DUKE STREET, ST. JAMES', LONDON, S.W.1

SPLIT CANE BAIT CASTING RODS

THE "HOLBROW" BAIT CAST

An ideal model for the Wye and other rivers where the short rods are impracticable. The detachable butt is fitted with long forward grasp, which allows for casting both single and double-handed, and increases the ability to control a heavy fish.

Made from selected split bamboo in three pieces. With offset reel seat, trigger grip and screw reel fittings, suction joints, agate rings throughout.

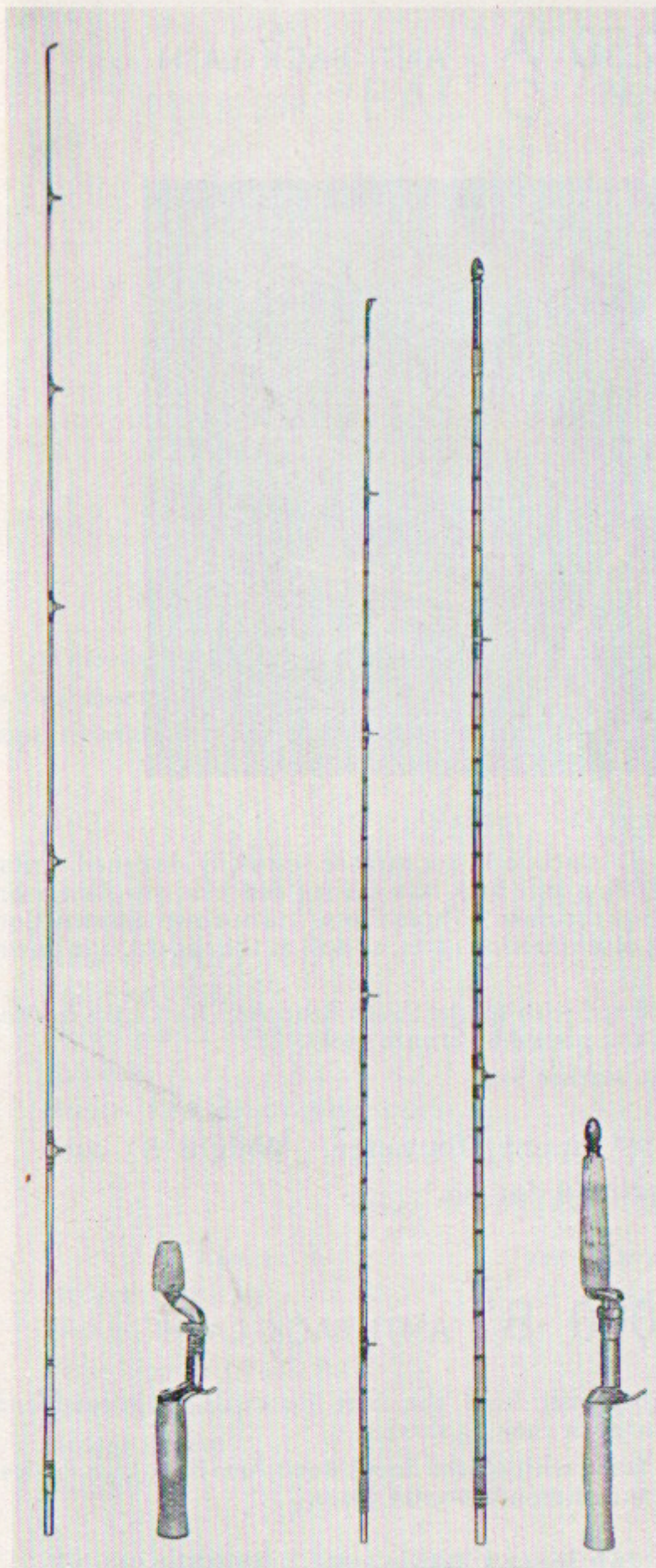
Length	Weight	Price
7 ft.	9½ ozs.	£4 4s. 0d.
7½ ft.	10 ozs.	£4 4s. 0d.
8 ft.	11½ ozs.	£4 4s. 0d.

"SOUTH BEND" BAIT CAST

A fine quality bait casting rod suitable for pike and general spinning.

Made from selected tonkin cane in one piece, with detachable butt. Offset reel seat with trigger grip, screw reel fittings, and fitted with stainless steel rings throughout.

Length	Weight	Price
5 ft.	5½ ozs.	£2 7s. 6d.
5½ ft.	6 ozs.	£2 7s. 6d.
6 ft.	6½ ozs.	£2 7s. 6d.

