



# Why Fish Bite



## FOREWORD

Our jubilee—sixty years of quality service to Canadian Anglers and Sportsmen—we celebrated last year.

This fact means much to us—it must mean more to you.

A reputation backed by sixty years' service of unfailing quality—sixty years' experience in selecting for the Canadian Sportsman the tackle and gear manufactured in America and Europe best adapted to Canadian conditions—and the manufacture, in our own premises, of the highest grade of tackle under our own well-known "Beaver" Brand, upon which you may depend as the result of more than a half-century of experience of what is the very best for Canadian waters and woods—these are our mutual advantages.

## SPORTSMEN'S HEADQUARTERS

We have been successful in perfecting as thorough and high-class a Sportsman's outfitting establishment as there is in America. We can supply everything from the highest grade English fly-rod to the humblest rod repair. We can outfit for a one-day or a one-year expedition. From live bait to gun or canoe, from trout flies made-to order to buckskin vest or silk tent, from a packet of sinkers to a completely equipped pack-sack.—When in Toronto do not fail to visit Sportsmen's Headquarters and become acquainted with the Home of Beaver Brand Tackle.

This little catalogue is designed to reach those, primarily, to whom the retailers who distribute our goods are not available. The prices here listed are Nett retail prices. We request that you enquire for A. L. & W. Beaver Brand Tackle at the nearest dealer in sporting goods. If you are unable to purchase Beaver Brand Tackle in your locality send your order direct to us and it will receive prompt attention.

If what you require is not listed in this booklet, it is certain to be in our large catalogue which will be mailed on request.

The only manufacturers of a complete line of fishing tackle in Canada, with sixty years' experience in selection and production, Allcock, Laight & Westwood present you their Compliments.

### TERMS:

Please send cash with order.

We will send goods C.O.D. if sufficient amount is sent to guarantee transportation charges both ways.

We will gladly refund purchase price if goods are returned to us in good condition within 5 days of receipt.

## REPAIR DEPARTMENT

We have a complete repair shop on our premises, manned by thoroughly skilled and efficient workmen and equipped with the most modern machinery. We make all kinds of repairs to Rods, Reels, Guns and Rifles. Note: Transportation charges must be prepaid on articles sent us for repairs.

## GUARANTEE

We guarantee all goods supplied by us to be as represented and if not entirely satisfactory we will exchange or refund at option of purchaser, provided goods are returned to us within 5 days after their receipt. Charges prepaid and in original good condition.

# “WHY FISH BITE”

One of the most interesting topics that every follower of Isaac Walton has no doubt spent much time thinking about is—“WHY FISH BITE.”

If we know WHY, then we are in a position to get them to bite.

This narrative involves what might be termed the first thrill to the angler. The second is when the fish actually bite, and third, when the prize is captured.

I think we will all agree that the first thought is to feed the fish. This is logically true, but not always, as it has been proven that one angler might have all the tempting foods that fish feed on and yet get no results, while his neighbor fishing right along side of him is catching the fish.

Now comes the secret: All game fish are pugnacious, consequently they will attack and give battle to any foreign looking object in the water. This accounts for the success of what appear to be “silly-looking” Baits, but it is well to remember that fish can be tempted to bite or strike at artificial Baits when they will not even take notice of any kind of food. So it is that the persistent angler who continues to try different Baits from his kit will eventually be rewarded with a catch. These facts apply to Bass, Pickereel and Lunge.

The Trout is more of a feeder. It looks for the little titbits of flies and insects and will feed on these at certain hours every day, not by the clock but by climatic conditions, which bring about a hatch of fresh flies. These flies are sometimes driven down on the surface of the water by a gust of wind, causing a ripple on the water. All Trout anglers fish the ripple, and will often say it is because the lure is not as distinguishable to the Trout when a ripple is on the water that they make a catch. This may be partially so, but not so much as the fact that Trout will lie and watch the ripple because they know that this is the spot where their friend the Wind will send along their food.

But Trout are also lured by combination of colored flies that do not resemble any kind of known insects. The lures cause certain reflections of color that attract the Trout and they will strike at them in play.

Salmon or Lake Trout are simply feeders. All lures used for them are made to resemble some kind of a Minnow. The most successful are the wabbling type that resemble an injured Minnow. The Salmon will go after it more readily as they know that an injured Minnow is easier to catch.

The Atlantic Salmon strike all manner of flies of gorgeous colors, not for feed, however, as when opening Salmon caught in fresh water we never find any food in them, they simply kill the fly and spit it out—unless it has a hook attached, then they start the battle.

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## A. L. & W. Celebrated Beaver Brand Tackle.

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We urge all anglers to do everything possible to increase the number of fish in our fishing waters. If there are 5,000 over-the-limit bass in a lake, your chances of getting fish are five times better than if there are only 1,000.

The average fisherman with rod and line does not get enough fish when he goes fishing and more of an effort should be made to increase his catch than to keep him from catching more fish.

In the first place, the breeding should be protected. Fish should be allowed to breed before being taken. Natural breeding ground should be maintained and not allowed to be spoiled by drainage or pollution. The enemies of game fish should be kept down and all waters restocked as often as possible. Of course, you should join a protective association, put back the small fish and discourage all illegal fishing. **YOU GET PLEASURE, RECREATION AND HEALTH** from fishing; **IT'S WORTH WORKING FOR BETTER FISHING.**

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True sporting instinct will not allow an angler to take undersized fish or to kill needlessly. To release a fish after hooking, be sure and wet your hand before handling, remove hook as carefully as possible and slip the little chap gently back into the water. He may grow into a big fellow and give you some real thrills another day.

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There is much difference of opinion as to whether fish have a sense of hearing. We do know, however, they are sensitive to the slightest vibration, scattering immediately if you stamp your feet in the bottom of a boat or on the bank of a narrow stream, or if you wade about with a big splash—move about quietly.

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# THE ALLCOCK, LAIGHT & WESTWOOD CO.

LIMITED

70 King Street, West

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TORONTO

*Manufacturers and Distributors of*

**HIGH GRADE FISHING RODS AND TACKLE**

Guns, Ammunition, Camp Clothing and Equipment

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**Our Cultivated Worms Keep Longer.**

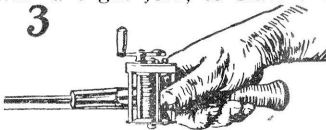
## BAIT CASTING



1 the shoulder until it reaches a position between 45 degrees and the horizontal—45 degrees is enough for the beginner.

Bring the rod forward slowly at the beginning of the cast and gradually but quickly accelerate the speed until it reaches an angle of 45 degrees forward. During the forward motion, the arm should be so closely held to the side that a newspaper can be held against the body by the elbow.

Also, during the cast, the thumb should be held against the spooled line tightly, until the forward cast is begun; then loosely, with just enough pressure to keep the reel spool from running ahead of the line which is running out; then just before the bait strikes the water, press tightly enough to instantly stop the reel. Then with a slight jerk, to start the bait moving, the



rod is transferred to the left hand, with the butt resting against the body, and the right hand is free for reeling in the line.

3 shows the proper position of hand and reel during the cast. Figure 1 shows the back position just as the forward cast is being started; Figure 2 the position at the end of the cast; Figure 3

shows the proper position of hand and reel during the cast. In practicing casting the beginner should strive first for accuracy and when able to place the bait with accuracy at 30 or 40 feet, should gradually add distance but only as fast as it can be done with accuracy.

As in any other sport, "form" is important. Graceful motion, good form means efficiency and less fatigue.

Note:—We are always pleased to answer any enquiries or to give information on questions relative to Fishing and Fishing Tackle, and to suggest suitable outfits for any purpose to meet any pocket book. You are invited to write us.

## CASTING A FLY

There are two distinct varieties of cast, and two only. First, the cast commonly known as the overhead, which consists of two distinct efforts of casting, backwards and forwards. Second, what is known as the switch cast, which consists of a steady lift of the rod, free from any jerk, followed by a true cast forward. Of this latter there are such variations as the Spey and double switch, but they are merely amplifications of the switch to meet certain contingencies. Now the overhead and switch cast have certain points in common; indeed, except for the timing, they are practically identical. The following principles should be read, marked, learnt and inwardly digested:—

1. The hold of the rod should be with the fingers as far as possible and not in the palm of the hand. Thumb always at the back of the rod.
2. The grip should be easy, as it is in holding a cricket ball or stone in the act of throwing.
3. The actual course of the rod should be confined to a quarter circle in the back cast or lift, and also in the forward cast.
4. The course of the rod should always be in a plane backwards and forwards, though the forward cast may be in a separate plane to the back cast or lift.
5. Whatever the conditions avoid effort and try to realize that the cast which is most effective in a dead calm is also the most effective when contending with a wind, because the resistance of the air is the main obstacle, and it is merely a question of degree.
6. Considering the horizontal position of the rod to be the normal one when fishing, and the rod in that position to be pointing to IX o'clock, then in the vertical position the rod points to XII. Thus from IX to XII represents the course of the rod top through the quarter circle. On reaching XII o'clock, however, the rod may be carried back as far as is necessary and convenient in lifting a long line, but it must in this case never be allowed to fall towards I o'clock, or below a line passing through XII o'clock parallel with the ground. It may be raised but never lowered behind the caster.
7. The pause at the top of the back cast is equal in length to the time taken to cast the line back.
8. The main cast or speed in casting both forwards and backwards takes place between half-past X and XII o'clock, but the entire cast forwards and backwards should be perfectly smooth throughout, and entirely free from jerk or effort.
9. The cast should always be made from the top or back position and forward, not down.
10. While the line is extending behind, the rod must be allowed to remain steady and not brought forward in the slightest degree. Failure to observe this rule is one of the commonest faults, and in every case the result is shown, in that the line does not straighten out on the water.
11. If No. 6 hint be read again and compared with usual practice, it will be noticed that the line when cast forward straightens out at right angles to the position the rod is in at the commencement of the cast. If this rule be observed and the rod point not lowered behind, the actual cast forward will occur between XII o'clock, or the vertical position and about 10.30. The rod is allowed to follow through to the horizontal position as the line travels forward, until, if the performance has been correct, when the rod is in the horizontal position, it and the line are in one straight line.
12. The cast should always be made forward, not down. Our object is to overcome the resistance of the air and to do this not by the application of force but rather reason. We know that a needle is sharp at the point, also that except for special purposes it is straight, therefore, we require that the entry or forward curve of the line shall be narrow, and that the line following

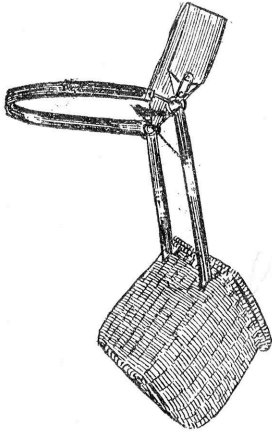
shall be straight. The cut forward which I advocate means that the tip of the rod travels almost straight during this cut and results in a narrow entry or curve. If, as is usually done, the drive is made downwards we obtain a wide curve or entry, and when casting against a wind it is a question of whether we can apply sufficient force, or in other words whether we or the wind is the stronger.

