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The World's Best
Side Cast Reel!

introducing
the **NEW 45/C1**



ALVEY REELS

THE ALVEY SIDECAST REEL is acclaimed as the most efficient trouble-free fishing reel marketed. Combining the best features of all other reels, yet eliminating unnecessary and suspect mechanism such as gears, line layers, pick up arms and anti-backlash devices. The Alvey is simple to use and maintain, and will give better casting day or night, with or without heavy weights. Being carefully manufactured with only the best non-corrosive material, the Alvey is sold with confidence, and freedom from after sales service or trouble.

45/C1 REEL

THE 45/C1 MODEL is destined to become the new favourite of simplified angling. Featuring new shape handle and 4½ inch moulded spool, with large capacity and good recovery rate. The reel has the added advantage of the Star Drag Friction Clutch with non-reversing handles and other normal Alvey features of optional ratchet, patent casting release lever, and non-corrosive trouble-free finish. Ask to see this new budget priced addition to the Alvey range of Sidecast Reels.

Selling at 65/-



Remember . . . it's the ALVEY REEL that fills the CREEL