

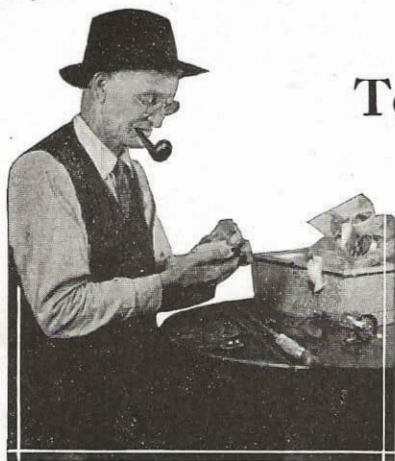
OF ALL the twenty-seven catalogs we have issued, none has given me greater pleasure to prepare than this one. In this catalog we announce for the first time several new items of exceptional merit. New and lower prices are established on many other items because of our lower production costs which have directly resulted from the increased volume. Wherever it has been possible in the slightest degree to improve the detail of design, the quality of material, or the accuracy and nicety of workmanship, it has been done.

Faternally yours

William Shakespeare Jr.

1927

Catalog No. 27
Shakespeare Company
HONOR BUILT HONOR SOLD



To the "Knights o' the Singin' Reel"

JEST a few words from your ol' fishin' friend, Anglin' Jake. I jest wanta pass on t' you fellers some information thet one o' my ol' fishin' pals give me, hopin' thet by doin' so you will git the full measure o' enjoyment from tackle triumphs,

unheard of in bygone days. When I was gettin' into this fishin' bizness some few years back, I remember one thing in particular — darned if I know how a feller could fergit it — backlashes! Boy I used t' have more snarl-ups and "bird nests" in my line than any six fishermen in th' country. An' my ol' friend Bill would split his sides while I picked an' cursed. But he used t' say "never mind, Jake, some o' these days they're goin' t' have these reels fixed so ya' don't get backlashes every three minutes." An' sure 'nuf — Bill knew what he was talkin' about. These level winders sure do th' trick.

Here's th' clippins from Bill's notebook.

THE REEL—When getting together tackle for bait casting, always give the reel first consideration—it is the most important part of the outfit. Only a good reel can give you all the joy and satisfaction of being able to cast time after time, day in and day out. And when it does, you will cherish it as you do your warmest friend. Some anglers prefer the plain quadruple multiplying reel—many prefer the level winding type, which winds the line smoothly and evenly on the spool as it retrieves the bait and thus eliminates backlashes. Also when a fighting fish is rarin' and tearin' on the far end of the line, you can have all the enjoyment of watching his leaps and dives for freedom—the level-wind mechanism will take care of your line. But whatever type you select, be sure it is good.

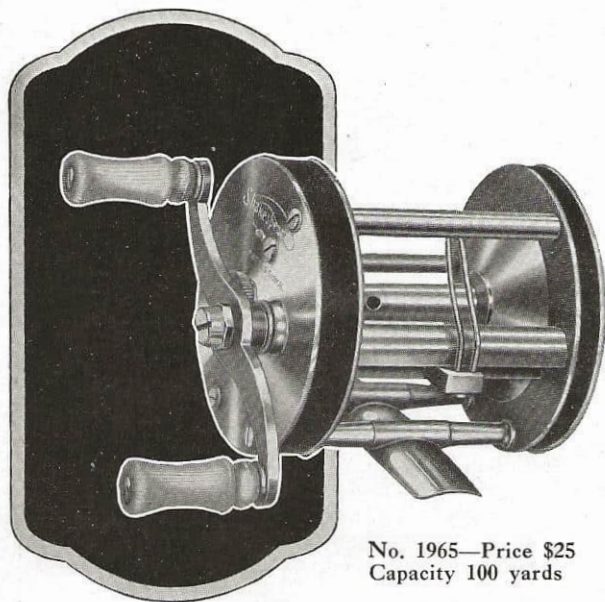
THE ROD—Next in importance is the rod. There are rods made of steel, rods made of split bamboo—and even lancewood, greenheart and hickory is sometimes used in home-made rods. Fishermen have their own individual ideas as to what kind of rod is the best, but should you ask the majority they would immediately say 'split bamboo'. For bait casting, a six-strip hexagon split-bamboo rod, about five feet long and of a caliber just right for quick, snappy action when the cast is made and that feeling of confidence when the gamey fighter is tugging at the other end, cannot be beat. There is a lightness and power in a split bamboo rod that enables you to cast hour after hour with the same vim and vigor that you had in the beginning. The same rule applies here as with the reel—buy a good rod for enjoyment.

THE LINE—A good line is going to help the reel and rod to get the bait out the greatest possible distance and the most accurately, so this part of the outfit should be given consideration. You will want a line that gives good service and lasting satisfaction—one that is very strong, for its size, smooth, flexible, and preferably waterproofed. With such a line, having these superior qualities and being close braided of the finest Japan silk, casting becomes the real enjoyable way to fish. The finer and smaller the line, the easier it is to make long and accurate casts, so bear this in mind when making selections.

THE BAIT—The choice of baits by anglers is wide and varied. It is probably true that most artificial baits will get fish under favorable conditions. However there is no doubt but that baits that have a life-like appearance and action will attract the fish and make them strike when others will not. It is only necessary to have a few baits of various patterns but pick those that have the natural wiggling, swimming motion and realistic finishes.

Well fellers, there's th' instructions thet Bill passed on ta' me, an' I don't mind tellin' ya' thet he knows what he's talkin' about.

Anglin' Jake



No. 1965—Price \$25
Capacity 100 yards



The illustrations at the right show the elaborate hand engraving on both head and tail plates of the Professional reel. It is particularly appropriate and much appreciated.

Ample space is left so that your jeweler can engrave your name on the reel if desired.

The Professional

"A Full-Jeweled Deluxe Model"

Rare beauty and perfect performance are combined in the Professional reel to a degree that is usually associated only with the finest watches. It has been developed through years of successful experience in building reels which are owned with pride by the most discriminating anglers, and represents the highest attainment in the reel-makers' art.

The very finest quality of materials, workmanship and refinement is lavished upon its design to make it a beautiful, quiet, free-running piece of mechanism that establishes a pride of possession for every angler who owns one.

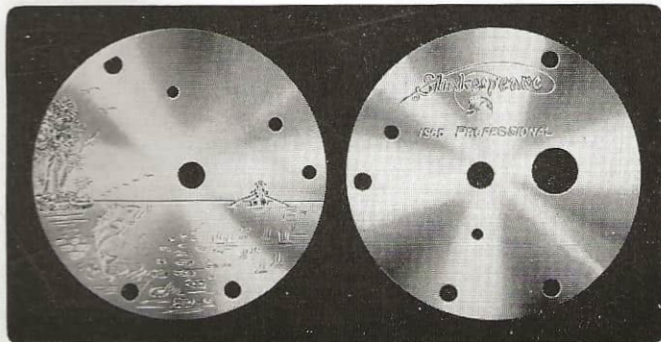
The rich black hard-rubber head and tail rings secured between nickel-silver plates form a laminated frame, very light and strong and of unsurpassed beauty.