Also this drive forward ensures that the tip of the rod is used as it should be. To obtain a straight following line it is necessary that the line be fully extended behind in the preliminary back cast, and that the forward cast does not commence with a jerk or kick off. It must be short and quick but absolutely smooth.

13 In practising the switch cast, as I have remarked before, the rod is lifted steadily. This does not mean vertically lifted. Indeed, it should be brought back steadily over the water, raising the point all the time but no more than is required by the length of the line out. As long as the tendency is upward, and the point of the rod never allowed to drop behind, it does not matter how slight this upward tendency is. The general instructions for making the cast after the lift is "thrash down". Avoid this, however, like the plague. Always make your cast forward, not down. By this means shooting the line may be accomplished, which is a thing impossible with a thrash down.

Wrist action or no wrist action? That is the question often asked. Excessive use of the wrist may be condemned at once, as also may a rigid wrist. The joint that should be called into use above all others is the shoulder joint and not only that but the shoulder blade actually plays over the back. This allows the rod top to make the cast almost in a straight line horizontally forward. If the wrist alone is used it is impossible to avoid a circular course taken by the rod point. If the wrist is held rigid delicacy is impossible and in this case the elbow joint is the only one used, making again for a circular course of the rod top. Moreover, it causes a tight grip of the rod. Close your fist tight and you will find that every muscle and joint throughout the body is rigid. This quite bars out easy and graceful action, which is called for in casting a fly as much as in any other game. No! Let every joint and muscle in the body be easy and free all the time.





FISH BASKETS AND STRAPS

No. 100 Best French Split Willow as illustrated.						
Size	12"	13"	14"	15"	16"	17"
Each	2.50	3.00	4.00	4.50	5.00	6.00
No. 110 Best French Whole Willow Baskets.						
Size	13"	14"	15"			
Each	2.25	2.50	3.00			

BASKET STRAPS

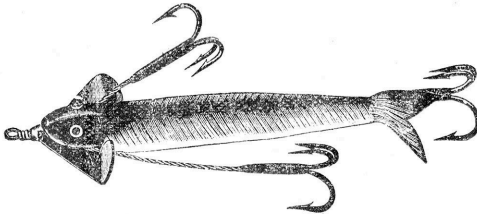
No. 125	Patent Facile as illustrated with Basket. Made in England, from Best Webbing & Cowhide. Holds Basket rigid in desired position and assures absolute freedom and comfort to angler	.....EACH, \$2.25
No. 123	Similar in design to No. 125 but all Webb	.....EACH, \$ .85
No. 120	Plain Webb Strap, Patent Fastener	.....EACH \$ .50

BASKET BAIT BOX

Basket shape, green japan, gold letters, perforated, hinged, self locking cover, safety-pin fastener, Size 3 1/2" x 2" x 3".  
 No. 183.....EACH, \$ .35



SILK PHANTOM MINNOW



Made from finest quality pure silk fabric especially tough. Best quality treble hooks. Wire trace and brass box swivel. Specially painted for Canadian Waters. The most effective and killing phantom made. Each minnow mounted on attractive card in separate box. Colors—Blue, Brown and Silver in all sizes. No. 200.

Size	1	2	3	4	5
Length	1 3/4"	2"	2 1/4"	2 3/4"	3 1/4"
Each	50¢	60¢	65¢	75¢	75¢
	6	7	8	9	10
Each	3 3/4"	4 1/4"	4 3/4"	5 1/2"	6"
	7"	8 1/2"	1.00	1.25	1.35
	1.50	2.00			

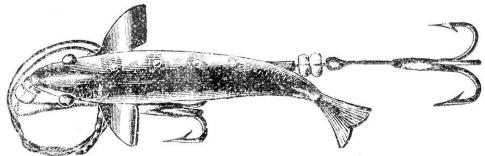
PORPOISE HIDE PHANTOM

Of similar construction to Silk Phantom described above, but made from genuine heavy porpoise hide, which is very tough and practically indestructible, with extra large heavy-weight tail hooks. Made only in Blue Back Silver Belly. No. 205.

Size	3 3/4"	.....	\$1.00
	4 3/4"	.....	1.25
	5 1/2"	.....	1.50

IMPROVED "CALEDONIAN" BAITS

A hard rubber fish shaped bait of exceptional killing power for all game fish. Mounted on wire trace and 2 best quality treble hooks. Color green and black striped, 1 bait on a card in individual box. A killing bait of long standing popularity and more durable than silk phantom. No. 210.



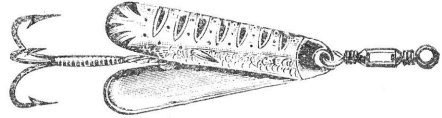
Length	1"	1 1/2"	1 3/4"	2"	2 1/4"	2 1/2"	Length	2 3/4"	3 1/4"	3 3/4"	4 1/2"	4 3/4"	5 1/2"
Size	0	1	2	3	4	5	Size	6	7	8	9	10	12
Each	50¢	50¢	60¢	75¢	75¢	75¢	Each	85¢	1.00	1.10	1.25	1.50	1.75

It Pays To Buy Our Cultivated Worms.



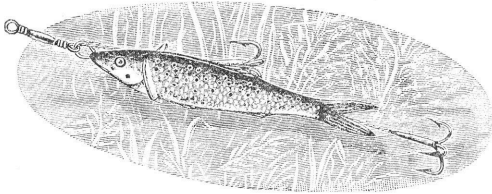
GEEN'S COMBINATION PHANTOM

A very high quality beautifully painted metal bait combining all the killing qualities of the phantom minnow and spinning metal bait. Of exceptional merit for Lake Trout for Northern Ontario and Quebec. No. 230.



Size	Length	Each	Size	Length	Each	Size	Length	Each
1	1 1/4".....	\$ .75	3	2 ".....	.85	5	3 3/8".....	1.10
2	1 3/8".....	.80	4	2 3/4".....	1.00	6	4 1/4".....	1.50

PERCY WADHAM'S NATURE BAITS

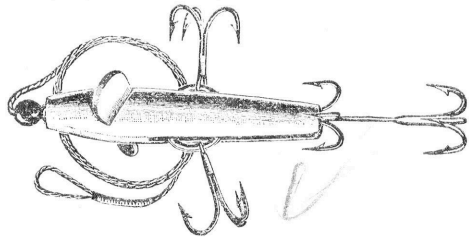


These celebrated baits are made by that great English authority on Angling, whose name they bear. They are exact reproductions as for color, shape, etc., of the fish they represent. Being transparent, and the coloring on the inside, they never deteriorate as a lure. Most effective of all Minnow baits and often succeed where all other baits fail. Exact reproductions of the following fish kept in stock in the undernoted sizes. Packed one in box. Trout, Gudgeon, Red Fin, Dace, Smelt. No. 212.

	2"	2 1/2"	4"	4 1/2"	5"
Each	1.50	1.50	1.75	2.25	2.50

RING MOUNTED DEVONS

Best quality Metal Devons of superior workmanship, mounted specially to suit all the requirements of the Canadian Angler. The two tail treble hooks are brazed together making them rigid, which along with bead above swivel (preventing the mounting coming out of the Metal body) makes it the only Devon which can be used for Bait casting. Mounted with extra heavy hollow point Treble Hooks and Hercules Wire. Sewn one on card in individual box, in both Silver and Gold finishes. No. 216.



Size	Each	Size	Each	Size	Each	Size	Each
1 1/4".....	\$ .65	1 3/4".....	.75	2 1/4".....	.90	3 ".....	1.10
1 1/2".....	.65	2 ".....	.80	2 1/2".....	1.00	3 1/2".....	1.25

Do not expose a fish to the sun. Keep it in the shade, or better still, put him in your creel covered with moist grass or moss. Otherwise fish will become soft and will not make as fine food as when properly treated after capture.

ORIGINAL STANDARD SPINNER



The improved blades make it a sure and certain spinner. Acknowledged the best and most effective bait on the market for use with natural minnows. Each bait mounted on separate card bearing the words Standard Spinner. Each bait in a separate box. None other are genuine. Insisted on from Halifax to Vancouver.

No. 240

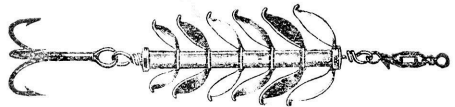
Size Inches Each	Pike	Small Pike	Salmon	Small Salmon	Trout
	3½"	3¼"	2¾"	2¼"	1¾"
	1.00	85¢	75¢	75¢	75¢

Genuine original STANDARD SPINNERS for use with live or preserved minnows.

This bait is now mounted on "Hercules" wire gimp and extra large best quality ringed treble Hooks which cannot pull off or cut the gimp which is a great weakness in other makes.

DAZZLE BAIT

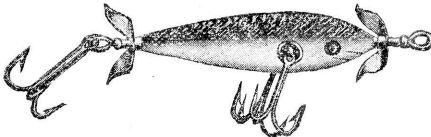
Series of metal spinners, first painted red the rest white, on heavy wire shank mounted with heavy treble hook and swivel, 1 on card in box. This bait proved an immediate and huge success. It caught more Fish in 1924 in Canada than any other three baits combined.



Trout 1½" Bass 2½" Lunge 3½"  
Each 50¢ 60¢ 75¢

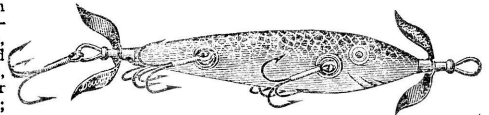
Three inch body. 3 Treble Hooks. Made from selected red Cedar beautifully finished in indestructible waterproof enamel, one in a box. Supplied in the following colors:— White belly, yellow and green back; white, green back stripes, red head; green and gold back, yellow underneath; green, silver sides; gold scale finish; silver scale finish; all red; green crackle back; rainbow.

No. 390..... each, \$ .85



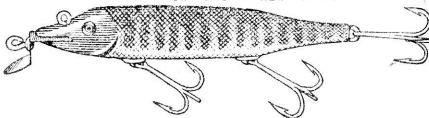
3½" Body, Five Trebles. Made from selected red Cedar beautifully finished in indestructible waterproof enamel, one in a box. Supplied in the following colors:— White belly, yellow and green back; white, green back stripes, red head; green and gold back, yellow underneath; green, silver sides; gold scale finish; silver scale finish; all red; green crackle back; rainbow.

