

1991



Geoff Bibby

and

Bruce & Walker



The name of Bruce & Walker has been synonymous with quality fishing rods since the formation of their partnership in 1963. They manufactured the first British made hollow glass rods and were world pioneers in the development of carbon fibre as a rod building material. They rolled their own blanks when they first started and are extremely proud of the fact that they still do so today.

My first carbon rod was a Bruce & Walker and today I have come full circle and I am back with Bruce & Walker match rods again. My recent association with the company started in 1990 when my team, Oundle, were sponsored by them to develop a new range of match rods. Living nearest to the factory I was the lucky squad member who became liaison man between team and company. The fact that Bruce & Walker make their blanks right here in Huntingdonshire gave us a unique opportunity. We could try out a rod one week-end and make comments like "I would like it a bit softer in the middle" or "Could you do the same rod with a spliced tip" or "Could you shorten the butt". By and large we were able to ask for changes and within a week or so we were able to try them out. Can you imagine it? it was fantastic, lets face it, it still is fantastic. All our efforts were not successful, far from it, there were some abortions as Jim Bruce predicted there would be, but after a couple of years some excellent rods have materialized.

I consider that these rods are so good that I have taken a franchise on all blanks produced with the help of the Oundle match squad and are having them made into some of the finest match rods obtainable. They will only be available direct from me thus reducing the potential price by up to 33%

All my rods carry a lifetime guarantee against faulty materials or workmanship. This does not affect your statutory rights as a purchaser.