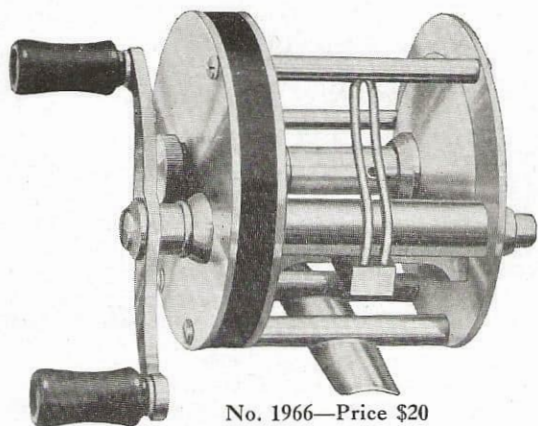
Genuine agate jeweled spool end bearings and journal bushings maintain permanently the smooth, free-running action so essential to long and accurate casts. This is the only "full-jeweled" reel.

The specially designed click and adjustable drag are easily and effectively operated by milled thumb wheels in the periphery of the head and tail plates. The drag is adjustable to seven different degrees of tension. The beauty of this reel is made complete by the artistic hand-engraved fishing scene on the tail plate.

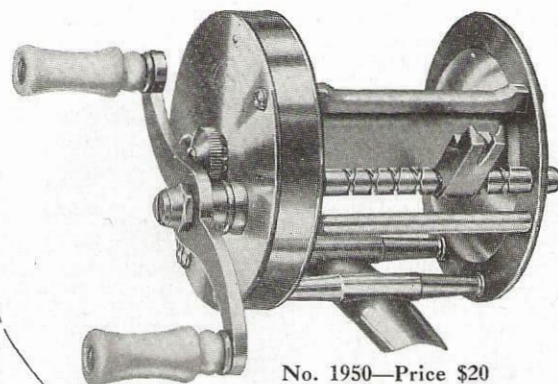
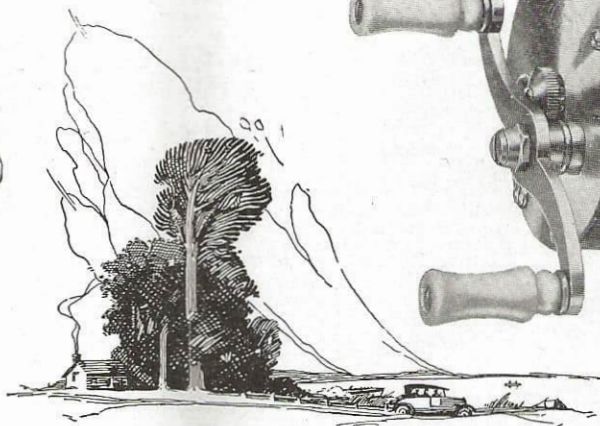
A genuine leather case of mahogany finish incloses this beautiful reel and adds much to its distinctiveness. It is hand sewed throughout and is equipped with a neat, convenient snap fastener. This case is the same as the No. 1220 shown on page 15.

The Professional makes an ideal gift and may be selected with the utmost assurance that every detail of its design and every mechanical part is the work of skilled craftsmen. Price \$25.





No. 1966—Price \$20
Capacity 200 yards

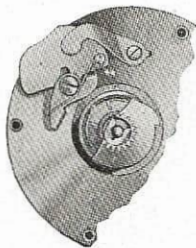


No. 1950—Price \$20
Capacity 100 yards

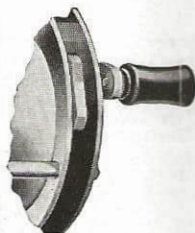
The Hercules

A Heavy Duty Reel

When you go out after the big fish that fight hard from the moment when hooked until they are brought to gaff, you will want the mighty Hercules reel. You will want to use it for muskies, lake trout, mackinaw trout, salmon, pickerel, big pike, and for the smaller salt water fish. You need a big line capacity for this kind of fishing, and on the Hercules you can carry 200 yds. of Shakespeare Super-Silk Line. Watch-like precision is maintained throughout its heavy duty construction. It has triple multiplying gears, and extra long bearing for the line distributing carriage on the level winding screw of hard bronze, as well as extra large special steel spool pivots—giving this reel the utmost durability. Surface parts made of finest nickel-silver and black polished Bakelite—absolutely rust-proof. The adjustable spool caps have jewelled end bearings. Price \$20.



An outstanding feature of the Hercules reel which you are sure to like is the automatic drag. It is of a new type, designed for use while playing the fish. It is applied instantly by a thumb button on the rim and acts as a brake only when the line runs out. When you start reeling in, the brake is automatically released. The drag can be entirely disengaged while casting. The sectional illustration will help you to understand how this very desirable feature operates.



The Beetzel

A Free Spool Level Winding Reel

If you are one of the many anglers who prefer a reel which automatically releases the spool and allows it to run free of all other parts while making the cast, then you will be determined to possess this remarkable Beetzel level winding reel. Our files contain hundreds of letters from enthusiastic anglers who swear by the Beetzel, declaring that it is their idea of what a casting reel should be. The spool is released by an automatic throw-off which disengages the handle whenever a cast is made. You enjoy, of course, all of the level winding advantages in this reel, but you will find that the level winding mechanism operates only when winding in the line, thus leaving the spool to run free with the least friction. You will be more than delighted with the nickel-silver Beetzel. Its capacity is 100 yds. of 18-lb. test line, and it sells for \$20.

Mr. Clair C. Winship is the lucky fisherman that is holding the 35-lb. Muskie shown in the picture. Mr. Winship tells the following story:

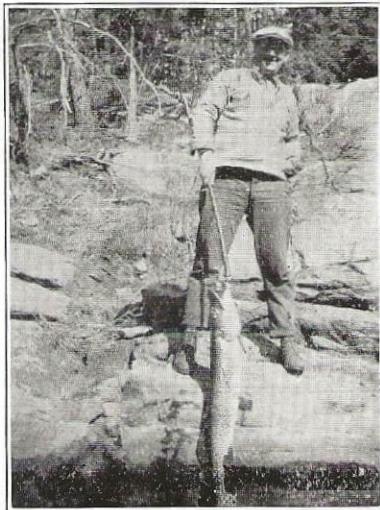
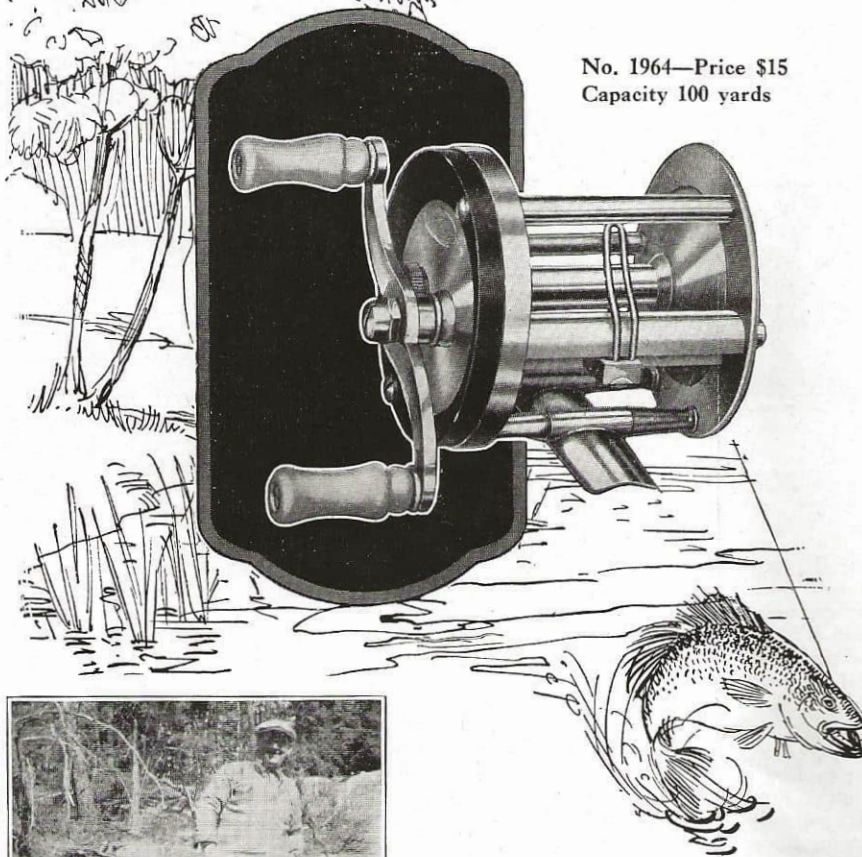
"He would go straight to the bottom and hold there until pressure brought him to the top, then come up with a rush right out of the water. But this Shakespeare Level-Winding No. 1962 was right on the job taking up the slack with lightning speed and giving out the line when he made his mad rushes like a bull. Nothing could slack him but brains, wit, and the No. 1962 Kalamazoo Reel, with five years service already behind it, but doing its duty as when new."



