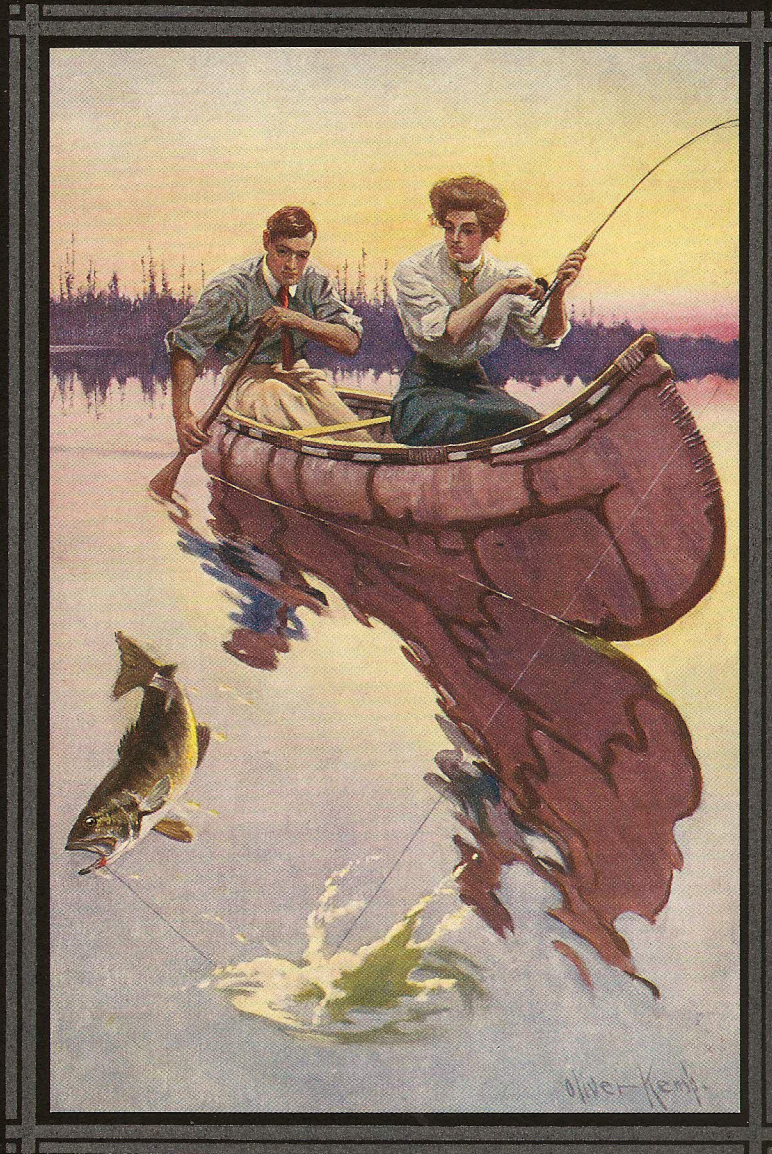


“Bristol”
TRADE MARK REG. U.S. PAT. OFF.

STEEL FISHING RODS



Made by THE HORTON MFG. CO.
BRISTOL, CONNECTICUT, U.S.A.



STEEL FISHING RODS



are sold by all responsible jobbers and dealers who are willing to handle a reliable line of exceptional value at a reasonable profit, and they should be able to supply you as readily as we could and at the same price.

If for any reason, however, you cannot obtain satisfaction from dealers, or they try to sell you an inferior rod in order to make more profit, write us and we will ship you a rod direct from the factory on receipt of the retail price quoted herein.

If you examine and compare a "BRISTOL" STEEL ROD with others before purchasing you will buy it and you will never regret doing so. Therefore, insist on the dealer showing you a "BRISTOL" STEEL ROD.

Made by THE HORTON MFG. CO.
BRISTOL, CONNECTICUT, U.S.A.
1910

WE PRINT BELOW

a facsimile of our guarantee that is attached to each rod when it leaves our factory.

OUR GUARANTEE

This BRISTOL STEEL FISHING ROD is guaranteed against breakage due to defective materials or workmanship, and for the space of **Three Years** from date hereof only. In event of claim being made on account of breakage of this rod we must have the broken parts at our factory (TRANSPORTATION CHARGES PREPAID; our guarantee does not cover expressage or postage in either direction) that we may judge of the cause of breakage ourselves. If we find that the breakage is occasioned by reason of defective material while in actual use within the time specified above, we will replace the broken part or parts free of charge.

THE HORTON MFG. CO.

(Over)

We must have all pieces of a broken joint in order to judge as to the cause of breakage and also to enable us to furnish a new joint with the same size ferrules. A broken joint can be sent by mail for a few cents, or in case an unbroken joint is sent to have a new joint fitted to it, express paid, ounce rates, is the cheapest and safest way. It is not necessary to send the entire rod unless other repairs are desired. Be sure to write your name and address as well as ours directly on the package whenever possible, as tags are liable to be torn off.

THE HORTON MFG. CO., Bristol, Conn.

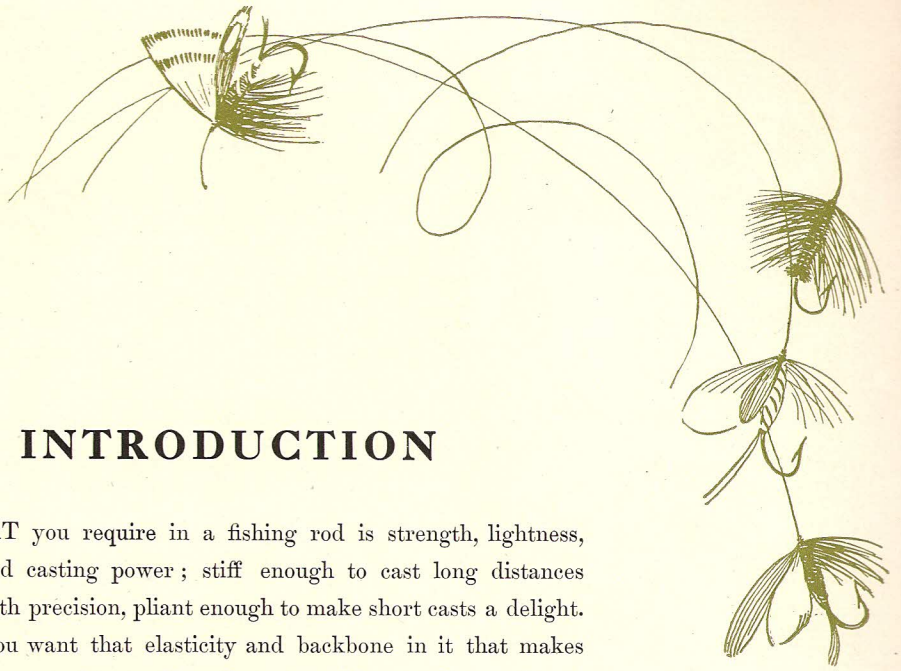
Date.....

(Over)

W A R N I N G

Our guarantee does not hold good or cover breakages which occur while using our rods with the so-called "rod shorteners," as they are not practical, causing the strain to be borne by the second joint and tip instead of distributing the strain on all three joints, as intended.

