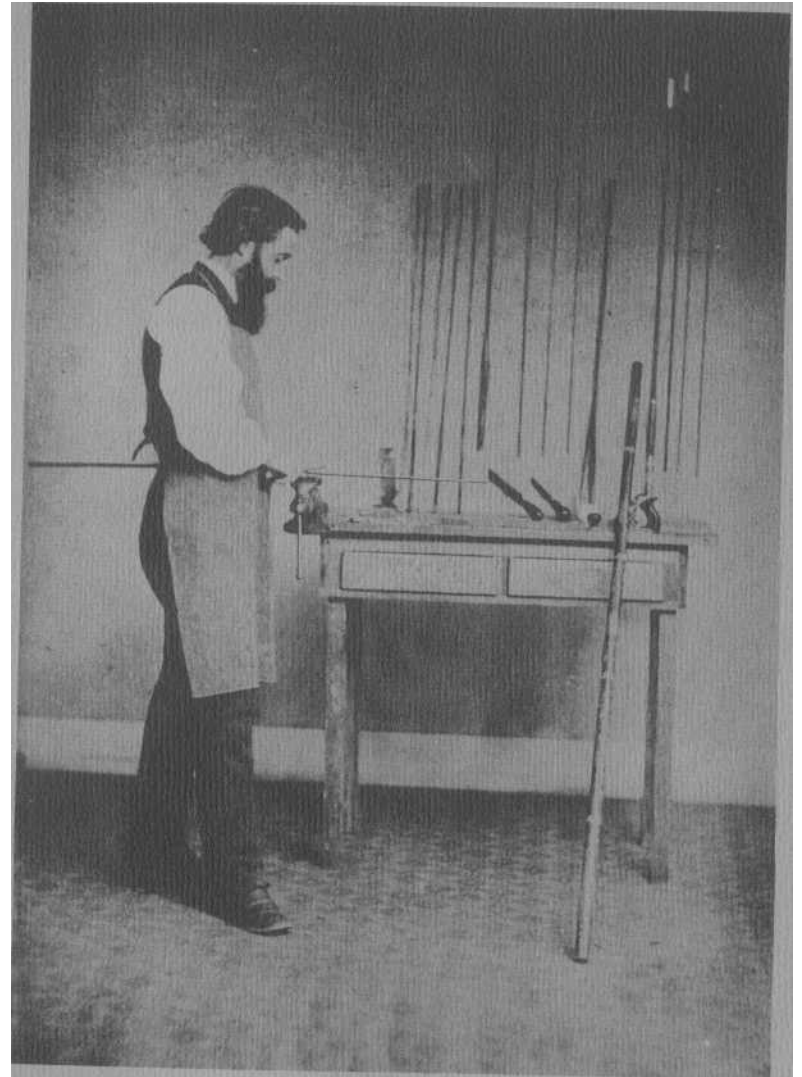


*H L*



*Hiram Luis Leonard, Master Rod-Buizder  
'1831 - 1907*

*H. L. Leonard -Rod Co.  
Makers*

"I made my first rod in Bangor, Me. Material used was ash and lancewood. I made it for my own use, not intending to make a business of rod manufacturing. I, however, sent it to Bradford Anthony of Boston who kept a sporting goods house, being advised to do so by a friend of theirs.

"Their salesman said, 'The man who made that rod understood the business and ought to be able to make split bamboo rods.'

"I had never seen one, he showed me two; I examined them; he asked me if I could make them. Answered, 'Yes, and better than those.' I commenced making them from that date -- opened my shop in two rooms on Main Street in Bangor -- worked alone at first, was there about a year, then moved into Strickland's block on the bridge, hired one man at first. As business increased, 6 or 7.

"Stayed there three years then moved to Dow's block on Hammond Street. Employed 11 men, 1 woman.

"In 1881, removed from Bangor to Central Valley, N.Y., built factory which was moved in 1899 to present site.

"The rods I first saw were in four strips but in splitting up the bamboo I found where it was burnt there were weak places, so made the rods in six strips, the first ever made, and from the very commencement the demand has been so great for the Leonard rod that I have not been able to fully supply it.