No. 391..... each, \$1.00



FAMOUS CREEK CHUB PIKE MINNOWS

Makes the Bass Mad



They Strike to Kill

This new Nature Lure so closely imitates the pike minnow in shape, color and movement that the combativeness of the bass is aroused and they like to kill. There's nothing like it on the market, and its BIG WIGGLE, unique shape and color make it a great bass killer. Furnished in the following colors:— Pickie minnow, white with blue head, jet black with white head, golden shiner, natural perch, scale finish, white with red head.

No. 336 Musky—Length 6" .....each, \$1.75

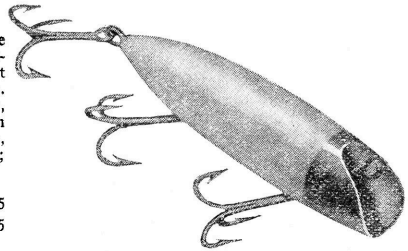
No. 337 Bass—Length 4¼"..... each, 1.50

No. 338 Baby—Length 3¼"..... each, 1.45

Our Cultivated Worms Keep Longer.

**BASS ORENO**

It wabbles, dives, darts and wiggles just like an injured fish. Probably the secret of its success is its extremely erratic motions. The most popular wooden bait ever put on the market. Furnished in the following colors:—White body, red head; yellow body, red and green spots on back; solid red with black nose; white body, red and green spots on back; rainbow color; scale finish.



No. 347 Length 2¾"..... each, \$1.25  
 No. 348 Length 3½"..... each, 1.25

**PORK RIND**



Strip Pork Rind for all kinds of spinners and AL Foss Baits. Very tough 12 strips in bottle.

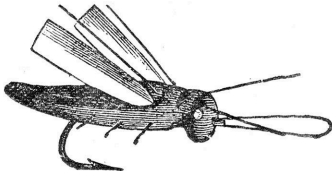
No. 507..... per jar, \$ .60

**PRESERVED MINNOWS**



Best quality Silver Shiners fine and hard.  
 No. 502.....per jar, \$ .40

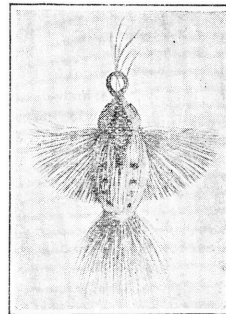
**GRASSHOPPERS**



Soft rubber Grasshoppers. Painted natural color. Perfect reproduction and a very successful lure. 1 dozen on card.

No. 595 Small Size.....each, \$ .35  
 No. 596 Large size.....each, \$ .40

**TUTTLE'S DEVIL BUGS**



These bugs made from natural Bucktail Hair. Caught big fish last year from Salmon in Nova Scotia to Bass in Florida. In Canada they were greatly in demand for Bass, Trout and even Muskies and Pike fell for this real lure. Supplied in assorted fancy colors.

No. 665 Trout size No. 7 Hook.....each, \$ .60  
 No. 666 Bass size No. 40 Hook.....each, .75

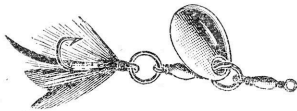
**RUBBER MINNOWS**



1¼" soft minnow single hook. One dozen on a card.

No. 560..... each, \$ .25

**COLORADO SPINNER**



Silver and copper spinner, assorted flies. Twelve most popular patterns such as Silver Doctor, Cowding, etc., tied on sneck hook No. 8. Length of blade  $\frac{3}{4}$  in. Put up half doz. on perforated card.

No. 808 With fly.....each, \$ .40

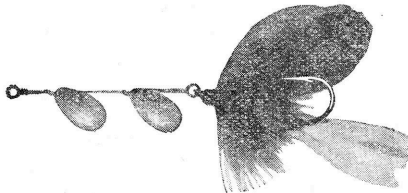


No. 725 Without fly.....each, \$ .25

No. 731 Pearl.....each, \$ .30

Nos. 725 and 731 supplied in all sizes.

**STANDARD TANDEM SPINNERS**



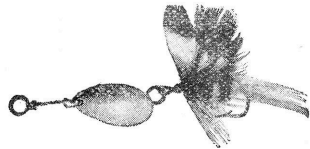
With or Without Flies

Best quality highly polished blades, finished nickel or copper. Piano wire shank. No. 703.

Size of Blade	Spinner only
Size 0 $\frac{1}{2}$ "x $\frac{3}{4}$ ".....	each, \$ .35
Size 1 $\frac{5}{8}$ "x1 $\frac{1}{16}$ ".....	each, .35
Size 2 1 $\frac{3}{16}$ "x $\frac{7}{16}$ ".....	each, .35
Size 3 1 $\frac{1}{2}$ "x1 $\frac{9}{32}$ ".....	each, .45

Flies for above, each, 15¢.

**STANDARD SPINNERS**



With or Without Flies.

Best quality highly polished blades, finished nickel or copper. Piano wire shanks. No. 700. Size Length of Blade Spinner only

0 $\frac{1}{2}$ "x $\frac{3}{4}$ ".....	each, \$ .20
1 $\frac{5}{8}$ "x1 $\frac{1}{16}$ ".....	each, .20
2 1 $\frac{3}{16}$ "x $\frac{7}{16}$ ".....	each, .25
3 1 $\frac{1}{2}$ "x1 $\frac{9}{32}$ ".....	each, .30

Flies for above, each, 15¢.

**BAITCASTING FLUTED SPINNERS**



Nickel on convex side. Red and dull nickel on concave side. Cable bronze wire loop. One on a card.

No. 710 1" blade..... each, \$ .20

No. 711 1  $\frac{5}{16}$ " blade..... each, .20

Same bait finished White Enamel both sides, each, 30¢.

**ORIENTAL WIGGLER**



Made of celluloid in two sizes.

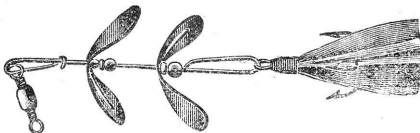
No. 2 is  $\frac{5}{8}$  ounces equipped with 3/0 hook.

No. 4 is  $\frac{1}{2}$  ounce equipped with 2/0 hook. Supplied in colors all white, all red and red and white. This is really a very deadly lure, especially the small size.

No. 750.....each, \$1.50

No. 752 Musky.....each, 1.85

**LUMINOUS TANDEM SPINNER**



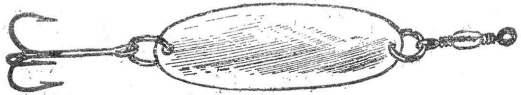
Famous the world over, equally effective for day or night fishing. A great killer for deep or oily waters and cloudy days. Most popular baitcasting or trolling lure for Trout, Bass, Pickerel and Lunge. Packed one on card in box.

No. 765..... each, \$ 85

**It Pays To Buy Our Cultivated Worms.**

NEAR GOLD WABBLER

Exceptional killers of Lake Trout, Pickerel, Pike and Musky. Made of special alloy metal known as "Near Gold" resembling genuine 24 karat Gold and will not tarnish. One on card, twelve in box. No. 902..... each, \$ .50



"BEAVER" BRAND PEARL WABBLERS

Made in Canada



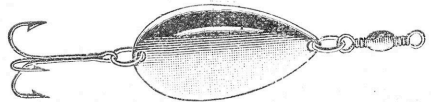
Made from selected genuine Mother of Pearl, Oval Spoon shaped blade, mounted as illustrated with heavy brass box swivel, coppered steel split rings and heavy bronzed rustless treble hooks. Sewn 6 on perforated card, one dozen in display box.

No. 900	Length of Blade	Price ea.
2	"	\$.40
2 3/4	"	.45
3 1/2	"	.55
4	"	.85
5	"	1.25

IMPERIAL SPOON BAIT

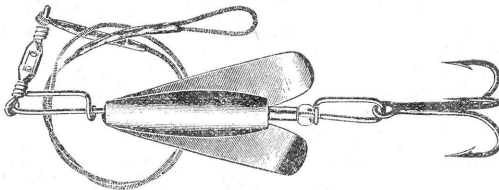
Best quality Silver outside, Copper inside, Coppered steel split rings, Brass box swivel. Best quality treble hook, one dozen in a box.

No. 912	Size	Length of blade	Each
	2/0	3 1/4"	60¢
	1/0	3 "	50¢
	1	2 3/4"	45¢
	2	2 1/2"	40¢
	3	2 1/4"	35¢
	4	2 "	35¢



Also supplied in Luminous. Prices on enquiry.

OTTER BAITS



4 1/2"	1.10
5 "	1.25

These are the very finest quality, genuine "English Otter" baits. Extra heavy construction to stand hard usage. Finished Copper one side, Silver other side. No Trace.

No. 950	Length of Blade	Each
	1 1/4"	\$.25
	1 1/2"	.30
	2 "	.35
	2 1/4"	.45
	2 1/2"	.55
	3 "	.70
	3 1/2"	.85
	4 "	1.00

PEARL KIDNEY

The long popular kidney spoon with the advantage of being made from a beautiful quality of selected genuine mother of pearl. None but perfect blades used, both as to color and shape. Highly polished to give the best effect in the water. Mounted on perforated cards in box.

No. 1035	Size of Blade	Each
	1 1/2"	\$.40
	1 3/8"	.45
	1 3/4"	.50

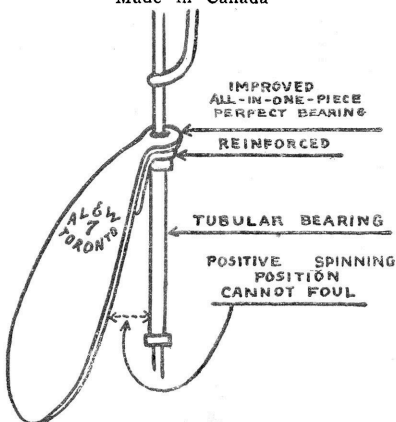


2 "	.55
2 1/4"	.60
2 1/2"	.75

Our Cultivated Worms Are Better.

SPOON BAITS

Made in Canada



After many years of practical experience and much experimenting we have evolved a spoon bait with an **IMPROVED INTEGRAL REINFORCED LUG**. This Patent Lug constitutes the greatest advance in the construction of spoon baits since they were first invented. Being so strong, it is impossible to break our *Patent Reinforced Lug* from the spoon by fair means or ordinary use, thus overcoming the principal weakness in other makes of Spoon Baits.

The **PATENT REINFORCED LUG** gives to the bait four additional points of distinct superiority over all other makes of Spoon Baits, viz:—

1. It provides a large face bearing on which the spoon spins very free and smooth.
2. It holds the spoon constantly in a positive spinning position which—
3. Absolutely prevents it from fouling on the wire shank, thus insuring the free spinning of the spoon all the time it is moving through the water at any speed, making it effective under all conditions.

4. Our Patent Reinforced Lug makes our Spoon Baits perfect Baitcasting Lures. Features 2 and 3 positively eliminate all the old objections to the spoon bait for Baitcasting.