The Marhoff

For Reel Satisfaction

No. 1964—Price \$15
Capacity 100 yards



Gentlemen:—

The fish in the enclosed picture, an eighteen pound pickerel, was reeled in with one of your Marhoff reels model 1964. I just bought this reel this spring and I am pleased to say it is the finest reel that I have ever owned or used and certainly will recommend it to any one wanting a real reel. We also caught thirty-one landlocked salmon trout running from two to fourteen pounds. These fish were caught on Lake LaCroix on the Minnesota-Canadian boundary.

Yours very truly,

J. R. McLean

Think of the hundreds of thousands of revolutions made by the spool of a reel during a season's casting and the extremely high speed attained at each cast, as shown by the engineering tests referred to on page two, and you will immediately realize why none other than an "honor-built" reel will stand up under the strain.

It is the gears of hard-drawn brass and special steel cut with watch-like precision; bearings of special steel and bronze, turned to size with an accuracy of less than one thousandth of an inch and burnished to a mirror-like surface; dynamically balanced crank with double grip; rust-proof line-carriage-screw and pawl, that assure you of this super-performance throughout many years of continual service.

If you were to ask what reel combines all of these fine qualities, thousands of anglers would immediately say "the Marhoff". Their letters in our files prove this.

Because of the supreme combination of action, beauty and strength, this reel has won the confidence of fishermen. It appeals to those who have had wide and varied experience in angling and who have come to know the vital elements in reel construction which contribute to successful casting.

An outstanding feature is the black polished bakelite head with inlaid nickel-silver disc. This feature adds immeasurably to the beauty of the reel. A special combined click and drag, operated by a thumb wheel in the periphery of the head-cap produces seven different degrees of tension.

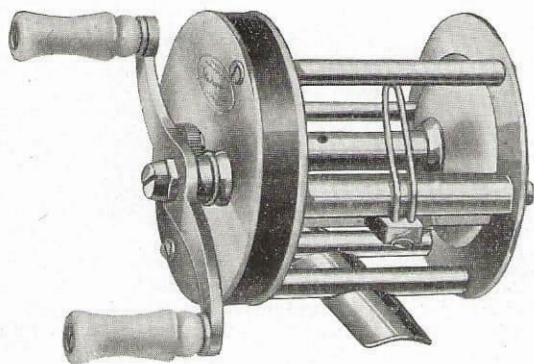
The Marhoff combines to a superlative degree all the desirable features that contribute so much to the angler's enjoyment of the art of bait-casting. The price of this fine casting reel is \$15.

When I purchased the Criterion reel I desired a moderately priced instrument that would be adequate for the little fishing I then did. The reel performed admirable and last year, outfitted with your reel, bamboo rod, lines and lures, I became a keen and enthusiastic Waltonian.

I have increased my outfit and added your Marhoff reel. However I remember the great catches I made with the Criterion last summer.

Shakespeare's "Honor Built, Honor Sold" tackle has proved equal to every task I have set before it.

Wallace Husted,
Cleveland, Ohio.



No. 1963—Price \$10
Capacity 100 yards

The Ideal

A level winding reel—rightly named

Every feature of the beautiful Ideal Reel will win your admiration. It is of most attractive design and you will be completely won over by its ideal action under test. The Bakelite head ring between the nickel-silver head plates adds not only a beautiful touch but it serves a practical purpose in lessening the weight and producing a silent action.

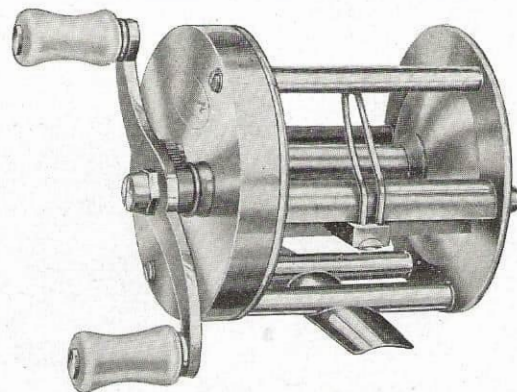
Just as in the De Luxe Professional Reel, you will find that a thumb button in the rim of the head operates a specially designed drag. Spool bearings run in special bronze bushings and the tension of the spool is correctly adjusted by agate spool caps. Radial circular finish makes the Ideal Reel truly beautiful.

You will agree with many anglers that the Ideal Reel strikes the happy medium between high and low prices where you can feel that you are getting full value. Its capacity is 100 yards of 18-lb. test line, and it is priced at \$10.



This gamey old fighter was caught up in Key River, North Ontario, by Mr. Chas. Burford. Mr. Burford tells us that his Shakespeare Reel and Rod played a very important part in bringing this gamey old fighter to net. Shakespeare Reels, Rods, Lines and Lures play a very important part in making a success of any fishing trip.

The picture at the left shows that Mr. Bonn and Mr. Cates are real trout fishermen. It shows too that they are good judges of fishing tackle. Mr. Cates is holding a 17" Rainbow Trout which was caught on a No. 1963 Ideal Reel. Mr. Bonn sells Fine Fishing Tackle in The Dalles, Oregon.



No. 1962—Price \$7.50
Capacity 100 yards

The Superior Kalamazoo

A Jewelled Level Winding Reel

Here's a reel where you get real Shakespeare quality at a price. It is one of the most serviceable and popular reels carried in your dealer's store. In the Superior-Kalamazoo, as in all the other models, you get real Shakespeare quality at an exceptionally low price. It is made of nickel-plated brass with jewelled end bearings for its spool journals. These journals are made of polished steel and run in bronze bearings.

