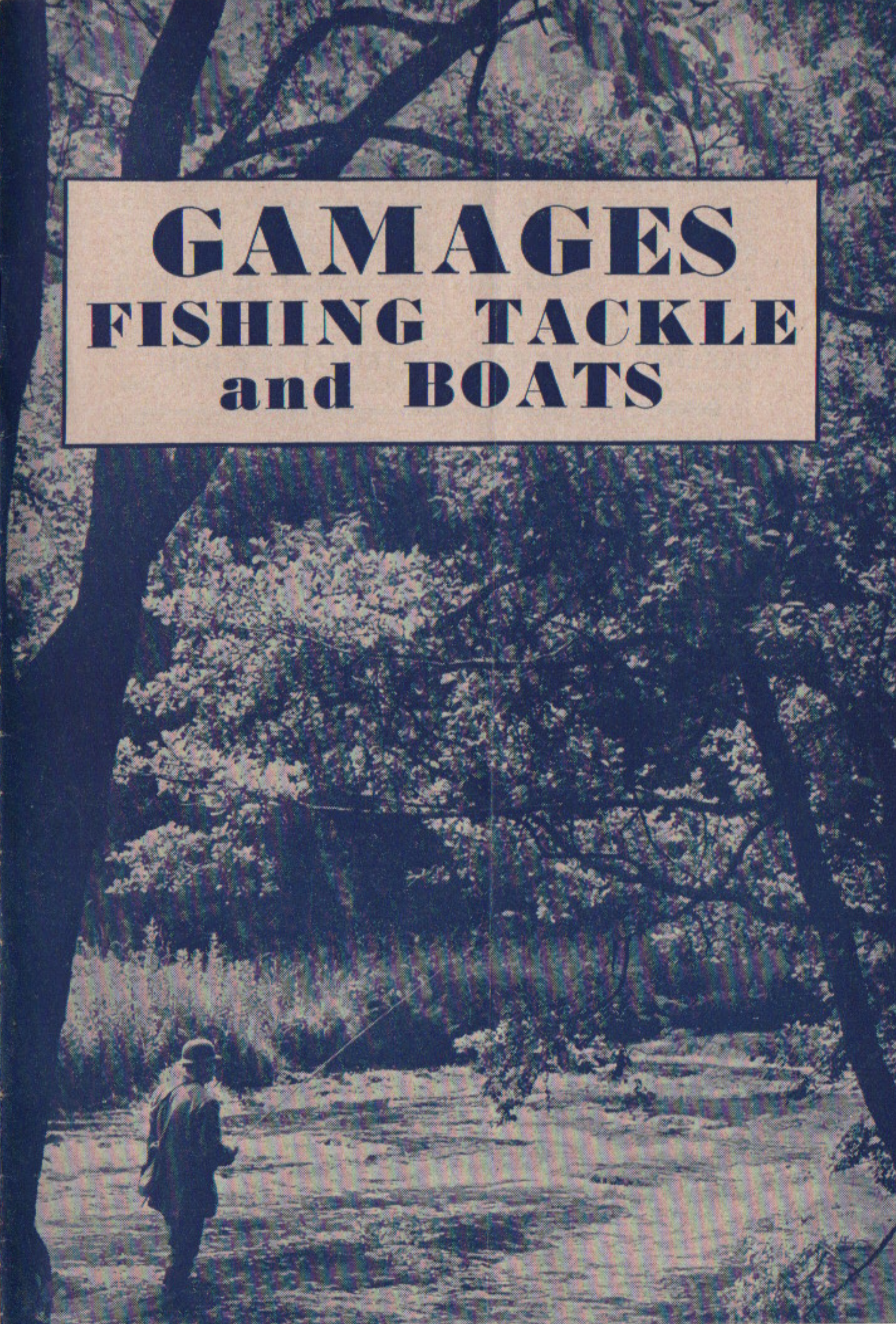


A person wearing a hat and a jacket is standing in a shallow stream, fishing with a long rod. The stream is surrounded by dense trees and foliage, with sunlight filtering through the leaves. The scene is peaceful and scenic.