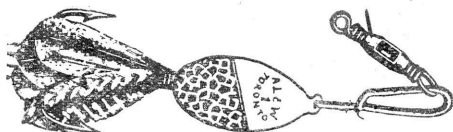
The superiority of the Spoon Bait for Baitcasting for game fish is everywhere conceded but the difficulty of preventing the spoon or hooks from fouling and spoiling a great many otherwise good casts has made many anglers turn reluctantly to other less effective lures. This condition is now a thing of the past. Our Spoon Baits constructed with the Patent Reinforced Lug are perfect Baitcasting Spinners which will always land in the water in a perfect spinning position for the retrieve, making every cast a possible strike.

All Spoons are made from very heavy gauge hard brass. Shanks are extra heavy spring brass wire, and only extra heavy feathered treble hooks and brass swivels used. The Celebrated "Stag" Bait, both Single and Double, has an international reputation for its killing ability, high quality of workmanship, strength, beauty and durability.

CELEBRATED "BEAVER" BRAND SINGLE MONARCH BAIT

Upper Half Finished in Gold, Lower Half Silver

All Made in Canada.



Patent reinforced lug.	Extra heavy
wire shank swivels and double strong	feathered treble hooks.
	No. 1001
Size	1 3 5 6 7 9
Length	
of Blade	1" 1 1/4" 1 3/4" 2" 2 1/4" 2 1/2"
Each	30¢ 35¢ 40¢ 45¢ 50¢ 55¢

Our Cultivated Worms Keep Longer.

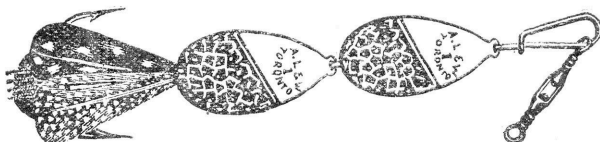
## A. L. & W. Celebrated Beaver Brand Tackle.

### CELEBRATED DOUBLE MONARCH BAIT

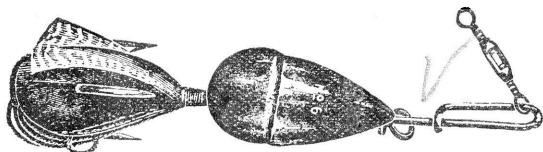
Upper Half Finished in Genuine Gold, Lower Half Silver, Extra Heavy Throughout  
Made in Canada

The most popular spoon bait made. Wire shanks jointed in centre to hold the big ones. No. 1003

Size	1	3	5	6	7	9
Length of Blade	1"	1 1/4"	1 3/4"	2"	2 1/4"	2 1/2"
Each	40¢	45¢	55¢	60¢	75¢	85¢



### CELEBRATED BEAVER BRAND STAG BAIT



Made in Canada

Size	3/0	2/0	1/0	1	2	3	4	5
Length of Blade	3 1/2"	2 7/8"	2 5/8"	2 1/4"	1 7/8"	1 5/8"	1 3/8"	1 1/16"
Each	90¢	60¢	55¢	50¢	45¢	40¢	35¢	30¢

Has an international reputation for its killing ability, fine workmanship, beauty and reliability. Upper half of spoon silver, lower half genuine gold plate, inside all red enamel. Extra heavy throughout.

No. 1011.

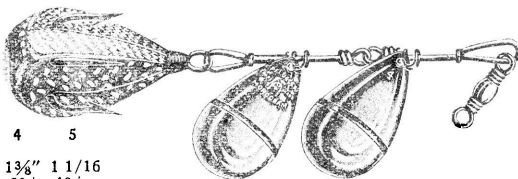
### CELEBRATED DOUBLE STAG SPOON BAITS

Has an international reputation for its killing ability, fine workmanship, beauty and reliability. Upper half of spoon silver—lower half genuine gold plate—inside all red enamel. Extra heavy throughout, jointed wire shank.

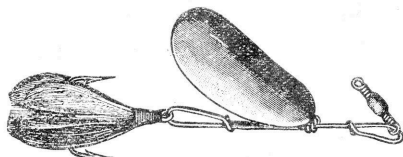
No. 1013.

Size	2/0	1/0	1	2	3	4	5
Length of Blade	2 7/8"	2 5/8"	2 1/4"	1 7/8"	1 5/8"	1 3/8"	1 1/16"
Each	85¢	75¢	65¢	60¢	50¢	50¢	40¢

Made in Canada



### "BEAVER" BRAND KIDNEY BAITS



Heavy Nickel Plated blades, enamelled red inside, Shanks, Swivels and Feathered Treble Hooks all extra heavy.

No. 1016.

Size	1/0	1	2	3	4
Length of Blade	2 1/2"	2 1/4"	2"	1 3/4"	1 1/2"
Each	30¢	25¢	25¢	20¢	20¢
Size	5	6			
Length of Blade	1 1/4"	1 1/16"			
Each	20¢	20¢			

**Insist On Our Cultivated Worms.**

**A. L. & W. Celebrated Beaver Brand Tackle.**

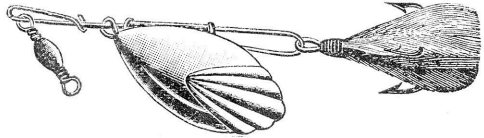
Heavy Nickel Plated Blades, Enamelled Red inside, Patent Reinforced Lug, Shanks, Swivels and Feathered Treble Hooks, all extra heavy. Also supplied in genuine gold plate both sides.

No. 1021

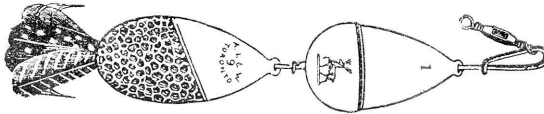
Size	2	3	4	5	6	7	8
Length of Blade	1 1/8"	1 1/2"	1 3/4"	2"	2 1/4"	2 3/8"	2 7/16"
Each	25¢	30¢	30¢	35¢	35¢	40¢	40¢
Gen. Gold Plate							
Each	50¢	50¢	60¢	70¢	75¢	1.00	1.00

**"BEAVER" BRAND FLUTED BAITS**

Made in Canada



**"MONSTAR" COMBINATION DOUBLE SPOON BAIT**



"Monstar" Combination Double Spoon Bait with swivel shank and patent reinforced lug. This spoon is made up in various sizes of celebrated Stag Gold Bowl and Monarch Spoons, making a combination of the two most popular spoons sold. Highest quality Gold Plate.

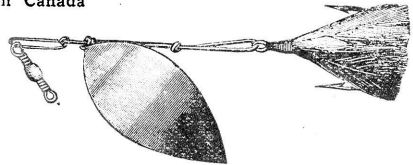
No. 1004.

No. 3 Stag with No. 6 Monarch.....	Each, \$ .85
No. 2 Stag with No. 7 Monarch.....	Each, \$ .95
No. 1 Stag with No. 9 Monarch.....	Each, \$1.00

**MONTREAL OR DOMINION SPOON BAIT**

Made in Canada

Very Heavy Spoon Nickel Plated outside, red enamel inside, Patent Reinforced Lug. Shanks, Swivels and Hooks extra heavy.

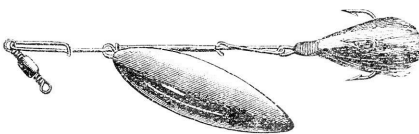


No. 1026.

Size	6	5	4	3	2
Length of Blade	3 1/8"	2 7/8"	2 5/8"	2 5/16"	2 1/16"
Each	40¢	40¢	35¢	30¢	30¢

**"BEAVER" BRAND WILLOWLEAF OR PICKEREL BAIT**

Made in Canada



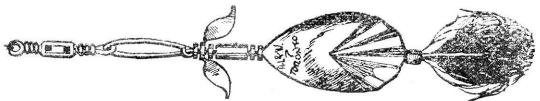
Heavy Spoon Nickel Plated outside enamelled red inside. Our Patent Integral Lug (see following pages). Brass Shank, Box Swivels and Feathered Trebles, all extra heavy.

No. 1031.

Size	Small	Med.	Large
Length of Blade	2 1/4"	2 7/8"	3 5/16"
Each	35¢	40¢	45¢

**MAYBEE BAIT**

Maybee you have better baits, Maybee not, but we do know that this new combination of a Spoon and Spinner is a killer from the word "go." We have tested it under most varying conditions and always with success. One on card in box. No. 1033.



Pike.....	Each, \$ .75
Pickerel and Bass....	Each, \$ .65

**It Pays To Buy Our Cultivated Worms.**



GREEN LOOP CASTS



The very highest quality of Gut Casts obtainable, and positively superior to any others. Every cast bears our absolute guarantee on label. In strengths suitable for all styles of fishing. Listed as follows:—

	yds. 1	2	3
01101 Fine Trout.....each,	\$ .20	\$.40	\$.60
01102 Med. Trout.....each,	.20	.40	.60
01105 Stout Trout.....each,	.20	.40	.60
01106 Med. Sal. 5/5.....each,	.50	1.00	1.50
01107 Heavy Sal. 3/5.....each,	.75	1.25	2.00
01108 Ex. Heavy Sal. 2/5, each,	1.15	2.25	3.50

Tapered.

	yds. 1	2	3
01110 Stout to 3x.....each,	40¢	50¢	75¢

2 Extra Loops or Droppers

	Yds. 1	2	3
01113 Very Fine.....each,	25¢	45¢	65¢
01113 Med. ....each,	25¢	45¢	65¢
01114 Stout .....each,	25¢	45¢	65¢

Beaver Brand Gut Casts Standard Quality A very superior grade of Gut Casts, very reliable at a reasonable price:—

Single Gut Casts

1130.....each,	05¢	10¢	15¢
Beatsail .....each,	10¢	20¢	30¢
Nonsuch .....each,	15¢	30¢	45¢

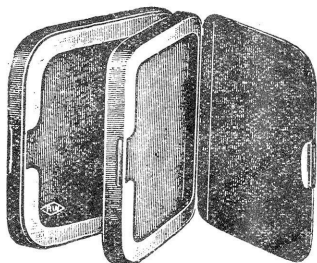
Double Gut Casts

1175 .....each,	10¢	20¢	30¢
Matchless .....each,	20¢	40¢	60¢

Treble Twisted (Bass or Trolling)

1191 Ex. Heavy.....each,	25¢	50¢	75¢
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CAST BOXES



4¼"x4¼" with safety rim to each; 2 best guaranteed pure felt pads in one. Makes a most handsome and practical Cast and Cast damping box combined.

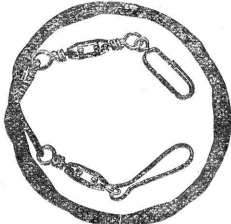
No. 1316.....each, \$2.75

All aluminum cast box satin finish, felt damping pad.

No. 1310.....each, 30¢

Our Cultivated Worms Are Better.

