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FISH THE LEE WAY

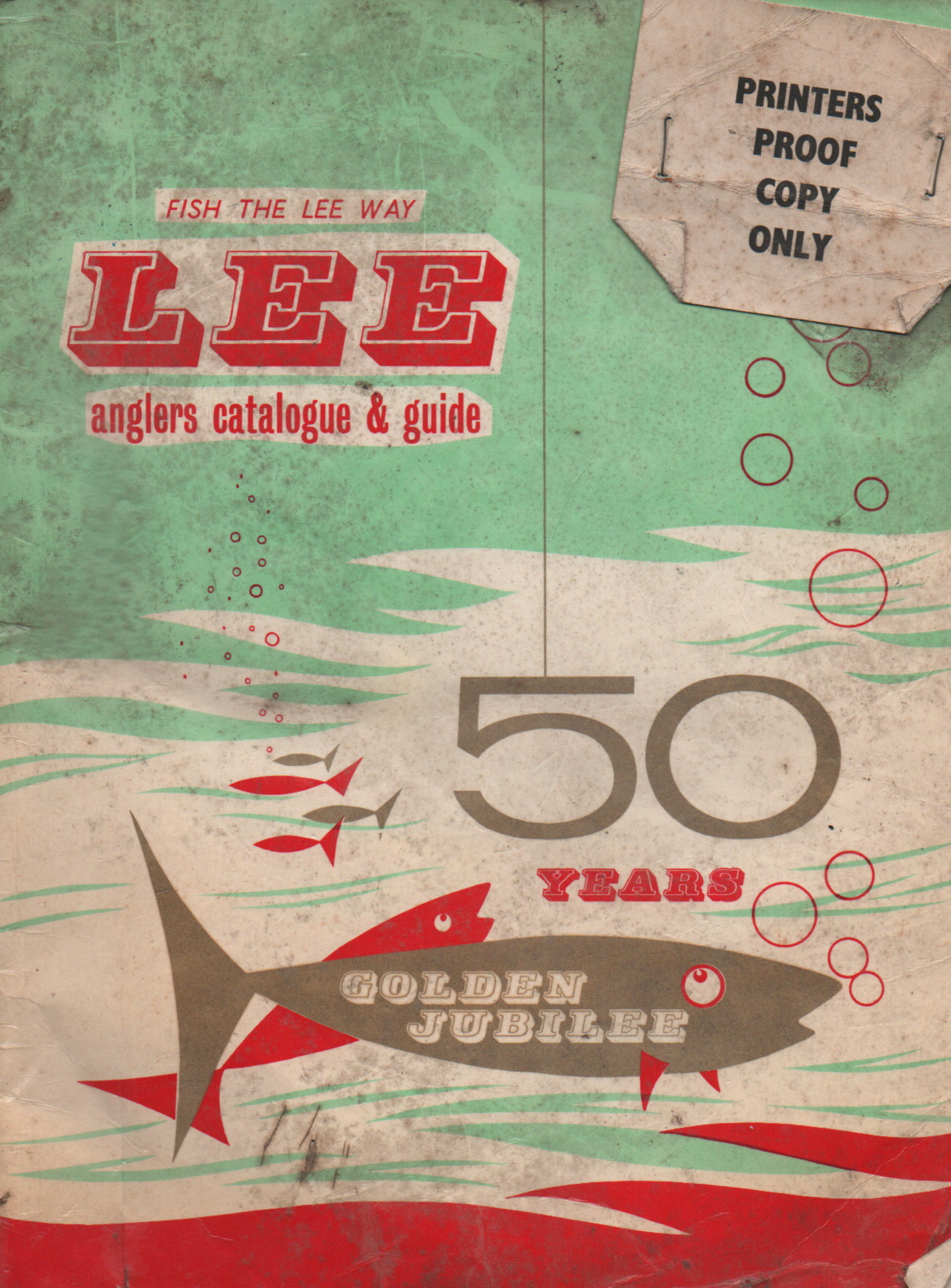
LEE

anglers catalogue & guide

50

YEARS

GOLDEN
JUBILEE





PINVIN WORKS

Illustrated catalogue of **FISHING RODS AND
GENERAL FISHING EQUIPMENT**

No. 2/64 Cancelling
all previous editions

M. LEE & SON LTD

(Inc. GEORGE MOORE — Est. 1805)

PINVIN WORKS, STATION ROAD, PERSHORE
WORCESTERSHIRE

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HOME TRADE TERMS OF BUSINESS

PRICES

As quoted are subject to Purchase Tax in the British Isles, except where otherwise stated, and are **subject to alteration without notice.**

DISCOUNT

From goods portion of invoice :
 $3\frac{3}{4}\%$ for payment **within 7 days** from date of invoice.
 $2\frac{1}{2}\%$ for payment month following date of invoice.
 Otherwise account is strictly nett.

ACCOUNTS

Are payable before the end of the month following date of invoice.
Acceptance of Goods is Acceptance of this Condition.

PAYMENTS

Unless specially requested, official receipts for payments by cheque will not be issued.

NEW ACCOUNTS

Normal trade references are required with first order.

CARRIAGE

Cost of carriage will be charged on all orders under £35 in value—
 excluding **Purchase Tax.**

DELIVERY

- (a) We cannot hold ourselves responsible for non-delivery of goods if this is not reported to us **within 14 days from date of invoice.**
- (b) We always endeavour to despatch stock items by return. Any items not included in the first delivery are temporarily out of stock and unless notified to the contrary despatch will be made as they become available.

SHORTAGES

No claim can be considered if not reported within 14 days from date of the invoice.

DAMAGES

All parcels and rods are insured and any damage in transit should be **reported immediately** to the Transport Department concerned. After inspection parcel should be returned to us, with your notification.

RETURNS

- (a) Goods sent **on approval or against order** cannot be returned for credit unless they are received by us in good condition **within 10 days** from date of invoice.
- (b) The Company holds the right, after the expiration of the **10 day period**, to refuse the acceptance of returns.
- (c) No returns can be accepted where cartons, reel boxes, etc., have been marked with a retail price.

ROD TUBES AND SKILLETS

Not charged, and are non-returnable.

IMPORTED ITEMS

Delivery of Imported Items is **dependent on the availability.**

FOR ALPHABETIC INDEX SEE PAGES 88 & 89
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BOYS' RODS

ALL CANE
SOLID GLASS



Ref. No. 1000—E4011

Inexpensive **BOYS ROD**. 2-joint all cane with cork handle; sliding reel fittings; whipped on rings. Polythene Bag. Length 7 feet.

7/5 each + 1/2 P/Tax

Ref. No. 1001—E709

Better class **BOYS ROD**. 3-joint all cane with cork handle; sliding reel fittings; whipped on rings. Polythene Bag. Length 9 feet.

11/7 each + 1/10 P/Tax

Ref. No. 1002—E603

The most popular **JUVENILE ROD**. Solid glass top is fitted into nicely shaped varnished wood handle; sliding reel fittings; one intermediate and end ring. Overall length 5 feet.

9/5 each + 1/6 P/Tax

Ref. No. 1003—E1106

OUTSTANDING VALUE—THE "ATTABOY." Constructed from solid glass in 2 sections with coloured wood handle; plastic shoulder disc and butt cap; sliding reel alloy winches; whipped on rings. Length 6 feet. Polythene Bag. A VERY USEFUL GENERAL PURPOSE ROD INCLUDING "SPINNING."

17/3 each + 2/9 P/Tax

The "**SERVALL**" 2-joint medium action, natural colour solid glass rod; bronzed brass ferrule; metal end ring with spinning type intermediate rings; blue whippings; long, solid cork handle with sliding reel winches; partitioned bag.

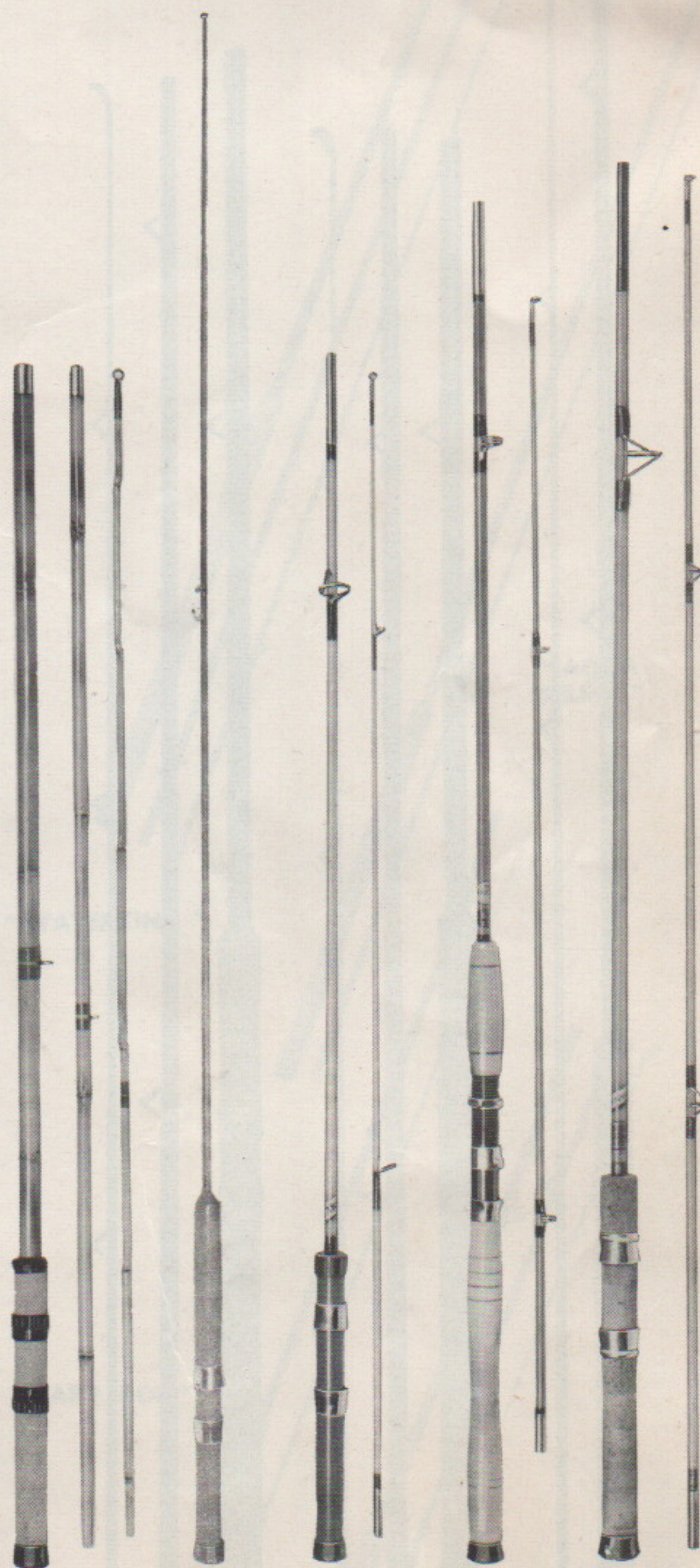
Length	6	7	8 ft.
Ref. No.	1007	1080	1009
E	1900	2206	2606
Each	28/6	33/9	39/9
Plus	4/6	5/6	6/3 P/Tax

Ref. No. 1250—E2000

Length 6½ feet.

The "**UNICAST**" 2-joint general purpose rod, green coloured solid glass; wood foregrip with maroon coloured screw reel fitting mounted on wooden handle; whipped on white upright rings. Partitioned bag.

30/- each + 4/10 P/Tax



Ref. No.
1001

Ref. No.
1002

Ref. No.
1003

Ref. No.
1250

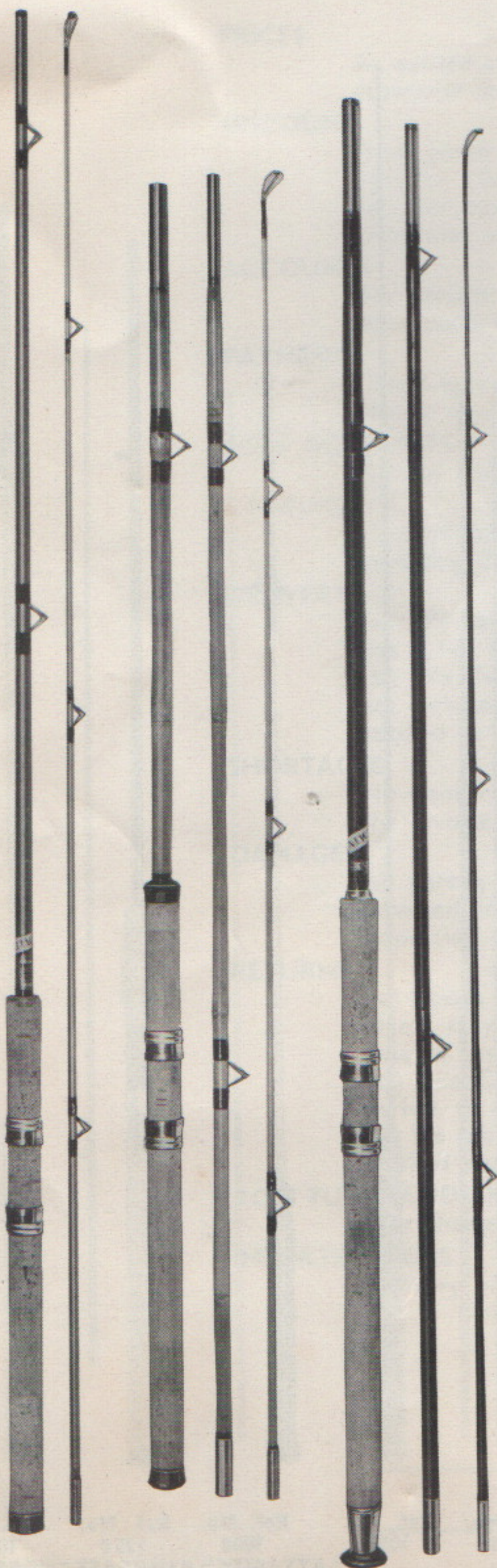
Ref. No.
1007

"ATTABOY" "UNICAST" "SERVALL"

Rods

SOLID GLASS LEDGERING ROD

BOTTOM RODS TONKIN CANE ALL WITH TUBULAR GLASS TOPS



"ATTAGLAS" "POPULAR" "NEWLEE"

Ref. No. 1050—E3206

Length 8 ft.

Weight $13\frac{1}{2}$ ozs.

The "ATTAGLAS," 2-joint; a powerful general purpose or ledgering rod; constructed from solid glass with metallic green finish; solid cork handle; Dural sliding reel winches; plastic butt cap; Aqualite Hopton end ring with High Bells Life Intermediate rings; partitioned cloth bag.

48/9 each + 7/10 P/Tax

The "POPULAR," 3-joint; Tonkin cane butt and middle sections with tubular glass top; Hopton type end ring with High Bells Life Intermediate rings; sliding reel winches; black plastic butt cap; partitioned cloth bag.

Ref. No. 1051—E3206

Length $10\frac{1}{2}$ ft.

Weight $9\frac{1}{2}$ ozs.

A POPULAR PRICED ROD AT—

48/9 each + 7/10 P/Tax

Ref. No. 1052—E3506

Length 12 ft.

Weight $11\frac{3}{8}$ ozs.

53/3 each + 8/6 P/Tax

The "NEWLEE," 3-joint; Tonkin cane with tubular glass top. A "well balanced" rod with "rapid strike." Finished in black lacquer with red whippings; Hopton type end ring with stand-off butt rings; chromium plated High Bells Life Intermediate rings; Dural sliding reel winches; Dural butt cap, and rubber button; partitioned cloth bag.

Ref. No. 1057—E3800

Length $10\frac{1}{2}$ ft.

Weight $10\frac{1}{2}$ ozs.

57/- each + 9/2 P/Tax

Ref. No. 1058—E4100

Length 12 ft.

Weight 14 ozs.

61/6 each + 9/11 P/Tax

ALL BUILT CANE

BOTTOM LEDGERING AND CARP RODS

Rods

Ref. No. 1061—E6200

Length 10 ft.

Weight 12 ozs.

The **"WATERKING,"** 2-joint; all built cane rod with "step down" tapered top section giving sensitive and quick action movement; solid cork handle fitted with duralumin sliding reel winches and black plastic butt cap, Hopton type end ring with High Bells Life Intermediates bronzed brass ferrule, whippings in red, partitioned cloth bag.

93/- each + 15/- P/Tax

Ref. No. 1063—E6506

Length 11 ft.

Weight 12 $\frac{7}{8}$ ozs.