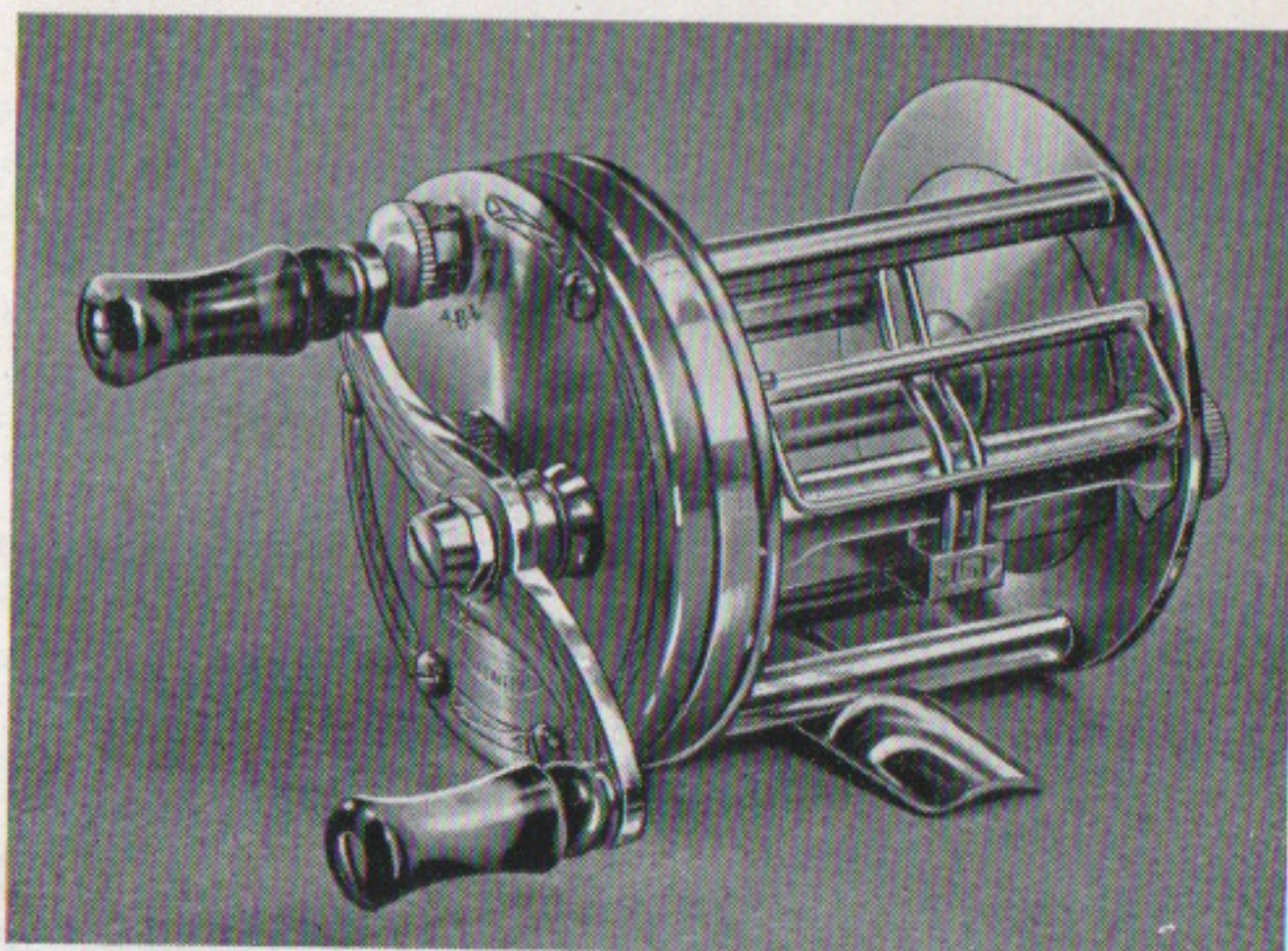


"SOUTH BEND"
BAIT CAST

"HOLBROW"
BAIT CAST

SOUTH BEND MULTIPLYING REELS

LEVEL WIND "1250 A" ANTI BACK LASH



This is South Bends finest reel. Distinctive in appearance, carefully designed, made with precision, resulting in a level winding anti back lash casting reel that any fisherman will possess with justifiable pride. It has the new "Three Piece" take down construction which permits quick and easy cleaning of all interior parts, as well as the special take down device for the level wind mechanism.

Made in nickel silver chrome and fitted with special South Bend Anti Back Lash device. Cannot over-run. Jewelled bearings and phosphor bronze gears.

Packed in attractive box with fine leather bag.

**No. 1250A. 1 $\frac{3}{4}$ " Pillar. 1 $\frac{1}{2}$ " Spool Diameter. Weight 8 $\frac{3}{4}$ ozs.
Each £4 5s. 0d.**

LEVEL WIND "1000 B" ANTI BACK LASH

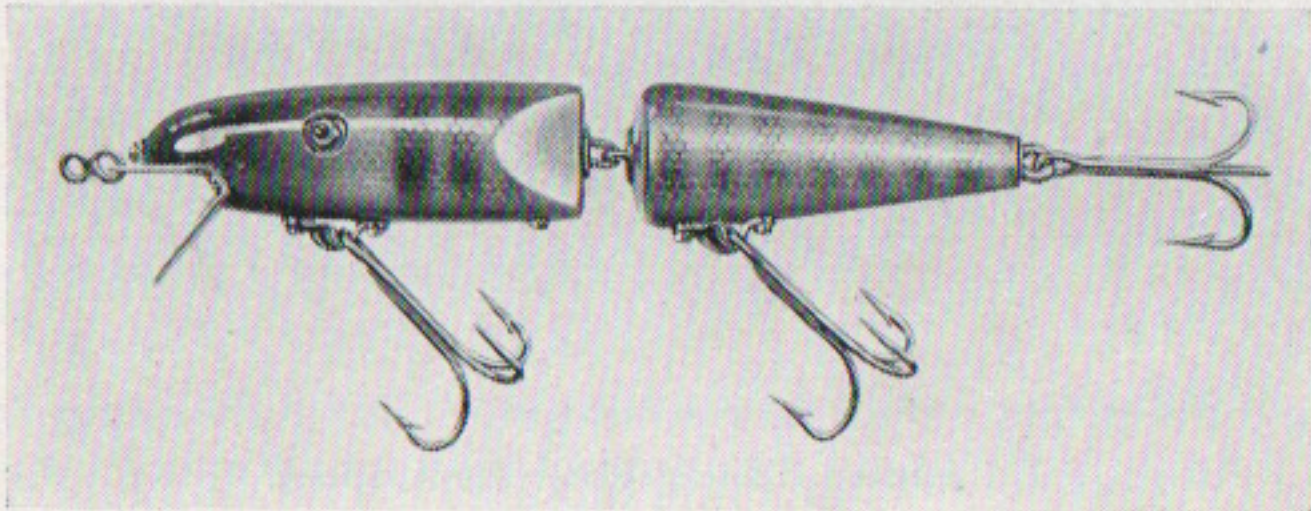
An exceptionally well constructed reel from the best materials. Designed and manufactured to give many years of smooth running service.

Made in chrome plated brass and fitted with special South Bend Anti Back Lash device. Cannot over-run. Jewelled bearings and phosphor bronze gears.

**No. 1000B. 1 $\frac{3}{4}$ " Pillar. 1 $\frac{1}{2}$ " Spool Diameter. Weight 9 ozs.
Each £2 15s. 0d.**

PLUG BAITS FOR SALMON, PIKE, ETC.

PFLUEGER "PAL O' MINE" MINNOW



A most attractive bait for Salmon, Pike, etc., which has acquired considerable reputation in this country during the past season, its lifelike motion when in action being a most important feature.