**"HERCULES" WIRE GIMP TRACES**

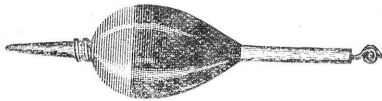


No. 1212

Patent rustless twisted Wire Gimp Traces, of tremendous strength and durability for trolling and casting with snap and link swivels as shown.

- No. 1212.
- 6 inches.....each, 25¢
  - 1 ft. ....each, 30¢
  - 2 ft. ....each, 35¢
  - 3 ft. ....each, 40¢

**CORK FLOATS No. 1500**



Size	1"	1½"	2"	2½"	2¾"
Each	10¢	15¢	20¢	30¢	35¢

**A. L. & W. SPECIAL TRACE**

Hercules Wire Gimp. Swivel at one end, snap at other. Six inches long.

- No. 1209.....each, 15¢

**PIANO WIRE CASTING TRACE**



- No. 1209 Length 6".....each, 15¢  
 No. 1215 Piano Wire Trolling Trace. Swivel at one end, link swivel at other.....each, 25¢.

**STEEL GAFF HOOK**



With barb 7"x2¼" wide.

- No. 1800..... each, 15¢  
 Best Steel Enamelled Black, large size without barb.  
 No. 1801.....each, 30¢

**DISGORGERS**



- No. 1402 Nickel Plated.....each, 40¢

**TELESCOPE GAFF**



Hand Forged Steel Telescoping Gaff Hook. Highest quality, made in England. 38" extended, 16" closed.

- No. 1844.....each, \$7.50  
 No. 1842.....each, 5.00

Do not string and drag fish through the water, it may spoil the meat for eating purposes.

Keep a can of oil and a pair of pliers with wire cutting device in your tackle box. You will be surprised how useful they are.

**ANGLER'S KNOT.**  
The "Turle Knot" Attachment for Eyed Trout Flies.

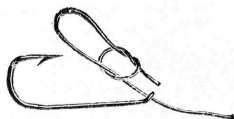


Fig. A

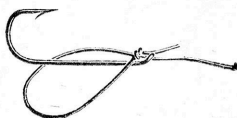


Fig. B



Fig. C

Pass the end of gut through the eye of hook, then make a running noose or slip-knot as Figure A, then draw the knot tight and pass the loop over the hook and wings of fly as Figure B. Then draw the loop tight around head of fly as Figure C, cut off the spare end of gut, and knot is complete.

The "Jam Knot" Attachment for Eyed Trout Flies.



Fig. D



Fig. E

Pass the end of gut through the eye of the hook, bend it back and make a loop or slip-knot on the gut, draw the knot tight and slide up tight, up to and over the eye of the hook and cut off the superfluous gut end.

**Knots for Ends of Leaders.**



Fig. F

Figure F shows knot that is ordinarily used on end of leader

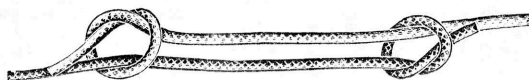


Figure M

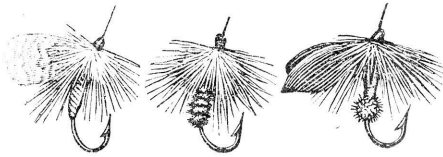
Figure M shows single water knot used in tying leaders. lay the two strands overlapping, make a single slip-knot around each with the end of the other, pull tight and cut off superfluous ends of gut

---

Keep a tight line but don't try to pull in the fish by sheer strength, by so doing, you are pulling against a million tons of water. Play your fish—be a sport and enjoy the thrills.

**A. L. & W. Celebrated Beaver Brand Tackle.**

**WET TROUT FLIES**

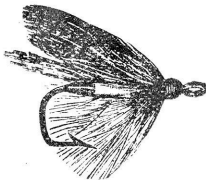


Finest quality Silk Body Flies to long gut, best quality Hollow Point, Turned Down Eyed Hooks. Will outlast any fly made. Three flies on an attractive perforated card with tissue leaf to protect the flies. Supplied in sizes, 5, 7, 9 and 11 in following patterns.

Black Gnat, Butcher, Coachman, Cowdung, Durham Ranger, Dusty Miller, Grey Hackle, Green Drake, Brown Hackle, Peacock Body, Brown Hackle, Red Body, Jock Scott, March Brown, Montreal, Professor, Par Belle, Queen of Waters, Red Ant, Royal Coachman, Silver Doctor, Whirling Dun.

No. 1610.....Doz. \$1.25  
 No. 1601 Wool Body, Tapered Hooks  
 .....Doz. .75

**SPINNER FLIES**



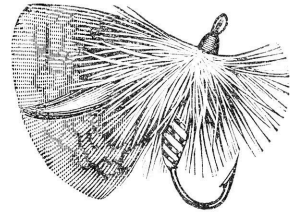
Straight eyed Bass and Trout Fly can be attached to any leader or spinner. Sizes: 2, 4, 6, 8.

No. 1613.....each, 15¢

In the following patterns:

Par Belle, Silver Doctor, Montreal, Black Gnat, Brown Hackle, March Brown.

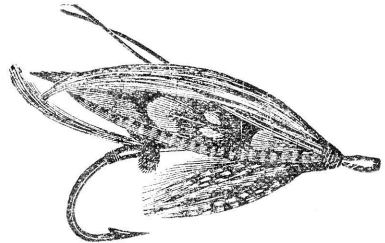
**BASS FLIES**



These Bass Flies are of exceptional quality tied to long gut on best quality Sproat hooks, sizes: 1/0 and 2/0 sewn one on card, twelve in box, in the following patterns.

Jock Scott, Montreal, Par Belle, Professor, Red Ibis, Royal Coachman.  
 No. 1695 Silk Body.....each, 20¢  
 No. 1690 Wool body, 2 for 25¢.....each, 15¢  
 No. 1696 With Straight Ringed Hooks  
 2 for 25¢.....each, 15¢

**SALMON FLIES**



Highest quality Salmon Flies, full dressed to Sealey's, Extra Strong Double Limerick Hooks.

	No. 1655, Single Hooks.				
Size	1	2	3	4	6
Each	50¢	50¢	50¢	50¢	50¢
	No. 1656, Double Hooks.				
Size	1	2	3	5	
Each	60¢	60¢	60¢	60¢	

**PROPER CARE OF A REEL.**

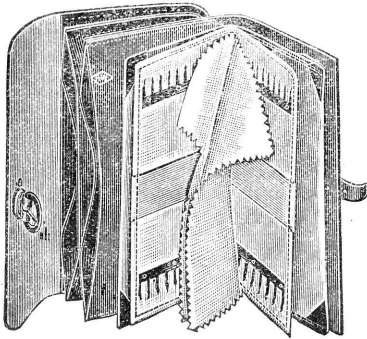
A good Reel is always a pleasure—to successful bait casting it is essential—Take good care of it. Keep it clean. It should be cleaned after every fishing trip. Be especially careful to prevent sand and grit getting inside the reel. Keep an oiled cloth in your tackle box.

After taking reel apart for cleaning and oiling be careful to put it together again properly, otherwise you may grind or break some important part and render the reel useless.

Do not cast with the click on—It is not intended for that purpose. The click is simply there to announce a strike when trolling and it also serves to prevent your line from running out when you don't want to give it play.

**It Pays To Buy Our Cultivated Worms.**

**FLY BOOKS**



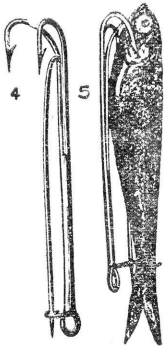
Cowhide cover 6 $\frac{5}{8}$ " long. 3 large and 2 small pockets, strap and buckle fastening. Interior, 1 leaf with 28 clips, 1 leaf with 40 clips, 2 felt leaves.  
 No. 1712.....each, \$3.00

**FLY BOX**



6" Aluminum Box. with 16 individual compartments for eyed flies. Each lid fitted with spring and catch.\*  
 No. 1776.....each, \$4.00  
 3 $\frac{1}{2}$ " Vestpocket size 6 compartments  
 No. 1775.....each, \$2.50

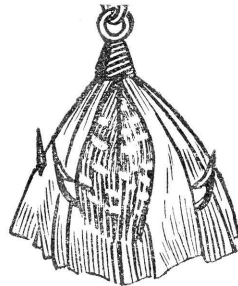
**NO STEALUM HOOKS**



Bait stealing fish meet their Waterloo when they monkey with this Buzz-Saw of the Hook Family. These wonderful hooks are made in England especially.  
 No. 2230.....each, 15¢

Three-fourths  
 Actual Size

**TREBLE HOOKS**  
 (Plain and Feathered)

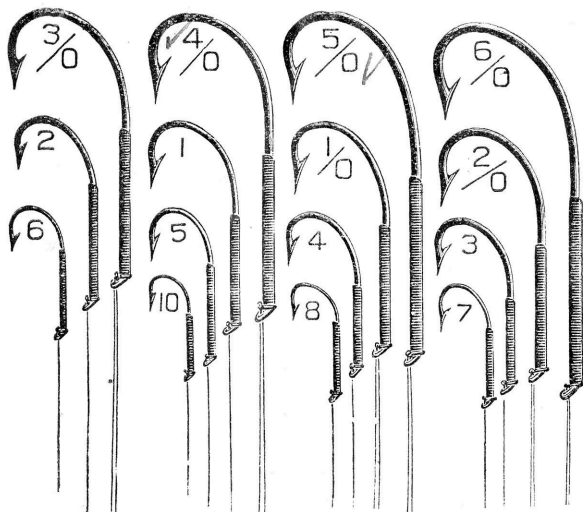


Best Quality Rustproof Hooks. Feathered Hooks are beautifully tied with assorted fancy feathers.  
 Size:  
 1 to 10 1/0 2/0 3/0 4/0 5/0 8/0 10/0  
 Plain, per doz. 30¢ 35¢ 40¢ 45¢ 50¢ 60¢ 75¢ \$1.50  
 Feathered, per doz. 80¢ \$1.00 1.10 1.20 1.30 1.80 2.50 3.60

A true sportsman will not cause a fish to suffer. The water is the only element in which he can live. When you take him out transfer him immediately to your live box or kill him, either by a sharp blow on the head or by breaking his neck.