The **"AQUA SELECT,"** 3-joint; all built cane bottom rod, solid cork handle fitted with duralumin sliding reel winches and black plastic butt cap; Hopton type end ring with High Bells Life Intermediates, bronzed brass ferrules, whippings in red, partitioned cloth bag.

98/3 each + 15/9 P/Tax

Ref. No. 1060—E7906

Length 11 ft.

Weight 13 $\frac{1}{2}$ ozs.

The **"HAMPSHIRE,"** 3-joint; Tonkin cane butt section with solid built cane middle and top sections; maroon whippings, the built cane being closely whipped; reinforced ferrules and counters; Aqualite Hopton type end ring with stand-off butt ring; High Bells Life Intermediate rings; solid cork handle fitted with anodised bronze sliding reel winches; dural butt cap and rubber button; partitioned cloth bag.

119/3 each + 19/3 P/Tax

Ref. No. 1062—E10800

Length 10 ft.

Weight 12 $\frac{1}{2}$ ozs.

The **"CARP ROD,"** 2-joint, all built Cane Carp and Bait Casting Rod; 28 inch long slender cork handle fitted with anodised bronze sliding reel winches, butt cap and shoulder disc; rubber button; bronzed reinforced ferrule; counter with tenon; Aqualite end and butt rings with chromium plated low bridge intermediates; two tone black/red whippings; partitioned cloth bag.

"A CLASSIC ROD SUPERBLY FINISHED."

162/- each + 26/- P/Tax

"WATERKING"

"AQUA
SELECT"

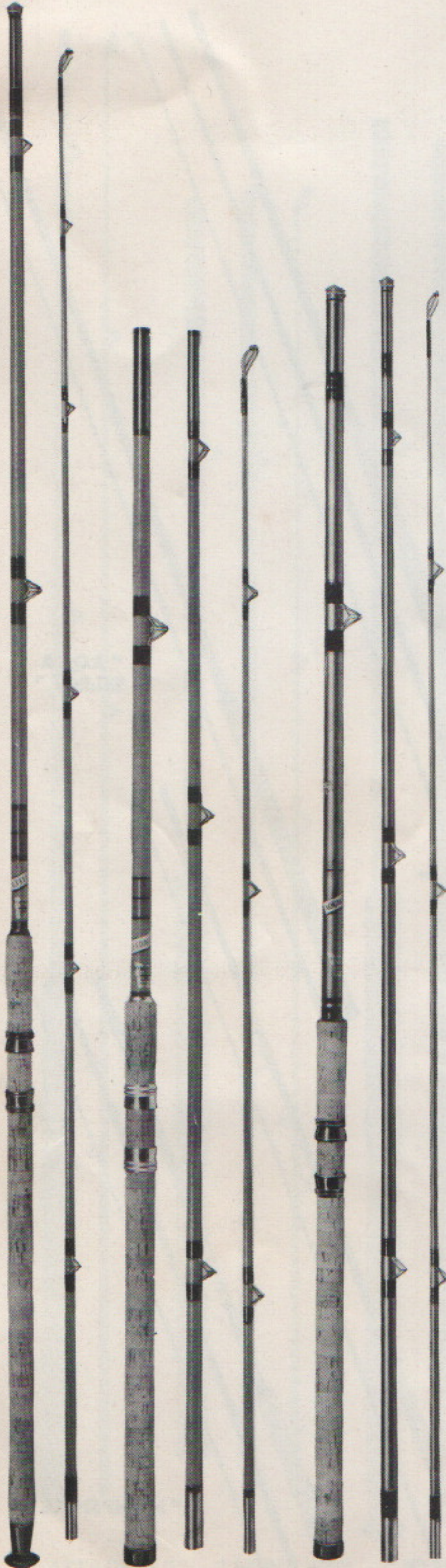
"CARP ROD"

"HAMPSHIRE"



BOTTOM RODS

CONSTRUCTED FROM
"FYBERON"
TUBULAR FIBRE GLASS



"LITELEE" "LEEDAGLAS" "AQUAGLAS"

Ref. No. 1101—E5900

Length $10\frac{1}{2}$ ft.

Weight $8\frac{1}{2}$ ozs.

The "**LEEDAGLAS**" Rod, 3-joint, in natural colour tubular glass; Aqualite Hopton end and stand-off butt rings; chromium plated High Bells Life Intermediate Rings; bronzed brass ferrules; long parallel solid cork handle with sliding duralumin reel winches; whippings in red; black plastic butt cap; three partition cloth bag.

88/6 each + 14/3 P/Tax

Ref. No. 1102—E7500

Length $10\frac{1}{2}$ ft.

Weight $9\frac{5}{8}$ ozs.

The "**LITELEE**" Rod, 2-joint, in natural colour tubular glass; Aqualite Hopton end and stand-off butt rings; chromium plated High Bells Life Intermediate rings; 27 inch solid cork handle fitted with anodised bronze sliding reel winches—butt cap and shoulder disc; bronzed brass ferrule; rubber button; two tone black/red whippings; partitioned cloth bag.

"The Ideal General Purpose and Ledgering Rod."

112/6 each + 18/- P/Tax

Ref. No. 1106—E9406

Length 12 ft.

Weight $13\frac{1}{8}$ ozs.

The "**AQUAGLAS**" Rod with quick strike action—the glass has distinctive bronzed finish with two tone maroon-yellow whippings. The sliding reel winches are of anodised bronzed duralumin. Other fittings are exactly as the "Leedaglas"; three partition cloth bag. Tested and Approved by Expert Fishermen.

141/9 each + 22/9 P/Tax

TUBULAR GLASS MATCH AND GENERAL PURPOSE RODS

Rods

" GOLDEN JUBILEE " Rods

*new
model*

NOT JUST NEW BUT SENSATIONAL!!!

POWERISED YET SENSITIVE ACTION

'VERFOR' TRUE TAPER CONSTRUCTION GIVES
PERFECT BALANCE

LOWEST WEIGHT RATIO FOR LENGTH

"ALREADY ACCLAIMED BY THE EXPERTS AS THE PERFECT
MATCH AND GENERAL PURPOSE ROD"

Ref. No. 1124—E11200

Length 12 feet. Weight 10 ounces.

The "GOLDEN JUBILEE." 3-joint model constructed from natural coloured tubular fibre glass; 'Verfor' styling excludes traditional ferrules, they are "built in" giving the true taper powerised yet sensitive action; 28 inch long solid cork handle perfects the handling balance; Aqualite Hopton end and stand-off butt rings; chromium plated High Bells Life Intermediate rings; polished alloy shoulder and dome end butt cap; black/red trimmings and ring whippings; partitioned cloth bag.

168/- each + 26/11 P/Tax

Ref. No. 1125—E13600

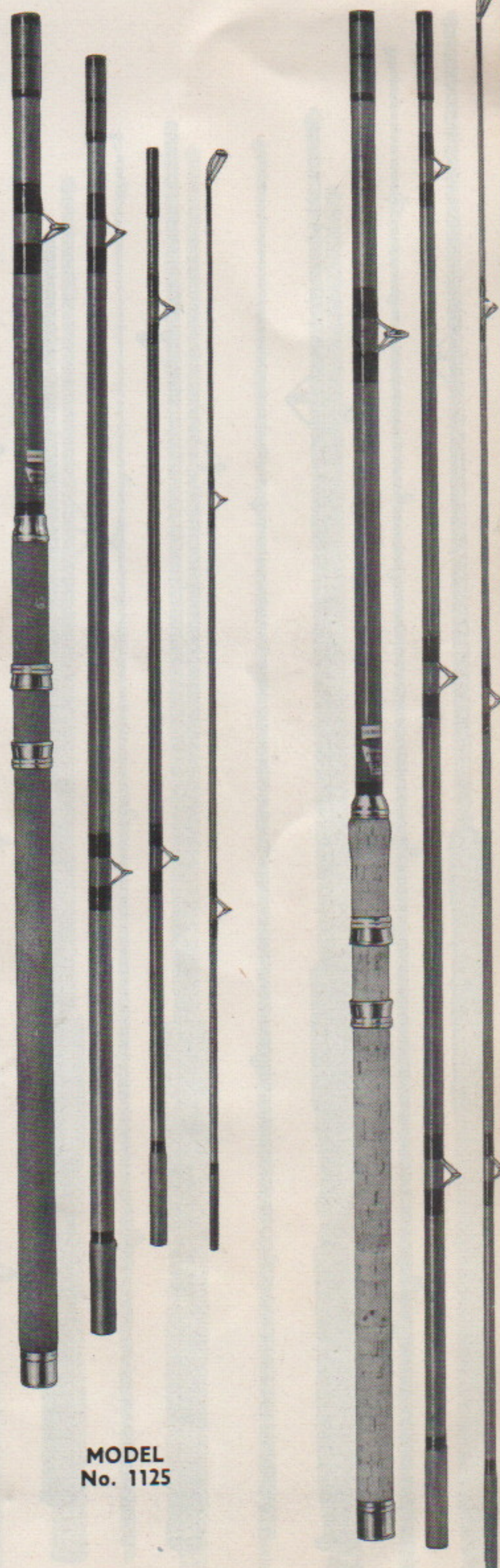
Length 13 feet. Weight 11 $\frac{3}{4}$ ounces.

The "GOLDEN JUBILEE." 4-joint model. Construction, fittings and finish exactly as the 12 feet model but with—

30 inch composition cork handle

and 3 intermediate High Bells Life rings on short top section.

204/- each + 32/9 P/Tax



MODEL
No. 1125

MODEL
No. 1124



SOLID FIBRE GLASS SPINNING RODS

FOR DETAILS OF POPULAR MODELS
"ATTABOY" AND "UNICAST" SEE PAGE 3

The "SERVALL" 2-joint medium action, natural colour solid glass rod; brass bronzed ferrule; metal end ring with spinning type intermediate rings; blue whippings; long, solid cork handle with sliding reel winches; partitioned cloth bag.

Length	6	7	8 ft.
Ref. No.	1007—E 1900	1008—E 2206	1009—E 2606
Weight	6 $\frac{5}{8}$	10 $\frac{1}{4}$	13 ozs.
	28/6 each	33/9 each	39/9 each
	Plus 4/6	5/6	6/3 P/Tax

The "SEGO" 2-joint light/medium action solid glass rod, natural coloured glass; Dural shoulder disc; black plastic butt cap; agatine end and butt ring; reinforced ferrule; cork handle with screw reel fitting; red whippings; partitioned cloth bag.

Length	7	8
Ref. No.	1152—E 3206	1153—E
Weight	11 $\frac{1}{8}$	15 ozs.
	48/9 each	56/7 each
	Plus 7/9	9/2 P/Tax

THE "GLASLEE"

THE "GLASLEE" UNBEATABLE FOR GENERAL SPINNING—
TROUT—PIKE—SALMON AND BOAT TROLLING

Ref. No. 1155—E4500

Length 7 feet. Weight 12 $\frac{1}{2}$ ozs.

The "GLASLEE" 2-joint, constructed from tough, solid fibre glass with medium action, finished two tone whippings black/yellow on bronze coloured glass; reinforced ferrule; end ring and large 22 m/m. butt ring, both of Aqualite; chromium plated hoop intermediate rings; anodised bronze duralumin butt cap and shoulder disc, rubber button; partitioned cloth bag.

WITH ANODISED BRONZE SCREW REEL FITTING, as illustrated.

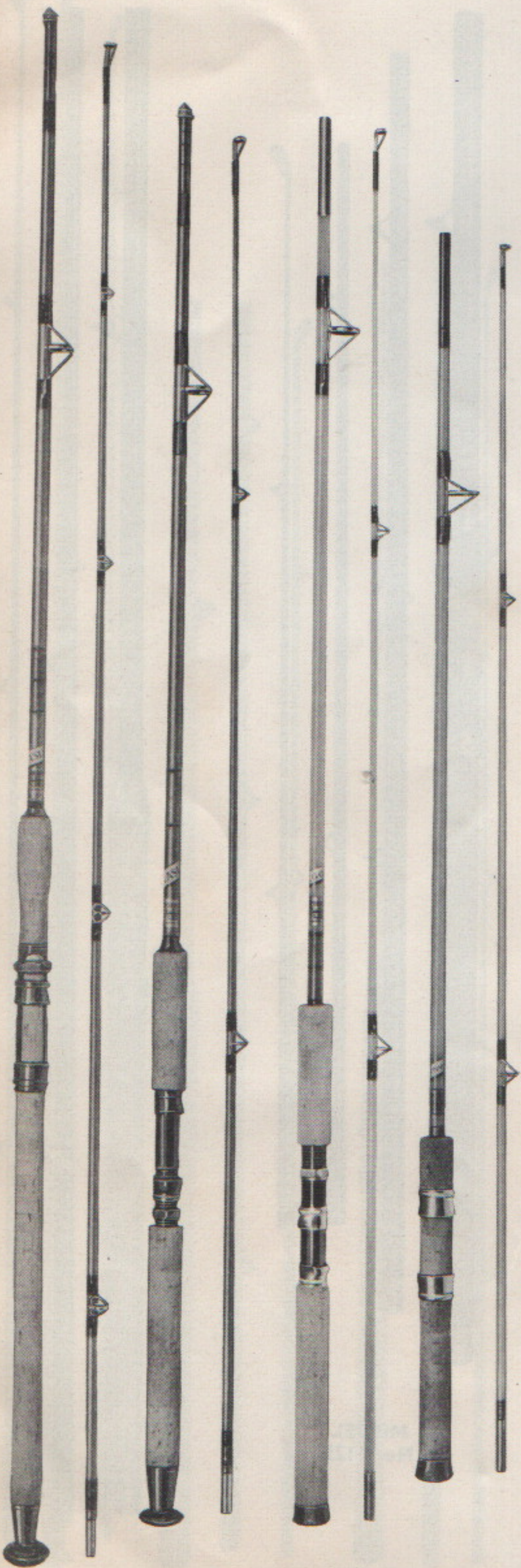
67/6 each + 10/9 P/Tax

Ref. No. 1156—E6300

Length 8 feet. Weight 16 $\frac{1}{2}$ ozs.

This "GLASLEE" model has long, slender handle fitted with "sliding screwed auto lock reel seating"—enabling reel to be used in any position best suited to the user. Two tone black/yellow whippings. Agatine rings throughout. Otherwise construction as 7 ft. model. Partitioned cloth bag.

94/6 each + 15/3 P/Tax



"GLASLEE"

"SEGO" "SERVALL"

TUBULAR FIBRE GLASS SPINNING RODS



Ref. No. 1201—E3800

Length 7 feet. Weight $5\frac{3}{4}$ ozs.

The "BONITO" 2-joint, medium action trout spinning rod; natural colour tubular fibre glass; duralumin screw reel fitting with forward cork grip; metal end ring with hoop style intermediate rings; plastic butt cap; partitioned cloth bag. REASONABLE IN PRICE AND GOOD VALUE.

57/- each + 9/3 P/Tax

Ref. No. 1203—E5806

Length 7 feet. Weight 7 ozs.

The "SPINLEE" 2-joint, lightweight action—constructed from the very latest and finest tubular glass—gunmetal finish; two tone green/red whippings; Aqualite rings throughout; reinforced ferrule; black anodised auto lock screw reel seating; butt cap; rubber button; partitioned bag.

FOR STRENGTH, LIGHTNESS, CORRECTNESS OF ACTION AND SUPERB FINISH THIS ROD IS UNEQUALLED—"A SPORTING ROD FOR LIGHT TACKLE."

87/9 each + 14/- P/Tax

Ref. No. 1204—E4306

Length $6\frac{3}{4}$ feet. Weight $6\frac{3}{4}$ ozs.

The "ENSIGN" 2-joint, medium/heavy action, pike, salmon, boat or trolling rod; natural coloured hollow glass; anodised green screw reel fitting; plastic butt cap; reinforced ferrule; metal end ring with sturdy hoop type intermediate rings; partitioned cloth bag.

65/3 each + 10/6 P/Tax

"SUPERGLAS"



For Real Value

The 'SUPERGLAS' rods with "TIP TOP" performance, 2-joint—pike, salmon and light sea action; constructed from tough "FYBERON" tubular fibre glass, natural colour; cork handle and foregrip with chromium plated brass screw reel fitting; whippings in black; chromium plated rings throughout; partitioned cloth bag.

A VERY SUCCESSFUL ROD

Ref. No. 1205—E7400

Length 8 ft.

Weight $16\frac{1}{2}$ ozs.