A new feature, adding immeasurably to the life and action of this reel, is the line carriage screw and pawl made of a new rust-proof material.

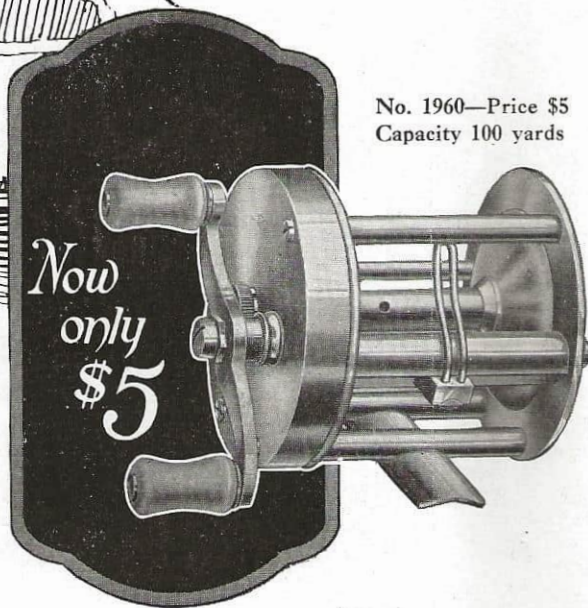
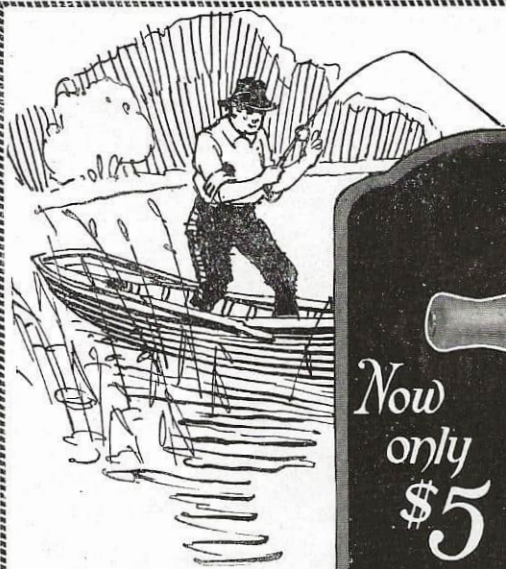
The "circle finish" makes it an exceptionally beautiful reel—one that you will show with enthusiasm to your friends. Capacity 100 yards 18-lb. test line. Price \$7.50.

If You Are Left-Handed

No. 1962 L. H.

No. 1962 L. H.—Due to the popularity of the Superior-Kalamazoo it is also made in the left-hand model for those who need a reel of this type. The specifications of this reel are identical to those outlined above. The price is \$10.

Put a Wexford Super-Silk line on a Shakespeare reel and you'll get results.



No. 1960—Price \$5
Capacity 100 yards

Now
only
\$5

The Criterion

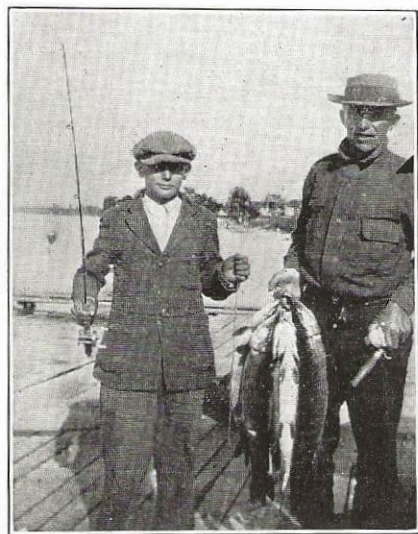
For Economical Fishing Fun

Possession of the Criterion reel gives you the pride of having an exceptionally fine casting reel, embodying the all-important features of a strong, rigid frame of nickeled brass; artistically designed and correctly balanced double crank with white ivoroid grips; rust-proof level-winding screw and pawl; serviceable click conveniently operated by thumb button on tail plate—all at a price far below other reels combining these much appreciated features.

Concealed under its beautiful nickeled head cap are the powerful, free-running gears of hard-drawn brass and steel that give the Criterion its distinctive smooth, silent action.

Modern methods of manufacture plus the skill of master reel builders in our factory give to these reels that rare and vital ability to perform perfectly and with that power and speed that satisfies the most critical anglers.

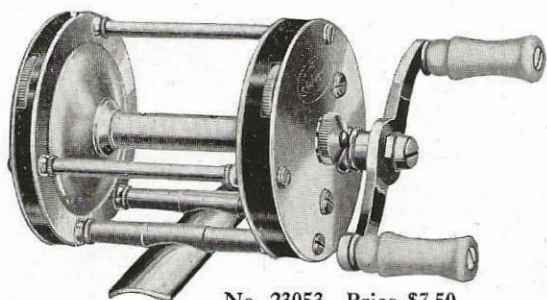
Never before in the history of the fishing tackle art has such a reel, made with extreme accuracy of workmanship and "built like a watch", been available at such a low cost to fishermen. Price \$5.



Shakespeare Tackle sure does the business for Mr. Geo. Smith of Greenfield, Ohio. His prize-winning bass brought this expression: I was using a Marhoff reel, Wexford line and Shakespeare Telescope rod. I thought I had hooked a weed until he jerked the reel handle out of my hand. Then the fight was on, and ended in my favor. Me for Shakespeare Tackle.

"What do you say we bring in a big muskie before dinner?" Jack Lord said to his brother Fred as they pushed their boat into Muskalonge Lake, near Eagle River, Wisconsin—and, sure enough, a 20 lb. muskie measuring 38 inches in length and 15 inches in girth opened his hungry mouth to their tantalizing bait; and, once hooked, was on to stay. The reel was the ever-popular, ever-efficient Shakespeare Criterion, number 1960, and the rod a 5 ft. Shakespeare bait casting rod.





No. 23053—Price \$7.50
Capacity 100 yards

The Standard Professional

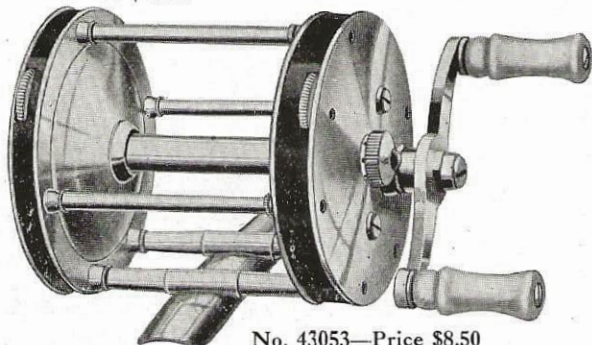
The Casting Reel of Many Friends

No. 23053—Standing paramount among casting reels is the Standard Professional, which has been developed through years of successful reel building for the most discriminating anglers. Built like a watch, with every dimension accurate to a precision of less than one thousandth of an inch, it expresses in every detail of material and workmanship the highest attainment of the reel maker's art.

The head and tail plates of solid nickel-silver are combined with black hard rubber rings to produce a frame that is staunch and rigid, yet a trifle lighter than the ordinary frame. Radial circle finish adds much to the beauty of this reel and it is, in every sense, a master-piece.