GAMAGES

FISHING TACKLE

and BOATS

RODS FOR ALL PURPOSES

FLY RODS

Easy Terms Arranged

GAMAGE "SALAREX" SALMON FLY ROD

Specification Three-piece, with two tops, double built cane. Long shaped cork covered handle. Centre screw grip and concealed fixed wedge reel fittings. Spiral lockfast ferrules with brass waterproofing insets. Agate butt and end rings with full open bridge intermediate. Ferrules bound with twisted wire, intermediate rings and whippings in blue silk. Contained in partitioned canvas bag with press studs and tapes.

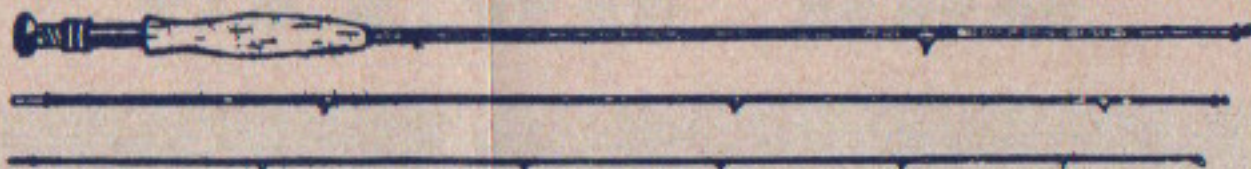
12ft. MODEL... **£16/6/0**

or 8/- deposit and
9 payments of 29/-.

14ft. MODEL ... **£17/10/0**
(to order only)

or 87/- deposit and
9 payments of 31/3.

"MERLIN" LIGHTWEIGHT TROUT FLY ROD



Specification Two or three-piece. Best quality split cane. Shaped solid cork handle. Aluminium screw grip reel fittings. Reinforced serrated suction type ferrules. Agatine butt and end rings. Bridge intermediate. Closely spaced narrow bands of light and dark green silk tyings. Contained in partitioned canvas rod bag with press studs and tapes.

Two-piece 8ft. at ... **£9/9/6**
8½ft. „ ... **£9/13/9**
9ft. „ ... **£9/18/11**

Three-piece 8ft. at ... **£9/18/9**
8½ft. „ ... **£10/2/6**
9ft. „ ... **£10/7/6**

"BLUE DUN" MEDIUM TROUT FLY ROD

Specification Three-piece, best quality split cane. Shaped solid cork handle. Reel fittings; universal sliding reel fittings. Reinforced serrated suction type ferrules. Agatine butt and end rings, bridge intermediate. Ordinary spaced narrow bands of green silk tyings. Contained in partitioned canvas rod bag with press studs and tapes.

8½ft. or 9ft. each **£7/12/9**

"GREEN DRAKE" MEDIUM TROUT FLY ROD

Specification Two-piece, split cane. Shaped solid cork handle. Bronzed universal sliding type reel fittings. Reinforced suction type ferrules. Agatine butt and end rings Bridge intermediate. Ordinary spaced bands of green silk tyings. Partitioned canvas bag, with press studs and tapes.

8ft.; 8½ft. each **£7/4/6** or 9ft. each **£7/10/9**

"MANOR" LIGHTWEIGHT TROUT FLY ROD

Specification Two-piece, well seasoned Greenheart. Shaped solid cork handle. Bronzed universal sliding pattern reel fittings. Reinforced serrated suction type ferrules. Agatine butt and end rings with bridge intermediate. Green silk tyings. Partitioned canvas bag, with press studs and tapes.

8ft.; 8½ft. or 9ft. each **107/6**

ALLCOCKS THREE-PIECE TROUT FLY ROD

The "SAPPER." An ideal three-piece rod. Built cane. Solid cork handle. Reinforced suction ferrules. Agate butt and end rings. Fitted with Alcock's "Holdwell" patent screw winch fitting. 9ft. or 9½ft.

or 55/- deposit and 9 payments of 19/8.

£11/0/10

Cover Photograph—DOVEDALE

A favourite stretch of the River Dove at Ilam, Derbyshire.
Photo by courtesy of "Trout and Salmon."