111/- each

Plus 17/11 P/Tax

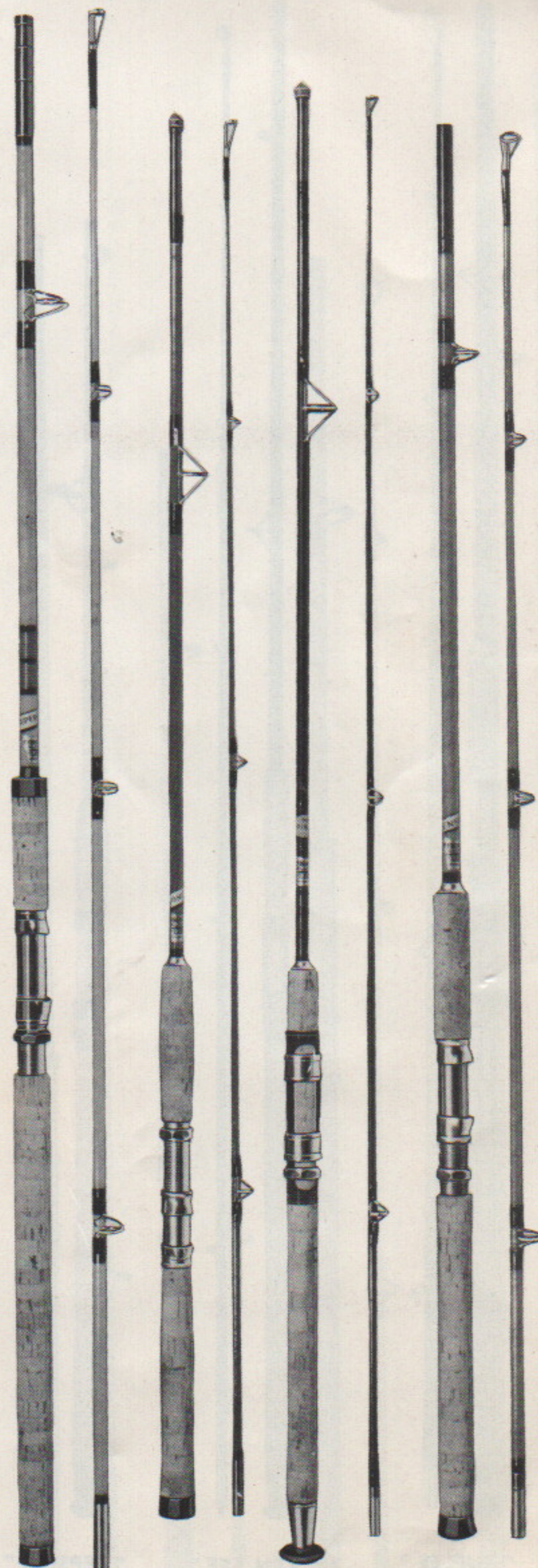
Ref. No. 1206—E7800

Length 9 ft.

Weight $17\frac{1}{2}$ ozs.

117/- each

Plus 18/9 P/Tax

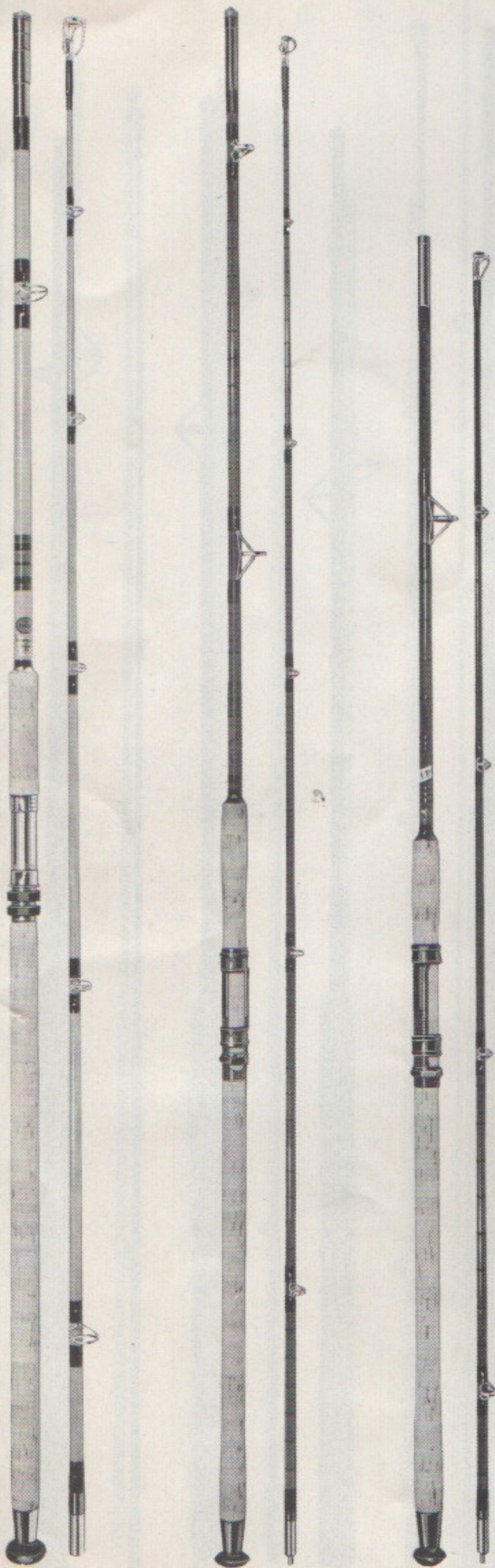


"SUPERGLAS" "BONITO" "SPINLEE" "ENSIGN"



BUILT CANE BAIT CASTING RODS

TUBULAR GLASS BEACH CASTING RODS



"TUFLEE"

"KEN LEE"

"LEPSON"

The "LEPSON" 2-joint—constructed from a distinctive mahogany coloured built cane—a double handed rod—light to handle but possessing wonderful power, perfect for casting a light or heavy bait; the long parallel cork handle is fitted with moveable anodised bronze auto lock screwed reel seat—this feature enables the user to locate his reel in the required position; Aqualite rings throughout; 22 m/m. butt ring; reinforced ferrule; maroon whippings; rubber button; partitioned cloth bag.

SUPERBLY FINISHED FOR THE DISCRIMINATING ANGLER

Ref. No. 1245—E7306

Length 8 ft.

Weight 14 ozs.

110/3 Each Plus 17/6 P/Tax

Ref. No. 1246—E8700

Length 9 ft.

Weight 16 ozs.

130/6 Each Plus 21/- P/Tax

The "KEN LEE"

10 FEET SALMON SPINNING ROD

Ref. No. 1247—E15600

Length 10 feet. Weight 16 ozs.

The "KEN LEE" 2-joint built cane salmon and bait casting rod; constructed from natural coloured "tempered" built cane giving powerised all through action; 30 inch long slender cork handle fitted with sliding screwed auto lock reel seating, shoulder disc and butt cap; reinforced ferrule; counter with tenon; stainless steel rings throughout; superbly finished with two tone black/red whippings; partitioned cloth bag. Unequalled in quality and price.

234/- each + 37/6 P/Tax



BEACH CASTING ROD

The "TUFLEE"

TUBULAR FIBRE GLASS BEACH CASTER
CASTING CAPACITY 6 to 8 OUNCES

Two joint rod in natural coloured tubular fibre glass; reinforced heavy duty bronzed brass ferrule; Sintox centred end ring; chromium plated intermediates; whether using multiplier or fixed spooled reel the 5 int. rings on top section have been positioned to suit both types of reels; heavy duty chromium plated brass screw reel fitting is positioned 5½ inches below cork foregrip; two tone black/red whippings; chromium plated butt cap with rubber button; partitioned cloth bag.

Overall handle length : 10 ft. model—38 inches.

Ref. No. 1350—E14500

Length 10 feet

Weight 36 ozs.

217/6 Each Plus 35/- P/Tax

Ref. No. 1351—E15500

11 feet

38 ozs.

232/- Each Plus 37/6 P/Tax.



SEA RODS

CANE
SOLID GLASS

Rods

Ref. No. 1301—E1706

Length 8 ft.

Weight $11\frac{3}{4}$ ozs.

The "**LORY**"—ALL CANE SEA or PIKE SPINNING ROD 2-joint; porcelain end ring and metal intermediate rings; long cork handle with plastic butt cap and sliding duralumin reel winches; strong brass ferrule and counter; polythene bag.

The ideal Seaside Holiday Rod, or for Boys as a general Spinning Rod

26/3 each + 4/3 P/Tax

Ref. No. 1251—E3706

Length 7 ft.

Weight 19 ozs.

The "**ARDGLAS**"—2-joint, constructed from natural colour solid glass; reinforced ferrule; solid cork handle with sliding reel winches; bronzed brass shoulder disc and butt cap; good quality steel rings throughout; partitioned cloth bag.

56/3 each + 9/- P/Tax

Ref. No. 1252—E4800

Length 8 ft.

Weight $26\frac{1}{2}$ ozs.

The "**SEASWELL**" 2-joint; constructed from natural colour solid glass; reinforced ferrule; 29 inch solid cork handle fitted with chromium plated brass screw reel fitting; black plastic shoulder disc and butt cap; good quality chromium plated rings throughout; black whippings with red motif; partitioned cloth bag.

72/- each + 11/8 P/Tax

The "**BERONGLAS**" heavy duty SOLID FIBRE GLASS CASTING ROD; 2-joint; chromium plated brass heavy duty screw reel fitting; forward grip and handle in beech; reinforced ferrule; chromium plated metal rings throughout; two tone green/red whippings; partitioned cloth bag. **A remarkably low-priced rod.**

Ref. No. 1305—E6300

Length 9

Weight 31

Each 94/6

Plus 15/-

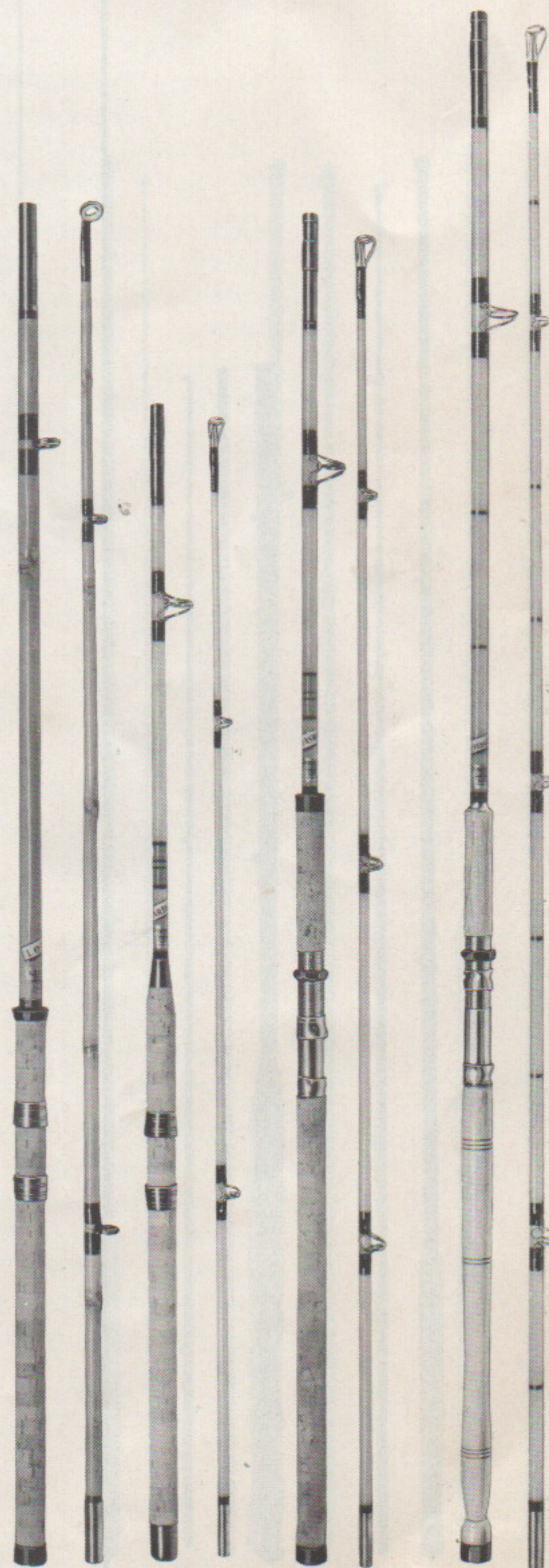
Ref. No. 1306—E6800

10 ft.

34 ozs.

102/-

16/6 P/Tax

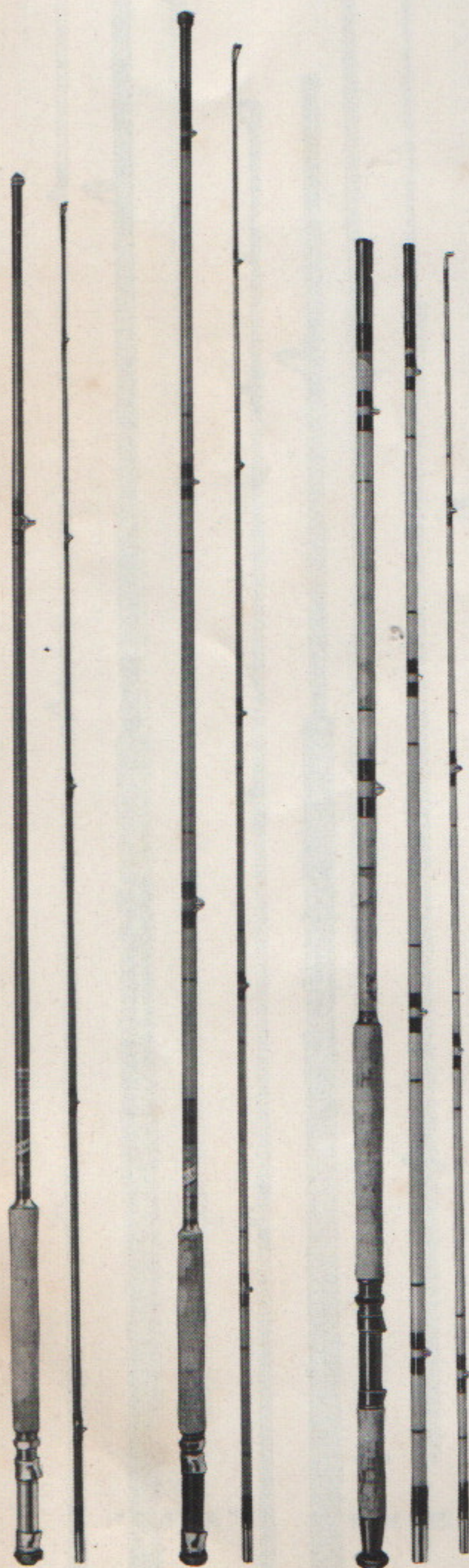


"LORY" "ARDGLAS" "SEASWELL" "BERONGLAS"

SEE PAGE 13 FOR OTHER MODELS



"FYBERON" TUBULAR FIBRE GLASS TROUT FLY AND SALMON RODS



"ARAGON" "ALGLAS" "SALMO"

"ARAGON"

Ref. No. 1401—E4200

"A LITTLE ROD WITH A STOUT HEART"

Length 8 ft.

Weight 5½ ozs.

The **"ARAGON"** lightweight action Brook rod; 2-joint in natural coloured tubular fibre glass; cork grip with screw reel fitting; two tone maroon/white whippings; steel end ring with snake type intermediates; partitioned cloth bag—unbelievable performance.

63/- each + 10/2 P/Tax

RECOMMENDED WITHOUT

RESERVATION

FOR GENERAL TROUT FISHING

"ALGLAS"

Ref. No. 1403—E6706

Length 9 ft.

Weight 6 ozs.

The **"ALGLAS"** 2-joint, in natural coloured tubular fibre glass; cork grip with screw reel fitting; two tone green/black whippings; Aqualite end and butt rings, with chromium plated full open bridge rings; partitioned cloth bag.

101/3 each + 16/3 P/Tax

"ALEPRO" FOR LAKE AND RESERVOIR

Ref. No. 1405—E7706

Length 10 ft.

Weight 7 ozs.

The **"ALEPRO"** 2-joint; tubular fibre glass in natural colour; similar in construction to the "Alglas" as illustrated but with longer fore grip and two tone black/green whippings. Partitioned cloth bag.

116/3 each + 18/8 P/Tax.

The "SALMO"

SALMON FLY ROD

with the latest "ZOOM" action

Ref. No. 1435—E12600

Length 12 ft.

Weight 14½ ozs.

The **"SALMO"** 3-joint in natural coloured tubular fibre glass; two tone red/black whippings; reinforced ferrules and counters; Aqualite end and butt rings with chromium plated full open bridge rings; anodised bronzed fittings throughout; partitioned cloth bag.

189/- each + 30/3 P/Tax

BUILT CANE RODS FOR TROUT—SEA TROUT



"BLACK PRINCE"

A Perfect Gem. Medium Dry Fly Action. Superbly Finished.