**Our Cultivated Worms Are Better.**

SNELLED HOOKS



CINCINNATI BASS BOOKS

No. 2065	Size:	22	21	20	19	18	17	
Highest Quality Turned Down Eyed	1 to 5	to 26	1/0	2/0	3/0	4/0	5/0	6/0
Hooks, Treble twisted gut knotted at eye,								
extremely strong, 1/2 dozen in folder								
Per folder.....		40¢	45¢	45¢	50¢	55¢	65¢	
No. 2075								
Ditto to Hercules Wire Gimp								
Per folder.....		35¢	40¢	45¢	50¢	50¢	55¢	60¢
No. 2050								
Best Quality Bronzed Steel Hooks, tapered								
Shanks to Double gut, 1/2 dozen in folder								
Per folder.....		20¢	25¢	30¢	35¢	35¢	40¢	

CARLISLE (long Shank) AND KIRBY HOOKS

Single Gut							
No. 1955	Size:	1	1/0	2/0	3/0	4/0	5/0
Best Quality Bronzed Hooks to single gut,	1 to 10						
1/2 dozen in folder.							
Per folder.....		15¢	20¢	20¢	25¢		
Double Gut							
No. 2050	Size:	1	1/0	2/0	3/0	4/0	5/0
Best Quality Bronzed Hooks to Double gut,	1 to 10						
1/2 dozen in folder.							
Per folder.....		20¢	25¢	30¢	35¢	35¢	40¢

RINGED HOOKS—CARLISLE OR KIRBY

Best quality, 100 in box	Size:	1	1/0	2/0	3/0	4/0	5/0	6/0
Per box.....	1 to 10							
		25¢	30¢	35¢	40¢	50¢	55¢	60¢

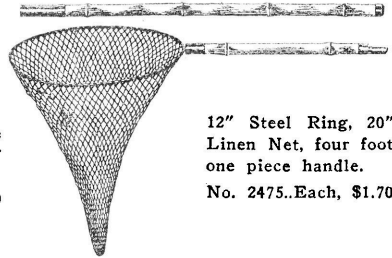
NOTE:—All other shapes kept in stock in both snelled and ringed.

Our Cultivated Worms Keep Longer.

**LANDING NETS**

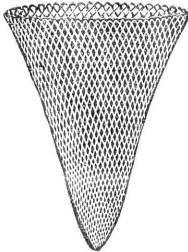


14" Steel collapsing ring,  
black enamel wood one  
piece handle 30", in parti-  
tion bag.  
No. 2451 With net  
Complete.....each, \$3.00



12" Steel Ring, 20"  
Linen Net, four foot  
one piece handle.  
No. 2475..Each, \$1.70

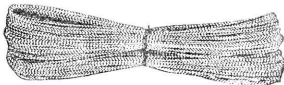
**LANDING NETS ONLY**



Imported English medium weight brown Irish  
linen waterproof net. Strong and serviceable  
at attractive price.

No. 3500	20"	Each,	45¢
No. 3505	Heavyweight.	Each,	\$ .50
20"		Each,	.60
22"		Each,	.65
24"		Each,	1.00
30"		Each,	1.15
36"			

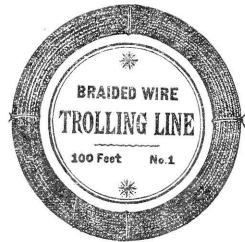
**GREEN BRAIDED COTTON  
TROLLING LINES**



Very highest quality. 84 ft. long, 3 connected  
if desired. Also in black and white color.

Size	Each	Green	B. & W.
2/0	Each	50¢	55¢
1/0	Each	40¢	45¢
1	Each	35¢	40¢
2	Each	30¢	35¢
3	Each	25¢	30"
4	Each	25¢	25¢
5	Each	20¢	20¢
6	Each	15¢	20¢

**BRAIDED PHOSPHOR BRONZE  
WIRE**



Best quality braided Phosphor Bronze Wire  
Line, specially for deep trolling. Very flex-  
ible, will not kink and works beautifully on  
a reel. Put up 100 ft. on a card, 6 connected,  
12 in box, and also 100 yds. on spool.

No. 3005	100 ft. Cards	Each,	\$1.00
No. 3006	100 yd. Spools	Each,	3.00

**Twisted Phosphor Bronze Wire**

Seven Strands closely twisted, extremely  
strong and pliable, will not kink.

No. 3012	100 yds.	Each,	\$2.25
No. 3017	100 ft.	Each,	.80

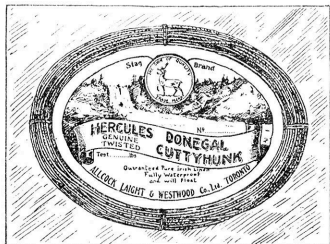


Grey and green soft braided Silkline Line,  
25 ft. and 15 ft. on a card, 12 in a box.

No. 2825	25 ft.	Each,	10¢
No. 2826	15 ft.	Each,	08¢

**Insist On Our Cultivated Worms.**

**TWISTED CUTTYHUNK LINES**



We guarantee this line to be of the very highest quality, genuine pure Irish Linen. Tightly twisted and impervious to either fresh or salt water. The quality of this line has never been equalled before and the price is much lower than usually charged for inferior linen lines. 50 ft. and 75 ft. on attractive card.

<b>Positively the Greatest Value Ever Offered</b>			
No. 2910	20 lb test	50 ft.	Each \$ .30
2911	32 lb test	50 ft.	Each .35
2912	50 lb test	50 ft.	Each .50
2913	80 lb test	50 ft.	Each .85
2920	20 lb test	75 ft.	Each .45
2921	32 lb test	75 ft.	Each .50
2922	50 lb test	75 ft.	Each .75
2923	80 lb test	75 ft.	Each 1.25

**ENAMELLED SILK LINE**



This line is so well known and esteemed that it is scarcely necessary to describe it. A great favorite on account of its all round serviceability and excellent quality. Color, dark green, invisible in the water with bospirex stripe. Pure hard braided silk enamelled. 25 yards on a card, 4 connected in a box.

<b>No. 3230.</b>			
Size H	12 lb test	per 25 yds.	\$1.50
Size G	14 lb test	per 25 yds.	1.60
Size F	16 lb test	per 25 yds.	1.75
Size E	22 lb test	per 25 yds.	2.00
Size D	26 lb test	per 25 yds.	2.25

**BRAIDED SILK**

**LITTLE WONDER LINE**



Pure Japan silk solid braided casting line beautiful olive green and black. 25 yd. spool, 4 connected in a box. This line is highly recommended for fine accurate bait casting and is the result of many years of experimenting. 18 lb test.

No. 3130 per Spool \$1.00

**BLACK WONDER**

Pure China Silk hard braided waterproof silk line. The strongest and most durable silk line on the market. 20 and 25 lb test. 25 yds. on spool, 4 connected in box.

No. 3135 20 lb test per Spool \$1.50  
25 lb test per Spool 1.75

**BRAIDED SILK ENAMEL LINE**



A pure hard braided silk line enamelled with our patent pliable alkali resisting waterproof enamel. Color pale water green, black stripe. 25 yards on card, 4 connected in box.

<b>No. 3235</b>			
No. H	test 14 lb	per 25 yds	\$1.00
No. G	test 16 lb	per 25 yds	1.25
No. F	test 18 lb	per 25 yds	1.50

**It Pays To Buy Our Cultivated Worms.**



**HERCULES CUTTYHUNK LINES  
BRAIDED**



Made in England  
We guarantee this line to be hard braided from the very highest quality genuine pure Irish Linen. It is waterproofed by special patent process, the result of years of experiment and research by one of the most notable Irish flax experts. The line will positively float on the water for days and is absolutely impervious to either fresh or salt water. Size for size and weight for weight, it is the strongest and most durable fishing line ever sold in this country. It is the greatest achievement yet in linen fishing lines. Put up 50 yards on spool, 2 come packed in box. No. 2970.

1/50 yds	Test 20 lbs	Each	\$.85
2/50 yds	Test 30 lbs	Each	1.00
3/50 yds	Test 40 lbs	Each	1.50
4/50 yds	Test 50 lbs	Each	1.65
5/50 yds	Test 60 lbs	Each	2.00
Same line as above 25 yards on card.			
2960	75 ft	20 lb test	Each \$ .50
2961	75 ft	30 lb test	Each .60
2962	75 ft	40 lb test	Each .75
2963	75 ft	50 lb test	Each .85
2964	75 ft	60 lb test	Each 1.00

**A. L. & W. SPECIAL SILK  
BAITCASTING LINE**



Test 16 lbs.  
Bait casting line. Pure silk hard braided.  
Assorted colors, 25 yds spools. Big Value.  
No. 3160 Special per Spool 90¢

**MINNOW PAILS**



Round, double, floating pail, best heavy sheet tin, enamelled green. Heavy galvanized wire inner. Capacity 10 quarts.

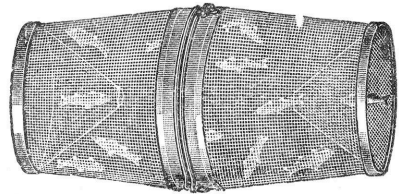
- No. 3410.....each, \$2.75
- No. 3425 Galvanized.....each, 3.25

**NON-FLOATING PAIL**

Round, non-floating, double pail, heavy and substantial. Galvanized wire inner. Color green. Capacity 10 quarts.

- No. 3405.....each, \$1.90

**GEE'S PATENT MINNOW TRAP**



- 17½" long, 9" wide.
- No. 3450.....each, \$2.00

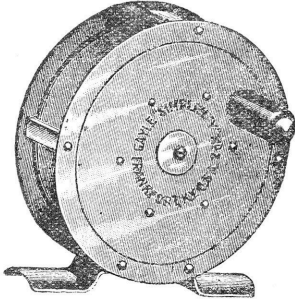
**WAHL'S  
FLOATING  
LIVE NET**



This net is guaranteed to float, no matter how many fish you put in it. It is equipped with brass rings which allow the draw string to run freely and permits the net opening automatically when draw string is released. When the draw string is tightened it is impossible for fish to escape.  
No. 3485.....each, \$2.75

**Our Cultivated Worms Are Better.**

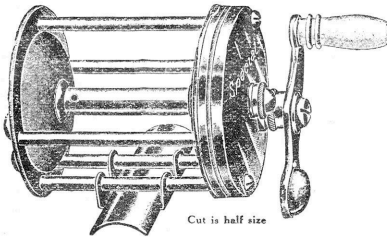
**SIMPLICITY REEL**



Single action simplicity reel. Made from hard steel, nickel finish. Capacity 50 yards. Big Values.

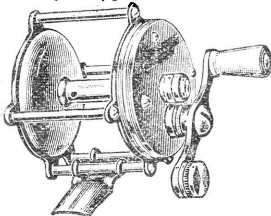
No. 3601.....each, \$ .55  
 Same as No. 3601 but with optional check. Capacity 60 yards.  
 No. 3602.....each, \$ .75

**SPECIAL**



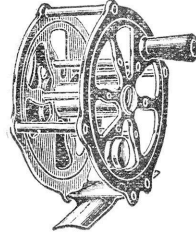
Cut is half size

Full nickel plated, quadruple multiplying reel bushed for bearings, adjustable back-sliding click and drag, oil cups. Best Value bait casting reel on the market. Free running and true, on steel pivots.  
 No. 3750 60 yd. 1 7/8" Pillar.....each, \$4.50



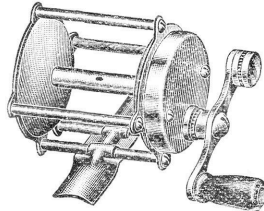
Best quality double multiplying Reel, Black Gunmetal Finish, raised pillars, optional click, white balanced handle. A most reliable and excellent reel at a very low price. Just the reel for a steel rod, as it reflects no light. Equal to any reel at twice the price.  
 No. 3708.....each, \$1.25

**FEATHERWEIGHT REEL**



Finish, nickel plated or bronze. A beautiful quality reel, very light and exceptionally strong. Steel gear and special bearings, black polished handle. A reel of beautiful quality and finish, makes splendid Fly reel. To take apart use a 5¢ piece.