JOINTED MODELS

Colours	Size	Weight	Price	Size	Weight	Price
Natural Pike	4 $\frac{1}{4}$ "	$\frac{3}{4}$ oz.	6/6	3 $\frac{1}{4}$ "	$\frac{1}{2}$ oz.	5/9
Natural Perch	"	"	"	"	"	"
Red Side Scale	"	"	"	"	"	"
Silver Sparks Green Back	"	"	"	"	"	"
Rainbow	"	"	"	"	"	"
White, Red Head, Silver Sparks	"	"	"	"	"	"

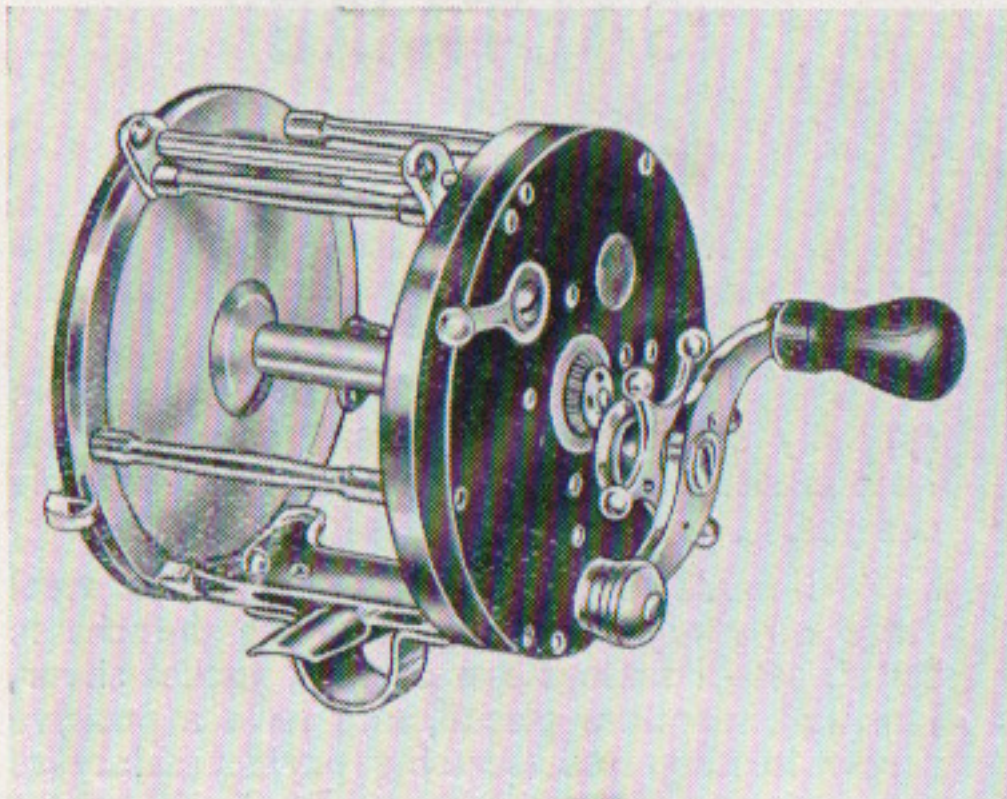
NOT JOINTED MODELS

Colours	Size	Weight	Price	Size	Weight	Price
Natural Pike	3 $\frac{1}{4}$ "	$\frac{1}{2}$ oz.	4/9	2 $\frac{3}{4}$ "	$\frac{1}{3}$ oz.	3/9
Natural Perch	"	"	"	"	"	"
Silver Sparks Green Back	"	"	"	"	"	"
Blue Mullet	"	"	"	"	"	"
Golden Shiner	"	"	"	"	"	"
Rainbow	"	"	"	"	"	"

We can recommend the above as a really well tried and deadly bait, without which no outfit is complete.

PFLUEGER MULTIPLYING SEA REELS

PFLUEGER "ATLAPAC" REEL



Acknowledged by sportsmen as the best of all finely constructed salt water reels. Gear ratio $2\frac{1}{2}$ to 1.

A product of the best mechanical and angling skill, the finest of materials, and backed by a half century of experience in designing and making reels.

Outstanding among its many fine features are the following :

FRONT PLATE.—All working parts attached to a nickel silver plate, always in perfect alignment, not affected by climatic conditions.

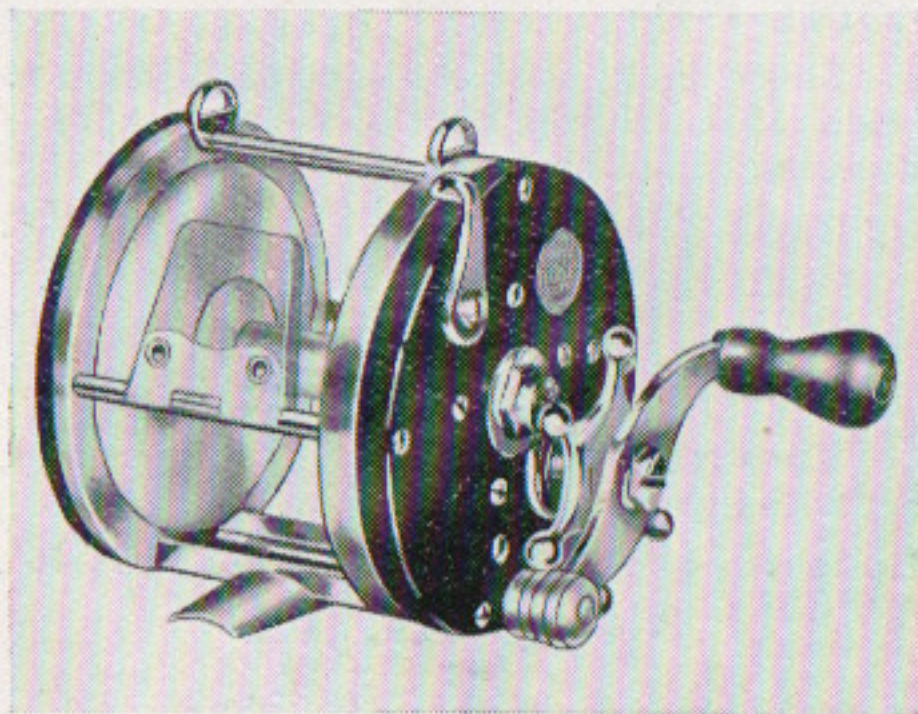
SPOOL.—Patented Pflueger construction, solid metal shoulders bracing flanges against outward pressure, unbreakable and non-freezing.

EMERGENCY DRAG.—Lever operated, on the principle of expanding brake shoes in a phosphor bronze drum.

BACK PLATE.—Nickel silver plate carries all working parts, no strain on the rubber plate.