"My rods took the first prize at Vienna, London, and at the world's fair, Philadelphia, and in all contests for fly, or bait casting, they lead the world."

*Hirman Lewis Leonard, 1905*

The same unique skill and craftsmanship that made the Leonard rod so famous is still present at the Leonard factory today. The tradition of uncompromising quality, blended with superb hand work, is a matter of pride, and this is reflected in every item that bears the Leonard name.

## RODS

### The H. L. Leonard Baby Catskill Rods

Leonard has met the ever increasing demand for lighter and lighter tackle by producing these superb, extremely delicate rods. The #37L is the "ultimate" in light tackle -- weighing only 1 oz., while the #38H is fast becoming our most popular rod. Although the #38H at 2-3/8 oz. will effortlessly cast a dry fly over fifty feet, we do not believe that these rods are ideal under all fishing conditions. Yet, when low-water conditions do exist later in the season, these rods come into their own, and even a medium-sized trout played on one of these rods is perhaps the greatest thrill in the world of fishing. All rods come with two tips, aluminum case, and cloth bag.

37L -- 2 piece, 6 ft., 1 oz.

Recommended line -- DT3F

37ACM -- 2 piece, 6 ft., 1-1/2 to 1-5/8 oz.

Recommended line -- DT4F

37DF (Dry Fly) -- 2 piece, 6 ft., 1-7/8 to 2-1/8 oz.

Recommended line -- DT4F

38L -- 2 piece, 7 ft., 1-3/4 to 2 oz.

Recommended line -- DT3F

38ACM -- 2 piece, 7 ft., 2-1/8 to 2-3/8 oz

Recommended line -- DT4F

38H -- 2 piece, 7 ft., 2-3/8 to 2-3/4 oz.

Recommended line -- DT4F

### H. L. Leonard Wet Fly and Nymph Rods

For the special needs of the wet fly and nymph fisherman, Leonard offers these medium action fly rods. All rods come with two tips, aluminum case, and cloth bag.

38-1/2 -- 3 piece, 7-1/2 ft., 3-1/8 to 3-5/8 oz.

Recommended line -- DT5F

65L -- 2 piece, 7-1/2 ft., 3-1/8 to 3-5/8 oz.

Recommended line -- DT5F

66L -- 2 piece, 8 ft., 3-1/2 to 3-3/4 oz.

Recommended line -- DT6F

### The H. L. Leonard 3 Piece Dry Fly Rods

These rods are still the all time favorites -- built with enough power for the long cast, yet sensitive as only a Leonard can be. From the #48DF at 3 oz. to the #4099-1/2DF at 5 oz. you will find the same "Leonard Action" that makes trout fishing a more enjoyable and a more challenging sport. All rods come with two tips, aluminum case, and cloth bag.

48DF -- 3 piece, 7 ft., 3 to 3-1/2 oz.

Recommended line -- DT4F

49DF -- 3 piece, 7-1/2 ft., 3-3/4 to 4 oz.

Recommended line -- DT5F

50DF -- 3 piece, 8 ft., 3-7/8 to 4-1/2 oz.

Recommended line -- DT6F

50 "HUNT" DF -- 3 piece, 8 ft., 4-1/4 to 4-5/8 oz.

A variation of the popular #50DF with a more powerful butt, oxidized mountings, and darkened bamboo to minimize reflection. The action is slightly faster than the 50DF.

Recommended line -- DT6F

4099DF -- 3 piece, 8 ft., 4-1/2 to 5 oz.

Recommended line -- DT7F

4099-1/2 -- 3 piece, 8-1/2 ft., 4-3/4 to 5-1/4 oz.

Recommended line -- DT8F

### H. L. Leonard 2 Piece Dry Fly Rods

For those who desire a two piece rod, Leonard has designed these rods in the more popular lengths. They incorporate the same "Leonard Action" that is found in the three piece rods of the same length. All rods come with two tips, aluminum case, and cloth bag.

65 -- 2 piece, 7-1/2 ft., 3-1/2 to 4-1/4 oz.