WELL BALANCED—ALL THRO' ACTION

The "**BLACK PRINCE**" 2-joint built cane rod, constructed from tempered natural colour cane with two tone maroon/black whippings; anodised bronze screw reel fitting with shoulder disc; cork grip construction as illustration; Aqualite end and butt ring with chromium plated full open bridge intermediate rings. Partitioned cloth bag.

Ref. No. 1424—E7500

Length 8

Weight $6\frac{5}{8}$

112/6 each

Plus 18/-

Ref. No. 1425—E8000

9 ft.

$7\frac{1}{4}$ ozs.

120/- each

19/6 P/Tax

The "**BLACK DEMON**" range of 3-joint built cane rods have the same qualities as the "Black Prince"; constructed from tempered natural coloured cane; reinforced suction ferrules; closely whipped in two tone red/black colouring; rings and screw reel fitting as "Black Prince". Partitioned cloth bag.

Ref No. 1427—E8000

Length 9

Weight $7\frac{3}{4}$

120/- each

Plus 19/6

Ref. No. 1428—E8500

10 ft.

$8\frac{3}{4}$ ozs.

127/6 each

20/6 P/Tax

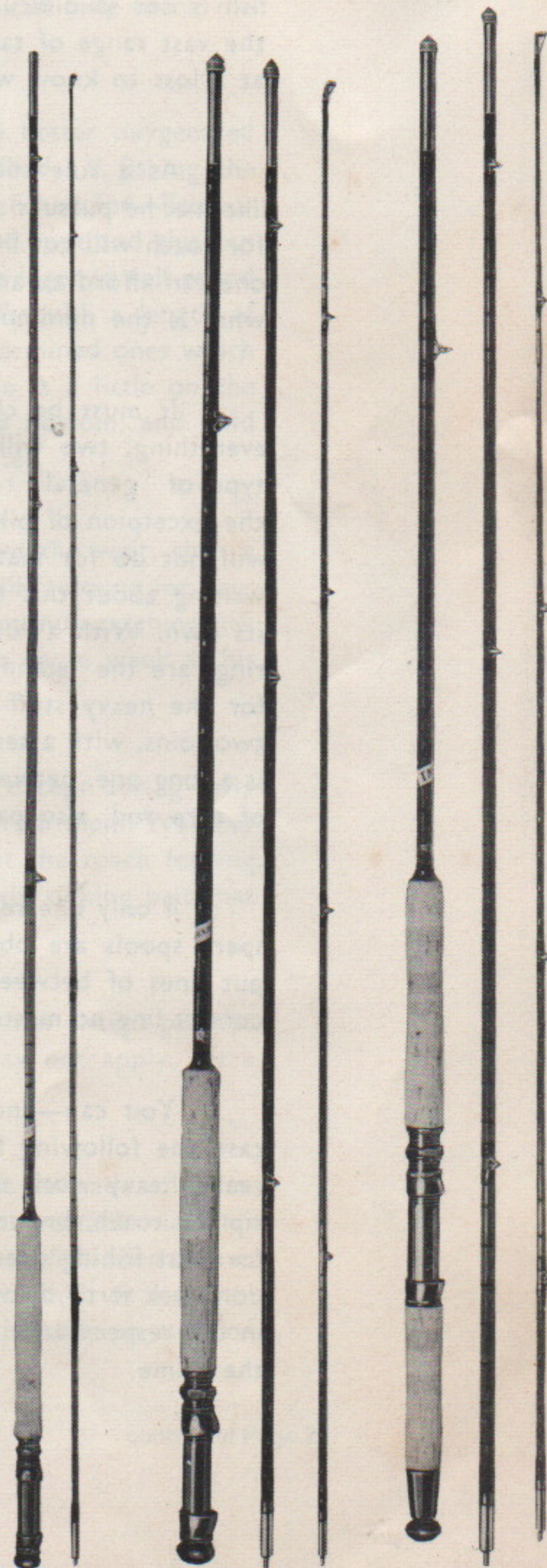
Ref. No. 1429—E9600

Length 10 ft.

Weight $11\frac{5}{8}$ ozs.

The "**TAYMAR**" Sea Trout action Rod of built cane in 3 joints; double handed grip; otherwise exactly as "Black Demon".

144/- each +23/3 P/Tax



"BLACK
PRINCE"

"BLACK
DEMON"

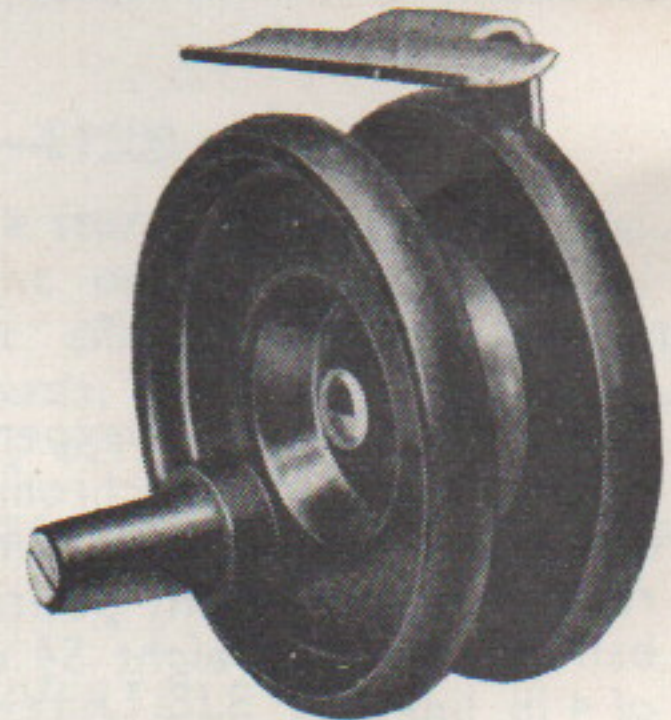
"TAYMAR"

CENTRE PIN AND LEVEL WIND REELS

**Ref. No. 2001—E104**

The "**JUNIOR**" Bakelite Reel with two handles and plated metal scoop; no check. Size $2\frac{1}{2}$ inch.

2/- each + 3d. P/Tax.

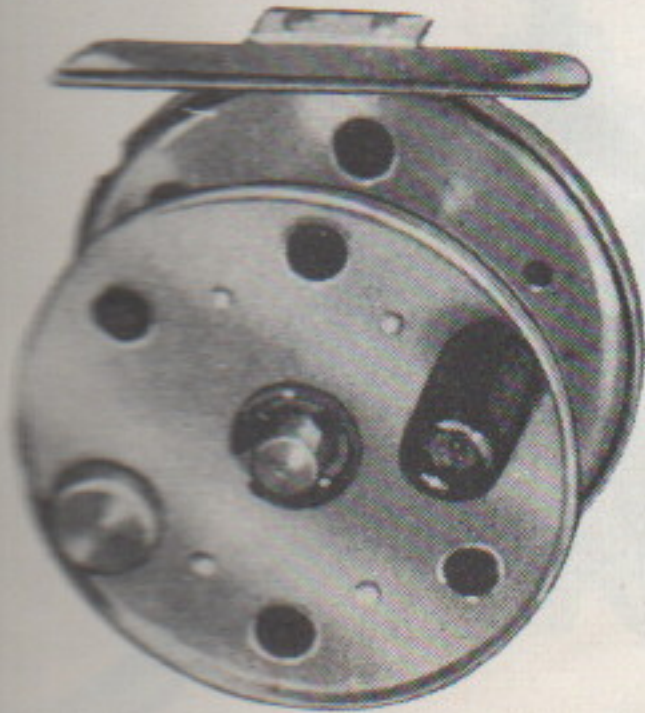


Ref. No. 2001

Ref. No. 2002**Ref. No. 2002—E205**

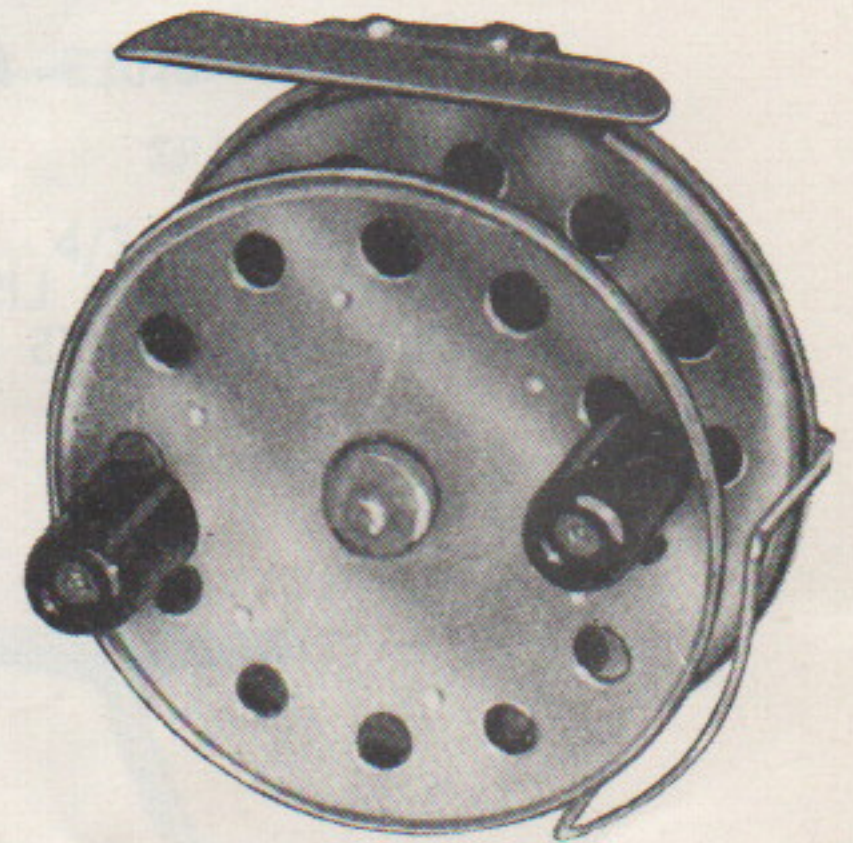
The "**SELWELL**" metal reel, as illustrated; strong and well made; no check. Size $2\frac{1}{4}$ inch

$\frac{3}{8}$ each + 7d. P/Tax.

**Ref. No. 2003—E309**

The "**ALLROUND**" metal reel, fitted with check and line guard. Size $2\frac{3}{4}$ inch.

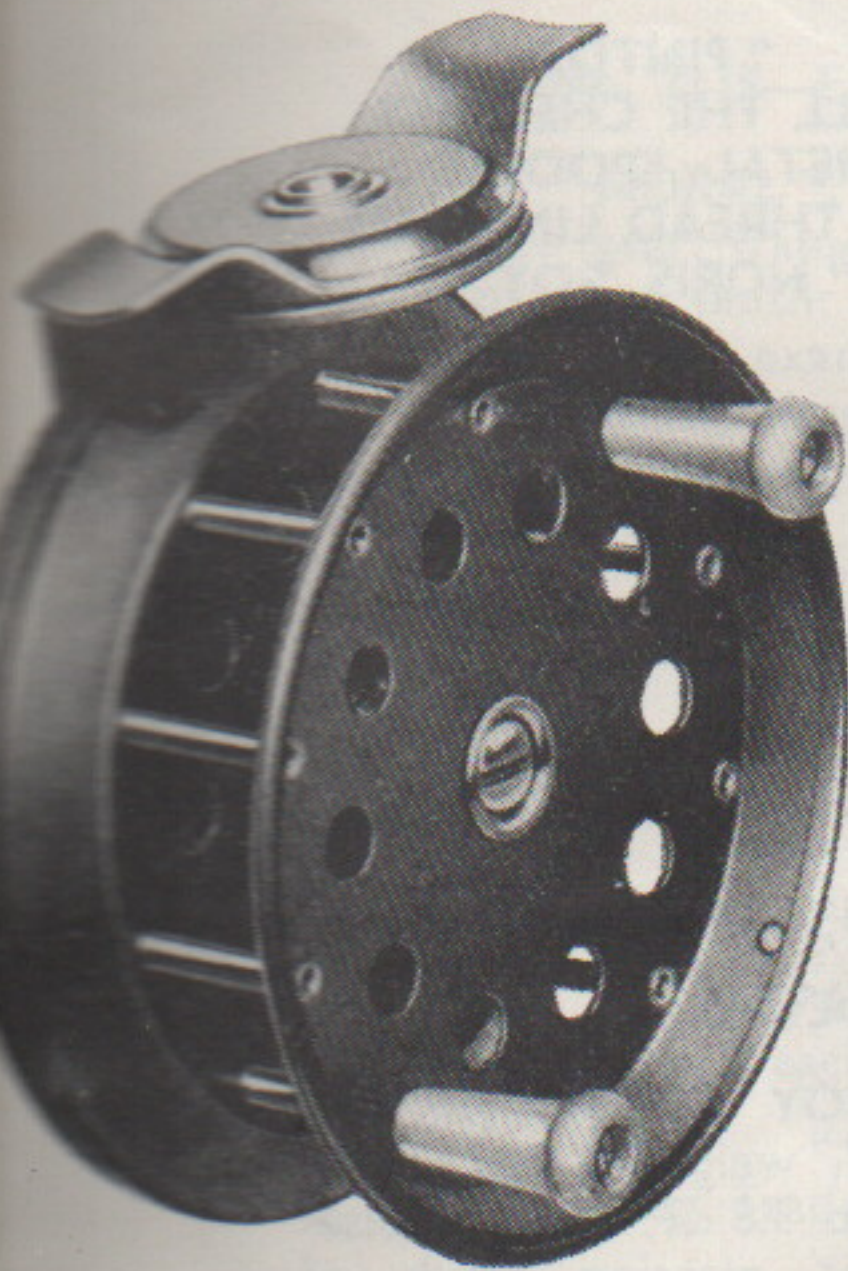
$\frac{5}{8}$ each + 11d. P/Tax.



Ref. No. 2003

The "**SCOUT**" general purpose reel; quick line recovery; back and spool sprayed in metallic blue colour; nickel plated reel seat which swings to give open face casting if required. Foreign made.

Ref. No.	2015	2016	2017	2018	
Size	$2\frac{5}{8}$	$3\frac{1}{8}$	$3\frac{1}{2}$	$4\frac{1}{16}$	inch
Weight	$5\frac{1}{2}$	$7\frac{1}{2}$	$10\frac{1}{4}$		ozs.
E	900	1000	1200	1800	
Each	13/6	15/-	18/-	27/-	
Plus	2/2	2/5	2/10	4/4	P/Tax

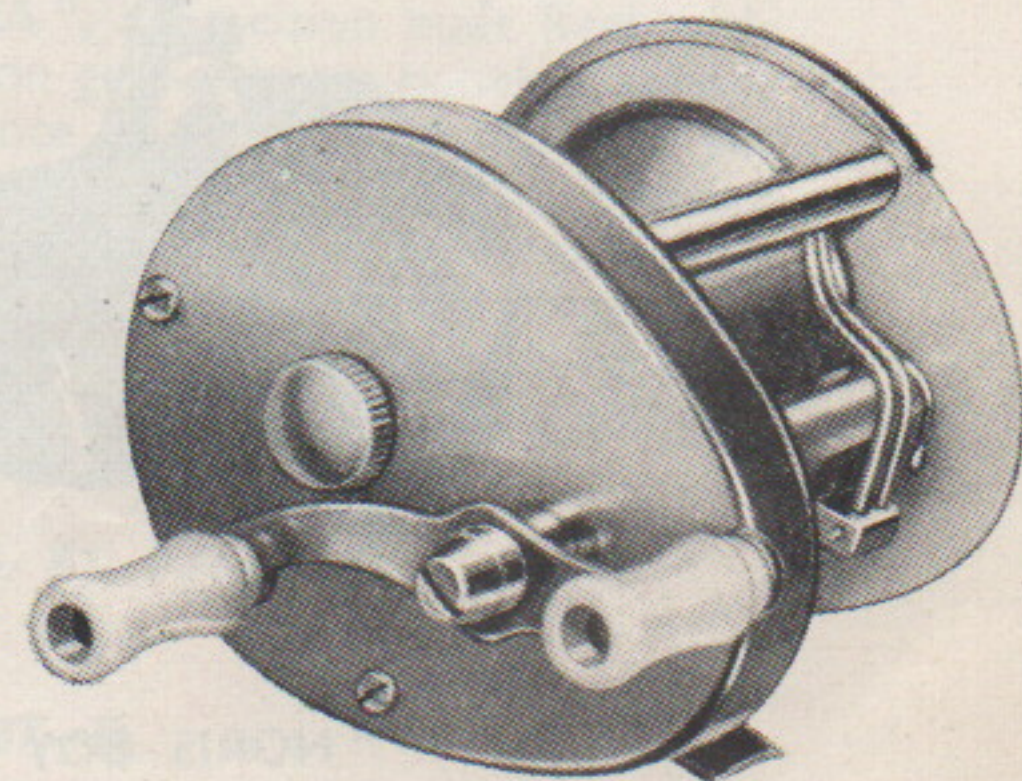


Ref. No. 2018

Ref. No. 2010—E900

The "**PINDALE**" level wind casting Reel, with optional check; tension control nut on central bar; gear ratio 3.8:1. This is an inexpensive foreign made reel for casting and spinning.