Model 1690.	9/0	Heavy trolling	$3\frac{1}{4}$ " pillar	5" plate	...	Price £27 0s. 0d.
Model 1660.	6/0	Medium	$2\frac{1}{2}$ " "	$4\frac{1}{2}$ " "	...	Price £23 0s. 0d.
Model 1640.	4/0	Light	$2\frac{1}{4}$ " "	4" "	...	Price £18 0s. 0d.

PFLUEGER "TEMPLAR" REEL



Free Spool.

Gear Ratio $2\frac{1}{2}$ to 1.

Internal Star Wheel Drag.

Made of black Bakelite and nickel silver, with polished Diamolite trim and satin Diamolite spool.

Free spool lever on the upper edge of front plate operates a tool steel clutch whereby the spool is engaged or made free spool as desired, avoiding any possibility of stripping gears.

Internal star wheel drag is powerful, rugged and smooth in action, and has been proved, by years of practical use, as unsurpassed. The drag tension is adjustable by the star wheel

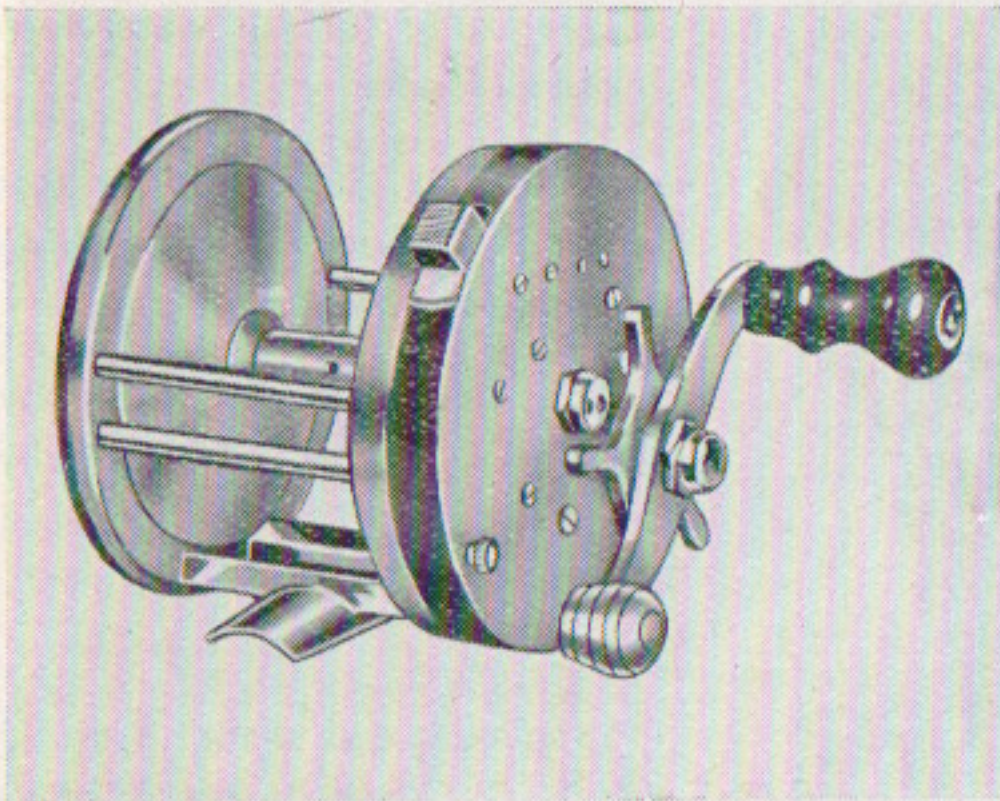
while the fish is being played. All working parts, including the drag, can be oiled without taking reel apart.

Model 1420 $\frac{1}{2}$.	$3\frac{1}{4}$ " pillar	$4\frac{1}{2}$ " plate	Price £9 12s. 6d.
Model 1419 $\frac{3}{4}$.	$2\frac{1}{2}$ " "	4" "	Price £7 17s. 6d.

See Line Capacity Chart, page 52.

PFLUEGER MULTIPLYING SEA REELS

PFLUEGER "CAPITOL" REEL



The "Capitol" embodies all the features most desired in a salt water reel. It is dependable, substantial and long wearing, and combines the free spool with a practical internal drag, and at a price within reach of all anglers. Free Spool. Gear Ratio $2\frac{1}{4}$ to 1. Internal Drag.

Distinctive Take Apart Features

Large Line Capacity.

Made of black Bakelite and nickel silver with polished Diamolite trim and satin nickel silver spool.

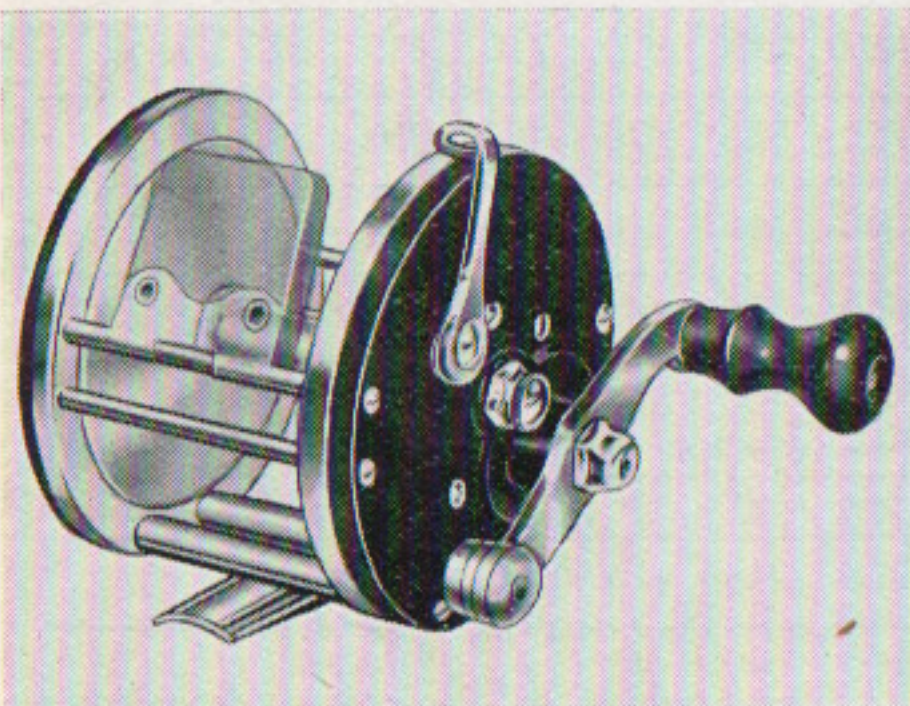
FREE SPOOL.—Pressing lever conveniently located on front edge of cap disengages the clutch, and spool is absolutely free. Clutch is automatically engaged when crank is turned to wind in. Gear and pinion always in mesh.