Another One Like It

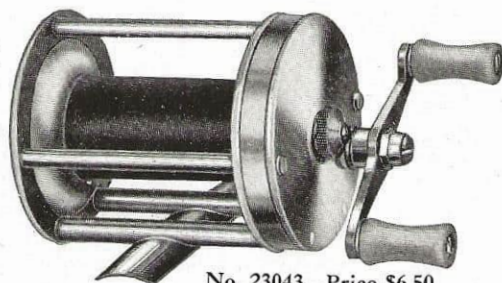
Many anglers insist upon the Standard Professional with a larger line capacity, which has made it necessary for us to offer it in two sizes. Pictured below is the Standard Professional, exactly the same construction as the 100-yard reel, except that spool diameter is made larger so as to carry 150 yards of 18-lb. test line. Price \$8.50.



No. 43053—Price \$8.50
Capacity 150 yards

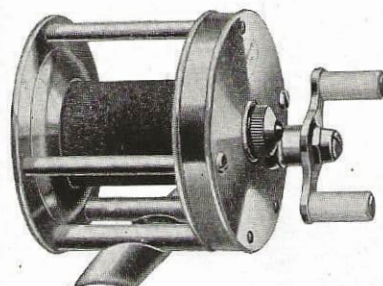
The Tournament

To win the trophies in a casting tournament or for exhibition purposes you should have a reel built especially for that kind of casting. Such a reel is the Tournament. The frame is made of



No. 23043—Price \$6.50
Capacity 100 yards

aluminum alloy with nickel-silver pillars, which make it very light although retaining strength and serviceability. Long casts with very light weights are made possible by the aluminum alloy spool with its large cork arbor. In its mechanism it follows the same design and construction as other Shakespeare reels. It weighs only 5 ounces and holds 100 yds. of Tournament line. Many of the casting tournaments, both State and National, are won with the Shakespeare Tournament reel. It is also used for fishing with very light tackle. Price \$6.50.



No. 22143—Price \$7.50
Capacity 60 yards

Some experts prefer a smaller reel for exhibition and tournament casting than the regular Shakespeare Tournament Reel described above. To meet this demand, No. 22143 has been built. It is the same as No. 23043, except that the pillars are a trifle shorter and the cork arbor of spool is $\frac{1}{8}$ " larger in diameter. The double

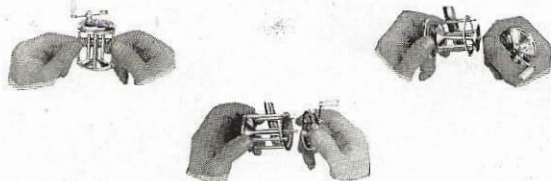
crank is of special small size, and altogether the reel weighs only $4\frac{1}{5}$ ounces. Capacity 60 yds. of Tournament line. Price \$7.50.

I have been using the Shakespeare Tournament Reel exclusively for all work, including heavy fishing, and have found it superior to any Reel manufactured. I have owned most all makes of reels. I have fought forty-pound fish with your Tournament Reels and I am enclosing a picture of some heavy fishing done with them.

L. Wellendorf.

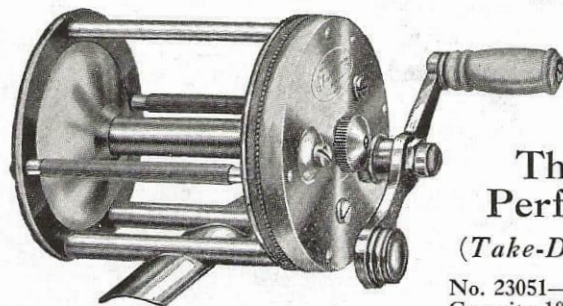


Shakespeare Take-Down Feature



Many anglers prefer a reel of the take-down type. The Shakespeare take-down construction enables them to enjoy the very utmost convenience and ease of disassembling, and at the same time it makes possible a take-down reel in which correctness of mechanical design and workmanship has not been sacrificed in the least degree.

The three views shown above illustrate how simple and easy it is to take apart a Shakespeare take-down reel. Just unscrew 2 pillars and the reel can be taken apart without tools of any kind. The insides can then be wiped clean and dry, a few drops of oil placed on the bearings, and the reel put together again. It is an exceedingly simple operation that takes but a few minutes of your time. This take-down feature is but one of the several exclusive Shakespeare reel advantages which make you happy on every fishing trip.



The Perfect (Take-Down)

No. 23051—Price \$6
Capacity 100 yards

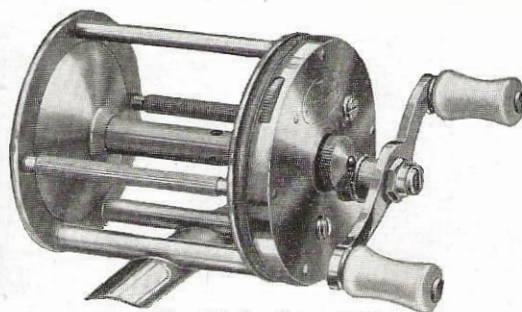
Here is a reel that your dealer will be glad to recommend to you because he knows that it is one of the finest take-down reels made. It is everything that a regular reel should be, embodying all of the watch-like precision found in the higher priced Shakespeare reels. It has both a click and a drag, the former being operated by a thumb button on the tail plate, the drag by a thumb button on the head cap. It is a beautiful reel of nickel silver with radial circle finish and buffed edges. 100 yds. of line can be carried on this Perfect take-down reel. Price \$6.



It takes a fisherman such as Mr. L. Staples to go out and land the big ones. Mr. Staples writes us as follows:

"Enclosed is a photo of a 17 lb. Pike caught at Shift Lake, Jackson County, August 22nd. As I had only an 18 lb. test line, you may be sure I needed a good reel and rod."

"The handle of my Shakespeare spun a good many times, but I brought the Pike to the boat in about fifteen minutes."



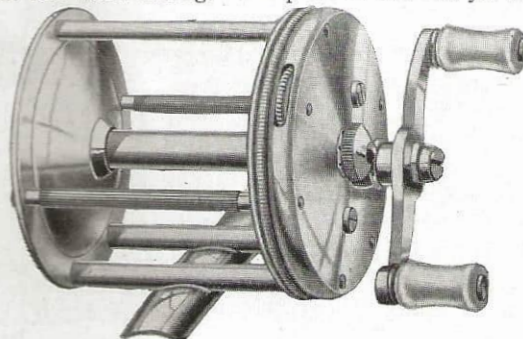
No. 23046—Price \$4.50
Capacity 100 yards

The Universal-Precision (Take-Down)