Recommended line -- DT5F

66 -- 2 piece, 8 ft., 3-7/8 to 4-3/8 oz.

Recommended line -- DT6F

66-1/2 -- 2 piece, 8-1/2 ft., 4-1/2 to 4-3/4 oz.

Recommended line -- DT7F

### H. L. Leonard Bass and Western Rods

Leonard designed these rods to fill two vital needs. One is "Bass Bugging", where extra power is needed to drive bulky bugs and poppers. The other is fishing the large western rivers where long casts are a must, and wind is often a problem. All rods come with two tips, aluminum case, and cloth bag.

51 -- 3 piece, 9 ft., 5-3/4 to 6-1/2 oz.

Recommended line -- DT8F

86 -- 3 piece, 9 ft., 6-1/4 to 6-3/4 oz.

Recommended line -- WF9F

52 -- 3 piece, 9-1/2 ft., 6-1/2 to 7 oz.

Recommended line -- WF10F

### H. L. Leonard Salmon Dry Fly (SDF) Rods

In keeping with today's trend toward lighter salmon tackle, Leonard offers several light salmon rods. These rods provide the power necessary to cast dry flies without fatigue, and you can now enjoy hours of "easy" fishing. For the salt water fly fisherman, all Leonard SDF rods are available with stainless steel guides and tip tops for minimal maintenance in your bonefish, tarpon, and snook fishing. All rods come with two tips, detachable extension butt, aluminum case, and cloth bag.

4099-1/2SDF -- 3 piece, 8-1/2 ft., 5-3/4 to 6 oz.

Recommended line -- WF9F

51SDF -- 3 piece, 9 ft., 6-5/8 to 7 oz.

Recommended line -- WF9F

86SDF -- 3 piece, 9 ft., 7-1/4 to 7-5/8 oz.

Recommended line -- WF10F

52SDF -- 3 piece, 9-1/2 ft., 7-1/4 to 7-3/4 oz.

Recommended line -- WF10F

88SDF -- 3 piece, 10 ft., 8 to 9 oz.

Recommended line -- WF8I

69SDF -- 3 piece, 10-1/2 ft., 9-3/8 to 9-5/8 oz.

Recommended line -- WF8I

The H. L. Leonard "Hunt" Pattern Salmon Rod

A powerful salmon rod for fishing big waters with flies as large as a #2 double hook. Of the various 10-1/2 ft. rods we offer, this is the most popular. The bamboo is stained and the mountings oxidized for a rich, reflection-proof finish. The rod has a large reel seat to accommodate big capacity reels. Two tips, middle, butt, and extension grip with rubber button are packed in a cloth bag and aluminum case.

69HSDF -- 3 piece, 10-1/2 ft., 10-1/2 to 11-1/2 oz.  
Recommended line -- WF9I

H. L. Leonard Double-Handed Salmon Rod

A rod designed specifically for early season fishing on large, heavy water, where salmon weigh up to sixty pounds. This extra-powerful rod is a "must" on such rivers as the Restigouche and Grand Cascapedia in Canada, and the larger rivers of the British Isles or Scandinavia. The rod comes with two tips, and is packed in an aluminum case and heavy canvas bag. Other patterns are available on special order only.

M-1/2 -- 3 piece, 12-1/2 ft., 16-1/2 to 17-1/2 oz.  
Recommended line -- WF11I

The H. L. Leonard "Greased Line" Salmon Rod

This double-handed salmon rod was designed for fishing larger rivers when the water is very low. This style of fishing was developed as the late A.H.E. Wood, and is known as "greased-line" fishing. This rod is lightweight yet powerful enough to cast sparsely tied low water flies great distances. The rod comes with two tips, and is packed in an aluminum case and heavy canvas bag. Other patterns are available on special order only.