RODS (continued)

Easy Terms Arranged

CASTING and SPINNING RODS

ALLCOCKS THREADLINE SPINNING ROD

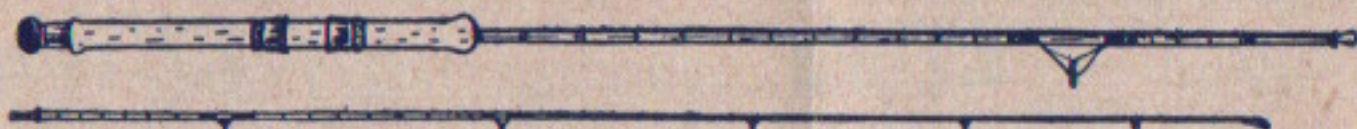
The "LIGHT CASTER." Two-piece built cane. Solid cork handle. Reinforced suction ferrules. Agate rings throughout. Screw winch fitting.

7ft.

£8/3/9

or 41/6 deposit and 9 payments of 14/6.

THE "STURDY" MEDIUM CASTING ROD



Specification Two-piece, split cane. Cork handle for use with fixed spool or centre pin. Aluminium universal reel fittings. Reinforced type ferrules. Large stand-off butt and end rings. Tyings of red silk. Container: Partitioned cloth bag.

7ft.

£6/15/0

THE M.A.GLAS.

FIBRE GLASS THREADLINE SPINNING ROD

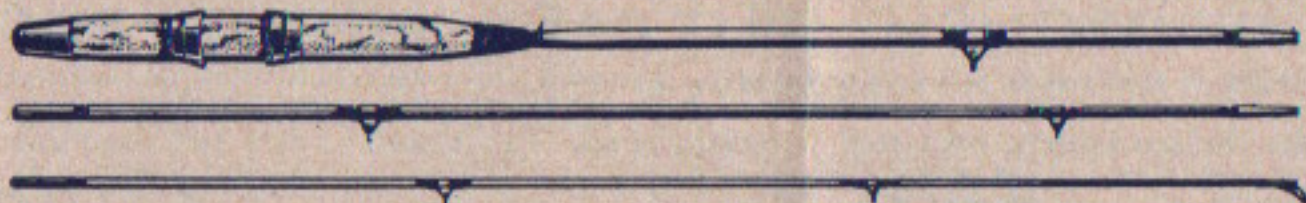
Two-piece, 7ft. Light alloy fittings, agatine butt and end rings.

Heavy ditto

£5/15/0

£5/8/6

COARSE FISHING RODS



THE "HOLLINGTON" BOTTOM ROD

Specification Three-piece Whole Cane Butt and Middle Joint, Lancewood Tip. 16in. Cork handle. Bronzed Universal Sliding reel fittings. Low-Bells Life rings.

Complete in Bag ... 10ft. 55/- 12ft 64/9

SEALEYS "OCTOFLOAT"

An all-split cane, 11ft. rod with a medium action. Red whipping.

104/7

THE "COMET" THREE-PIECE ROD

A whole cane 12ft. rod with glass tip. An exceptionally fine rod and highly recommended

or 36/- deposit and 9 payments of 13/-.

144/3

£5 orders Carriage Paid within 50 miles of Holborn.
Outside this area, Carriage and Packing 3/6 on Rods.
All goods delivered free in our own van area.

RODS (continued)

Easy Terms Arranged

HOLLOW BUILT CANE BOTTOM ROD

Extra toughened hollow built cane, 3 pieces. Medium length solid cork grip. Duralumin sliding reel fittings. Reinforced, serrated suction type, bronzed ferrules. Agate full stand off butt and end rings with bronzed full stand off intermediates. Whipped in dark red silk. Partitioned canvas bag, press studs and tapes.

10 ft. at ... **£9/18/6**

12 ft. at ... **£10/7/6**

THE "COMFORT" LIGHT MATCH ROD

Three-piece Spanish reed butt and middle joint, spliced split cane top. Long solid cork grip. Aluminium sliding reel fittings. Bronzed suction type ferrules. Agatine full stand off butt and end, full stand off bridge type intermediate rings. Dark green silk bindings, top joint closely whipped. Partitioned canvas rod bag. Natural or stained chocolate finish.

12 ft. at ... **£7/8/0**

14 ft. at ... **£7/19/6**

BICKERDYKE COMBINATION ROD

A Combination rod for Roach, Perch, Bream, Pike and light seawork. Comprises 14 ft. Bank Rod; 12½ ft. Bream Rod; 10 ft. Pike Rod; 9½ ft. Punt

Rod and 5 ft. Light Sea Rod. Cork covered long detachable grip, ferruled at extremities. Fitted with special interchangeable wood button to fit each ferrule; bronzed reel fittings. Three split cane tops. Ringed with bridge rings and porcelain end rings. Six-partition cloth bag.