EASILY TAKEN APART.—For cleaning, by raising the locking pin with the fingers and slightly turning the front plate. It is just as easily re-assembled.

The locking device is absolutely secure and the locking pin is fixed in place and cannot be lost.

Model 1989.	$2\frac{1}{8}$ " pillar	$3\frac{1}{2}$ " plate	Price	£3	2s.	6d.
Model 1988.	$2\frac{1}{8}$ " "	$3\frac{1}{4}$ " "	"	£2	12s.	6d.
Model 1985.	$1\frac{7}{8}$ " "	$2\frac{3}{4}$ " "	"	£2	1s.	6d.

PFLUEGER "INTEROCEAN" REEL



The "Interocean" is designed to meet all requirements of a high grade free spool, deep sea and surf casting reel. Light in weight and strongly built for service.

A feature of this reel is its outstanding line capacity.

FREE SPOOL.

PERMA MESH GEARS.

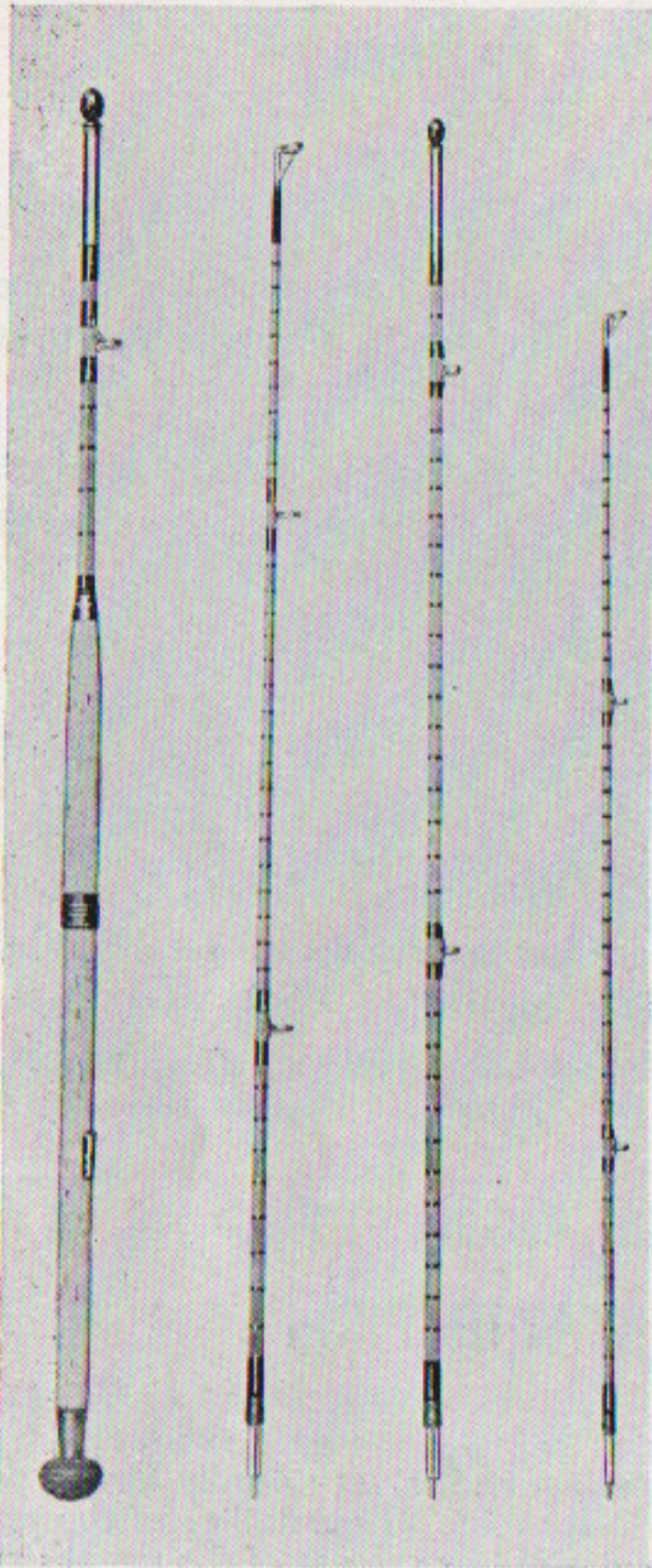
ADJUSTABLE CHECK.

LEATHER THUMB DRAG.

Model 1889.	Gear Ratio	2 to 1	$2\frac{1}{8}$ " pillar	$3\frac{1}{2}$ " plate	...	Price	£1	10s.	0d.
Model 1888.	"	"	$2\frac{1}{8}$ " "	$3\frac{1}{4}$ " "	...	"	£1	5s.	0d.
Model 1885.	"	"	$1\frac{7}{8}$ " "	$2\frac{3}{4}$ " "	...	"	£1	3s.	0d.

See Line Capacity Chart, page 52.

SEA TACKLE



THE "SEAFORD" BASS ROD

Made from selected split bamboo in four pieces, making either a 6 ft. boat rod or a 9 ft. spinning rod, and fitted with cork handle, suction joints. Protected agate rings throughout, sliding winch fittings and rubber button.

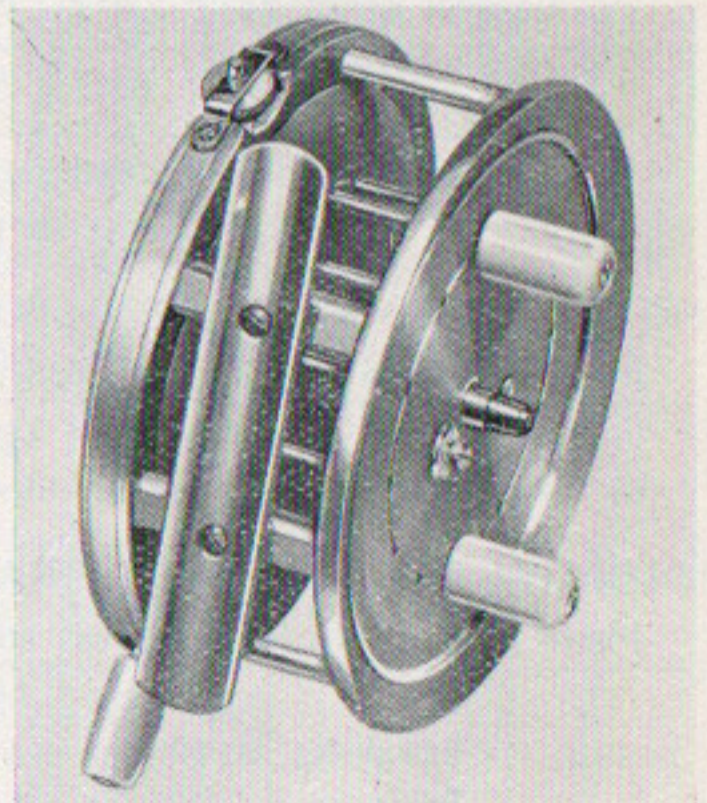
9 feet ... Price £6 15s. 6d.