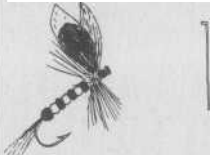
92 -- 3 piece, 11 ft., 12-1/4 to 12-5/8 oz.  
Recommended line -- WF101

Options Available on H. L. Leonard Rods

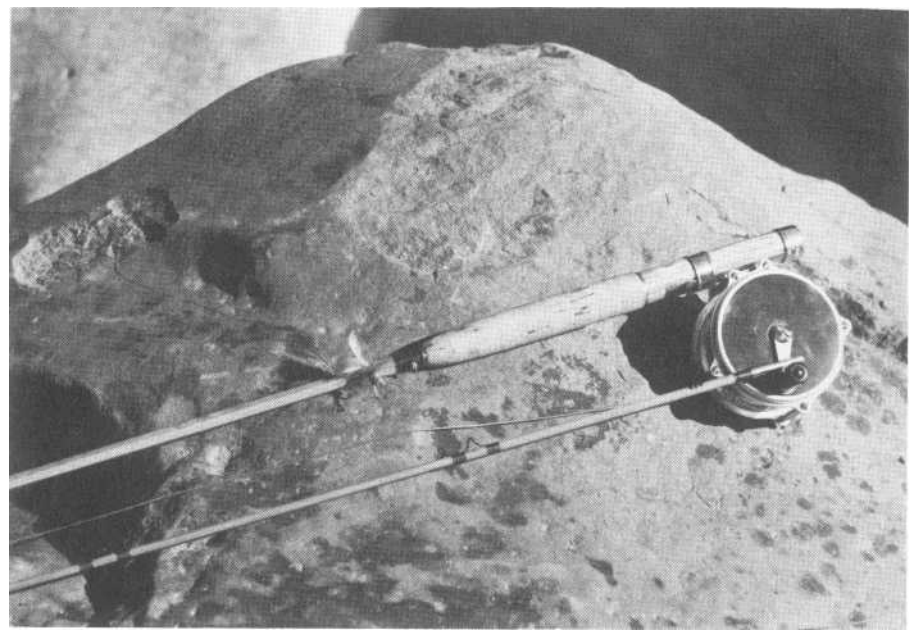
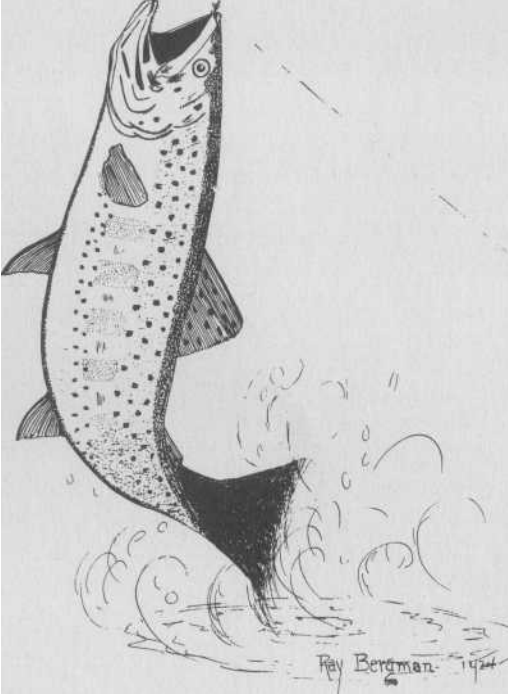
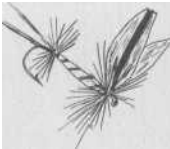
Rods may be ordered with Leonard's patented "square-thread" screw-lock reel seat, sliding band reel seat, or cork reel seat. All Baby Catskill rods normally are mounted with slide band reel seats, while our Dry Fly rods normally are mounted with screw-lock reel seats. There is no charge for this option, nor is there any additional charge for oxidized ferrules, lettering on rods, special colored windings or tipping. Engraving of butt-caps, rod cases, reels, etc., can be supplied at a small additional charge. If you are unable to find the perfect rod for you among our many patterns, remember that the H. L. Leonard Rod Company has been supplying "special" rods for individual customers since Hiram L. Leonard built his first fly rod in 1869. We will be happy to build "your rod" to your specifications as a special order. Please write for estimates on any such order.