£9/15/0

MILWARD'S "FEATHERLITE" ROD

A Spanish reed rod with twin taper Hexacane tip.

12 ft. ... **£8/3/0**

10½ ft. **£7/10/6**

SEA RODS

"SCARBOROUGH" SPLIT CANE LIGHT SEA ROD

Two-piece, split cane. Cork covered grip. Bronzed universal reel fittings. Reinforced serrated suction type ferrules. Black and green cotton bindings whipped intermediately. Bridge pattern protected porcelain rings. Partitioned canvas rod bag, press studs and tapes.

7 ft. at ... **£6/11/0**

8 ft. at ... **£7/1/9**

DOCK SEA ROD

Two-piece cane butt lancewood top. Long cork covered grip. Bronzed universal sliding reel fittings. Porcelain ends, stainless intermediate rings. Partitioned canvas bag.

7 ft. at **69/6**

GAMAGES BOAT ROD

5½ ft. two-piece split cane. Double natural knurled grip. Rings, stirrup type. Porcelain throughout.

£5/14/6

THE M.A.-GLAS FIBRE GLASS SEA ROD

8 ft. fitted with reinforced ferrules. Full cork handle. Caged type porcelain rings throughout.

£7/5/6

MILWARD'S POLLACK-BASS ROD

9½ ft. in brown Hexacane. With cork handle. Rustproof steel rings. Large butt ring to enable it to be used for beach casting with fixed spool reel.

£10/2/9

or 51/- deposit and 9 payments of 18/-.

All goods delivered free in our own van area. Outside this area, Carriage and Packing 3/6 on rods. £5 orders Carriage Paid within 50 miles of Holborn.

SPINNING REELS

FIXED SPOOL REELS

Easy Terms Arranged

THE NEW "AMBIDEX" REEL

With full bale pick-up, designed and built for light casting or threadline fishing. Equally suitable for either spinning or float fishing. Line capacity 100 yds.

3 lb. B.S. line with backing.

No. 1

£7/19/0

Line capacity 100 yds.

6lb. B.S. line with backing.

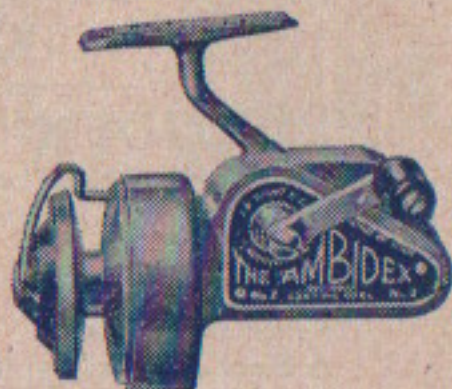
No. 2

£8/11/0

For salmon, increased line capacity. 100 yds. of 13 lb. B.S. or 200 yds. 7 lb. B.S.

No. 3

£10/7/0



THE "BRETTON" 602 REEL

A threadline reel built like a precision instrument and scientifically designed. Steel helical gears make for smooth silent running. For stream, river and lake fishing. *Foreign.*

£6/3/0

THE OMNIA REEL

Designed and built for light casting or threadline fishing. A really high-class reel at medium price.

39/9

FRENCH "LUXOR-SPECIAL" REEL

A light-weight threadline reel with bale type pick-up. Spool made of light alloy. *Foreign.*

£7/10/0

THE BRITISH "SPORTEX"

With full bale pick-up.

Fresh Water Model
"Sportex" 55

£7/17/6

Sea Model
"Ocean" 55

£8/17/6

THE MITCHELL REEL

A gem of precision perfection. Two drums, providing salmon-trout capacities. Line capacity trout spool 85 to 120 yds, 2 to 8lb. Salmon spool 250 to 300 yds., 4 to 8lb. Left hand wind. Right hand wind to special order. *Foreign.*

£8/2/0

The C.A.P. Reel, familiarly known as the "Baby Mitchell," fitted with F.B. pick-up. *Foreign.*

99/6

ALLCOCKS FELTON CROSSWIND REEL

In a class by itself as a "spinning reel" for salmon, trout, pike, bass, etc. The ability to handle heavy lines if necessary, the entire elimination of line twist and kinking and above all the criss-cross method of spooling the line are features not found in other reels. May be used right or left hand wind. With full bale pick-up.