"And now, scholar! I think it will be time to repair to our angle-rods."—Izaak Walton



INTRODUCTION



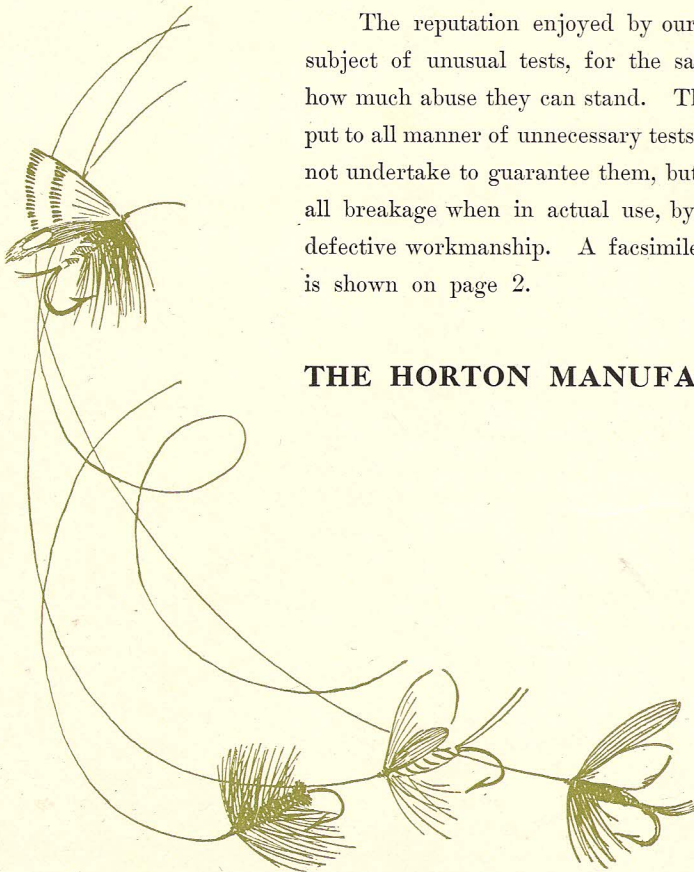
WHAT you require in a fishing rod is strength, lightness, and casting power; stiff enough to cast long distances with precision, pliant enough to make short casts a delight.

You want that elasticity and backbone in it that makes the rod seem a part of yourself, so that you guide your fly or minnow as unerringly as an Indian his arrow. It should be responsive, telegraphing every move of the fish when hooked, obeying instantaneously your every desire.

This is a combination of essentials hard to find in even fine rods. Because it had them all, in a marked degree, the "Bristol" Rod became famous.

The reputation enjoyed by our rods makes them at times the subject of unusual tests, for the sake of satisfying curiosity as to how much abuse they can stand. They are bent double. They are put to all manner of unnecessary tests. Against all such tests we cannot undertake to guarantee them, but we do guarantee them against all breakage when in actual use, by reason of flaws in material or defective workmanship. A facsimile of our three years' guarantee is shown on page 2.

THE HORTON MANUFACTURING COMPANY



"BRISTOL" RODS are put up in the best quality canton flannel cases. They are beautifully enameled in black and lacquered, which gives them a high finish.

HAVE A LOOK

*The brook is calling, "Have a look,
Have a look and bring a hook."
But what's a hook without a line,
And "BRISTOL" ROD unless it's mine?
When fishin's fine!*
—Apologies to Flynn Wayne.

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"Anybody can cut prices, but it takes brains to make a better article."—P. D. Armour.

PLEASE READ THESE INSTRUCTIONS CAREFULLY

IN ORDERING GOODS

Write your name distinctly, together with your full address, including the name of your street and the number thereof.

IN REMITTING BY MAIL

Do so either by express money orders, post office money orders, New York drafts or checks properly certified, making orders, checks, or drafts payable to the order of this Company.

IN ORDERING GOODS SENT BY EXPRESS C. O. D.

Enclose not less than 20 per cent of the cost of goods ordered. On C. O. D. orders we add for express charges both ways, and customers therefore will save return charges by forwarding the cost of goods with order.

IN ORDERING GOODS SENT BY MAIL

Postage should be added to remittances to the amount of 25 cents for each rod or part of rod ordered. *All goods sent by mail will be at purchaser's risk.*

IN ORDERING EXTRA JOINTS FOR STEEL FISHING RODS

We must know the number of the rod for which the joint or joints are wanted, stating plainly whether they wish the *first* or large joint, which fits into the handle, the *second* or middle joint, the *tip*, or small joint. Please remember that we do not term the *butt* or *grip* a joint, but the *handle*; therefore, the joint which fits into the handle *is the first joint.*

SENDING US PACKAGES

When sending us rods or parts of rods for repair or changes, always put your name and address on same, so that we may be able to identify the package and thereby avoid unnecessary delay in executing your orders.

We desire that all prospective purchasers of our rods should patronize their home dealers, but in the event that they are not kept by the dealers of your town, we shall be pleased to fill your order from the factory.

*"The angler lies beside the brook
And casts his gaudy flies,
And lies and lies and lies and lies,
And lies and lies and lies."*

BEHOLD THE FISHERMAN!

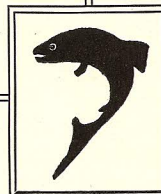
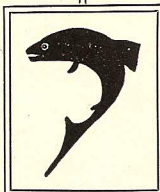
"He riseth up early in the morning and disturbeth the whole household.
Mighty are his preparations.
He goeth forth full of hope.
When the day is far spent he returneth smelling of strong drink, and
the truth is not in him!"



THE MASKINONGE

I HAD cast at least twenty times and was reeling in, when my companion's line stiffened out, his rod bent, and the boatman jerked the skiff out into the stream just in time to prevent the fish from reaching the weeds toward which it dashed with an impetuous line-taking rush. Just how my friend held it I do not know, but he did, and in a few seconds we were well out, and he had a clear field to play the clever game; it was worth while to see him manage this fish, a furious fighter, on the slight whip-like rod. It made a deep, vicious plunge to the bottom, hunting for trouble, there was no doubt as to that, then came up with a great aqueous leap, so it seemed, reaching the surface half around the boat, though the boatman by a mighty effort kept us stern to it. Then it went into the air much as I have seen a swordfish; not a graceful leap, but one that carried it high into the air where it lashed about like a tarpon, and fell upon its side with a resounding splash. Recovering at once, it took out twenty or thirty feet of line in a straightway rush, but was slowly checked by the resilience of the rod, which forced it into the air again. Fifteen minutes slipped by and not a word was spoken, nothing heard but the occasional splash, the buzz of the little reel as it gave, or ate up the line, and the grunt of the boatman as he pulled hard on the port oar, as the fish went bounding around the boat. We knew it was a fish of large size—forty pounds at least—sixty we hoped. How boundless are the hopes and aspirations of your angler; how deeply sincere are his prognostications! Twenty minutes, thirty, and we were drifting down the main channel where a big steamer almost filled us, her passengers crowding to the rail and shouting and cheering at us. Forty minutes drifted into oblivion, and the fish began to weaken, came slowly to the quarter—where it caught a glimpse of the gaff and was away with a splendid rush. Then it came in again, was held by the rod while beneath it slipped the gaff; the next minute, quivering, snapping its ugly jaws, it received the humane quietus, when Bill held it up on the scales—a joy forever—whose weight was fifty-two and one-half pounds. It was a matter for congratulation not only to the angler, but to the boatman, who saved the day a dozen times.