The H. L. Leonard Repair Facilities

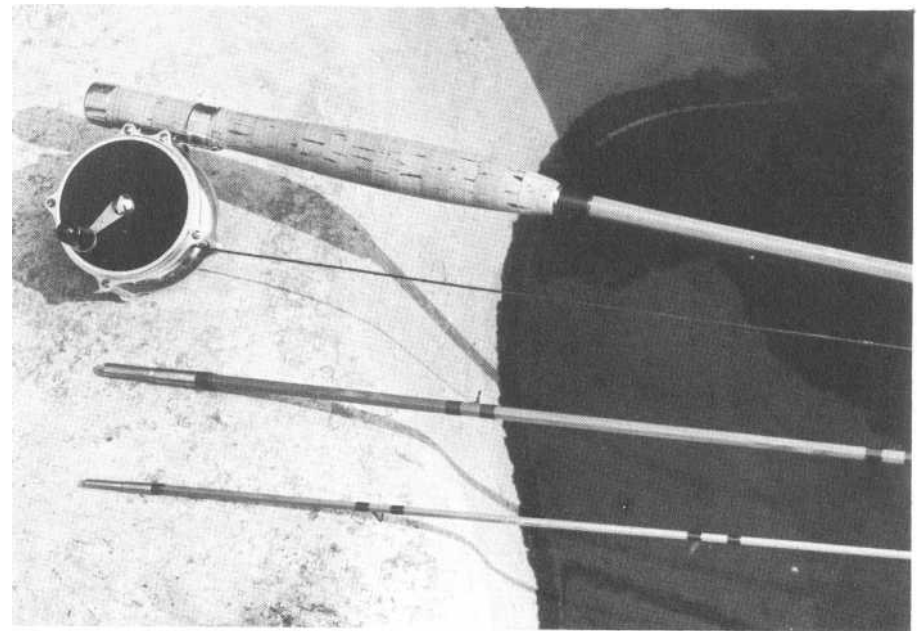
Leonard has long recognized the need for a superior facility to repair and refinish split-bamboo fly rods. As the number of master rod-builders has decreased over the past fifty years, Leonard has found itself the sole company in the world that has the capability of replacing broken joints, straightening rods, repairing or replacing ferrules, refinishing and completely reconditioning any custom, split-bamboo rod. We cannot, of course, replace joints on impregnated rods. If, therefore, you have an older Leonard, Hawes, Garrison, Dickerson, Edwards, etc., or any English rod that needs service, please contact us for a free estimate. Please note that we also have the capability of cleaning and repairing fly reels, regardless of size or make.