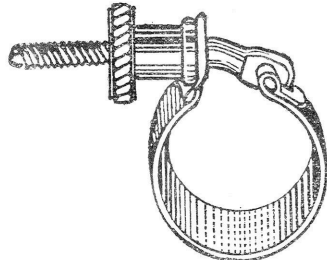
40 Yards.....each, \$2.50  
 60 Yards.....each, 3.00  
 80 Yards.....each, 3.25



Best quality, polished nickel plated, double multiplying reels. Adjustable click and drag, balanced crank.

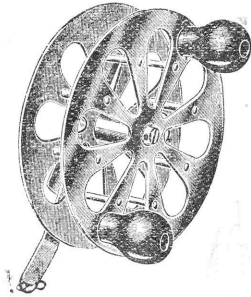
No. 3702 Capacity 40 yards each, \$1.95  
 No. 3703 Capacity 60 yards each, 2.15  
 No. 3704 Capacity 80 yards each, 2.25  
 No. 3705 Capacity 100 yards each, 2.75  
 No. 3706 Capacity 150 yards each, 3.00

**REEL CLAMP**



Strong nickel plated on spring brass for clamping reel securely to rod handle. Invaluable for bait casting and trolling.  
 No. 5562.....each, \$ .95

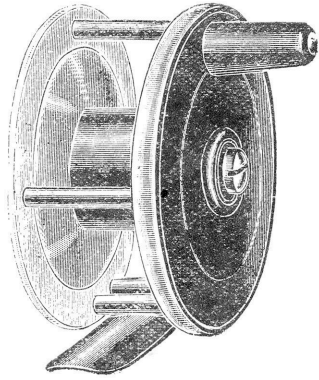
AMATEUR TROLLING REEL



This single action reel is carefully constructed of good material and will give excellent service; very simple, firm and durable. It is especially adapted for deep trolling with wire line. Equipped with drag and two handles. Nickel plated finish.

No. 3990.....each, \$3.00

DOVE REEL



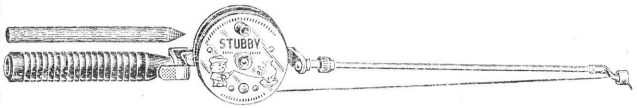
Aluminum English Reel, Large Drum for quick winding. Hard Tool Steel gear and click pawl, optional click. A beautifully finished and reliable Reel.

No. 3915	
2 1/2".....each,	\$6.00
2 3/4".....each,	6.75
3".....each,	7.50
3 1/2".....each,	9.00
4".....each,	10.50

STEEL RODS

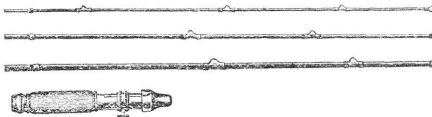
Combination Rod and Reel for bait casting and trolling. A very handy outfit, takes apart and will fit in an ordinary tackle case. Packed one in carton.

No. 4265.....each, \$4.25



STUBBY

STAG FLY AND BAIT RODS



Finest quality Steel Fly or Bait Rod. 3 joints, enamelled Black satin finish. Solid cork handle nickel plated. Reel seat with patent non-slip screw reel band preventing reel from becoming loose, snake guides, 3 ring end. Lengths—Bait with reel above hand: 5', 6' and 7'.—Fly with reel below hand: 8 1/2' and 10'.

No. 4225.....each, \$4.25

Steel Rods rust—A little oil applied to the seams after using prolongs their life. The same applies to reels and all metal parts of Tackle.

Insist On Our Cultivated Worms.

**A. L. & W. Celebrated Beaver Brand Tackle.**

**CANUCK STEEL ROD**



Three pieces in partition bag. Polished wood handle, snake guide enamelled green. Supplied in lengths: 5', 6', 7', 8' and 9'.

No. 4200.....each, \$1.50

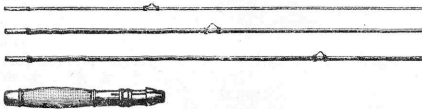
**STANDARD TELESCOPIC RODS**

Highest quality Steel Telescope Rod, nickel fittings, cork handle, nickel reel seat. Absolutely reliable, moderate price, in cloth bag.

No. 4269.....each, \$3.50  
 No. 4270 Reversible Handle.....each, 4.00



**STANDARD BAIT RODS**



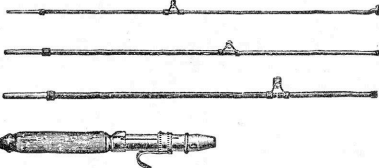
Excellent quality Steel Bait Rod. 3 joints and handle in partition cloth bag. Snake rings, cork and nickel handle, very reliable. Lengths 5 to 8 ft. ....each, \$2.50

**STANDARD FLY RODS**

Excellent quality Steel Fly Rod. 3 joints and handle in partition cloth bag. Snake rings. Cork and nickel handles, 9 ft., each, \$2.50.



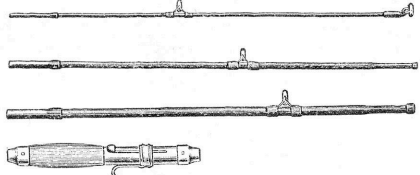
**STAG BAIT CASTING ROD**



Finest quality steel bait casting rod, 3 joints enamelled black, solid cork grip, patent screw reel seat, nickel plated. All in partition cloth bag. Length: 4' to 6'.

No. 4230 German silver, Improved one Ringed Casting Guides. Offset top .....each, \$4.25  
 No. 4231 Agatine offset top. Improved one Ring Casting Guides.....each, 5.00  
 No. 4232 Agatine offset top and rear guide, balance Improved one Ring Casting Guide.....each, 6.00  
 No. 4234 All Agatine Casting Guides and offset top.....each, 7.00

**STANDARD BAIT CASTING ROD**



Superior quality steel jointed bait casting rod, 3 joints and handle. Joints, black enamel, handle cork and nickel plated reel seat. Lengths: 4', 4½', 5', 5½' and 6'. Finger hook on reel seat.

No. 4210 Large German silver casting guides offset top.....each, \$3.00  
 No. 4211 Large German silver casting guides. Agatine offset casting top .....each, 3.50  
 No. 4212 Agatine offset casting top and rear.....each, 4.00  
 No. 4214 All Agatine Guides.....each, 4.50

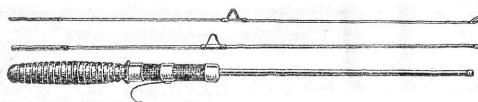
**It Pays To Buy Our Cultivated Worms.**

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**A. L. & W. Celebrated Beaver Brand Tackle.**

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**CANUCK STEEL BAIT CASTING ROD**



A low priced reliable Steel Bait Casting Rod of superior quality, 5'. 3 sections in bag.

No. 4201.....each, \$2.25

**ROD SHORTENER**



Fits into handle of rod so that butt can be dispensed with.

No. 4411.....each, 25¢

**EMERGENCY TIPS**



3 ring top, nickel plated, 3½" long, fits any rod.

No. 4412.....each, 20¢

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**BEAVER BRAND SPLIT CANE RODS.**

are all made from the finest quality of China Tonkin Cane. Only the butt ends of canes are used for splitting as their fibres are closer and the cane is much tougher than the middle and top cuts. Great care is given to the selection of the canes and only perfect ones are used. Rigid inspection is enforced.

Sixty-one years' experience in manufacturing quality fishing rods has developed accuracy of design and perfect balance with the exact action combined with the right degree of backbone demanded by Canadian anglers. A variety of styles in finish and design are available to meet individual tastes and all are built to that high standard of excellence guaranteed by the Beaver Brand Trade Mark.

**THE CARE OF RODS.**

It is important after a day's fishing that the rod should be taken to pieces, carefully cleaned and placed with its case; not left outside against a wall or tree, (as is generally done in every camp) for the damp atmosphere and rain to act upon its timber and ferrules. A rod carefully used will last a lifetime, whereas, if its owner is careless, it will get out of condition, become warped, and eventually lose its suppleness and power. As a last word of advice, never put a rod in a damp bag.

**PUTTING RODS AWAY FOR THE WINTER.**

After the season's fishing is over, look over your rods. If the ferrules need to be tightened, wood needs varnishing, etc., do it or send them to us at once and next Spring your rods will be ready. Put your rods in a room where there is no heat, (steam heated rooms will loosen all the ferrules) and hang up the joints separately by short pieces of wire or strings, which have been tied to the smaller ends of the joints. If some of the joints have become warped, tie a small weight at the bottom of the joints and you will find when you put your rod together next Spring that it is perfectly straight.

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**Our Cultivated Worms Are Better.**

SPLIT CANE BAIT CASTING RODS



Lancewood butt, natural finish, best quality Split Cane Tip. Offset casting guides. Nickel Plated Reel seat and ferrules. All the advantages of a high grade Split Cane Rod at half the price. Length 5'.

No. 4703.....each, \$4.00

Best quality Split Cane, 2 piece casting rod, offset casting rings fancy whipped, red and black silk. Solid metal reel seat.

No. 4710.....each, \$9.00

Same as No. 4710 but with crystal Agate offset top and rear guides.

No. 4711.....each, \$10.00

Same as No. 4710 mounted with crystal Agate offset guides and top.

No. 4712.....each, \$12.00



Finest quality split cane, 2 joints and extra tip 5' and 5½'. Double grip solid nickel plated reel seat, nickel plated ferrules, Crystal Agate casting rings and offset top, fancy whipped in red and green. Beautifully finished with high grade varnish. Contained in partition bag.

No. 4715.....each, \$14.00

Very finest quality Calcutta Split Cane. Butt joint and 2 tips. Solid Cork fancy double grip solid reel seat and welted reinforced ferrules nickel plated. Whipped fancy maroon at intervals of one inch. All crystal Agate offset casting guides and top. Beautifully finished, high grade hard varnish. Contained in heavy cloth partition bag.

No. 4720.....each, \$18.00

SPLIT CANE FLY RODS



Split Bamboo Fly.

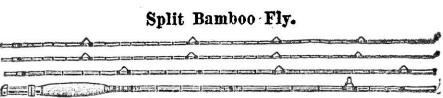
Split Cane, 3 joints, length 9', cork grip, nickel reel seat and ferrules in cloth partition bag.