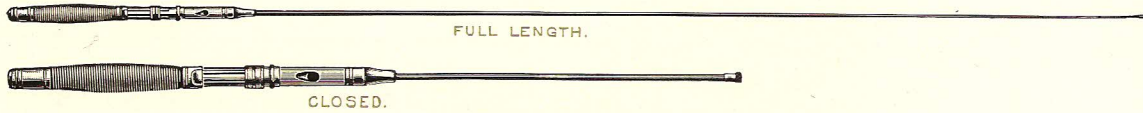
—Charles Frederick Holder in *Recreation*.




STEEL FISHING-RODS


TELESCOPIC BAIT RODS

Handle mountings nickel, with solid reel seat above the hand; line runs through the center of the rod



This cut represents Nos. 1, 2, and 10

No. 1. Rod, 9 feet 6 inches in length. Weight, 11 $\frac{3}{4}$ ounces. When telescoped the rod is 32 inches in length, all enclosed within the butt length.

No. 2. Rod, 10 feet in length. Weight, 10 ounces. When telescoped the rod is 37 inches in length.

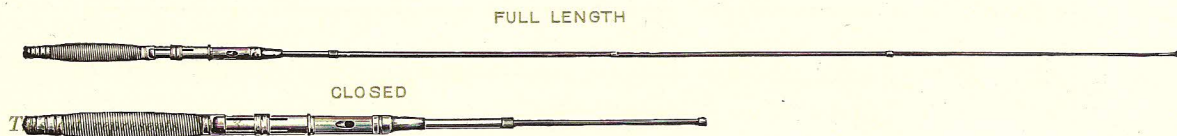
No. 10. Rod, 8 feet 6 inches in length. Weight, 11 ounces. When telescoped the rod is 29 inches in length, all enclosed within the butt length. A serviceable rod for heavy fishing.

Nos. 1, 2, and 10 With polished maple handle	Price, each \$3.50	Nos. 1, 2, and 10 With celluloid wound handle	Price, each \$4.00
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We can furnish the No. 2 rod 12 feet in length for 50 cents extra.

The joints have a gun barrel finish

TELESCOPIC BAIT ROD NO. 3



Bass rod, same as No. 2, with the exception that each length is banded at smaller end. Weight, 10 $\frac{1}{2}$ ounces. An exceedingly strong and serviceable rod.

With polished maple handle	Price, each \$4.00	With celluloid wound handle	Price, each \$4.50
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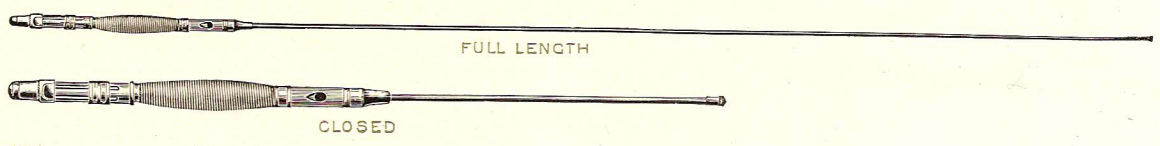
We can furnish this rod 12 feet in length for 50 cents extra.

The joints have a gun barrel finish

When so ordered, we can furnish any of the Telescopic Rods fitted with Outside Guides (Trumpet) and Double Hole Top for \$1.00 additional list.

TELESCOPIC FLY RODS

Handle mountings nickel, with solid reel seat below the hand; line runs through the center of the rod



This cut represents Nos. 5 and 6

No. 5. Rod, 9 feet 6 inches in length. Weight, 11 $\frac{3}{4}$ ounces. When telescoped the rod is 32 inches in length, all enclosed within the butt length.

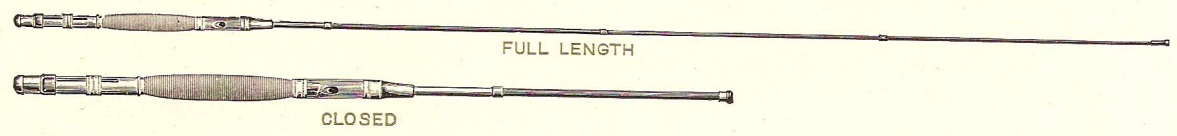
No. 6. Rod, 10 feet in length. Weight, 10 ounces. When telescoped the rod is 37 inches in length.

Nos. 5 and 6 With polished maple handle	Price, each \$3.50	Nos. 5 and 6 With celluloid wound handle	Price, each \$4.00
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We can furnish the No. 6 rod 12 feet in length for 50 cents extra.

The joints have a gun barrel finish

TELESCOPIC FLY ROD NO. 7



This cut represents No. 7

Fly rod, same as No. 6, with the exception that each length is banded at the smaller end. Weight, 10 ounces. An exceedingly strong and serviceable rod.

With polished maple handle	Price, each \$4.00	With celluloid wound handle	Price, each \$4.50
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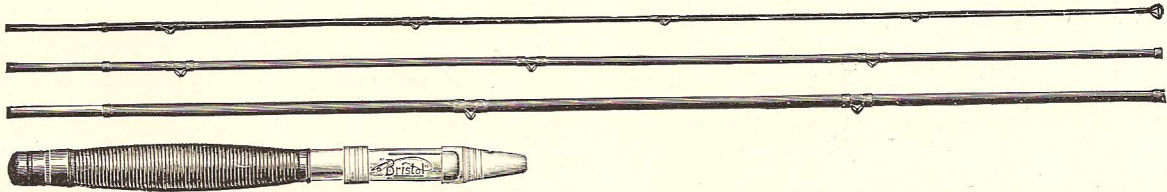
We furnish this rod 12 feet in length for 50 cents extra.

The joints have a gun barrel finish

When so ordered, we can furnish any of the Telescopic Rods fitted with Outside Guides (Trumpet) and Double Hole Top for \$1.00 additional list.

JOINTED BAIT RODS

Handle mountings nickel, with solid reel seat above the hand, trimmed with two-ring German silver tie guides and German silver three-ring tip



This cut represents Nos. 4, 11, and 13

- No. 4. Rod, 10 feet in length; the joints are 38 inches long. Weight, 10½ ounces.
 No. 11. The "HENSHALL" BASS ROD, 8 feet 6 inches in length; the joints are 32 inches long. Weight, 10 ounces.
 No. 13. The "ST. LAWRENCE" BASS ROD, 7 feet 6 inches in length; the joints are 28 inches long. Weight, with cork grip handle, 9 ounces.

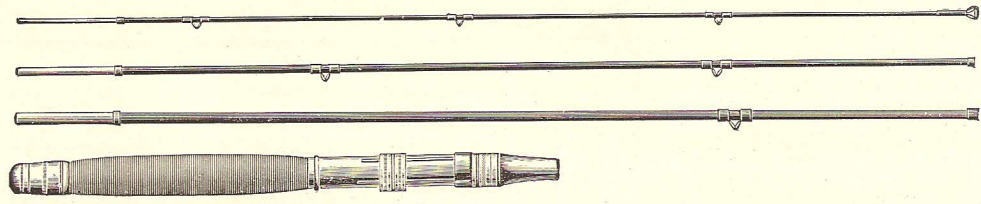
Nos. 4, 11, and 13	Price, each	Nos. 4, 11, and 13	Price, each
With polished maple handle	\$4.50	With celluloid wound long grip handle	\$5.75
With celluloid wound handle	5.00	With celluloid wound reversible handle, allowing reel to be used either above or below hand	5.75
With cork grip handle	5.50	With cork grip reversible handle	6.25
With celluloid wound double grip handle	5.75		

When so ordered, we can furnish the above rods with the reel seat below the hand. The double and long grip handles add a trifle to the weights given above and 6 inches to the lengths. For special trimmings and finishes see page 17.