Let your next rod be a  
**LEONARD**



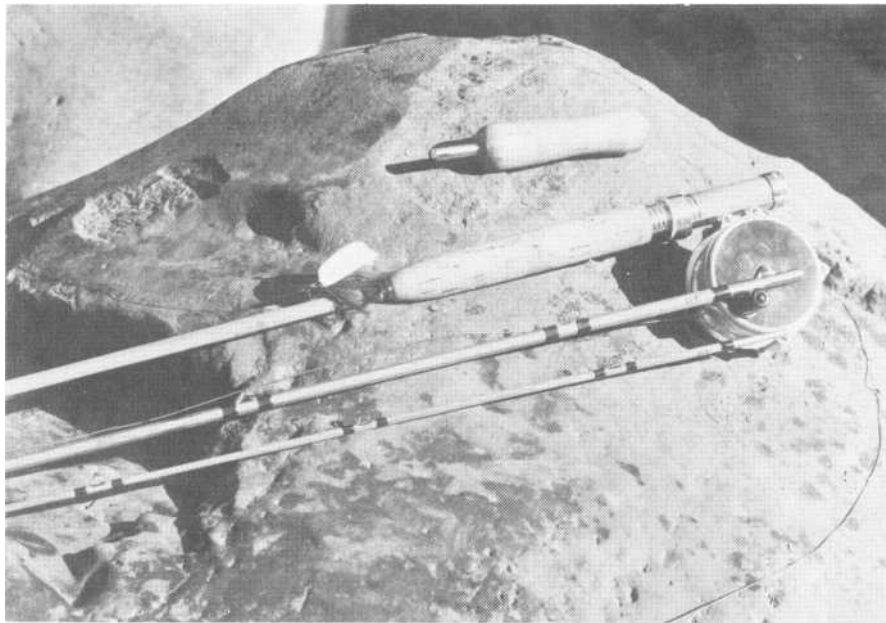
H. L. Leonard Model 38H



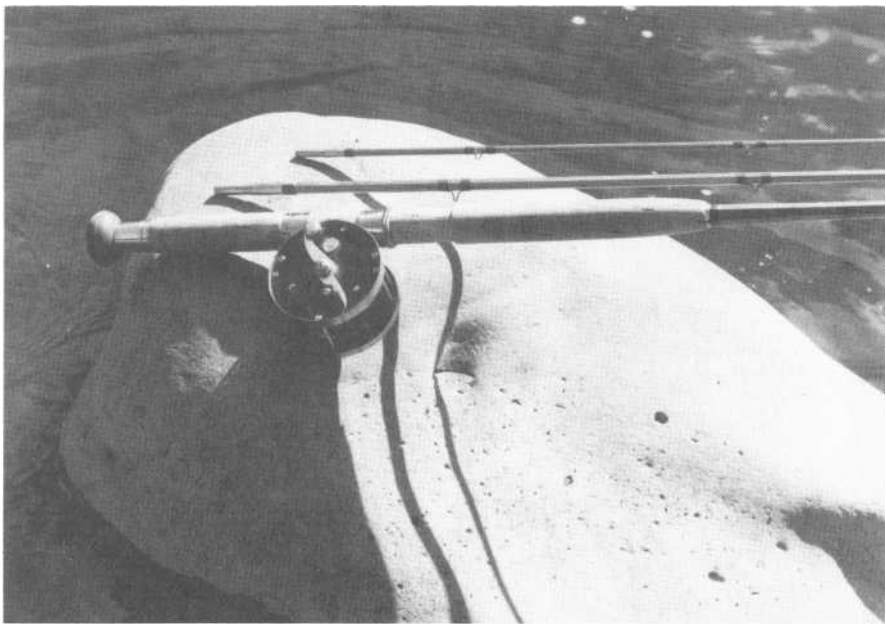
H. L. Leonard Model 50DF



A rare pen and ink drawing by Ray Bergman, world famous author of TROUT and JUST FISHING.



H. L. Leonard Model 4099-1/2SDF



H. L. Leonard Model 92

## ACCESSORIES

### Leonard's Fly Dry

The dry fly fisherman's dream come true. Never in the history of dry fly fishing has there been anything like it. It dries sinking dry flies, cleans mouthed and matted flies and makes hackles flare out like new. It solves a problem dry fly fishermen have had since dry flies were invented. Once tried, no dry fly fisherman will ever be without Fly Dry.



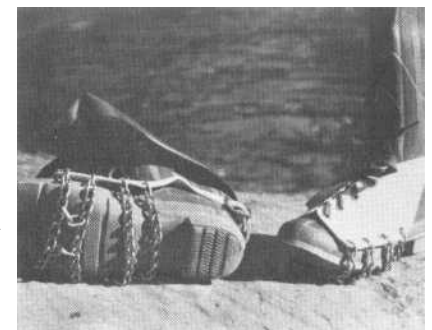
### Leonard's Up

Another dry fly first -- a 100% full strength silicone floatant. Up, unlike other silicone floatants, requires no waiting after applying. Up is pure silicone but it combines the best features of both oil and silicone. Its unique combination of qualities make Up float flies higher, drier and longer than anything else. In convenient aerosol container.



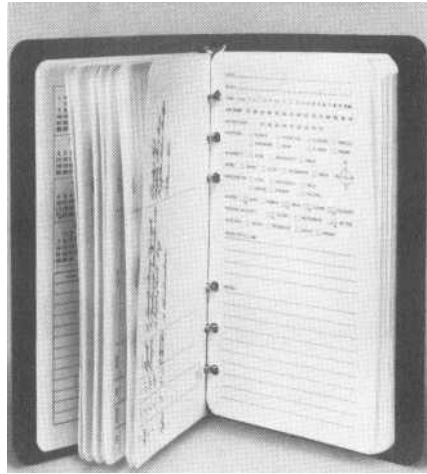
### Non-Skid Wading Chains

Converts your rubber boots to the ease of wading with hobnails. These chains are easily attached to any type of boot or shoe. Completely adjustable.