An ideal rod for Bass, Pollock and Cod fishing.

THE "CHALLENGER" SEA REEL

A spinning reel of the centre pin pattern, made of a special non-corrosive metal and fitted with adjustable drag regulated by a screw in the rim of the frame, and a dual purpose lever which is used in one position to free the drum and in the other as a powerful brake.

Size 4". Weight 11½ ozs. Price 55/-



HOLBROW & CO., LTD., 40 DUKE STREET, ST. JAMES', LONDON, S.W.1

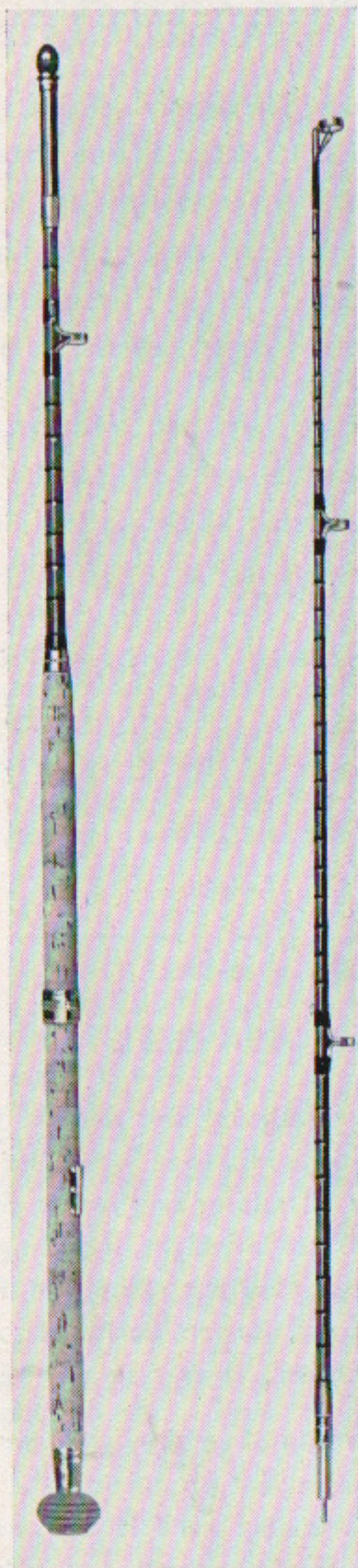
THE "DEAL" ROD

An ideal rod for boat or pier fishing. Made in two pieces from selected split bamboo. Double built. Fitted with cork handle, suction joints, protected porcelain rings throughout and rubber button.

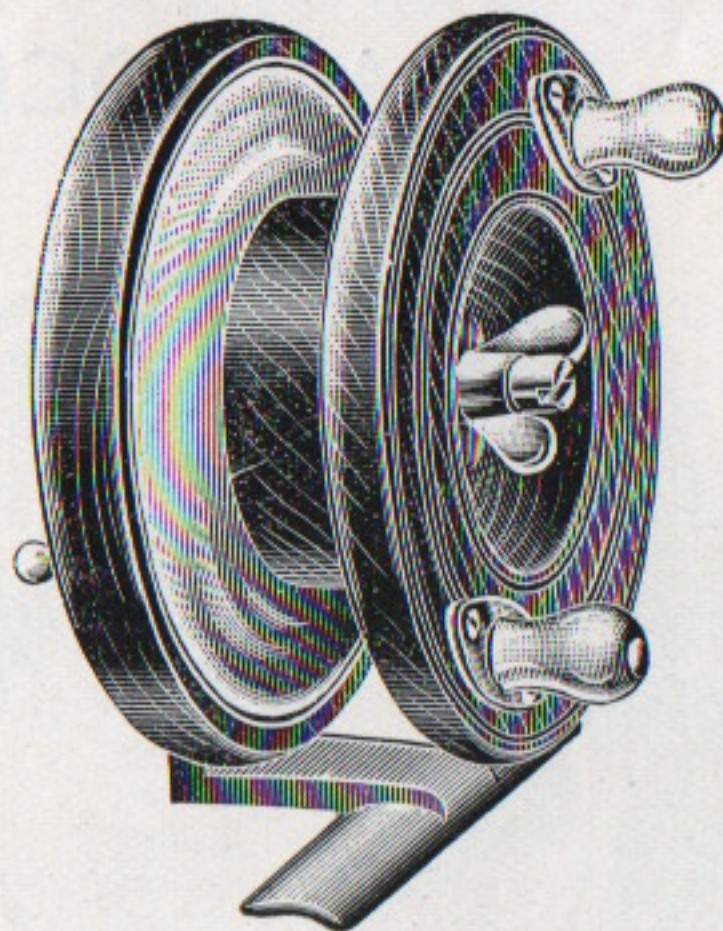
TWO PIECES. 1 TOP.

Length	Price
6½ feet	£3 10 0
7 feet	£3 12 6
7½ feet	£3 15 0

Steel Centres, 15/- extra.