£9/9/0

or 46/- deposit and 9 payments of 17/-.

GAMAGES CONVENIENT PAYMENT PLAN MAKES IT EASY TO BUY!

This popular "Budget" payment scheme enables those with fixed incomes to buy almost everything at Gamages by paying an agreed sum each month. For example, if the monthly payment is 20/- you will be allowed £8 immediate credit. Ask for explanatory leaflet.

FLY REELS

"PRIDEX" SALMON & TROUT FLY REELS

Soundly constructed from aluminium alloy and other high grade materials. Superbly finished. Hardened Steel Checkwork. Well Designed spring latch for quick removal of line drum for cleaning and oiling, incorporating adjustment for end play. "Patent Dimple" Handle gives a perfect grip. 3in. ...

3½in. ... 52/9 3½in. ... 54/-
Salmon Size, 4in. Wide ... 93/-

51/7

"BEAUDEX" TROUT FLY REEL

Similar to above, but also fitted with line guard, variable check and spare check. 3in. ...

3½in. ... 78/-

75/7

"CONDEX"

A Reel of practical design and extraordinary value. Centreless-ground bearing. All steel checkwork of the very latest design.

3½in. ... 39/-

3½in. ...

36/-

ALUMINIUM TROUT FLY REEL

With hardened steel pawl and check wheel, brass spindle with chromium centre retaining screw. Finished black. 3in.

3½in. ... 36/3

32/6

GENERAL PURPOSE BOTTOM REELS

"RAPIDEX" 4in. COARSE FISHING REELS

Much favoured by experts. Built in contracted form. Aluminium alloy. Exceptionally free-running line drum. Controlled Regulator drum. Front flange of line drum perforated for line ventilation. Large diameter line drum, providing rapid recovery of line. Release lever for instant removal of drum from cage with adjustment for end play

81/-



THE "SPEEDIA"

The Aristocrat of general purpose reels. Centre pin action, pawl and check wheel. Approx. 6oz

57/-

THE "TRUDEX"

Exceptionally free running line drum with pivotal centre fine type bearings. Compact width with large diameter for rapid recovery of line. For float fishing, salmon and pike spinning. 4in.

69/-

THE "DOWLING"

Sturdily built Centre Pin Reel for spinning or match fishing. Of finest quality aluminium, fitted sliding ring line guard. For match fishing, the "Heron." For spinning, the "Snipe" deep drum

51/4

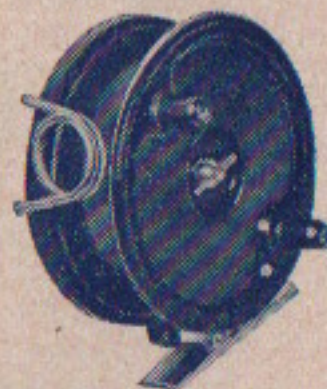
ALLCOCKS "AERIALITE" SWIMMING REEL

Plastic, optional check, nickel plated Brass fittings, large narrow drum for quick recovery 3½in. ...

28/9

With lineguard ... 32/5

Post and Packing 1/2 on above reels



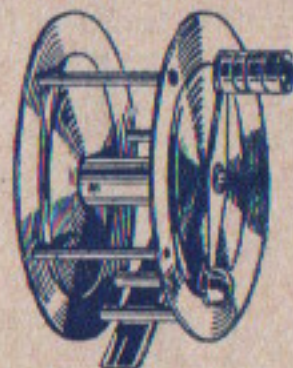
BOTTOM REELS (continued)

BRONZED BRASS REEL

Plated Parts, Removable Check. Balanced Handle ... **21/9**
As illustrated. 3in. ... **28/-** 2½in. ...

"INVICTA" 2½in. GENERAL PURPOSE JUVENILE METAL REEL

Exceptionally strong, and beautifully finished. Fitted with **9/-**
Removable Check, Balanced Handle. 2½in. ...



MULTIPLYING REELS

THE "GILDEX" No. 1

Level Wind, Casting and General Spinning Reel. Strongly built and made up with over eighty precision machined component Parts.