They are beautifully enameled in black

JOINTED BAIT RODS

Handle mountings nickel, with solid reel seat above the hand, trimmed with two-ring German silver tie guides and German silver three-ring tip



This cut represents Nos. 15, 18, 19, and 20

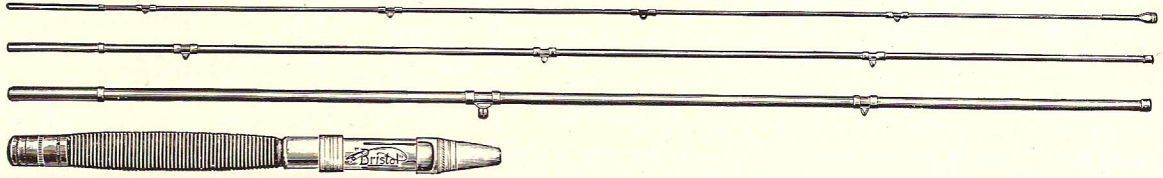
- No. 15. The "EXPERT" BAIT CASTING ROD, 6 feet 6 inches in length; the joints are 24 inches long. Weight, with cork grip handle, 8¼ ounces.
 No. 18. The "WESTERN" BAIT CASTING ROD, 6 feet in length; the joints are 22 inches long. Weight, with cork grip handle, 8¼ ounces.
 No. 19. Rod, 5 feet 6 inches in length; the joints are 20 inches long. Weight, with cork grip handle, 8 ounces.
 No. 20. Rod, 5 feet in length; the joints are 18 inches long. Weight, with cork grip handle, 8 ounces.

Nos. 15, 18, 19, and 20	Price, each	Nos. 15, 18, 19, and 20	Price, each
With polished maple handle	\$4.50	With celluloid wound long grip handle	\$5.75
With celluloid wound handle	5.00	With celluloid wound reversible handle, allowing reel to be used either above or below hand	5.75
With cork grip handle	5.50	With cork grip reversible handle	6.25
With celluloid wound double grip handle	5.75		

When so ordered, we can furnish the above rods with the reel seat below the hand. The double and long grip handles add a trifle to the weights given above and 6 inches to the lengths. The No. 20 rod can be furnished 4½ feet long, or shorter, when so ordered. For special trimmings and finishes see page 17.

They are beautifully enameled in black

JOINTED BAIT ROD NO. 12



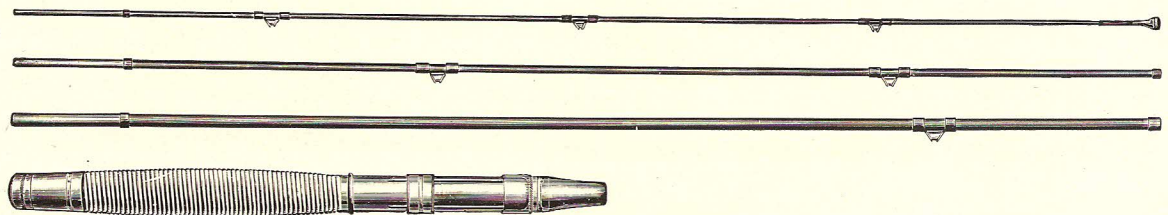
This cut represents No. 12

Bass rod, 8 feet 6 inches in length; the joints are 32 inches long. Weight, 10 ounces. Handle mountings nickel, with solid reel seat above the hand. This rod is nickel plated, has an agate guide on first joint (first guide above the reel), and a solid agate tip. Is made with three joints and handle. A very handsome rod.

	Price, each		Price, each
With celluloid wound handle	\$7.50	With celluloid wound reversible handle, allowing reel to be used either above or below hand	\$8.25
With cork grip handle	8.00	With cork grip reversible handle	8.75
With celluloid wound double grip handle	8.25		
With celluloid wound long grip handle	8.25		

The double and long grip handles add 6 inches to the length of above rod. For special trimmings and finishes see page 17.

JOINTED BAIT ROD NO. 17



This cut represents No. 17

The "FAVORITE" BAIT CASTING ROD, 7 feet in length; the joints are 26 inches long. Weight, 8 $\frac{3}{4}$ ounces. Handle mountings nickel, with solid reel seat above the hand. This rod has German silver trumpet guides and solid German silver double hole tip; the strongest and freest running tip made, excepting the agate. It is made with three joints and handle.

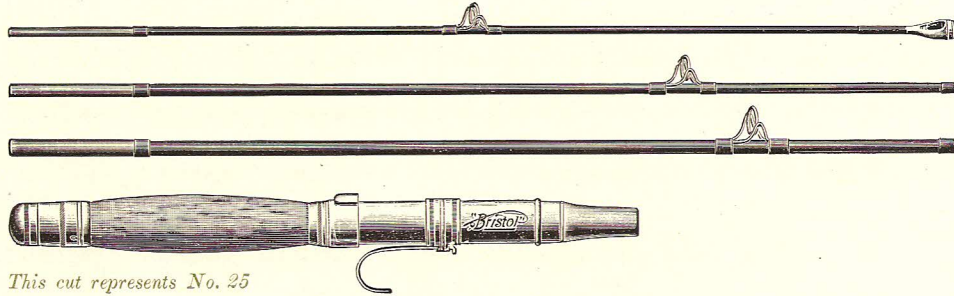
	Price, each		Price, each
With polished maple handle	\$5.50	With celluloid wound long grip handle	\$6.75
With celluloid wound handle	6.00	With celluloid wound reversible handle, allowing reel to be used either above or below hand	6.75
With either cork grip or cane wound handle	6.50	With cork grip reversible handle	7.25
With celluloid wound double grip handle	6.75		

The double and long grip handles add 6 inches to the length of above rod. For special trimmings and finishes see page 17.

They are beautifully enameled in black


STEEL FISHING-RODS


JOINTED BAIT ROD NO. 25



This cut represents No. 25

The "KALAMAZOO" BAIT CASTING ROD has short cork handle, with patent detachable finger hook, large polished German silver improved casting guides, and solid agate top, with extra large opening. The reel seat is so arranged that reel is brought close to grip, which, with the aid of the finger hook, enables the fisherman to "thumb" the reel without tiring his hand. The free running qualities of the large guides and top are such that a novice can cast from 75 to 100 feet after a few trials. We have this rod in three lengths — 5 feet, 5½ feet, and 6 feet. Other lengths to order. Weight, 8 to 8½ ounces.