No. 4875.....each, \$3.00



Superior quality, split cane, 3 joints extra tip, fancy whipped, nickel plated reel seat and ferrules fully mounted. In lined frame and bag.

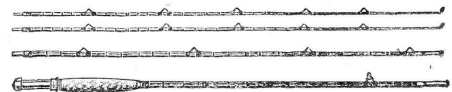
No. 4877.....each, \$6.00



Split Bamboo Fly.

High grade Split Cane Fly Rod, 3 Joints, Extra tip. 9½', beautifully whipped with maroon Silk at 1½" intervals. Cork handle, nickel plated ferrules and reel seat. In wood frame and very suitable action for wet fly.

No. 4882.....each, \$7.00



Superior quality split cane, trout rod, 3 joints and extra tip. 9½' cork grip, nickel plated reel seat and ferrules, fully mounted whipped at rings. In wood form and bag.

No. 4876.....each, \$4.25



Superior quality, split cane, 3 joints, extra tip, fancy whipped, nickel plated reel seat and ferrules, length 10' cork grip. In lined frame and bag.

No. 4880.....each, \$5.00



Split Bamboo Fly.

Very High grade Split Cane Fly Rod, stiff action suitable for wet or dry fly. Fancy whipped at close intervals with pure invisible Silk. Fine cork handle, nickel reel seat and ferrules. 3 joints, extra tip, 9½', in wood frame and bag.

No. 4883.....each, \$8.50

**Split Bamboo Fly.**



Very high grade split cane, 3 joints, length 10' extra tip, beautifully whipped with pure silk. Cork grip, nickel plated reel seat and ferrule. In lined frame and bag.

No. 4885.....each, \$10.00

English Style Split Cane Rod, 3 joints and extra tip beautiful natural wood reel seat, bronzed reel bands and ferrules, cork grip. Closely whipped at 1" intervals with maroon colored silk. Length 10'. In lined frame and bag. This rod is exceptional value and equal in action, balance and durability to any rod at twice the price.

No. 4895 (Special).... \$15.00 each,

**COMBINATION**



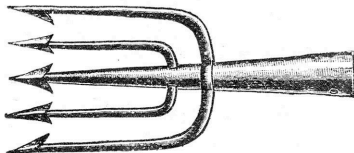
A very fine quality of Split Cane, 9½' 3 joints, reversible handle and extra tip which fits into butt joint converting the rod into a very handy boat or trolling rod. Reversible handle adapts rod for either fly or bait. Nickel plated fittings, cork grip, snake guides, in partition bag. Beautifully fancy whipped in red.

No. 4888.....each, \$12.00

**IDEAL**



**GENUINE ENGLISH HAND FORGED STEEL SPEARS**



Spears hand forged steel, carefully tempered, malleable iron shank, eyed socket. 3 Prongs, length of tine 2¼". Enamelled black.

No. 5305.....each, 75¢

Spears hand forged malleable iron shank, eyed socket. 5 Prongs, length tine 4½". Enamelled black.

No. 5306.....each, 80¢

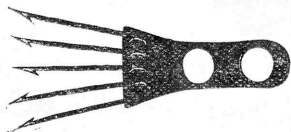
Spears hand forged, malleable iron shank extra strong. Eyed socket, 5 prongs, length of tine 5". Enamelled black.

No. 5307.....each, \$1.25

Finished black, the genuine article which has been off the market for several years.

No. 5300	3 Prong 4¾" Tines	each,	\$1.50
	4 Prong 5½" Tines	each,	1.75
	5 Prong 5¾" Tines	each,	2.00

**FROG SPEARS**



Points of finest steel, malleable iron shank, eyed socket. Enamelled black.

No. 5313	3 Prong.....	each,	25¢
No. 5314	4 Prong.....	each,	35¢



24 split shot in barrel (full measure), 2 doz. barrels in carton.

No. 5330.....each, 05¢

One dozen Buckshot in barrel, 1 dozen barrels in carton.

No. 5331.....each, 05¢

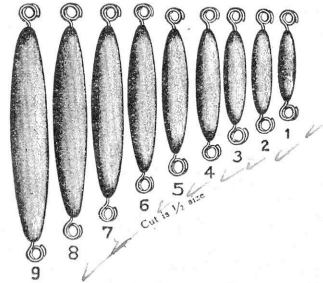
**Insist On Our Cultivated Worms.**

ADJUSTABLE RINGED SINKERS

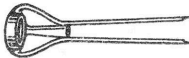
QUALITY No. 5338

Size	Weight ozs.	Quan. in box	Per Dozen
1	1-16	1	\$.12
2	3-32	1	.15
3	5-32	1	.20
4	3-16	1	.20
5	1/4	1	.25
6	5-16	1	.35
7	7-16	1/2	.40
8	9-16	1/2	.50
9	3/4	1/2	.75
10	1 1/4	1/2	1.00
11	1 1/2	1/2	1.50
12			each, .15

Illustration half actual size.

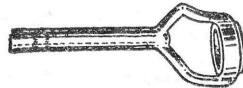


GENUINE AGATE FLY TOP



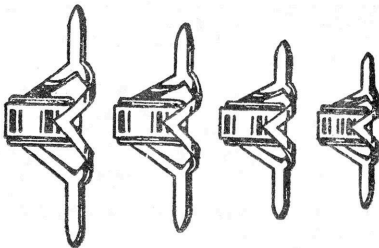
No. 5285 Fly Top Tube Style.... each, \$1.00  
 No. 5289 Fly Top Tie on Style.... each, \$1.00

CRYSTAL AGATE TOP



Sizes 4, 4 1/2 and 5 3/8"  
 No. 5273 All sizes.....each, 50¢

CRYSTAL AGATE CASTING GUIDES



No. 5222 Sizes 3/16", 1/4", 5/16", 3/8", each, 60¢

UTILITY SCALES



Finely nickeled plated weighs up to 15 lb. indispensable to the Angler. Guaranteed correct.  
 No. 5560.....each, 75¢

GOOD LUCK FISH SCRAPER



Galvanized iron.  
 No. 5500.....each, 20¢



**A. L. & W. Celebrated Beaver Brand Tackle.**

**SWIVELS**

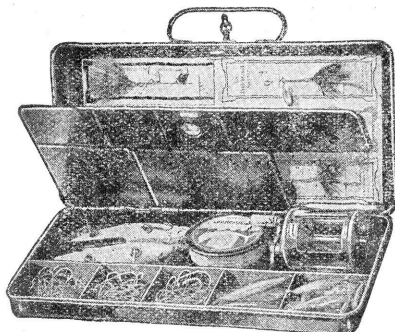
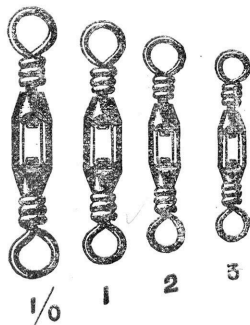
		Size	4/0	3/0	2/0	1/0	1/6	7/10
No. 5400	Brass Box	Per Dz.	80¢	70¢	60¢	50¢	40¢	40¢
No. 5401	Brass Barrel	Per Dz.	70¢	60¢	50¢	40¢	35¢	
Nos. 5405, 5408	Steel Snap	Per Dz.		\$1.25	\$1.00	90¢		



Steel Link. No. 5405



Steel Watch Spring Snap. No. 5408



**STANDARD TACKLE BOX**

Sheet steel finished gunmetal blocked out of 2 sheets, no seams or joints. Divided into 2 main compartments by means of hinged partition. One side divided into seven smaller compartments as illustrated leaving space for an 80 yard casting reel. The other side has no divisions and affords space for fly books, hooks and other larger articles. Inside dimensions 11"x5 1/4"x2 1/4", ingenious fastening device that can be used either as lock or simple latch.

No. 5620.....each, \$2.10

**ALL STEEL TACKLE BOX**

This popular priced box appeals to fishermen who desire a small, compact box, of a practical design and one that is durable. It is equipped with two trays, the upper being flush to lid. The compartments in these trays will accommodate five or more plugs, or artificial bait, besides hooks, sinkers, etc. The bottom of the box will accommodate two or three reels, besides such equipment as lines, bottle bait, etc. Electrically welded throughout, not soldered. Finished in durable brown, rust-resisting, baked enamel. Fitted with multiple change lock, with strong loop catch, which prevents contents from spilling out when box is not locked. Leather handle with steel core.

No. 5612 12" long, 6" wide, 6" high, each \$5.25



**Insist On Our Cultivated Worms.**

GENUINE SCOTCH WADERS



TROUSERS

Curry's finest quality heavyweight drab twill waders double waterproofed and fully guaranteed. These are genuine Curry waders which for quality and durability are known the world over and stand unchallenged in a class by themselves.

Length of foot	10 "	Size of shoe	5
Length of foot	10½"	Size of shoe	6
Length of foot	11 "	Size of shoe	7
Length of foot	11½"	Size of shoe	8
Length of foot	12 "	Size of shoe	9

No. 5750 per pr. \$15.00

ANDERSON'S FEATHERWEIGHT WADERS

Very highest quality double waterproofed featherweight waders. Extra light, strong and durable. Just the thing for summer fishing.

Length of foot	10 "	Size of shoe	5
Length of foot	10½"	Size of shoe	6
Length of foot	11 "	Size of shoe	7
Length of foot	11½"	Size of shoe	8
Length of foot	12 "	Size of shoe	9

No. 5760 Trousers Per Pr. \$15.00



If the Reel or Rod you want is not listed here you will find it in our complete catalog, copy of which will be mailed to you free on request.

*A feller isn't thinkin' meon,  
Out fishin';  
His thoughts are mostly good and clean,  
Out fishin';  
He doesn't knock his fellow men,  
Or harbor any grudges then;  
A feller's at his finest, when  
Out fishin'.*

*The rich are comrades to the poor,  
Out fishin';  
All brothers of a common lure,  
Out fishin';  
The urchin with the pin an' string  
Can chum with millic wire an' king;  
Out fishin'.*

*A feller's glad to be a friend,  
Out fishin';  
A helpin' hand he'll always lend,  
Out fishin';  
The brotherhood of rod an' line,  
An' sky an' stream is always fine;  
Men come real close to God's design,  
Out fishin'.*

*A feller isn't p'ring schemes,  
Out fishin';  
He's only busy with his dreams,  
Out fishin';  
His liver's a coat of tan,  
His creed: to do the best he can;  
A feller's always mostly man,  
Out fishin'.*

---

## **The ALLCOCK, LAIGHT & WESTWOOD CO.**

LIMITED

**70 King Street, West**

**TORONTO**

*Manufacturers and Distributors of*

**HIGH GRADE FISHING RODS AND TACKLE**

**Guns, Ammunition, Camp Clothing and Equipment**

If you are not an interested fisherman perhaps you have an angler friend who would be glad to possess this booklet—  
Pass it on.