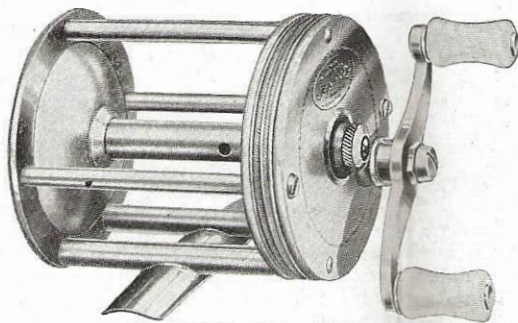
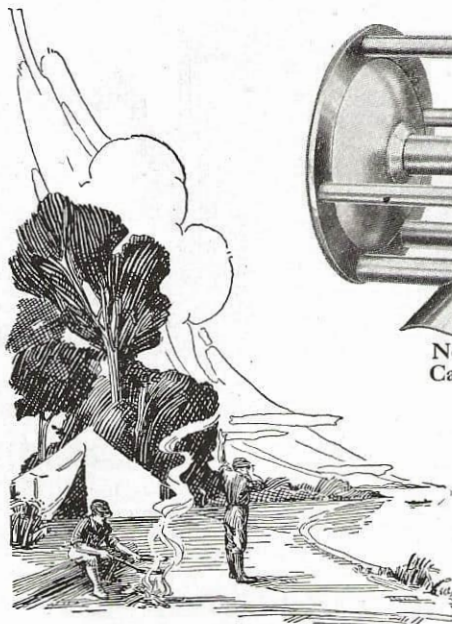
This is another of the popular Shakespeare take-down reels. The bearings and multiple gearing are the same as used in the de luxe Standard-Professional reel. Polished steel journals run in bronze bushings. Spool caps are set with genuine agate. A thumb button on tail plate operates click, while a thumb wheel on the rim of the head cap operates the drag. This drag is adjustable to 5 different degrees of tension. Like all other Shakespeare reels, it is "built like a watch". The nickel-plated frame with its radial circle finish makes it a beautiful reel. Capacity 100 yds. Price \$4.50.

No. 43046

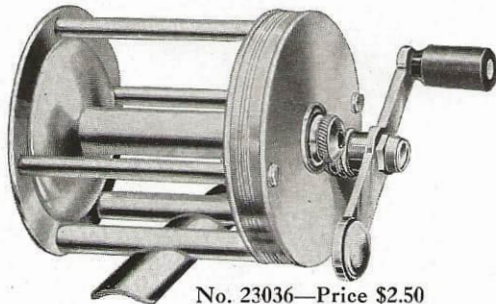
No. 43046—A reel identical in construction with the No. 23046 100 yd. reel. Pillars are the same length but the diameter is larger so as to give it a capacity of 150 yds. of 18-lb. test line. If you go after the big fish, such as muskies, pike, etc., where you'll need plenty of line, this is the reel your dealer will recommend. You can also use it for light salt water fishing. The price of this 150-yd. reel is \$5.



No. 43046—Price \$5
Capacity 150 yards



No. 23037—Price \$3.50
Capacity 100 yards



No. 23036—Price \$2.50
Capacity 100 yards

The Leader

If you want a good real of the quadruple multiplying type but don't care to pay more than \$2.50 for it, then the Leader will be your choice. It is an all-metal reel beautifully nickel-plated, and represents genuine Shakespeare quality throughout. You will even find that it has crystal agate jewelled spool caps with a click operated by a thumb button on the tail plate. It will hold a full 100 yds. of 18-lb. test line and is in every respect a thoroughgoing reel which will give unlimited service under hard usage.

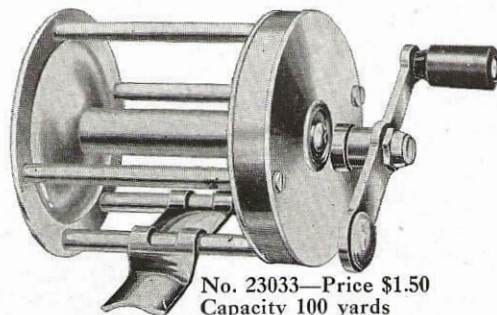
Back to nature for a bit of restful relaxation and fishing fun went Charles Rose of Chicago for his vacation at Bass Lake, Michigan. It proved to be a happy choice of location while Shakespeare Tackle provided the recreation ideal, as attested by this likely string of bass.



The Uncle Sam

You will find this reel, which is of the quadruple multiplying type, to be exceptionally quiet, smooth-running, and beautiful. You can buy it, knowing before hand that it is built to give you a lifetime of satisfactory service. It has all of the celebrated Shakespeare quality, which means not only unlimited satisfaction, but genuine pleasure.

It has crystal agate jewelled spool caps. There is a click operated by a thumb button on the tail plate. It has a brass frame heavily nickel plated and beautifully finished. The present low price of this high grade reel has resulted from the popular demand due to its intrinsic merit, which has enabled us to produce it in very large quantities at a reduced manufacturing cost. In accord with the established Shakespeare policy this saving is now passed on to the angling fraternity. The capacity is 100 yards. Price \$3.50.



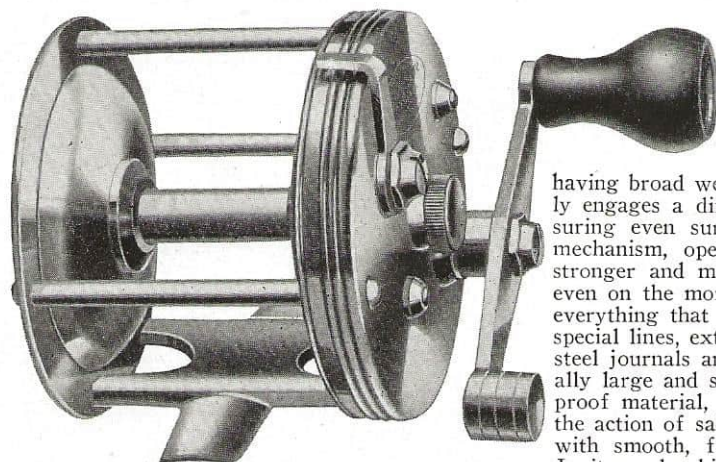
No. 23033—Price \$1.50
Capacity 100 yards

The Favorite

The Favorite is our lowest priced multiplying reel. It is all metal with a solid frame attractively nickel plated, with quadruple multiplying gears. A light reel, but very strong and serviceable. Shakespeare quality and precision run throughout. All told it is a most remarkable value at its exceptionally low price. The click in this reel is operated by a thumb button on the tail plate. It will carry 100 yards of line and is priced at only \$1.50.

It is an interesting fact that the first Shakespeare reel built on a jeweler's lathe 29 years ago, is still giving the owner service and satisfaction.

Shakespeare Salt Water Reels

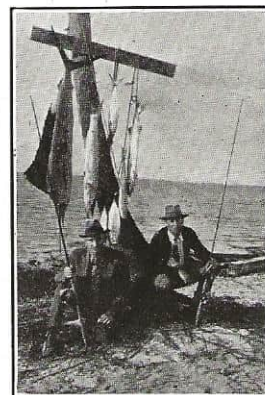


No. 2212—200 yards—Price \$7
No. 2213—300 yards—Price \$8

Free spool

The Jupiter This is a new Shakespeare reel which has been built for those who want a 200 or 300 yard free spool surf-casting reel of exceptional strength and durability. This reel has especially designed gears with large, strong teeth having broad wearing surfaces. Each tooth progressively engages a different tooth at each revolution, thus insuring even surfaces and smooth silent action. Click mechanism, operated by button on tail plate is much stronger and more substantial than is usually provided even on the more expensive surf casting reels. In fact, everything that goes into this reel has been made along special lines, extra large and extra strong. The polished steel journals and special bronze bushings are exceptionally large and strong. Even the click spring is of rust-proof material, the strength of which is not affected by the action of salt water. Rugged construction, combined with smooth, free-running, silent motion, gives to the Jupiter a durability unequalled by any reel of its capacity on the market today. Capacity 200 yards of No. 9 line. Price \$7.