13/6 each + 2/2 P/Tax.



Ref. No. 2010



"PINVIN" Series

(FOREIGN MADE)

THREAD
LINE
REELS

*new
model*

Ref. No. 2100—E806

The "PINTO", an inexpensive yet extremely efficient Reel finished in polychromatic grey; red metal spool; Gearing of metal with wind in ratio of 2.8:1. Anti-reverse in convenient position. Line pick-up of the full bail arm type. Weight $5\frac{3}{4}$ ozs. Spool capacity 200 yds. of 4 lb. line.

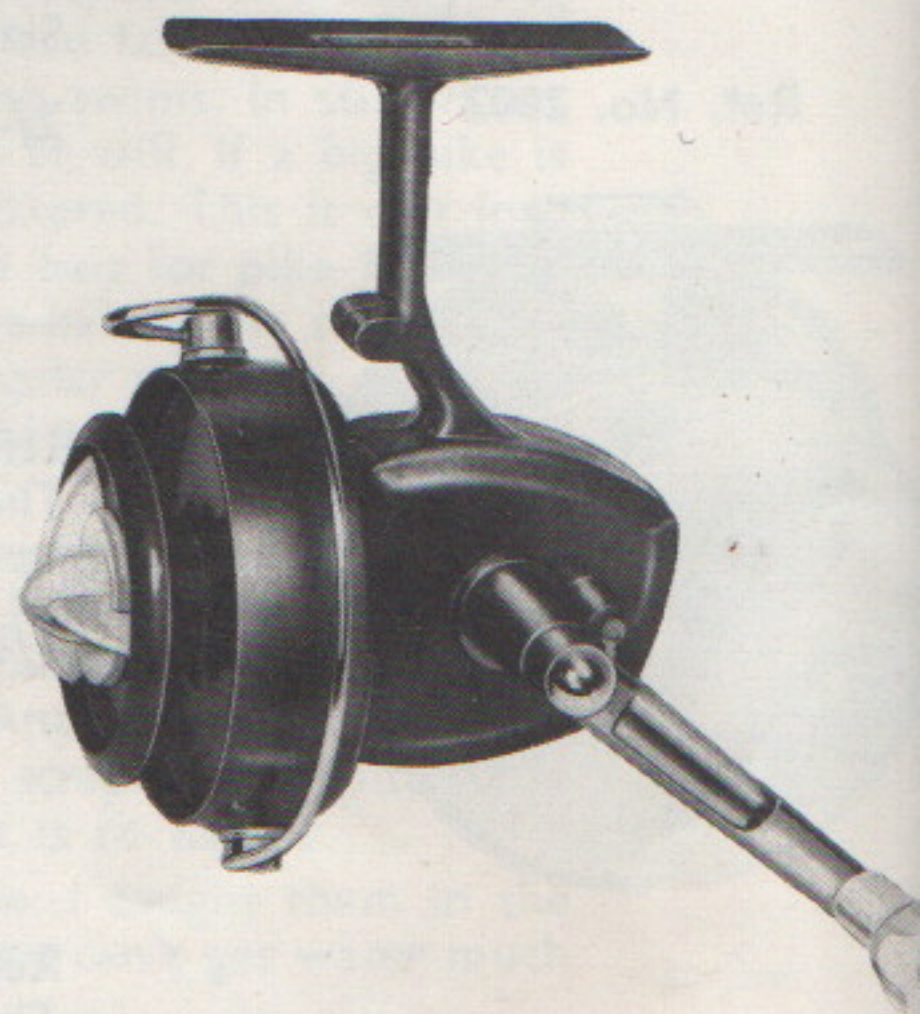
12/9d each + 2/1d P/Tax

Ref. No. 2900/4—E208

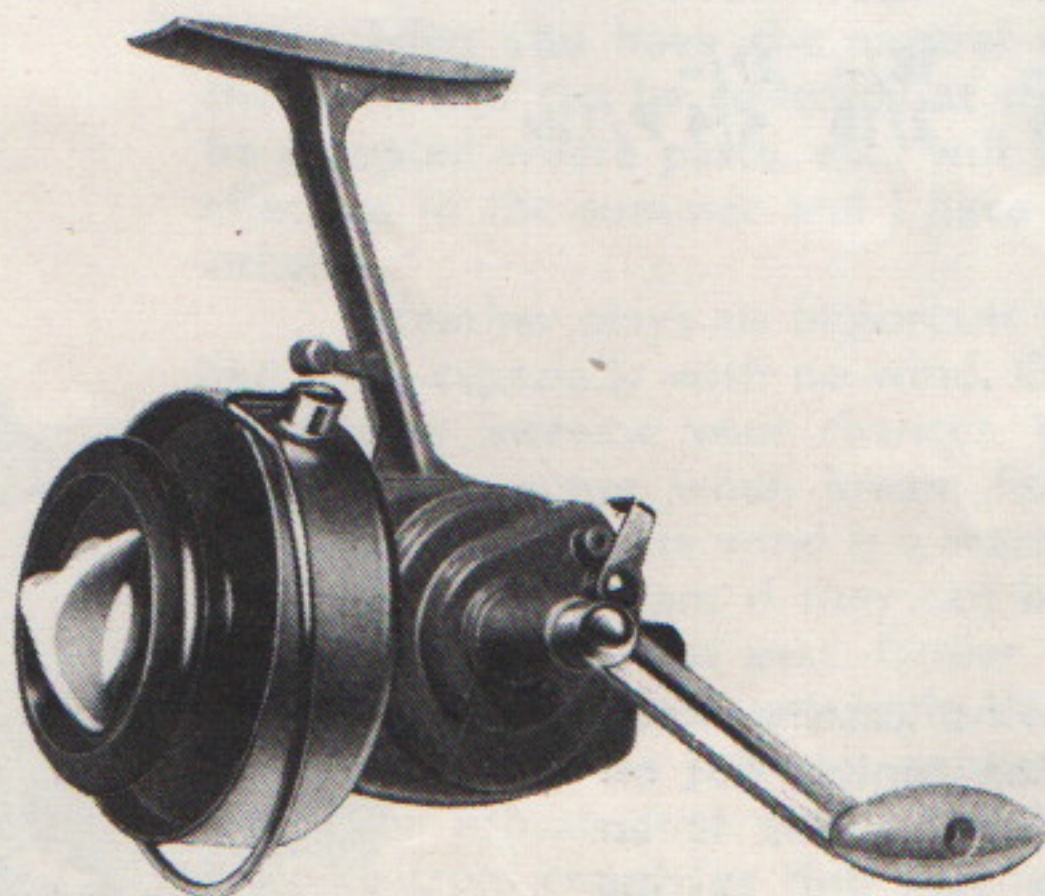
SPARE SPOOL

4/- each + 8d. P/Tax

SEE REEL SPARES LIST FOR DETAILS
OF SPOOLS AND PARTS FOR 1961/63 MODELS



"PINTO"
STILL THE CHEAPEST
METAL SPOOLED
THREAD LINE REEL
"NORIS BOY"



"NORIS BOY"

Ref. No. 2101—E1100

The "NORIS BOY", an efficient Reel as the "Pinto", weight 6 ozs. Metal spool; gear ratio 3.8:1; almost noiseless mechanism; pleasing finish of metallic dark grey. Spool capacity 100 yds. of 9 lb. line.

16/6 each + 2/6 P/Tax

Ref. No. 2901—E208

SPARE SPOOL

4/- each + 8d P/Tax

"PINVIN" Series

(FOREIGN MADE)

THREAD LINE REELS

Reels



Ref. No. 2105 —E1500

The "PINET", a sturdy well designed reel—easily convertible to right or left hand wind—a moderately priced reel yet efficient in operation. Metal spool capacity—100 yards; 8 lb. Monofilament. Gear ratio 2.9 to 1. Weight 9½ ozs.

LOOK ITS ONLY 22/6d + 3/6d. P/Tax

EASILY CONVERTIBLE TO
RIGHT OR LEFT HAND WIND

Ref. No. 2902—E2010

SPARE SPOOL

4/3 each + 8d. P/Tax

Ref. No. 2115—E1900

The "NORAL", with smooth 'Zamak' pinion gear; frame and spool cup of special alloy; grey finish; metal spool has large line capacity, for example 100 yards of 18 lb. line; smooth drag adjusting system; lever type anti-reverse clutch; gear ratio 3:1. Weight 12¼ ozs.

28/6 each + 4/6 P/Tax

AN EXCELLENT
ALL PURPOSE REEL

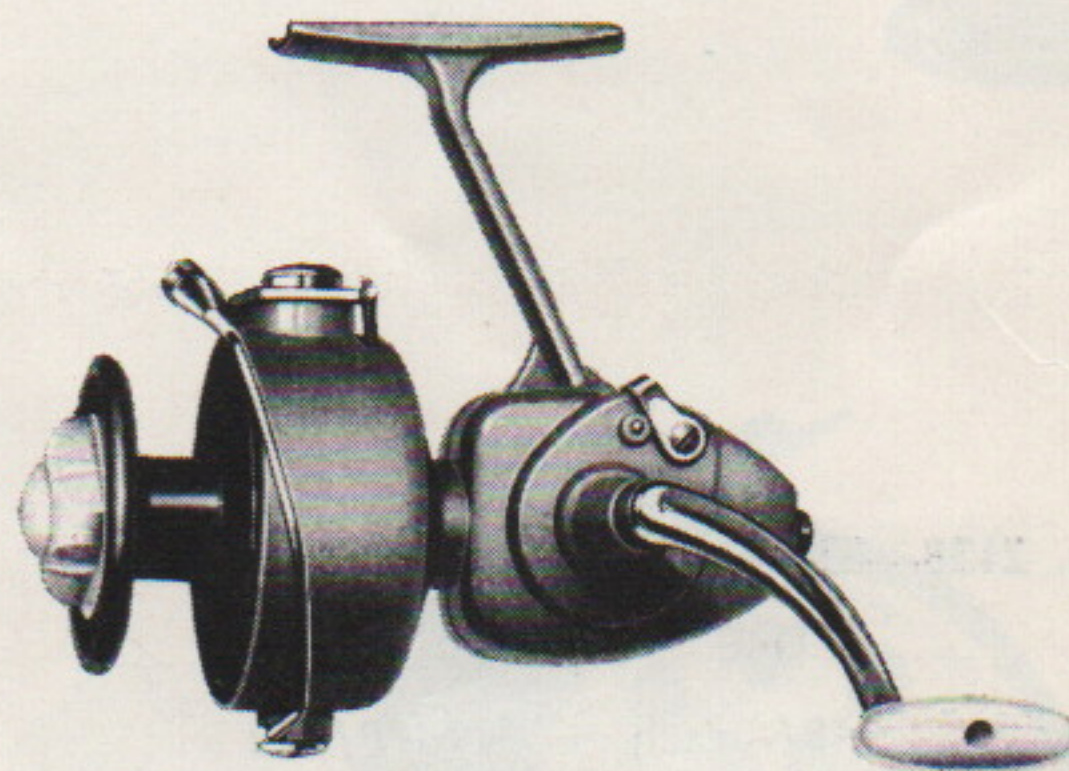
Ref. No. 2904—E402

SPARE SPOOL

6/3 each + 1/1 P/Tax

"NORAL"

(Reg. Trade Mark No. 828657)



Ref. No. 2128—E2100

The "INORA", a precision built Reel with smooth pinion gear—almost noiseless action; the appearance is elegant and dignified yet essentially modern and functional; pleasing finish of polychromatic grey; reversible stow away handle; tension knob and finger grip in plastic; strong stainless steel pick-up arm; gear ratio 3:1. Metal spool capacity 100 yds. of 15 lb. line. Weight 11¼ ozs.