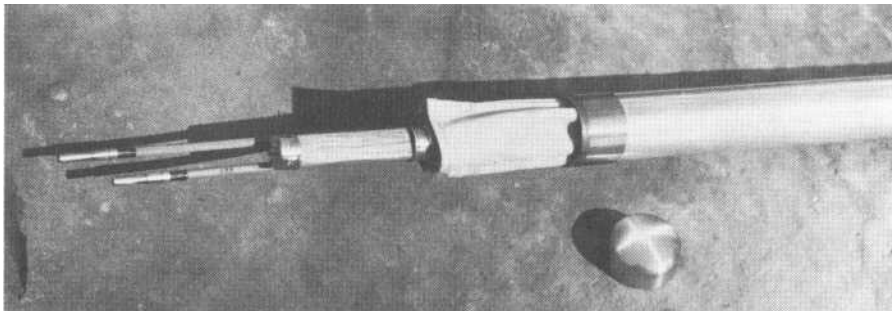
### Angler's Log

One of the most unique items in an angler's paraphernalia is his fishing diary. Until now, its been a chore to keep a diary complete because of the time-consuming details that should be entered, such as: time spent fishing, air & water temperature, weather, wind, water level, etc. The Angler's Log was designed to make logging easy and enjoyable. Most entries are made by simply checking boxes and circling numbers.



### Aluminum Rod Cases and Cloth Bags

These cases are the most handsome and the most durable. The caps are polished brass and are threaded for a secure fit. The bags are quick-drying and are made of the finest quality poplin. The salmon rod bags are made from heavy canvas duck.



Case, up to 44" (1-7/16" O.D.), for 2 piece rod.  
Case, up to 60" (1-7/16" O.D.), for 2 piece rod.

Case, up to 44" (1-5/8" O.D.), for 3 piece rod.  
Case, up to 60" (1-5/8" O.D.), for 3 piece rod.

### The Leonard Reels

These are the finest single action reels available. They are hand-made by the same craftsmen who make the Leonard rod. Top quality hard-rubber side plates are reinforced with duralumin. These patented reels have raised pillars for larger capacity. All Leonard reels have a click check to prevent the spool from over-running. All reels are fully guaranteed for the life-time of the owner against defects and wear from normal use.



#1 -- The Fairy Reel --  
specially designed for the  
37L and 38L H. L. Leonard  
Rods. 2-1/4", 2-3/4 oz.

#44 -- The Trout Reel --  
2-5/8", 3-3/4 oz.

### Trout and Salmon Priests

Kill your "keepers" instantly,  
humanely. Made of selected  
hickory, with heavy brass  
head. Carrying cord is  
attached to prevent loss.  
Trout Size 7-1/2" long,  
1-3/4 oz.  
Salmon Size 8" long,  
4-3/4 oz.

