

The Mk IV G by B. James and Son

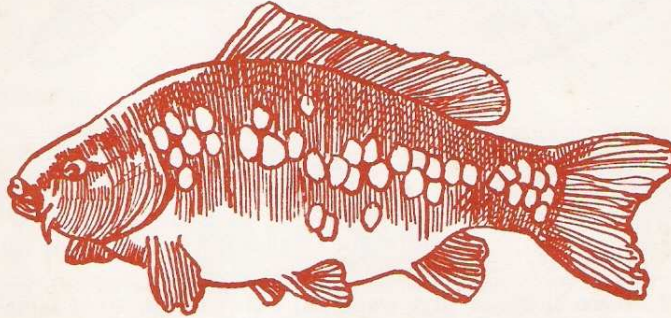
The great fame of this rod in the carp fishing world is proof of its splendid suitability. It has been used so extensively, with such complete satisfaction, and without any suggestion of needing improvement in any way—that the dedicated carp anglers have clearly decided that the rod cannot be surpassed.

The Mk. IV G: Sections: 2; Rings: Hoop. Butt ring: 22 mm hard ceramic; Tip ring: Hard ceramic; Length: 10'; Ferrules: Spigot.

The Mk IV S/UG by B. James and Son

This stepped up version of the Mk. IV G gives the extra power needed when there is the hazard of very heavy weed growth. It will stand up to the toughest duties without any fear of being over-worked—yet its action when fighting a fish remains completely pleasurable.

The Mk. IV S/UG: Sections: 2; Rings: Hoop. Butt ring: 22 mm hard ceramic; Tip ring: Hard ceramic; Length: 10'; Ferrules: Spigot.



The Mk IV Avon G by B. James and Son

The lighter version of the Mk. IV G—developed for chub and barbel fishing. The action gives just the right balance to cope with a very solid force of water, and still get the maximum sport out of playing the fish.

The Mk. IV Avon G: Sections: 2; Rings: Hoop. Butt ring: 22 mm hard ceramic; Tip ring: Hard ceramic; Length: 10'; Ferrules: Spigot.

The Avon Perfection

Designed for float-fishing and ledgering for chub and barbel where a long rod is needed. It will handle the biggest of fish in the strongest currents, yet, due to its strength and action, there is no lack of sport with smaller specimens in gentle flows.

The Avon Perfection: Sections: 2 plus detachable handle; Rings: High stand off; Butt and tip: Hard ceramic; Length: 12'; Ferrules: Spigot.

The Trotter

The ideal rod for long-trotting for big roach, bream, chub, etc., especially in rivers where very large fish may be hooked. The action gives the maximum sport with the general run of fish caught, but much heavier specimens can be handled with no risk at all to the rod.

The Trotter: Sections: 2 plus detachable handle; Rings: High stand off; Butt and tip: Hard ceramic; Length: 11' 6"; Ferrules: Spigot.

The Loch Lomond

A very powerful pike rod, capable of handling the heaviest baits and lures, and subduing the largest specimens that may be caught. Due to the lightness and other characteristics of our material and construction methods, however, this rod is infinitely more pleasant to use than the old type of cumbersome poles that used to be needed for this class of fishing.

The Loch Lomond: Sections: 2; Rings: Hoop; Butt and tip: Hard ceramic; Length: 10'; Ferrules: Spigot.

See the new breed of hand-built rods at your usual tackle dealers.

BRUCE & WALKER

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The independent British firm with a most advanced rod building capability

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