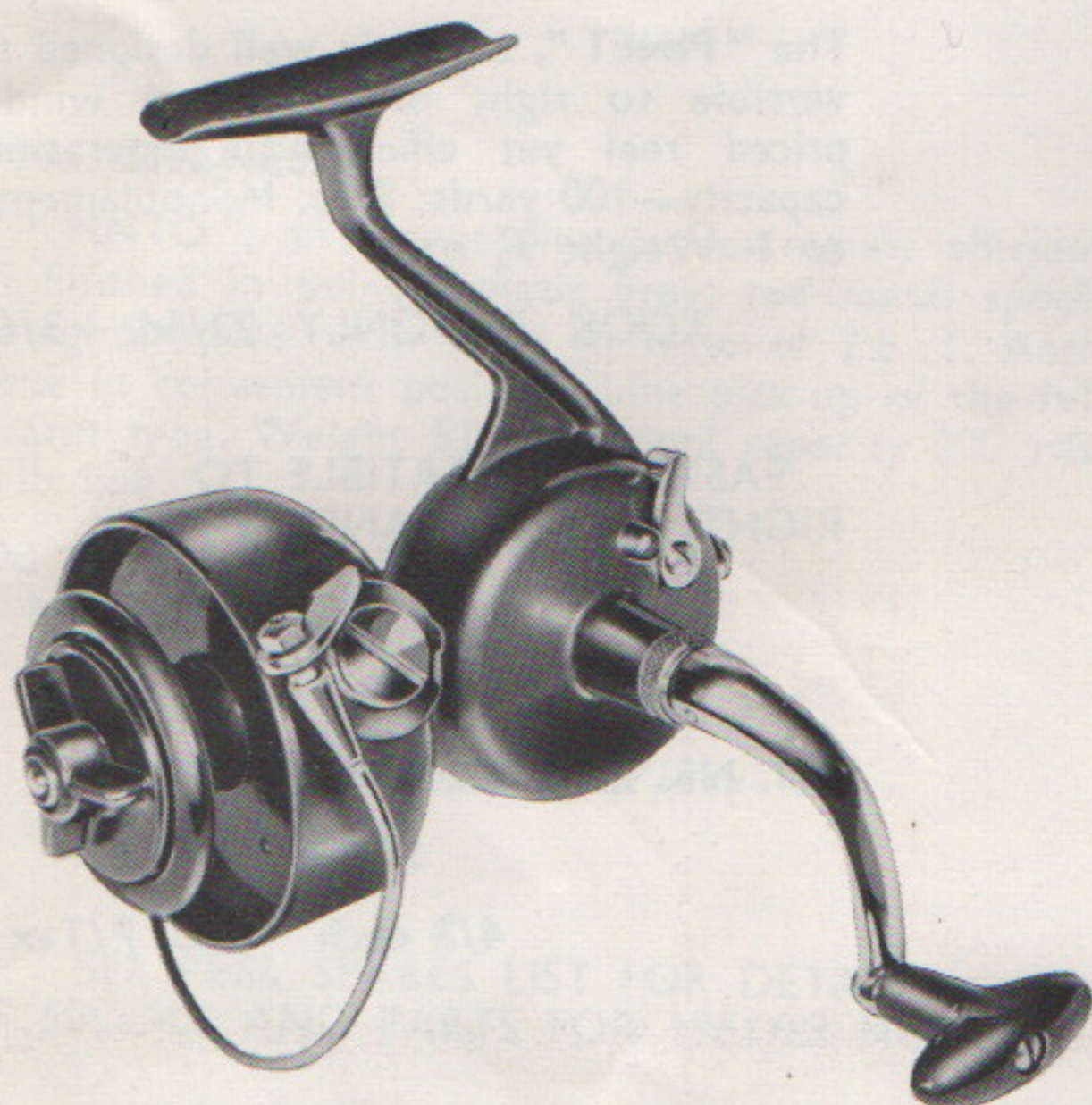
31/6 each + 5/- P/Tax

Ref. Nd. 2907—E

SPARE SPOOL

**"PINVIN" Series**

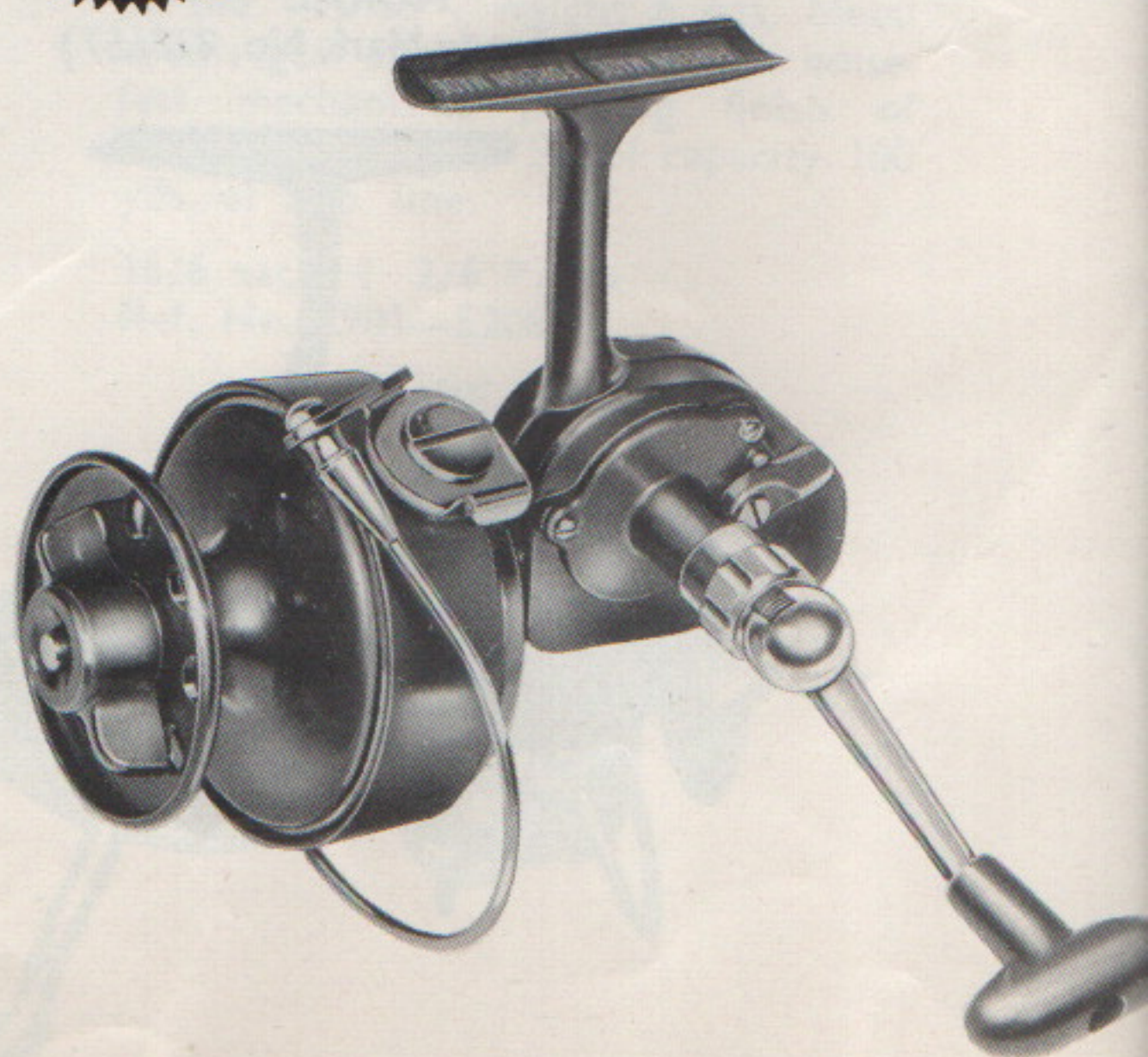
(FOREIGN MADE)

**THREAD
LINE
REELS****Ref. No. 2537—E2300**

The "PINVIN"; latest PUSH BUTTON quick release spool of exceptional design, quality and value. Streamlined metal casing finished in polychromatic grey; pick-up is of the spring loaded full bail arm type; metal spool, tension knob and finger grip are in maroon colour. Gear ratio $3\frac{1}{2} : 1$. Pale blue plush carrying bag included. Weight $11\frac{1}{2}$ ozs.

34/6 each + 5/6 P/Tax**Ref. No. 2906—E507****SPARE SPOOL****Push Button Type****8/5d each + 1/5d P/Tax****Ref. No. 2138—E3200****THE "CAPRI" REEL****48/- each + 7/9d P/Tax**

Interchangeable for left and right hand wind, push button quick release metal spool; precision built throughout; helical gearing gives smooth and noiseless movement; sturdy stainless pick up bail; folding stowage type handle; grey metallic finish; gear ratio $3\frac{1}{2} : 1$; large line capacity. Strong winding handle and finger grip.

Ref. No. 2908—E**SPARE SPOOL****each + P/Tax****"CAPRI"****FOR RIGHT OR LEFT HAND WIND**

"PINVIN" Series

(Foreign Make)

HEAVY DUTY THREAD LINE REEL FLY REELS

Reels

*new
model*

The "PERSHORA"

HEAVY DUTY REEL FOR
SPINNING, SALMON AND SEA

Ref. No. 2129—E5200

The "PERSHORA" reel is interchangeable for left or right hand winding—main shaft is mounted on two sets of ball bearings—machined spiral gearing—gear ratio 3.9 to 1 for quick line recovery. Folding handle. Anti corrosive finish. Sturdy and compact. Weight 21 ozs.

PRECISION MADE AND
SMOOTH RUNNING

Line capacity—

275 yards—15lb. monofilament.

175 yards—27lb. monofilament

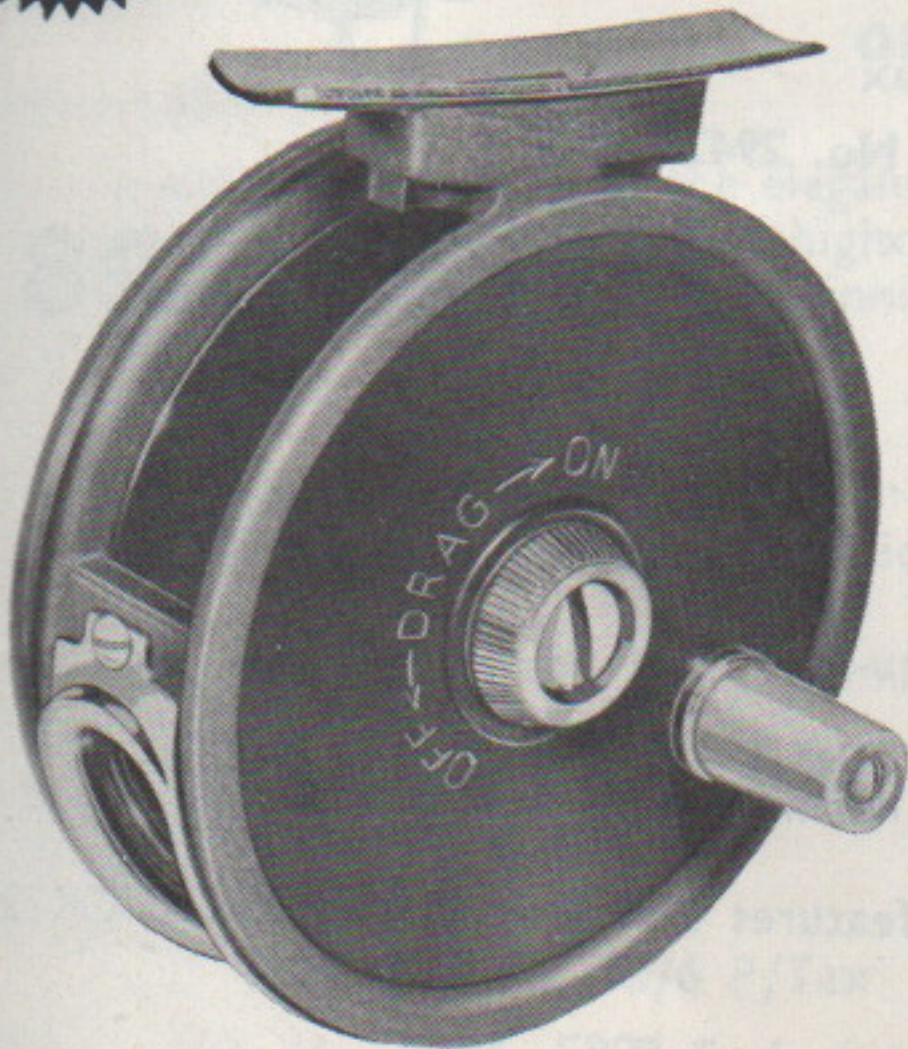
ONLY 78/- each + 12/6 P/Tax

Ref. No. 2909—E506

SPARE SPOOL

ONLY 8/3 each + 1/4 P/Tax

*new
model*



"PINOR"

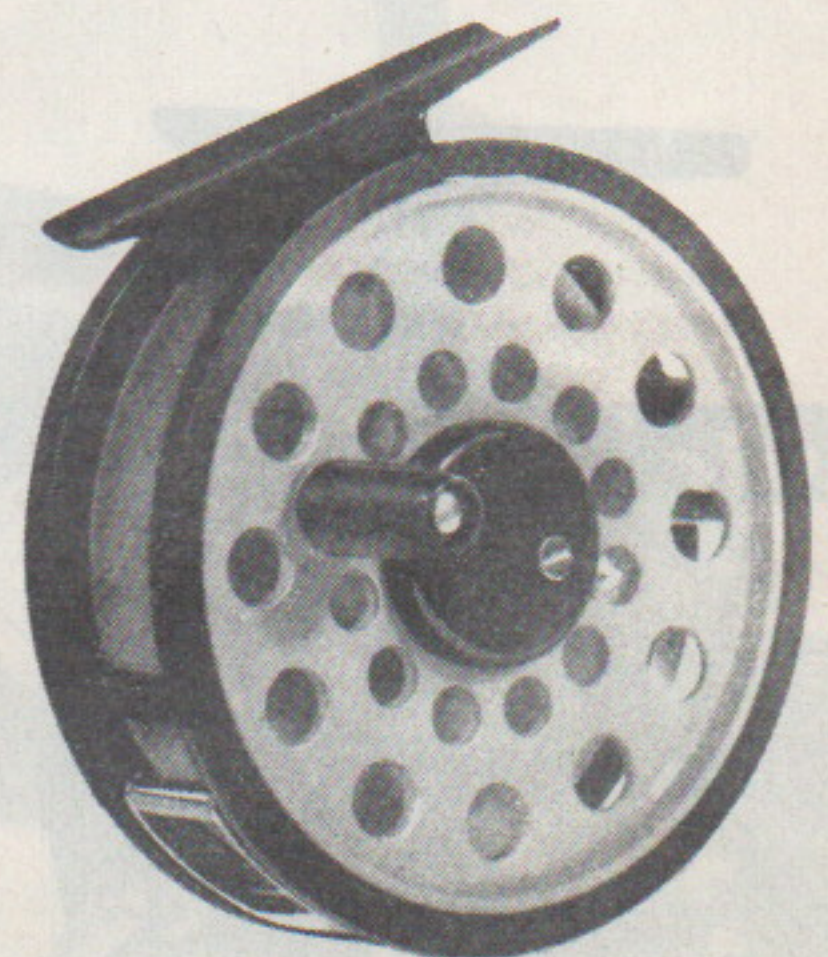
Ref. No. 2131—E1000

The "PINOR" trout fly reel. Size $3\frac{1}{8}$ inch. Weight $5\frac{3}{4}$ ozs. Attractively priced; fitted with optional check and centre pin tension control.

15/- each + 2/6 P/Tax



INTERCHANGEABLE
FOR
RIGHT OR LEFT HAND WIND



"RAINBOW"

Ref. No. 2135—E1406

The "RAINBOW" Trout Fly Reel, practical in design; framework finished in black with spool in beige colour; fitted with optional check and quick release spool. Size $3\frac{1}{4}$ inch. Weight approx. $5\frac{1}{4}$ ozs.

21/9 each + 3/6 P/Tax



REEL SERIES

**Quick****218**

When you buy a D-A-M product, you can take top quality for granted!

Ref. No. 2218—E3206

This is the newest and lowest priced member of the famous Quick family. Quick 218 will perform well under any conditions—especially the newcomer to fishing will benefit from its simple, sturdy and practical construction of extreme reliability.

The reel is equipped with metal gears, ratio 1 : 3,1, a bail pick-up with hardened chromium-plated line roller, interior switching, a shock-proof line spool, all of a very high quality, and one spool. Weight : approx. 10½ ozs. Spool capacity : 130 yards 9½ lbs. Ultra Danyl.

48/9 each + 8/- P/Tax.

SPARE SPOOL : Ref. No. 2945—E509

8/7 each + 1/5 P/Tax

**Ref. No. 2228—E3906**

Attractively designed and precision engineered new model with the same fine features as Quick 238, but with plain spool and painted black. Line capacity : like Quick 238. Weight : about 10½ ozs.

58/9 each + 9/9 P/Tax

SPARE SPOOL : Ref. No. 2942—E508

8/6 each + 1/5 P/Tax

Quick 228**Quick****238****Ref. No. 2238—E4303**

A beautifully styled keenly priced "all-round" model with many fine technical features normally only found with reels in a much higher price range.

Here are some of the features that have made the QUICK 238 so popular :

- Metal crown gears, ratio 1 : 3·3
- Sturdy stainless full bail pick-up foldable for easy transport with hardened chromium-plated line roller.
- Folding crank handle.
- Push-button snap-on spool.
- Adjustable ultra-smooth brake.
- Galvanic treatment of all parts against corrosion.
- Burnt in outer finish.
- Weight—approx. 11 ozs.
- Spool capacity, deep spool 165 yards—9½ lb.
- Supplied with one spool.

64/9 each + 10/3 P/Tax

SPARE SPOOL—Ref. No. 2934—E503

7/10 each + 1/3 P/Tax

Your

GUARANTEE

D·A·M fishing reels are made from the finest materials available. We shall repair or replace free-of-charge any reel damaged due to faulty material or manufacturing providing the reel has been treated carefully and according to the instructions for use.

Reels

No. 2204—E7600

Some of its features :

- Unbreakable transparent, highly resistant "Makrolon" plastic cap allows perfect line control.
- Frontal brake nut for fine adjustment of drag
- Stationary spool completely eliminates line twist
- Cross-wind of line for trouble-free operation
- Durable metal crown gears, ratio 1:3.
- Weight approx. 11½ ozs.
- Spool capacities—6½ lbs. Ultra Danyl
- Flat—110 yds., Deep—265 yds.

Spare Spool, Ref. No. 2941—E508
8/6d each + 1/5 P/Tax

DURING MANUFACTURE ALL
D·A·M REELS ARE SUBJECTED
TO A VERY STRICT
QUALITY CONTROL

Ref. No. 2248—E6800

A new Quick model smartly styled in the elegant "New Look" of the Quick family. The rare combination of high precision, extreme sturdiness and durability makes this new spinning reel absolutely outstanding in its class.

Some of its features :

- Long-lasting metal precision gears, ratio 1:3·4
- Slow moving spool through additional cycloid gears for better line distribution
- Foldable sturdy stainless steel bail pick-up with hardened chromium plated line roller
- Highly resistant and shock-proof push-button snap-on spool
- All parts galvanized against corrosion
- Black burnt in outer finish

102/- each + 16/6 P/Tax

SPARE SPOOL : Ref. No. 2943—E904

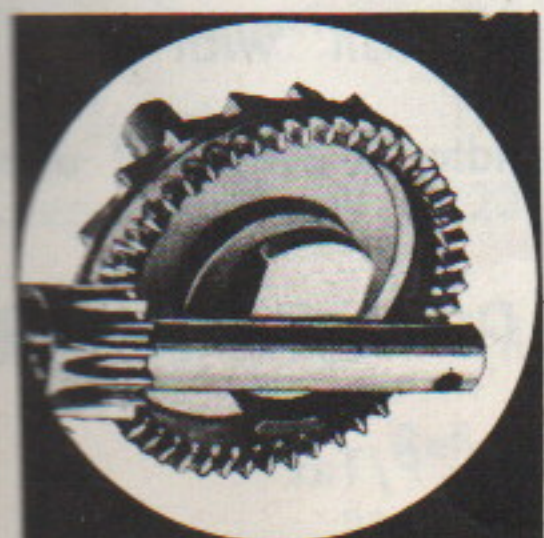
Shallow

14/- each + 2/3 P/Tax

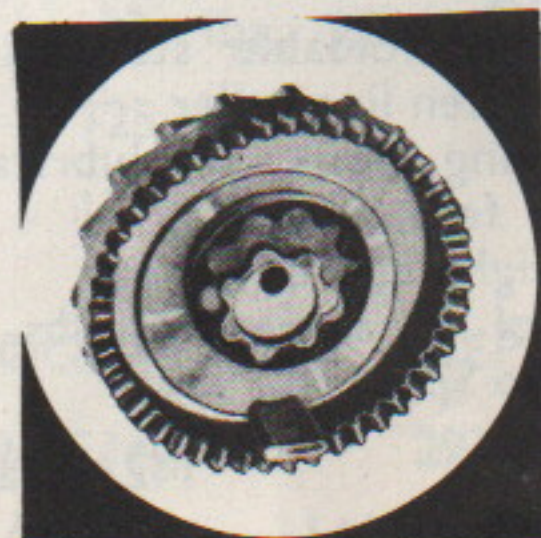
2943D—E904

Deep

14/- each + 2/3 P/Tax



Milled metal gears



Cycloid gears

SIMPLIFIED
FISHING AND
CASTING MADE SO EASY
WITH TRIGGER ACTION
LINE CONTROL
QUICK AUTOMATIC
MODEL 267

ULTRA MODERN IN CONSTRUCTION
STYLING AND OPERATIONAL FUNCTION

ONLY
114/3
EACH
+
18/3 P/Tax

Quick automatic 267



48 hour spare parts and repair service



Quick 248

Weight : approx. 11 ozs.