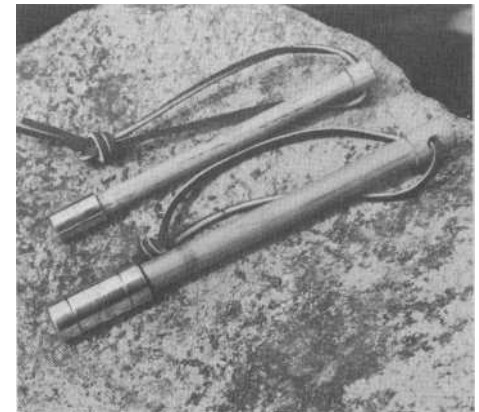






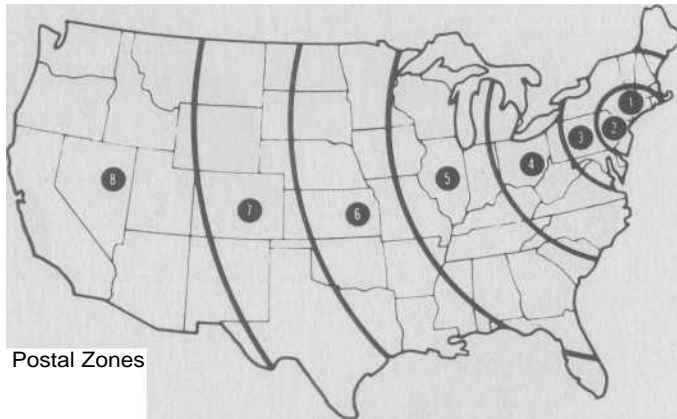




Chart for figuring shipping charges

All orders beyond local delivery area (Manhattan) are subject to shipping charges. Note that each item listed in catalogue has a letter in parenthesis ( ) preceding the price of the item. This is the shipping code. The map below will indicate your parcel post delivery zone number. The chart below will determine the shipping charge for each item ordered when you coordinate the shipping code with your zone number. Enter charge in the proper column of order form.

CODE	Zone 1.	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
(a)	\$20	\$20	\$20	\$20	\$20	\$20	\$20	\$20
(b)	.35	.35	.35	.35	.35	.35	.35	.35
(c)	.50	.50	.52	.56	.62	.69	.76	.82
(d)	.56	.56	.59	.65	.74	.83	.93	1.03
(e)	.61	.61	.65	.74	.85	.98	1.11	1.23
(f)	.67	.67	.72	.82	.97	1.12	1.28	1.44
(g)	.72	.72	.85	.98	1.17	1.38	1.69	1.83
(h)	.93	.93	.97	1.20	1.48	1.76	2.08	2.41
(j)	1.03	1.03	1.22	1.43	1.79	2.12	2.54	2.93



Taxes: On orders to be delivered in New York City, enter 5% sales tax of merchandise total in proper box.

Insurance is required for all orders outside of local delivery area. Determine your rate from chart below and enter in proper box.

value	rate	value	rate
\$ 0.00 — \$ 5.00	\$ .05	\$40.00 - \$60.00	\$ .25
5.00 — 10.00	10	60.00 - 80.00	30
10.00 — 15.00	15	80.00 - 100.00	35
15.00 — 40.00	20	100.00 - 200.00	40

All prices are subject to change without notice. The small letter within parenthesis designates the shipping code charge. Please refer to the order form for particular shipping charges and applicable taxes. All H. L. Leonard rods are shipped prepaid.

RODS:

All Baby Catskill 11 rods .....	\$250.00
All 2 piece fly rods .....	\$250.00
All 3 piece fly rods .....	\$250.00
Salmon Dry Fly rods:	
4099-1/2SDF, 86SDF, 51SDF.....	\$270.00
52SDF, 88SDF, 69SDF, 69HSDF.....	\$290.00
Salmon rods	
M-1/2, 92 .....	\$360.00
300 Series glass rods	
365, 370, 375, 380, 385.....	\$ 60.00
390SDF.....	\$ 75.00

ACCESSORIES:

Leonard Up (a).....	\$ 1.50
Leonard Fly Dry (a).....	\$ 1.50
Wading Chains (d).....	\$ 9.50
Angler's Log (b).....	\$ 3.95
Trout Priest (b).....	\$ 3.75
Salmon Priest (c).....	\$ 4.80
Cases: (e)	
Up to 44", 2 piece rod.....	\$ 6.90
Up to 60", 2 piece rod.....	\$ 7.40
Up to 44", 3 piece rod.....	\$ 7.00
Up to 60", 3 piece rod.....	\$ 7.50
Cloth Bags: (b)	
All 2 and 3 piece rod bags .....	\$ 3.00
Salmon rod bags .....	\$ 8.75
Reels: (c)	
H. L. Leonard #1 Fairy reel .....	\$ 90.00
H. L. Leonard #44 Trout reel .....	\$ 90.00