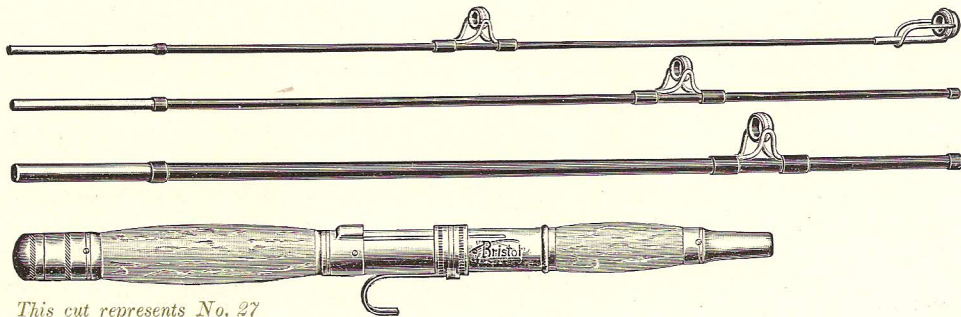
Price, each

With cork grip handle only \$7.00

For further description of the guides and finger hook attachment used on above rod see pages 20 and 45. When ordering this rod be very careful to state plainly the length wanted. For special finishes see page 17.

They are beautifully enameled in black

SPECIAL BAIT CASTING ROD NO. 27



This cut represents No. 27

The popularity of our "KALAMAZOO" BAIT CASTING ROD has resulted in a demand for a similar rod with agate guides, which are German silver mounted, made high with large openings. The top is a special off-set agate style, German silver mounted.

With these trimmings the friction of the line is reduced to a minimum and they are very strong and durable.

The handle is 14 inches long with double cork grips and our patent detachable finger hook.

We have these rods in stock 4½ feet, 5 feet, and 5½ feet long. Other lengths can be supplied to order. Weight, about 9¾ ounces.

Price, each

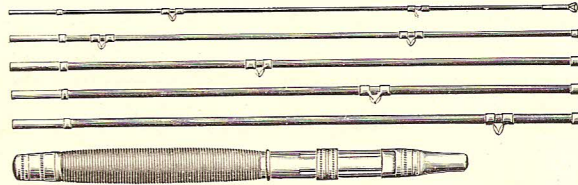
Special Bait Casting Rod \$11.00

For special finishes see page 17.

They are beautifully enameled in black

JOINTED BAIT ROD NO. 23

Handle mountings nickel, with solid reel seat above the hand, trimmed with two-ring German silver tie guides and German silver three-ring tip



This cut represents No. 23

Bait rod, 7 feet 8 inches in length; the joints are 17 $\frac{1}{4}$ inches long. Weight, with celluloid handle, 9 $\frac{1}{2}$ ounces. As shown above, rod has five joints and handle.

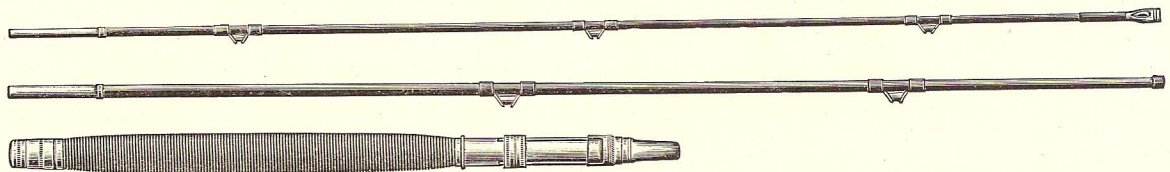
	Price, each		Price, each
With polished maple handle	\$7.00	With celluloid wound long grip handle	\$8.25
With celluloid wound handle	7.50	With celluloid wound reversible handle, allowing reel to be used either above or below hand	8.25
With cork grip handle	8.00	With cork grip reversible handle	8.75
With celluloid wound double grip handle	8.25		

When so ordered we can furnish this rod with the reel seat below the hand. The double and long grip handles add a trifle to the weight given above and 6 inches to the length. For special trimmings and finishes see page 17.

They are beautifully enameled in black

MASKINONGE ROD

Handle mountings nickel; is made with two joints and handle; trimmed with German silver trumpet guides and double hole tip



This cut represents Nos. 21 and 22

No. 21. Rod, 7 feet 6 inches in length; the joints are 38 inches long. Weight, 13 ounces.
 No. 22. Rod, 6 feet 6 inches in length; the joints are 32 inches long. Weight, 13 ounces.

	Price, each
Nos. 21 and 22	
With either celluloid wound long or double grip handle	\$6.75
With either cork grip long or cork double grip handle	7.25
With either celluloid wound long or double grip handle, with agate first guide and solid agate top	8.00
With either cork grip long or cork double grip handle, with agate first guide and solid agate top	8.50

This rod is also suitable for "weak" fishing and general heavy work. When so ordered we can furnish the above rods with an extra large handle with 1 inch reel seat. For special trimmings and finishes see page 17.

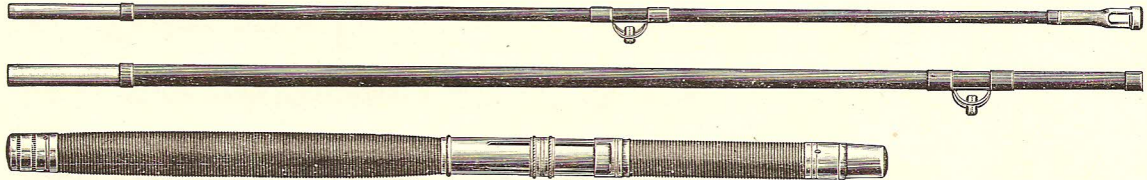
They are beautifully enameled in black

STEEL FISHING-RODS

SALT WATER ROD

FOR TARPON, TUNA, AND SURF FISHING NO. 26

This rod is equipped with our patent locking reel band



This cut represents No. 26

For strength and durability this rod is the equal of any other make costing twice as much.

As it is composed of two joints and handle, it is very convenient to carry, and, like all "BRISTOL" RODS, it will always keep its shape; it cannot warp.

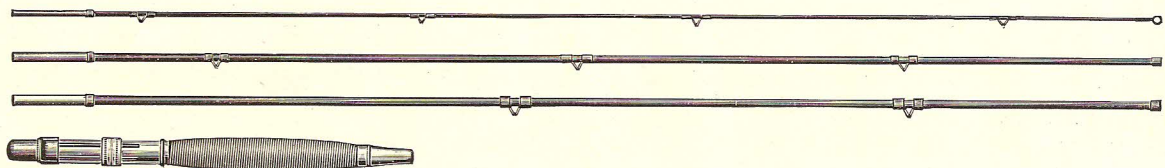
The rod is 6 feet 9 inches in length; the joints are 31½ inches long. Weight, 26 ounces. The handle is 24½ inches long, and has 1 inch reel seat. The guides are special agate, German silver mounted, with agate stirrup top, German silver mounted.

	Price, each		Price, each
With celluloid wound grips	\$12.00	With cork grips	\$14.00

We believe this rod will be found very satisfactory for all kinds of salt water fishing where a heavy rod is required. This rod is heavily nicked over copper with a heavy coat of enamel over all to prevent the action of salt water.

They are beautifully enameled in black

JOINTED FLY ROD NO. 8



This cut represents No. 8

Fly rod, 10 feet in length; the joints are 38 inches long. Weight, 9½ ounces. Handle mountings nickel, with solid reel seat below the hand. This rod has two-ring German silver tie guides and German silver one-ring fly tip. Is made with three joints and handle. A good trout rod.