No. 2213—This reel is identical with No. 2212, except that it is made larger to hold 300 yards of No. 9 line. Price \$8.

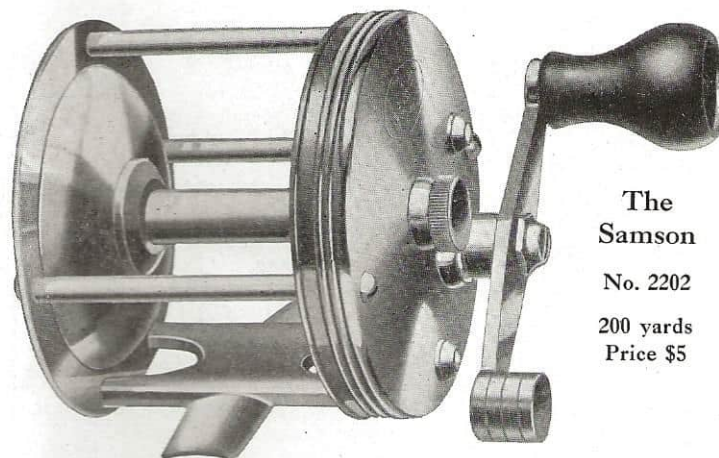


For the angler who enjoys saltwater fishing the above picture will be interesting. Shakespeare tackle was right on the job resisting the runs and jumps of these gamey sea fighters.

The Samson This salt water reel is a new addition to the Shakespeare line. In anticipation of a big demand for a reel of this character, we have prepared to produce it in large quantities and the price has been placed very low. This is in keeping with the definite Shakespeare policy of making the finest tackle at the lowest possible prices. Frame is brass, nickel-plated. All working parts are of the same substantial design as the Jupiter, with the same smooth free-running gears and silent action. Your dealer will readily agree that no better salt water reel can be procured at the price of the Samson. Capacity is 200 yards of No. 9 line. Price \$5.



The "Apache" - at the left, is the type of boat used for going after sailfish, tarpon, etc. It is operated by the Long Key Fishing Club, Geo. Schutt, manager, at Long Key, Florida.

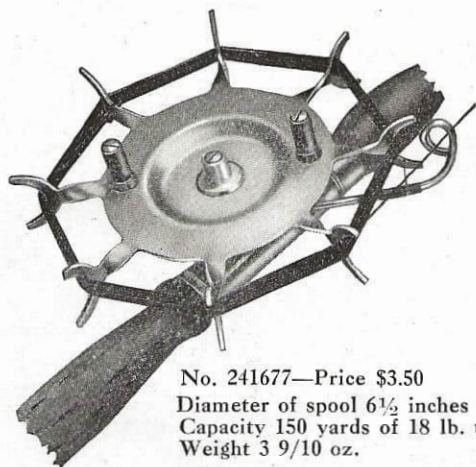


The Samson

No. 2202

200 yards
Price \$5

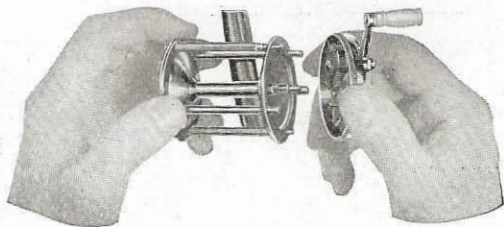
The Shakespeare Hoosier



No. 241677—Price \$3.50
Diameter of spool $6\frac{1}{2}$ inches
Capacity 150 yards of 18 lb. test line
Weight 3 $\frac{9}{10}$ oz.

This is a reel of unusual design but it has many devotees among the angling fraternity. Many fishermen like it because it retrieves so rapidly, winding in $17\frac{1}{2}$ " of line at one revolution of the disk. It is a single action reel, altogether different from the multiplying type. The Hoosier sets well away from the grip, leaving ample clearance for your hand. The thumbing is accomplished by a slight pressure of the thumb on underside of disk instead of on the line. You will find it is an easy matter to make long and accurate casts with this efficient reel. The metal spool is all of one piece, making it very strong and rigid. This spool revolves on a steel spindle. A line guide accurately winds line onto reel. A positive locking device prevents rotation of spool when idle. Satin finish. Weighs only 3.9 ounces and will hold 150 yards of 18-lb. test line. The reduced price is \$3.50.

We are indebted to Mr. Frank A. Meis for the picture of the fine Muskie shown in the illustration, and Mr. Meis says that he is indebted to Shakespeare Tackle for landing this gamey fighter. He landed this fine specimen on a Shakespeare Rod and Wexford Line, and he says these items of tackle are the real "dope".



The Care of Casting Reels

To obtain the utmost of pleasure and service from a reel, it must be given the occasional attention necessary to keep it free from dust or rust. One might think that caring for a reel is more or less of a difficult task. But such is not the case. With just ordinary care it will continue in faithful service.

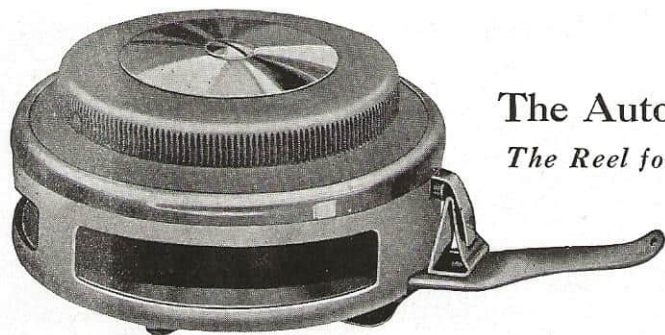
To the true angler the reel he uses is a thing to be looked after and protected as one would protect a costly watch. He does not expect to get the greatest enjoyment and satisfaction out of using it unless it is kept free from dirt and grit.

It is not often that the reel need be taken down but when it is, there are some little things that should always be done. Always keep the working parts well oiled. Not flooded with oil, but each time the reel has been in continuous use for some time, look it over carefully and put a wee drop here and there, preferably, of oil made for that purpose. One drop reel oil, shown on page 45, is prepared especially for reels.

On the gears use a grease. Mutton tallow or vaseline is very good. Never wipe the inside parts with a cloth unless you are absolutely certain that it leaves no lint. This lint has a tendency to gather and hold particles of dirt which will soon affect the meshing of the gears. Reels used for salt water fishing should be washed in a pail of fresh water immediately upon returning from the trip, to remove the salt water.

When assembling never allow a screw to remain loose. See that they are all securely tightened.

Before putting it away for the winter one should always go over the reel very carefully and see that every part is well oiled. Otherwise the reel may be exposed to dampness in some manner and when you get ready for the opening day—There is very apt to be a rusty reel!



The Automatic The Reel for Trout

We asked a number of experienced anglers to give us their ideas of what an ideal trout reel should be. With their cooperation, and after exhaustive study and experimenting under all conditions, we finally produced the Shakespeare Automatic Trout Reel.