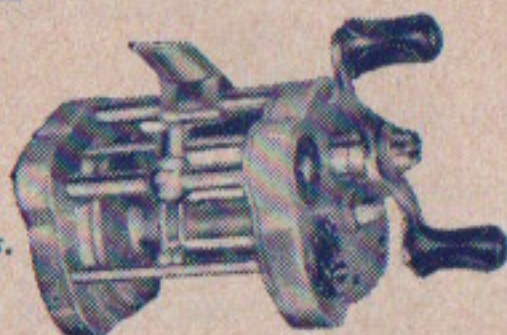
LINE CAPACITY 100 yds. Silk or Nylon Line of 20lbs BS. **£12/12/0**
125 yds. " " " " 16lbs BS.
230 yds. " " " " 12lbs BS. or 62/6 deposit and 9 payments of 22/6.

MILWARDS "SPINOVER" Mk. II

A strongly built well finished quadruple Reel designed for Salmon, Pike, Mahseer, etc. Four to one winding ratio for rapid recovery, as illustrated.

£10/1/7

We have in stock a selection of Pflueger and other makes of Multiplying Reels.



SEA REELS

"UNITY" BAKELITE SEA REEL

With lever operated optional check, centre pin disc brake, "Bickerdyke" line guard. Plated metal fittings. 4½in. Also suitable as Pike reel ... **48/6**

THE "SEAJECTA III" DE LUXE and "SEA CENTURY III"

Centre pin action with check and drag. Ideal for beach casting. Spool 4½in. **96/-** | General purpose sea reel with line guard, drag and check. Spool 4½in. **78/-**

"SPEEDIA" STANDARD 4in. SEA REEL

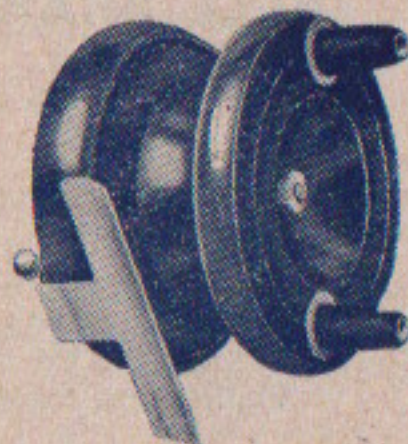
Ideal for long distance Sea Casting from Pier or Beach, with leads up to 8oz in weight. Centre Pin Action with steel spindle in Phosphor Bronze Bearings. Line Capacity approx. 150 yds. of 18lbs B.S. ... **66/11**

WOOD SEA REELS

Walnut Star Back. Brass flange and lining. Removable check. Balloon Knobs. 4in. ... **52/6**

4½in. ... **59/6** 5in. ... **71/9**
5½in. ... **87/6**

Walnut straight back. Brass spindle. Back nut and wing nut. 4in. ... **32/3**
Ditto 4in. with star back ... **38/6**



"JECTA ORLANDO"

The beach casting reel of the future, combining all the desirable features of both Nottingham and Fixed Spool reels. MODEL 2. 3½in. spool **108/-** MODEL 3. 4½in. spool **117/-**

GAMAGES are SPECIALISTS in BOATS, CANOES, etc.

★ GENEROUS EASY TERMS

It is impossible to detail all types and sizes of Dinghies and Canoes that we stock, but we will be pleased to send further details, and to quote for your special requirements

Specification of Dinghies subject to alteration without notice according to materials available

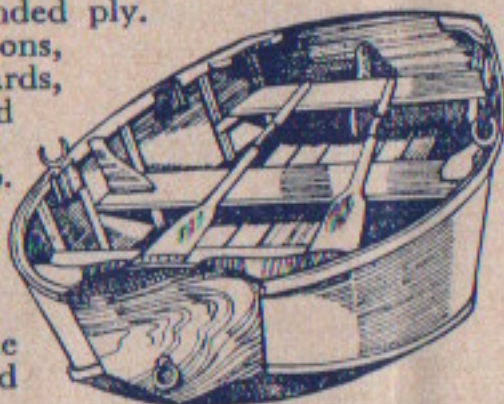
7ft. 6in. "V" BOTTOM PRAM OR STEM DINGHIES

Planked throughout with mahogany resin bonded ply. Two rowing positions, removable floor boards, ring bolt, galvanised Keel band.

Approx. weight 80lb.

£33/18/6

Carriage extra
(Complete with one pair of Oars and Rowlocks).