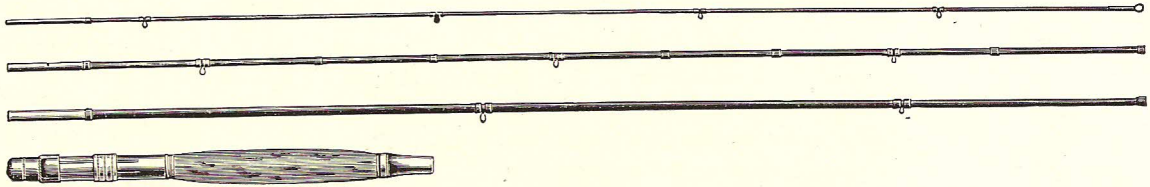
	Price, each		Price, each
With polished maple handle	\$4.50	With celluloid wound reversible handle, allowing reel to be used either above or below hand	\$5.75
With celluloid wound handle	5.00	With cork grip reversible handle	6.25
With cork grip handle	5.50		

When so ordered we can furnish the above rod with reel seat above the hand. For special finishes see page 17.

They are beautifully enameled in black


STEEL FISHING-RODS


JOINTED FLY ROD NO. 9



This cut represents No. 9

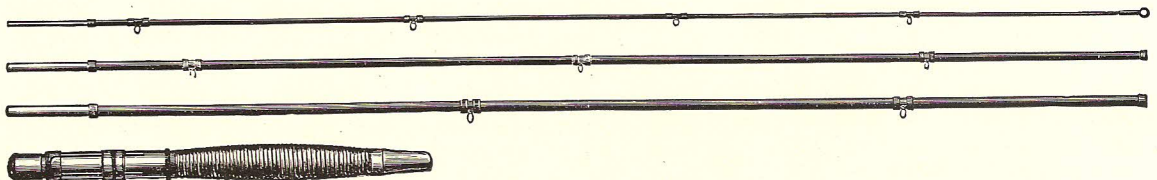
Fly rod, 9 feet 6 inches in length; the joints are 36 inches long. Weight, 8 ounces. Handle mountings German silver, with solid reel seat below the hand. This rod has German silver drop-ring guides and one-ring fly tip. It is made with three joints and handle; is an exceptionally fine fly rod.

With either celluloid wound or cork grip handle Price, each \$6.50

When ordering the above rod be very careful to state plainly the style of handle wanted. For special finishes see page 17.

They are beautifully enameled in black

JOINTED FLY RODS



This cut represents Nos. 14 and 16

No. 14. Fly rod, 8 feet 7 inches in length; the joints are 33 inches long. Weight, 7½ ounces. Handle mountings German silver, with solid reel seat below the hand. This rod has German silver drop-ring guides and one-ring fly tip; is very finely balanced. It is made with three joints and handle. We believe this rod is sure to please any angler who enjoys light tackle for fly casting.

Unless otherwise ordered we always furnish the above rod with a cork grip handle.

With either celluloid wound or cork grip handle Price, each \$6.50

No. 16. The "RANGELEY" FLY ROD, 9 feet in length; the joints are 34 inches long. Weight, 8¼ ounces. Handle mountings nickel, with solid reel seat below the hand. This rod has German silver drop-ring guides and one-ring fly tip. It is made with three joints and handle. This is a splendid all-round rod for trout and light bass fishing.

With polished maple handle Price, each \$4.50
 With celluloid wound handle 5.00
 With cork grip handle 5.50

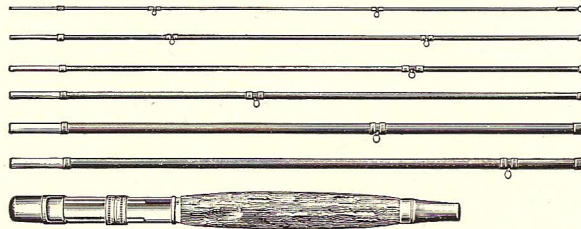
For special finishes see page 17.

They are beautifully enameled in black

STEEL FISHING-RODS

TRUNK ROD NO. 24

Handle mountings nickel, with solid reel seat below the hand, trimmed with German silver drop-ring guides and one-ring fly tip



This cut represents No. 24

Fly rod, 9 feet in length; the joints are 17 1/4 inches long. Weight, with cork handle, 8 1/2 ounces. It is made with six joints and handle.

	Price, each		Price, each
With polished maple handle	\$8.00	With celluloid wound reversible handle, allowing reel to	
With celluloid wound handle	8.50	be used either above or below hand	\$9.25
With cork grip handle	9.00	With cork grip reversible handle	9.75

When so ordered we can furnish this rod with reel seat above the hand. For special finishes see page 17.

They are beautifully enameled in black

TROLLING TIP



This cut represents Trolling Tip

We receive many calls for a short, stiff tip joint to be used with our trout and bass rods in place of the regular length tip joint, to shorten and stiffen a rod for trolling, bait casting, and general boat work. We have these short tips in stock and can furnish promptly such tip joints to fit any of the jointed rods. We make these tips 9 inches in length, as this length can conveniently be carried inside of the celluloid wound bait or bass rod handles. Cannot be carried in the cork grip handles.

	Price, each
Fitted with one German silver two-ring guide and large size German silver three-ring tip	\$1.25
Fitted with one German silver trumpet guide and large size German silver double hole tip	1.50
Fitted with either German silver two-ring or trumpet guide and large size solid agate top	2.00

Special finishes for this tip cost one-fourth as much as for a complete rod, prices for which will be found on page 17.

TROLLING STUB



This cut represents Trolling Stub

This is a short, stiff joint, which will fit any of the jointed rod handles; 9 inches in length; is fitted at the small end with a double hole tip of suitable size, and is finished in nickel plate the entire length. Is much more convenient than the hand line for trolling when not wishing to use a complete rod.

Trolling Stub	Price, each \$1.00
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EMERGENCY TOP



This cut represents Emergency Top

For use with "BRISTOL" STEEL FISHING RODS in case of accident to the regular tip joint, or in place of the tip joint, to make a very stiff trolling rod. Cut shows exact size; it can be carried conveniently in vest pocket. Every owner of a "BRISTOL" ROD should have one.

Emergency Top

Price, each
\$0.25

OUR PATENT REVERSIBLE HANDLE

Patented May 25, 1897

This handle is so constructed that it can be used with reel seat above or below the hand. We furnish any of our jointed "BRISTOL" RODS fitted with the reversible handle when so ordered, but do not recommend it for the light fly rods Nos. 9 and 14. This handle we can furnish separate from the rods at the following prices:



This cut represents Patent Reversible Handle

With celluloid wound grip

Price, each
\$3.00

With cork grip

Price, each
\$3.50

DOUBLE GRIP HANDLE



This cut represents Double Grip Handle

Will fit and balance nicely any of the jointed "BRISTOL" BAIT or BASS RODS. 18½ inches in length.

With celluloid wound grips

Price, each
\$3.00

With cork grips

Price, each
\$3.50

LONG GRIP HANDLE



This cut represents Long Grip Handle

Will fit and balance nicely any of the jointed "BRISTOL" BAIT or BASS RODS. 18½ inches in length.