THE "B.S.A." SEA REEL



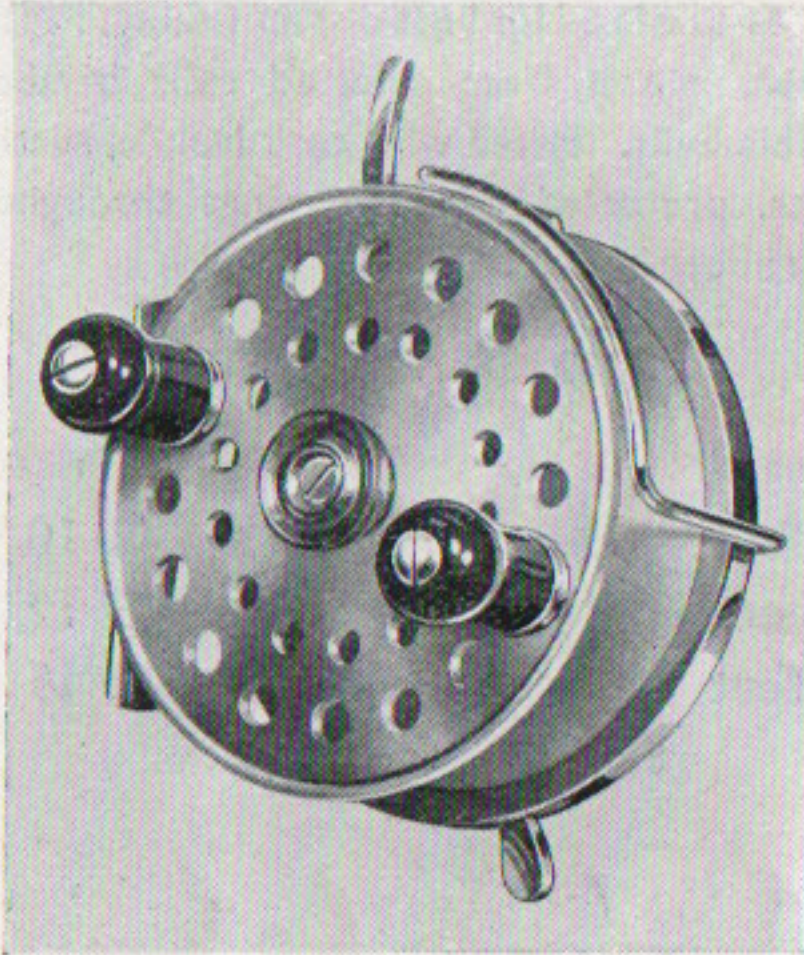
Strongly made of selected walnut and fitted with star back, brass flange and lining, optional check and balloon handles.

Sizes :	4½"	5"	5½"	6"
Price	17/6	21/-	25/-	27/6 each

SEA REELS

"MOUNTS BAY" SEA REEL

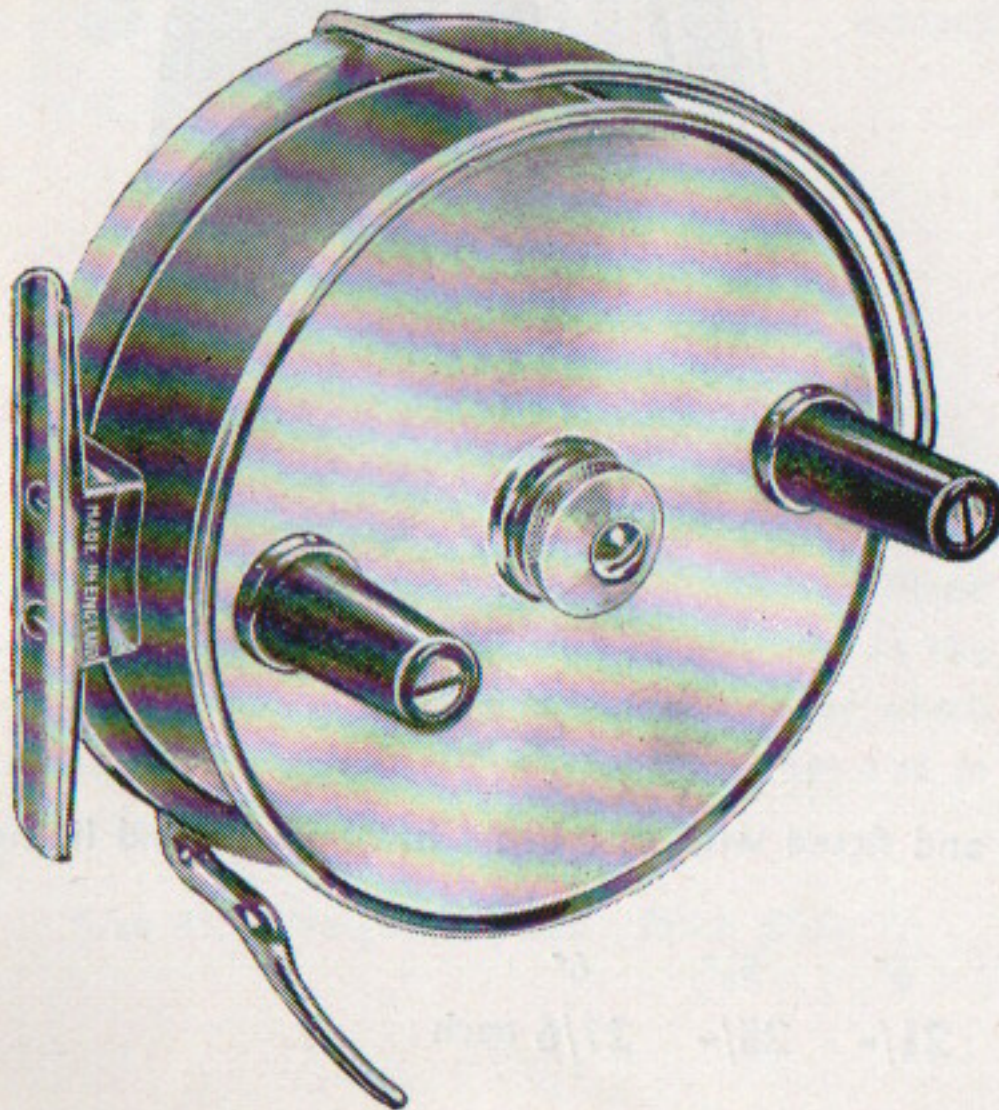
This reel is designed for hard and rough wear and is thoroughly reliable. Made of a special alloy which resists the action of salt water, the drum is cast in one piece, spindle is of steel and the scoop plate is specially strong and is so constructed that it has a firm hold of the back plate, thus eliminating any fear of breakage at this point.



The reel is fitted with an optional check, a centre screw drag and a powerful lever brake and "Bickerdyke" line guard.