Spool capacities	6½	12 lbs.	Ultra Danyl
Flat Type	175	85 yds.	
Deep Type	350	165 yds.	



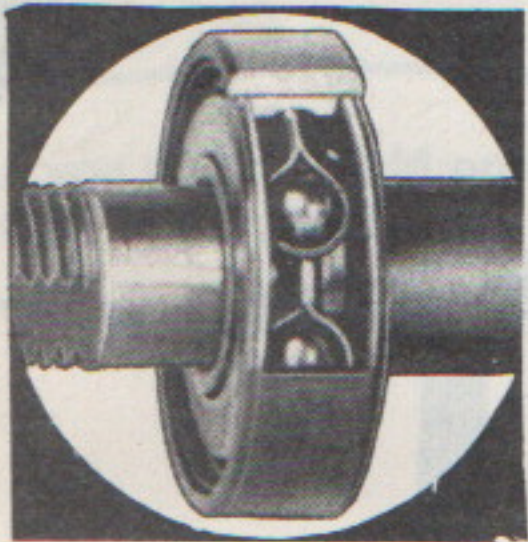
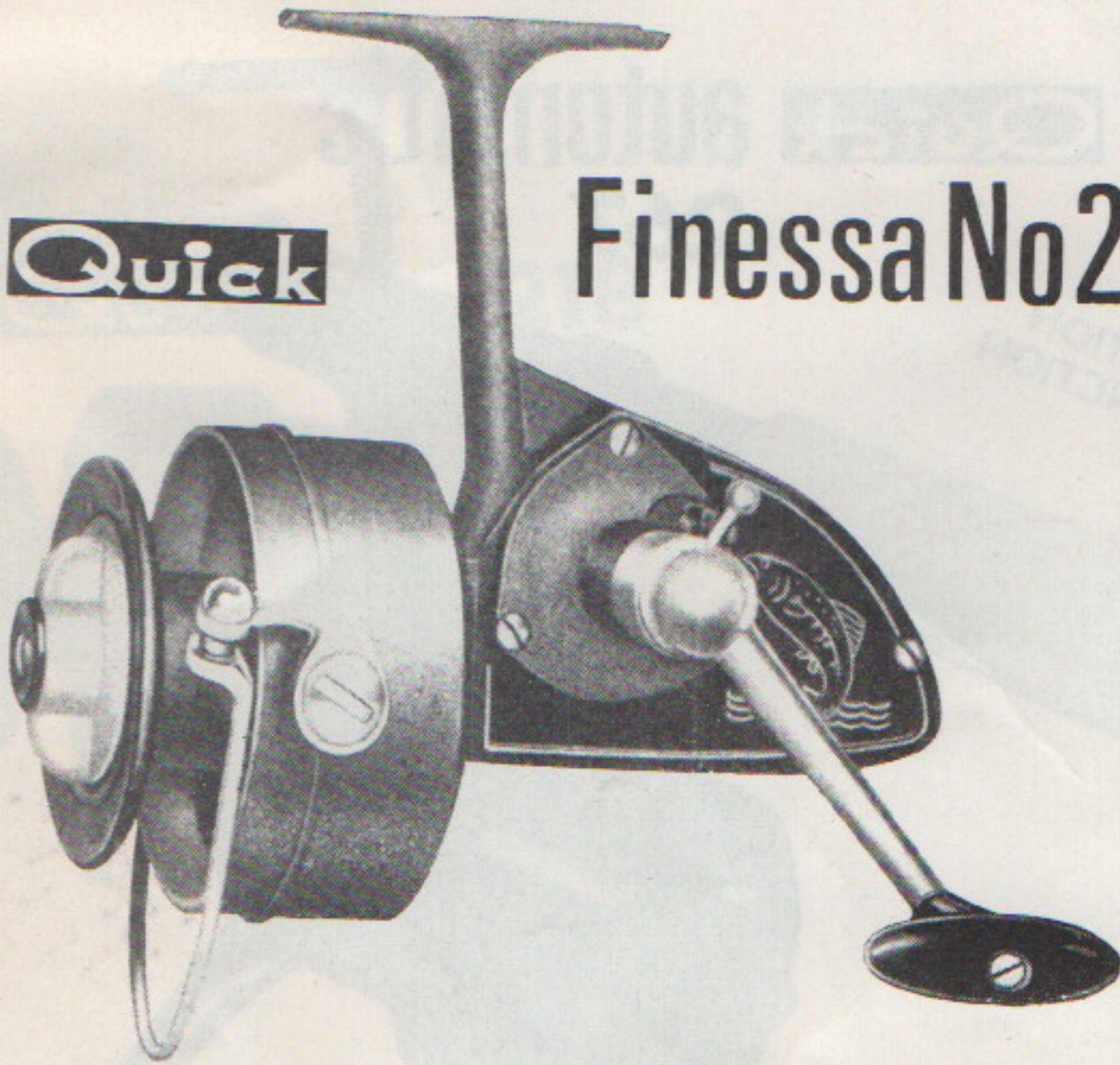
"FINESSA"
"MICROLITE"

MODELS

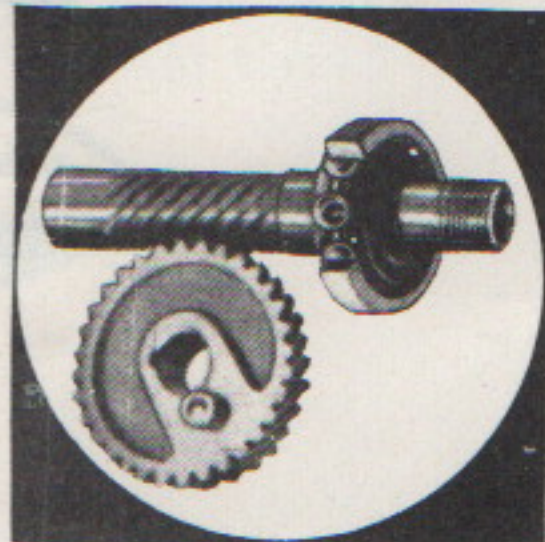
PRECISION BUILT
THROUGHOUT

Quick

Finessa No285



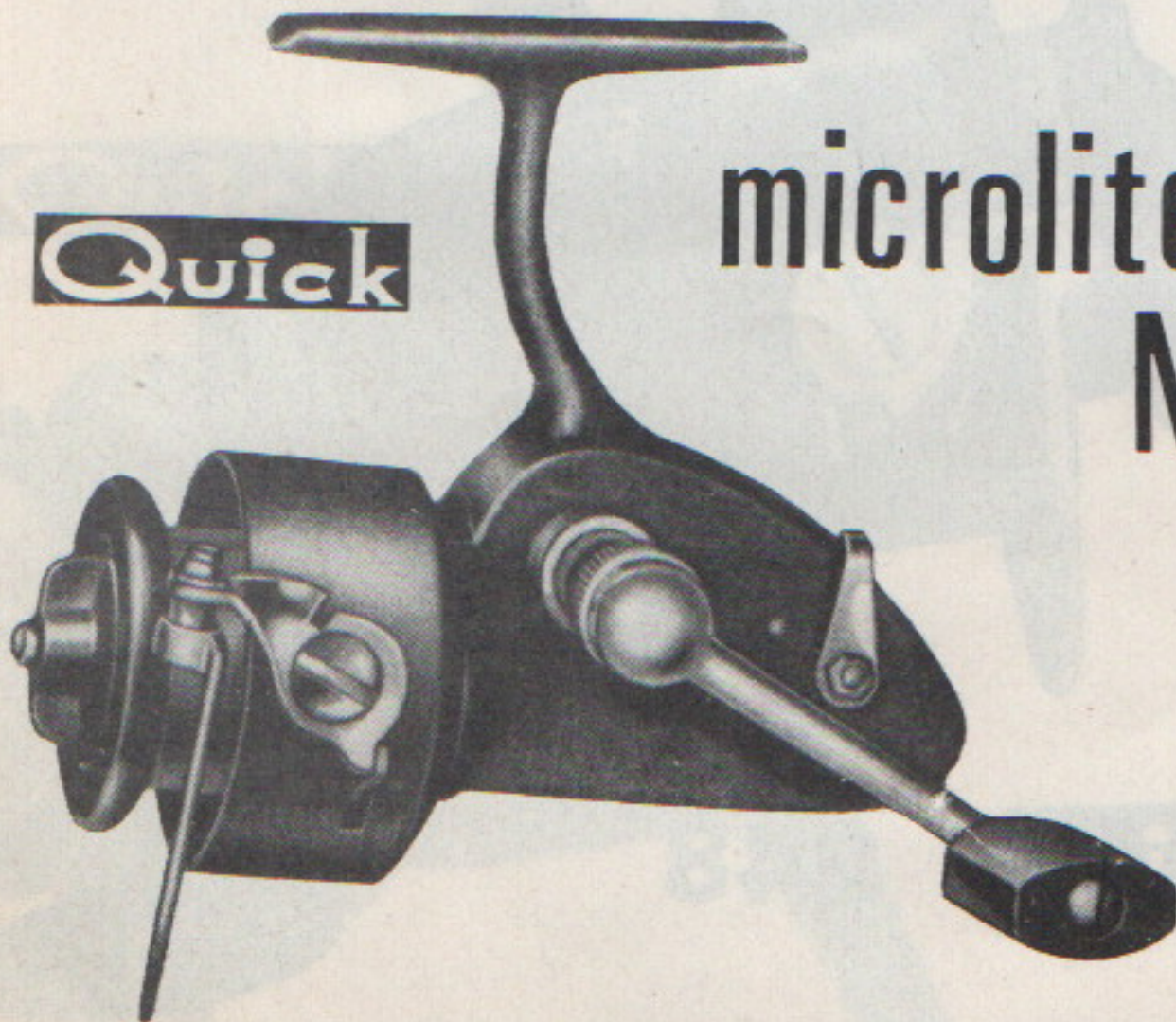
Main Shaft Ball
Bearing



Bevel Gears of
Steel and Bronze

Quick

microlite
No265



Ref. No. 2200—E9406

Never before have D·A·M succeeded to produce a reel of similar perfection—an incomparable combination of maximum precision, rugged dependability and smooth operation. Many have tried to copy it but no one has ever achieved the close accuracy of the original QUICK-FINESSA. QUICK-FINESSA is ideal for fresh water and salt water fishing—the reel you will be proud to own! What's inside that counts!

- Worm gear drive and bevel gears of bronze and steel—durable, noiseless, ultra-smooth, ratio 1 : 3.5; permits quick line retrieval
- Easy and quick changeover for either right or left hand cranking
- Ball bearing on the main shaft
- Sturdy stainless steel pick-up bail with lifetime tungsten line roller

141/9
EACH
+
22/9 P/Tax

- Reversible anti-reverse clutch
- Push-button snap-on spool
- Self-lubricating handle bearing
- All parts galvanized against salt water influence
- Folding crank handle, ultra-smooth powerful brake and other features
- Weight approx. 12½ ozs.
- Spool capacities:

SPARE SPOOL
Ref. No. 2937—E802
12/3 each + 2/- P/Tax

	10 lb.	16 lb.
Flat Pool	165	90 yds.
Deep Spool	265	180 yds.

BOTH MODELS INTERCHANGEABLE
FOR RIGHT OR LEFT HAND WIND

Ref. No. 2203—E9500

Built like a watch, Microlite is a little marvel of precision workmanship. It is ideally suited for all light and ultra-light fresh water fishing. Microlite offers outstanding value for its price and will render endless years of trouble-free service.

- Precision worm drive gears of bronze and steel, ratio 1 : 4
- Slowed line distribution by second pair of gears
- Easy changeover for either left or right hand cranking in less than a minute
- Push-button snap-on spool with clock face dial
- Ball bearing on the main shaft, ensuring smooth operation and ease in handling, also resulting in longer life and resistance to abuse
- Sturdy foldable stainless steel full bail with extra durable tungsten line roller
- Folding crank, self-lubricating handle bearing and many other fine features
- Weight approx. 8 ozs.
- Spool capacities—4½ lbs. Ultra Danyl. Flat Spool 220 yds. Deep Spool 350 yds.

142/6 each + 23/- P/Tax

SPARE SPOOL Ref. No. 2940—E802 2944—E802

Deep Shallow
12/3 each + 2/- P/Tax 12/3 each + 2/- P/Tax

GUARANTEED AGAINST DEFECTIVE
MATERIALS AND WORKMANSHIP

QUICK SUPER

MODELS

Reels

Ref. No. 2201—E11600

The "QUICK SUPER" reel designed for heavy work in fresh or salt water, is supplied with one spool, its features include:

Interchangeable winding handle for RIGHT- or LEFT-HAND WIND.

Revolving glass hard roller on full pick-up arm.

Detachable reel stand to facilitate "easy carry".

Anti-reverse clutch Noiseless mechanism

Ratio 3.2 to 1 and one revolution retrieves approximately $2\frac{1}{2}$ feet of line.

Ball bearing at main bearing. Salt water proof.

Weight $21\frac{3}{4}$ ozs.

Spool capacities exactly as those given in 2-speed specification.

174/- each + 28/- P/Tax

SPARE SPOOLS

FLAT SPOOL

DEEP SPOOL

Ref. No. 2939—E403

2938—E1403

21/4 each + 3/5 P/Tax

21/4 each + 3/5 P/Tax

GUARANTEED AGAINST DEFECTIVE
MATERIALS AND WORKMANSHIP

Ref. No. 2205—E16206

This new two-speed model with its incomparable precision worm gear drive of bronze and steel is the ideal heavy duty salt water spinning reel for all types of surf and deep sea fishing. The two speeds permit an effortless, quick retrieving of your bait (fast speed: gear knob pulled out, ratio: 1:4) or the tackling of a powerful and heavy fighting fish with a minimum of strain on the gears (slower speed: gear knob pushed in, ratio: 1:2.2). Even under the most rugged fishing conditions the Quick Super-2-S will render endless years of trouble-free service.

- Synchronized gears that remain in mesh even when switching from one gear to another
- Ball bearing on main shaft
- Lifetime tungsten roller
- Positive anti-reverse clutch
- Sturdy stainless full bail
- Self lubricating handle bearing
- All parts galvanized against salt water influence
- Adjustable ultra-smooth powerful brake
- Folding crank handle
- Replaceable steel stand
- Weight approx. $26\frac{1}{2}$ ozs.
- Spool capacities

Flat Spool 175 125 yds.

Deep Spool 220 155 yds.