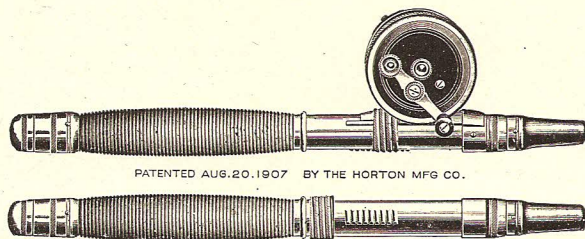
With celluloid wound grip

Price, each
\$3.00

With cork grip

Price, each
\$3.50

LOCKING REEL BAND



PATENTED AUG. 20, 1907 BY THE HORTON MFG. CO.

This cut represents a handle with Locking Reel Band

This cannot be used on a handle which already has our patent finger hook.

The most simple and easily operated device of the kind ever invented. The reel band is formed with a spiral recess on inner surface, which engages with the lugs raised on under side of reel seat. These lugs are shown in lower cut. The device is self adjusting; will fit and hold securely any reel that can be used with the standard ¾ inch reel seat. The locking reel band can be furnished with any "BRISTOL" or "RAINBOW" ROD, except when patent finger hook is used, for 45 cents additional.


STEEL FISHING-RODS


LIST PRICES OF SEPARATE PARTS

	Price, each
Polished maple handles, for telescopic and jointed bait or fly rods	\$1.75
Celluloid wound handles, nickel mountings, for telescopic and jointed bait or fly rods	2.25
Cork grip handles, nickel mountings, for jointed bait or fly rods	2.75
Celluloid wound or cork grip handles, German silver mountings, for Nos. 9 and 14 rods	2.75
Cane wound handles, for No. 17 rods	2.75
Cork grip handles, for No. 25 rods	3.20
Celluloid double handles, for No. 26 rods	3.50
Cork double handles, for No. 26 rods	5.50
Cork grip handles, for No. 27 rods	4.00
Celluloid wound reversible handles, for jointed rods	3.00
Cork grip reversible handles, for jointed rods	3.50
Celluloid wound double grip handles, for jointed rods	3.00
Cork double grip handles, for jointed rods	3.50
Celluloid wound long grip handles, for jointed rods	3.00
Cork long grip handles, for jointed rods	3.50
Joints or tips, for Nos. 1, 2, 5, 6, and 10 rods90
Joints or tips, for Nos. 3 and 7 rods	1.15
Joints or tips, for Nos. 4, 8, 11, 13, 15, 16, 18, 19, 20, 23, and 24 rods	1.25
First or second joints, for No. 17 rods	1.50
Tip joints, for No. 17 rods	1.75
Joints or tips, for Nos. 9 and 14 rods	1.75
Joints or tips, for Nos. 21 and 22 rods	2.00
First joints or tips with agate, for No. 12 rods	2.40
Second joints, for No. 12 rods	1.65
First or second joints, for No. 25 rods	1.40
Tip joints, for No. 25 rods	2.15
Joints, for No. 26 rods	3.75
Tips, for No. 26 rods	5.00
First or second joints, for No. 27 rods	2.25
Tip joints, for No. 27 rods	3.50

When ordering parts see instructions on page 5.

LIST PRICES OF SPECIAL TRIMMINGS AND FINISHES

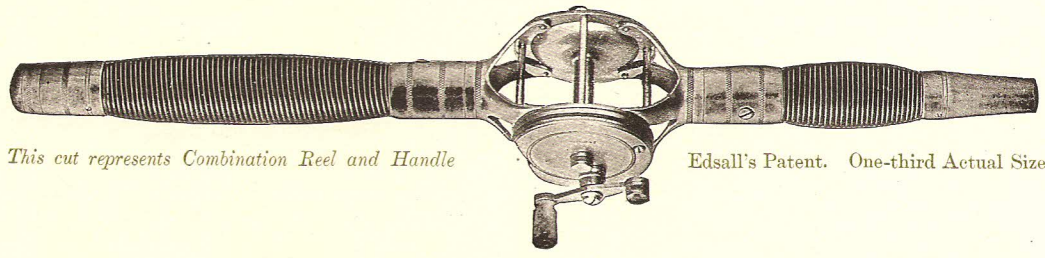
We receive many orders for our bait rods fitted with an agate guide on first joint and a solid agate tip. A rod trimmed in this way causes the line to render freely, and the agates prevent the wear and chafing of the line very materially. We consider the agate guide and tip very practical mountings for a rod intended for heavy fishing. We also have calls for rods fitted with German silver trumpet guides and the German silver double hole tip in place of the regular two-ring guide and three-ring tip, and for rods with agate guide on first joint and agate tip with the balance of the guides of the trumpet pattern.

In order to have the prospective purchasers of our rods understand in regard to the extra cost of special trimmed rods, we print the following prices:

Solid agate top	\$0.75
Special agate casting top (as used on No. 27 rod)	1.25
Agate first guide and solid agate top	1.50
German silver trumpet guides and double hole top	1.00
German silver trumpet guides and solid agate top	1.50
German silver trumpet guides, agate first guide, and solid agate top	2.25
All agate guides and agate top, per agate75
Agate casting guides, shown on page 44, per agate	1.00
Nickel plate	1.00
Plain copper	1.00
Oxidized copper	2.00
Oxidized silver	3.25

COMBINATION REEL AND HANDLE

Can be used with any jointed Bait or Bass "BRISTOL" Steel Rods



This cut represents Combination Reel and Handle

Edsall's Patent. One-third Actual Size

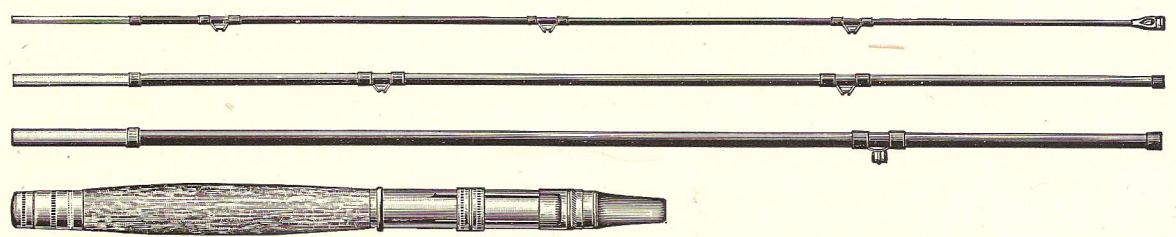
We believe this Combination Reel will be popular with fishermen, as it has many advantages over an ordinary reel which are readily appreciated. You will note that in the above illustration the reel is on a line with the center of handle, thus equally dividing the weight and producing a perfect balance, because it will not turn in the hand. A most perfect operation of the reel is afforded, as it does not turn to the under side of rod; it "hangs" naturally, the spool being easily controlled by the thumb.

It is novel, attractive, and practical in every way. The reel is all metal with polished steel pivots and bearings, finished in heavy nickel plate. It has a quadruple action with click and drag, also screw-off oil caps and ivory balanced handle. The spool is very free running.

	Price, each	
	Size 80 to 100 yds.	200 yds.
With polished maple grips, complete	\$6.25	\$8.25
With celluloid wound grips, complete	6.75	8.75
With cork grips, complete	7.25	9.25

When ordered with a new rod in place of the regular handle the 80-yard Combination Reel and Handle adds \$4.50 to the catalog price of each rod. 200-yard Reel adds \$6.50 to the catalog price of each rod. Length of handle over all is 16 inches.