Sizes	Price
5"	£3 15 0
6"	£4 7 6
7"	£5 0 0

"ALLCOCK BELL" SEA REEL



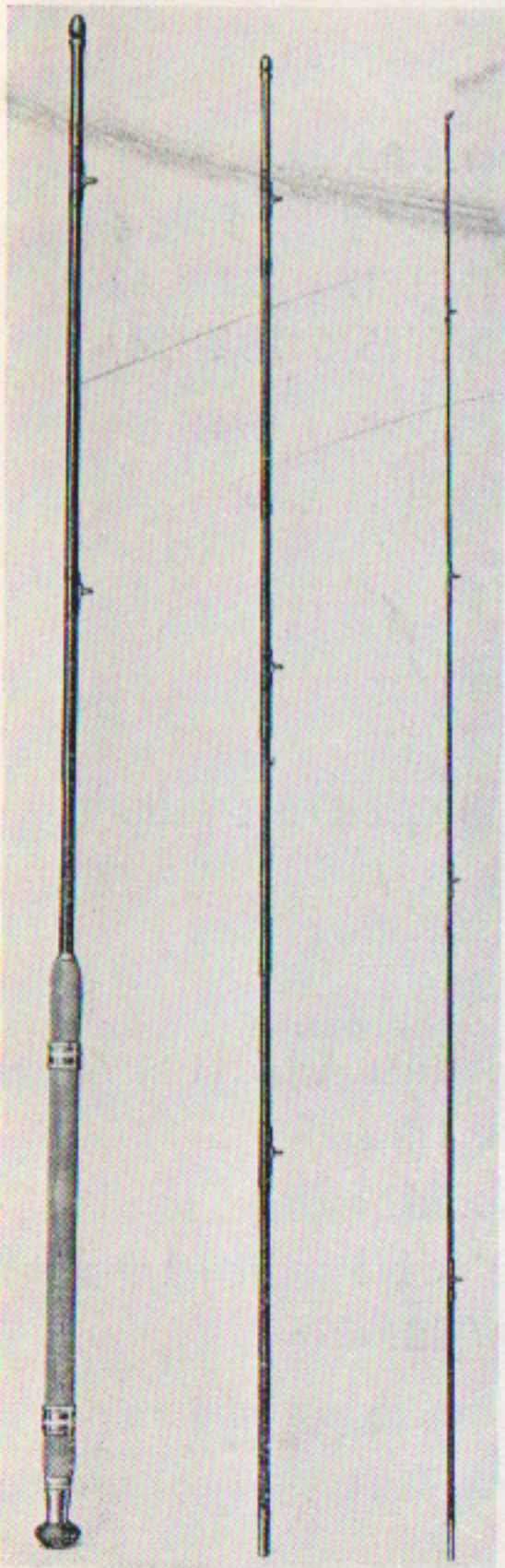
Although this reel was expressly designed for tope fishing, it is suitable for all salt or freshwater fish up to 300 lbs. in weight, including Conger, Skate, Halibut, Blue and Porbeagle Sharks, Tarpon, Barracuda, Albacore, Mahseer, Tiger Fish and Nile Perch.

Made of an alloy with strong anti-corrosive properties, it has a thoroughly reliable optional ratchet check, line guard and a large and powerful lever brake.

Line capacity : 350 yards, 21 thread cuttyhunk.

Size	Weight	Price
6"	2lbs.	78/-

BOTTOM FISHING TACKLE



THE "AVON" ROD

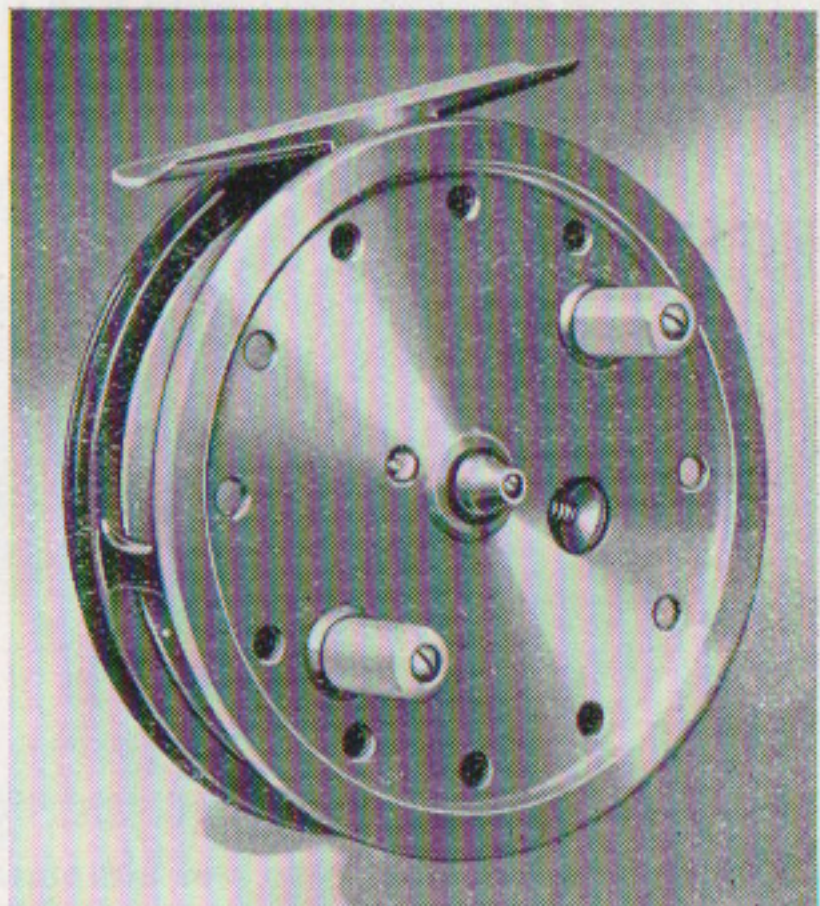
A beautifully made rod suitable for Roach and other coarse fishing ; also useful for upstream worming. Made in three pieces. Whole cane butt and middle joints with split cane top. Solid cork handle. Aluminium sliding reel fittings. Suction joints. Agate rings throughout and attractively finished.

Length	Weight	Price
12 feet	11 ozs.	£2 10s. 0d.
10½ feet	10 ozs.	£2 7s. 6d.

THE "FLICKEM" BOTTOM FISHERS REEL

Undoubtedly the finest bottom fishing reel obtainable. Made from the finest aluminium, it is of the centre pin type, perfectly balanced and fitted with tension regulator and optional check, and is eminently suitable for every method of bottom fishing.

Size	Price
3½ ins.	£1 7s. 6d.
4 ins.	£1 12s. 6d.



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