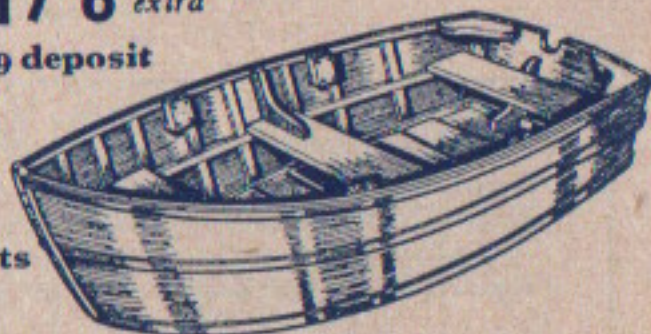


8ft. ROWING FLATTIE

An excellent craft for Fishermen. Two rowing positions. All mahogany planking, spruce thwarts and bottom boards. Removable floor boards. (Complete with Pair of Oars and Rowlocks).

£33/17/6 Carriage extra

or £16/18/9 deposit and 12 payments of 30/11. Alternatively 9 payments of £4.



TYNE 10ft. Folding DINGHY

5-Ply Rubberised Canvas Hull with finest selected Ash Framework. Weight 50lbs. Folds into two bags. Complete with Bags, Oars and Rowlocks.

£45

Flat Bottom PRAM DINGHY

6ft. All Mahogany. Complete with Oars and Rowlocks, etc.

£24/19/6

or £12/9/9 deposit and 12 payments of 22/9. Alternatively 9 payments of 59/-.

8ft. ROUND BILGE ROWING DINGHIES

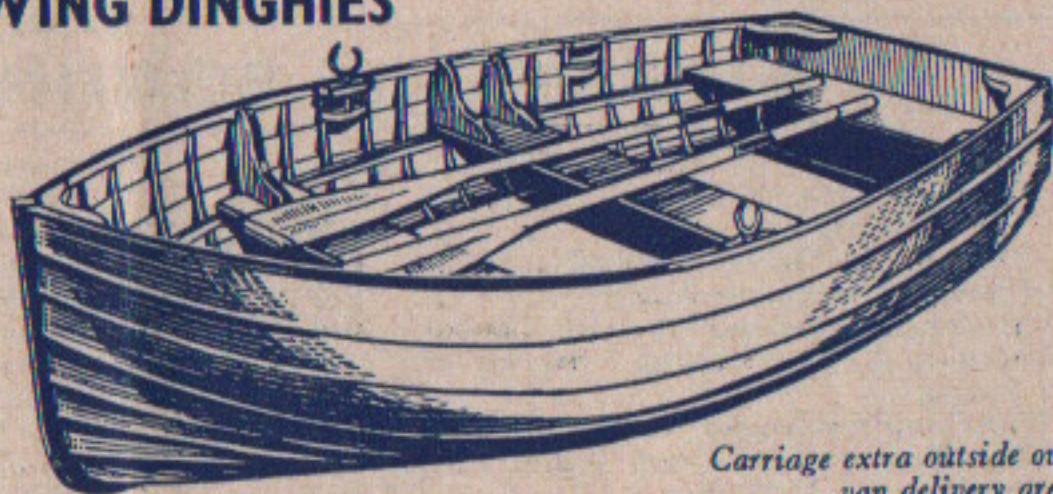
All Mahogany Planking, Transom and Thwarts. Oak Keel, Timbers and Gunwhale, Copper fastened throughout. Suitable for Out-Board motors, sea and river use.

Complete with Oars and Rowlocks

£52/10/6

or £26/5/3 deposit and 12 monthly payments of 48/-.

Alternatively 9 payments of £6/4/6.



Carriage extra outside our van delivery area

5ft. FOLDING CORACLE

Constructed wood sides with canvas bottom. Complete with Oars and Rowlocks.

£15/10/0

or 9 monthly payments of 37/-.

Carriage extra

THE TYNE FOLDING CANOES

Hulls are composed of specially rubberised 5-ply Fabric, while framework is of well seasoned Ash. Quite easily and quickly assembled.

Example 11ft. 2in. **SHORT SINGLE SEATER** complete with one Double Bladed Paddle, and Straps for carrying.

£26/15/0

Ask for particulars of other models

Carriage extra