SPECIAL TRIMMINGS



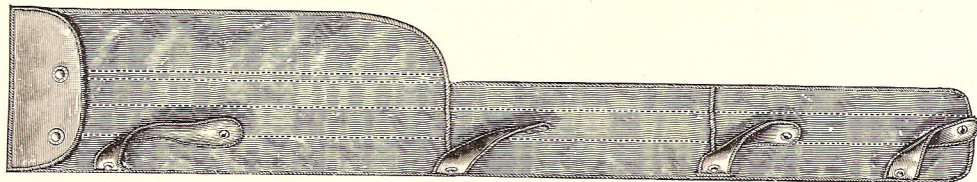
This cut represents Short Jointed Bait Rod

The above rod is fitted with German silver trumpet guides, agate first guide, and solid agate top.
 On page 10 will be found a cut of the No. 12 rod, which illustrates a rod trimmed with agate first guide and solid agate top.
 On page 10 will be found a cut of the No. 17 rod, which illustrates a rod trimmed with German silver trumpet guides and double hole top.

STEEL FISHING-RODS

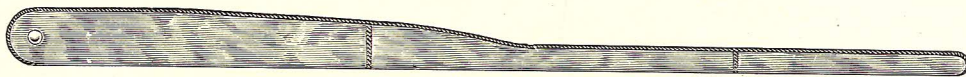
GLOVE LEATHER CASES

These handsome cases are well made and nicely finished, and can be carried in the pocket as conveniently as a pair of gloves when the rod is in use. They are made from russet color leather, and are provided with the patent glove fastener, which is neater and more convenient than strap and buckle. All sizes in stock to fit our rods. When ordering give number of rod for which case is wanted.



This cut represents Glove Leather Case for jointed rods

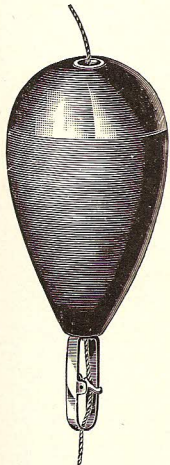
All sizes for the jointed rods, regular	.	Price, each
All sizes for the jointed rods with the Combination Reel and Handle	.	\$2.00
Leather cases, for Nos. 26 and 27 rods	.	2.50
Special cases cost a little extra.	.	2.50



This cut represents Leather Case for telescopic rods

All sizes for the telescopic rods	.	Price, each
	.	\$1.25

“BRISTOL” AUTOMATIC FISHING LINE FLOAT



This cut represents “Bristol” Automatic Fishing Line Float

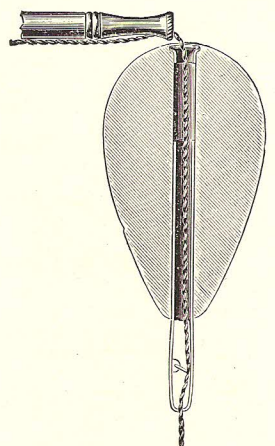
This float is the only one of the kind in the market, and its superior advantages over anything else in the line of floats cannot be questioned. While easily adjusted to the line, in reeling it is released from attachment to the line as soon as contact is made with the end of the fishing rod, thus saving all annoyance and inconvenience, and relieving the fisherman of all necessity of looking after his float while landing his fish.

The floats are made of good material, are durable, and no fisherman's kit is complete without them.

DIRECTIONS FOR SETTING

Pass the line through the float from the top and through the hole in the bottom of the metal loop before attaching the hook, meantime have the cam in metal loop turned upward. Then adjust the float to suit the depth of water and turn the cam downward firmly against the line, when it will be ready for use.

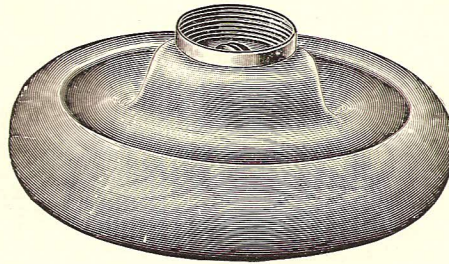
In case the larger sizes of lines are used, if necessary the metal loop can readily be sprung a little more open, so as to allow the cam to turn upward easily when the float is brought in contact with tip of rod by reeling in the line.



This cut represents one-half “Bristol” Automatic Fishing Line Float

These floats are packed in neat boxes, two dozen in a box	.	Price, each	Price, per dozen
	.	\$0.25	\$2.50

BODY REST FOR ROD HANDLE



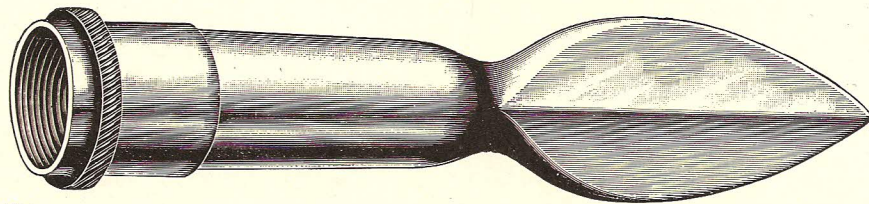
This cut represents Body Rest for Rod Handle

This body rest serves the purpose of relieving the hands of some of the continuous strain incidental to playing "big game fish," such as tarpon, maskinonge, etc., and affords a means of obtaining greater purchase when occasion requires. It is attached to the handle in place of the screw cap.

Material — hard maple, stained and polished; size, about 2¾ inches in diameter.

Body Rest for Rod Handle Price, each
\$0.50

HANDLE SPIKE BRONZE METAL FINISHED IN NICKEL



This cut represents Handle Spike

Exact Size

This attachment provides a convenient way of extemporizing a "set-line," and is intended to screw onto the rod handle in place of the cap.

Handle Spike Price, each
\$1.00

PATENT FINGER HOOK AND REEL BAND

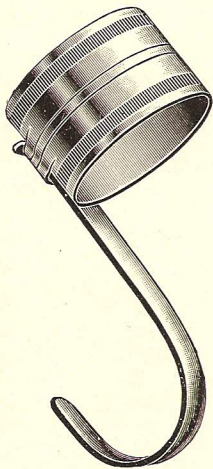
Patented January 13, 1903

This is the attachment used on our No. 25 and No. 27 "BRISTOL" and No. 225 and No. 230 "RAINBOW" BAIT CASTING RODS. It can be furnished with any "BRISTOL" or "RAINBOW" bait rod when so ordered.

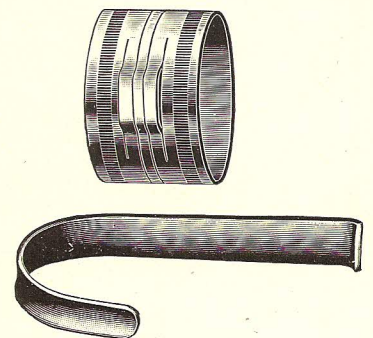
For fitting new rods with detachable finger hook we charge 45 cents extra.

If you enjoy bait casting, the usefulness of this attachment will be apparent; if you have never fished this way, you certainly should try it. The main difficulty in bait casting is to "thumb" the reel properly.

Without the finger hook the pressure of the thumb on the spool tends to push the hand back, and presently your thumb is not where you want it. This obstacle is overcome when using our finger hook, which is detachable, and can be removed when so desired.



This cut represents finger hook attached



This cut represents finger hook removed

Patent finger hook and band, complete Price, each
\$0.60

The above cuts represent actual size of goods