SPARE SPOOLS

FLAT SPOOL

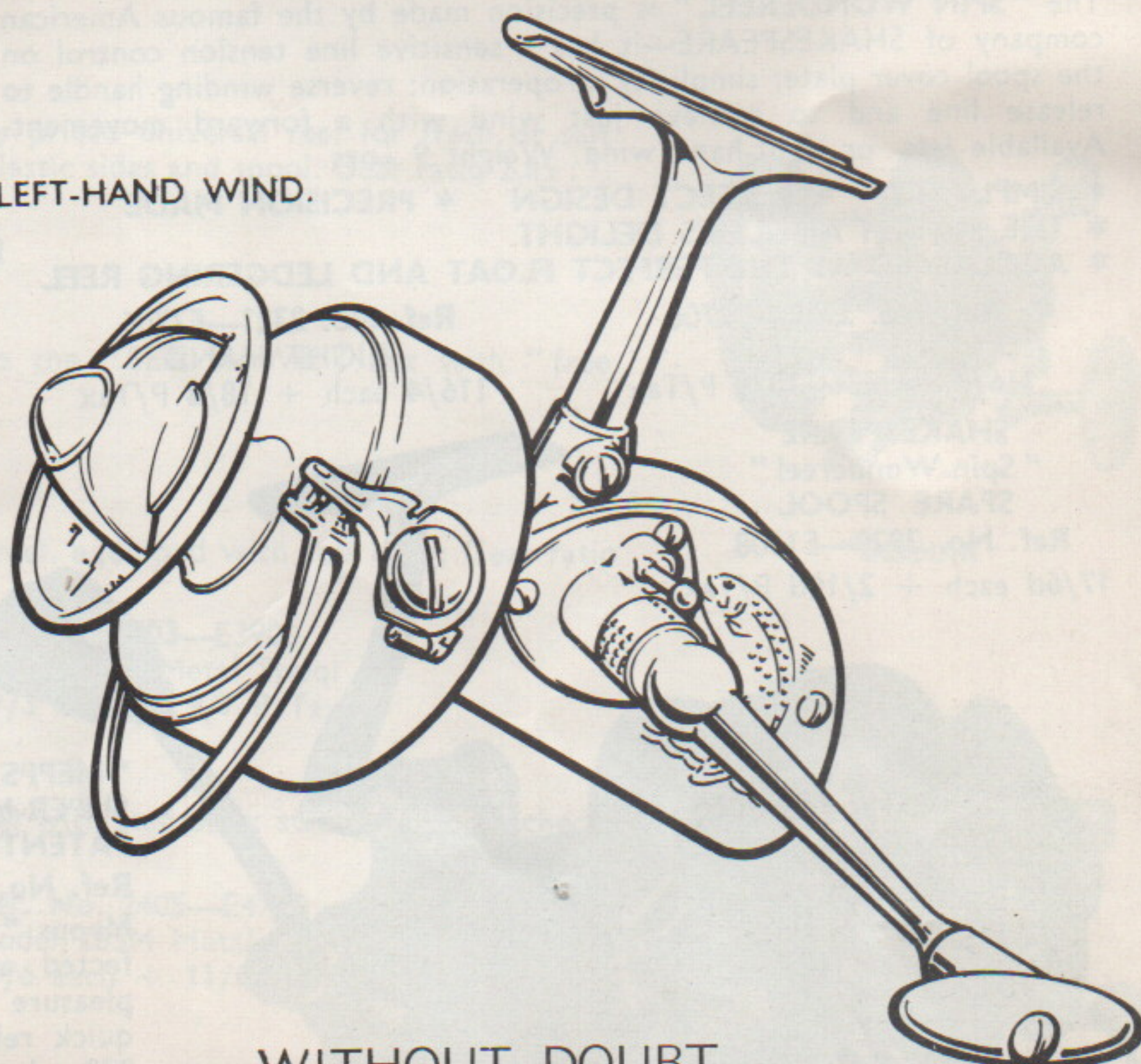
DEEP SPOOL

Ref. No. 2939—E1403

2938—E1403

21/4 each + 3/5 P/Tax

21/4 each + 3/5 P/Tax



WITHOUT DOUBT
THE FINEST REELS
OBTAINABLE FOR
HEAVY DUTY WORK — TROUBLE
FREE — SMOOTH CASTING —
EFFORTLESS RETRIEVE — AND
DEPENDABILITY

243/9
EACH
+
39/- P/Tax

Quick

**Super 2S
No 275**



*new
model*



THE "SHAKESPEARE" American made "SPIN WONDERFUL" CLOSED FACE REEL

34

MEPPS SUPER MECA REEL

REEL BAGS

The "SPIN WONDEREEL" is precision made by the famous American company of SHAKESPEARE—it has a sensitive line tension control on the spool cover plate; simplicity in operation; reverse winding handle to release line and to retrieve just wind with a forward movement. Available left- or right-hand wind. Weight 9 ½ ozs.

- * SIMPLICITY * PERFECT DESIGN * PRECISION MADE
- * THE MATCH ANGLER'S DELIGHT
- * ACCLAIMED AS THE PERFECT FLOAT AND LEDGERING REEL

Ref. No. 2320—E7706

LEFT HAND

116/4 each + 18/8 P/Tax

SHAKESPEARE
"Spin-Wondereel"
SPARE SPOOL

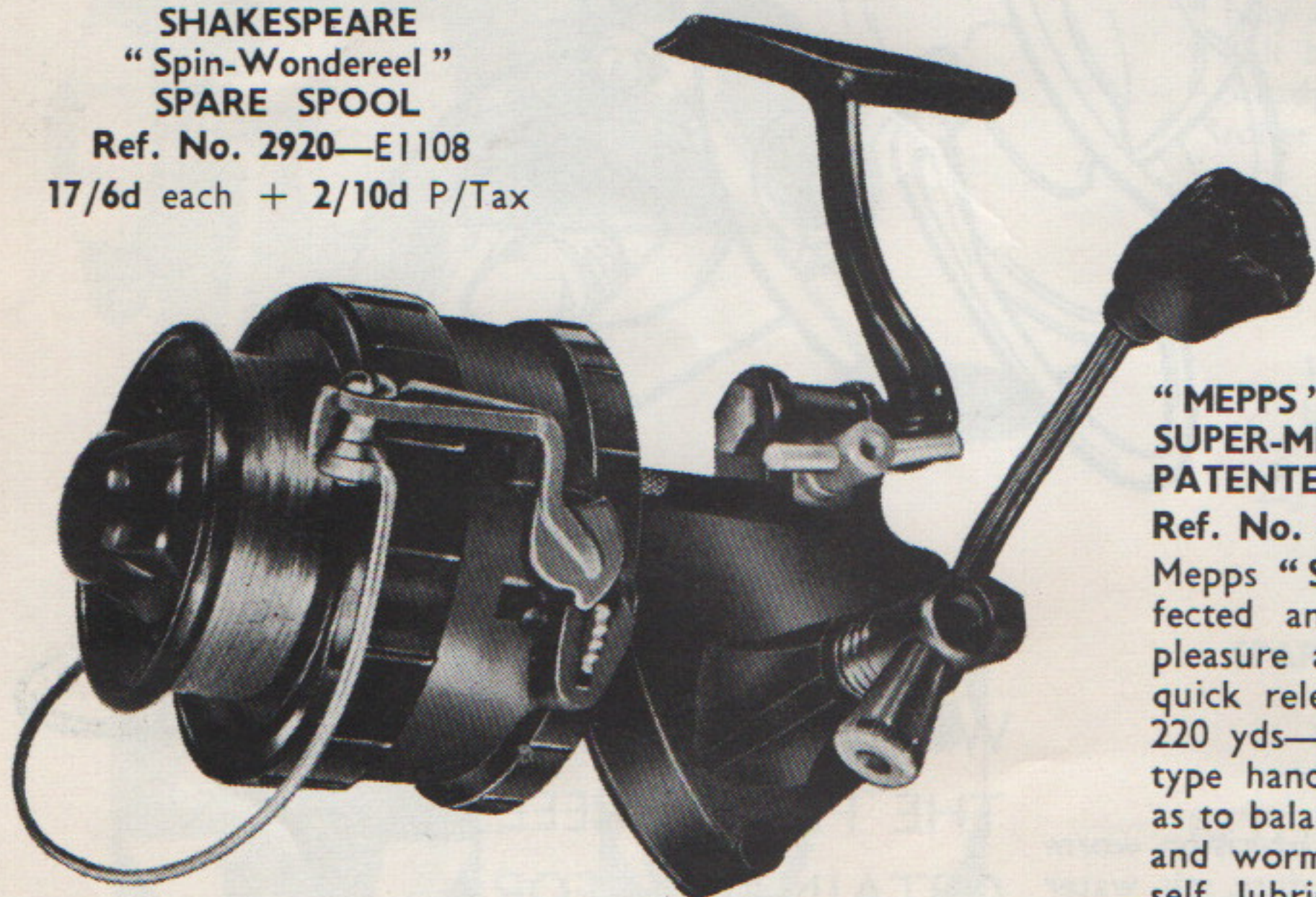
Ref. No. 2920—E1108

17/6d each + 2/10d P/Tax

Ref. No. 2321—E7706

RIGHT HAND

116/4 each + 18/8 P/Tax



"MEPPS" SUPER-MECA PATENTED REEL

Ref. No. 2325—E10809

Mepps "SUPER-MECA" fixed spool reel. The most perfected and fully guaranteed reel designed for maximum pleasure and efficiency. Weight 15 ozs. Supplied with two quick release spools (patented system). Capacity large size 220 yds—6 lb. test. Pick up with revolving roller. Stowage type handle. Folding stand is set back towards the rear so as to balance the rod in the hand of the angler. Helical pinion and worm operating on ball bearings. Pinion assembled on self lubricating ring. Rear bearing carrying axle provides working system with positive rigidity casing of light stainless alloy with bronzed lacquered finish.

163/- each + 26/- P/Tax

Ref. No. 2991—E400

Reel bag. Double texture green waterproof material complete with zip fastener.

6/- each + 1/- P/Tax



Ref. No. 2991

REEL BAGS

Ref. No. 2990—E2010

Reel bag as illustrated. Pouch type in waterproof material complete with zip fastener. Colour: Brown.

4/3 each + 8d P/Tax



Ref. No. 29

AMERICAN SALT AND FRESH WATER FREE SPOOL MULTIPLYING REELS

PENN



Ref. No. 2400—E1600

The "SEAHAWK" Model 77—an economy priced universal reel for fresh or salt water; triple multiplying gears; reinforced plastic sides and spool. Gear ratio 2.85 : 1.

24/- each + 3/10 P/Tax

Ref. No. 2401—E2100

The "SEA SCAMP" Model 78—similar to the "SEA HAWK" but with "free spool"

31/6 each + 5/1 P/Tax

The "SEA BOY"—free spool multiplying reel, equipped with star drag; Gear ratio 3 : 1. Salt water resistant finish.

Ref. No. 2402—E3106

Model 85 Plastic Spool
47/3 each + 7/7 P/Tax

Ref. No. 2403—E3906

Model 85M Metal Spool
59/3 each + 9/7 P/Tax

The "DELMAR" free spool multiplying reel with star drag; strong optional check; salt water resistant finish.

Ref. No. 2404—E4108

Model 285 Plastic Spool
62/8 each + 10/1 P/Tax

Ref. No. 2405—E4700

Model 285M Metal Spool
70/6 each + 11/6 P/Tax

The "BAYMASTER" free spool multiplying reel; star drag; strong optional check; end plates metal bound. Gear ratio 3 : 1. Salt water resistant finish.

Ref. No. 2406—E4407

Model 180F Plastic Spool
66/10 each + 10/9 P/Tax

Ref. No. 2407—E5000

Model 180M Metal Spool
75/- each + 12/- P/Tax

The "BEACHMASTER," a lightweight free spool multiplying reel; star drag; optional check; gear ratio 3 : 1. Salt water resistant finish; effortless casting. Available with plastic and metal spools.

Ref. No. 2408—E5204

Model 160 Plastic Spool
78/9 each + 12/7 P/Tax

Ref. No. 2409—E6000

Model 160M Metal Spool
90/- each + 14/6 P/Tax

Ref. No. 2410—E11500

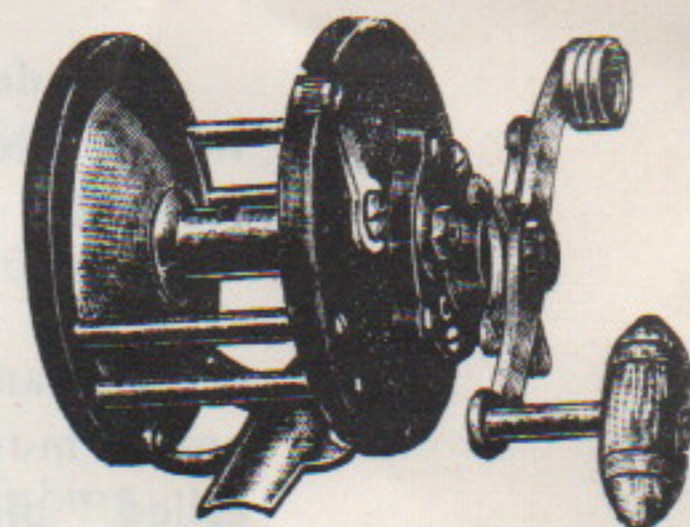
The "LEVELINE"; Model 350M; an automatic level wind reel for surf, deep sea and trolling; metal spool; gear ratio 3 to 1; star drag; heavily chromium plated; with the "Leveline" you can completely forget the line, the spiral bar lays the line level on to the spool, no line bunching; nothing interferes with the optimum casting distance as the reel is "free" during the cast and the spiral bar remains stationary. Weight 20 ozs. Line capacity : 250 yards of 36 lb. line.

172/6 each + 27/8 P/Tax

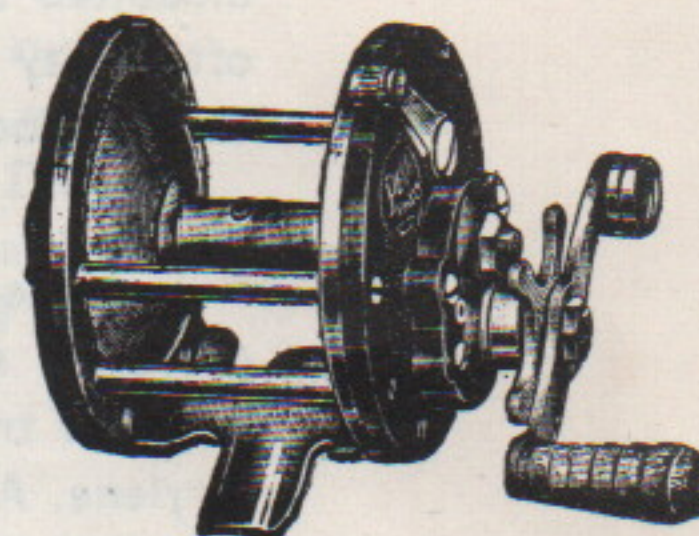
Ref. No. 2435—D1003

PENN REEL LUBRICANT—contained in a convenient size tube, is a special combination lubricant which is equally effective in protecting gears, shafts and ball bearings.

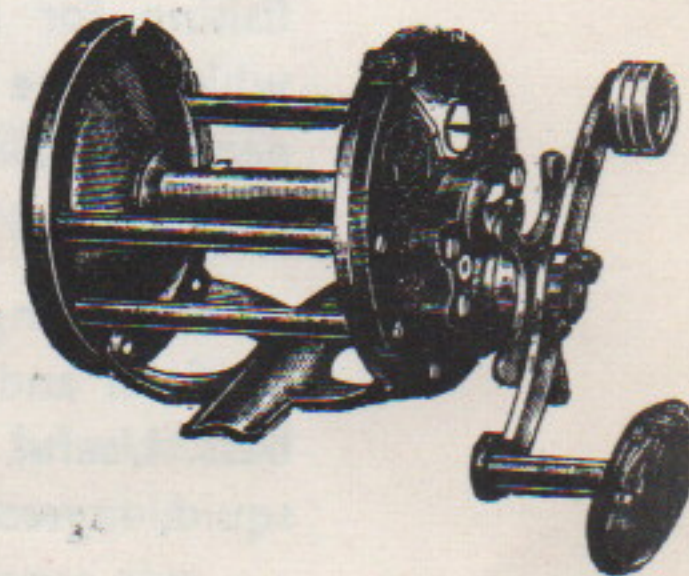
2/3 each Inc. P/Tax



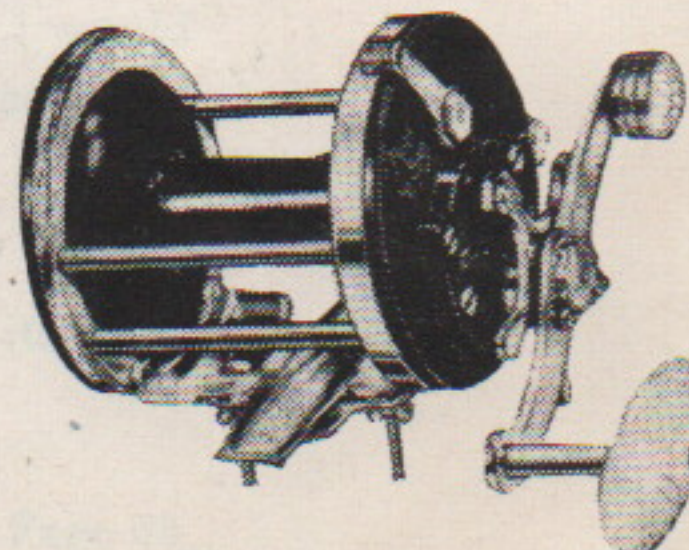
"DELMAR"



"BAYMASTER"



"BEACHMASTER"



"LEVELINE"