So thoroughly does this reel represent what every trout fisherman desires that you will find it to be the proven favorite of experienced trout anglers from coast to coast. With this reel, you are able to pay out or lengthen the line very quickly and to retrieve it without the necessity of changing the rod from the right to the left hand—a thing necessary when using the crank style trout reel.

Of its more important features, which make it the outstanding trout reel of all time, we list the following:

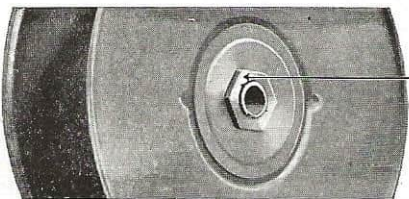
- 1—A smaller, lighter, more compact reel of increased capacity.
- 2—A compact frame, staunch and rigid but easily taken apart with the removal of a single central screw.
- 3—A sensitive but effective brake that can be easily and instantly locked open and automatically released by pressure of a finger.
- 4—A quick, powerful action but with smooth, silent running gears.
- 5—A subdued satin finish that will not reflect the light.
- 6—An adjustable friction clutch.

The adjustable friction clutch prevents over-winding or over-tension on the line and permits more line to be stripped off even after the spring is fully wound up. The frame of this ideal reel is made of special aluminum alloy. The gears are phosphor bronze and special steel. The main spring is made of tempered clock-spring steel. There are three sizes for you to choose from.

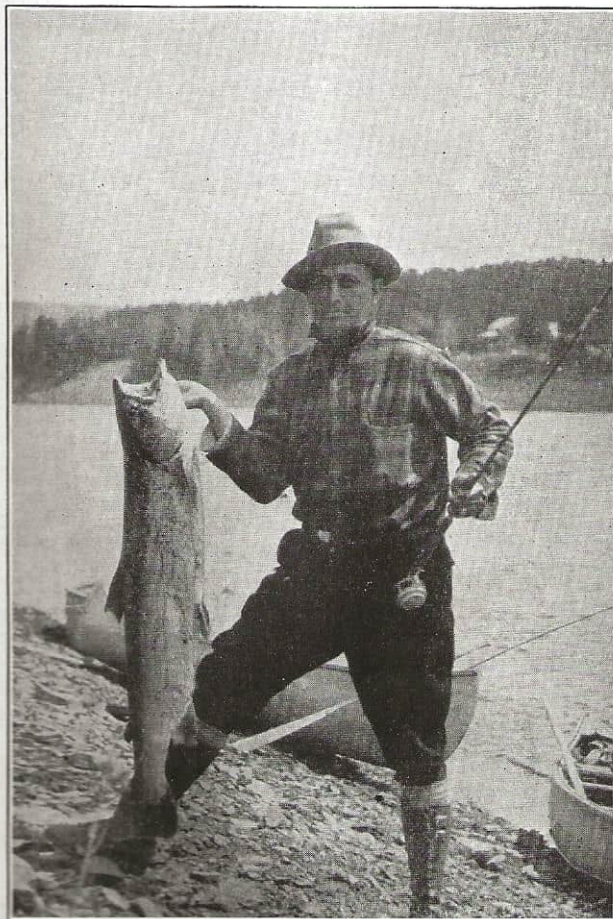
No. 90668—30-yd. cap., Price \$5

No. 91068—50-yd. cap., Price \$6

No. 91468—80-yd. cap., Price \$7



THE FRICTION DRIVE ADJUSTMENT. The friction drive connects the spool with the automatic spring and makes it possible for the line to continue paying out when the spring is fully wound up, thus making possible the use of a long line in playing large fish, such as rainbow trout and salmon. The friction driving nut is adjusted before leaving the factory to produce just the proper tension to wind the automatic spring as the line is drawn off the reel.



PRESIDENT
INDIANA DIV.
ISAAC WALTON
LEAGUE SAYS:

I have just returned from a trip down the Caines River, New Brunswick, Canada, where I was a member of Fred Peet's Fishing Party. Four of us landed 330 Salmon, all using your large size Automatic Reel, which gave very satisfactory service.

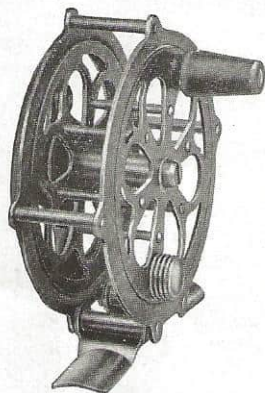
I happened to be lucky in landing the largest Salmon of the trip, which was 47½ inches in length, 23 inches girth, and weight 27½ lbs. This fish was landed in 45 minutes. Altogether I caught 98 of the silver beauties, 19 grilse, and 25 speckled trout, without having to adjust or take down your reel.

It is a pleasure for me to recommend this great reel, which answers the purpose in every way in handling these gamiest of all fresh water fish.

L. C. Bradford.

Single Action Trout Reels

The Kazoo



Nos. 61273-61673

A really satisfactory single action trout reel at an exceptionally low price. It is very light but with a strong, rigid frame. The spool of open pattern permits free circulation of air, and thus helps to dry the line. Takes apart by removing a single screw. Exceptionally smooth-running. Has steel sliding click, counter-balanced handle, and brass bearing. Weighs only $3\frac{1}{2}$ oz. Holds 60 yards and is finished either in bright nickel or black duco, as you prefer. Price is \$1.50.

No. 61673—This is the larger size Kazoo Trout Reel with a capacity of 80 yards. Same price—\$1.50.

The Featherweight

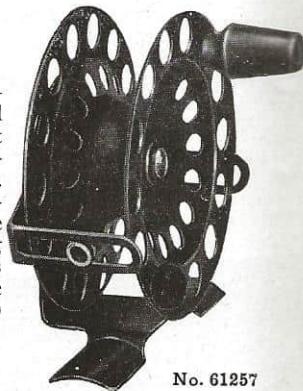


No. 61267

This is another very popular single action trout reel. Frame formed in one piece from hard drawn brass. Drawn brass spool is perforated to permit circulation of air. Can be taken apart by removing a single screw. Has a steel sliding click. Counter-balanced handle. If you like this type of reel you will find that the Featherweight will give you the same complete satisfaction that it is giving to hundreds of others. Finished in either bright nickel or black duco, according to your preference. Weighs but 3 oz. Capacity 60 yards. Price \$1.10.

The Winner

This single action trout reel, of all-metal construction, is our lowest priced reel of this type. Inexpensive though it is, you will find this to be a most serviceable reel. It has steel sliding click. Handle is counter-balanced. Can be taken apart quickly by removing a single screw. Line guide with sliding ring front and back enables you to use this reel either right or left handed. The lightest of all reels— $2\frac{1}{3}$ oz. Capacity 60 yards. Price \$.65.

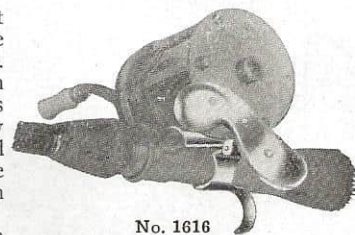


No. 61257

The Huffman Attachment

A neat convenient hand rest which adds immeasurably to the enjoyment of the day's fishing. Devised primarily to maintain the comfort of the angler's hand throughout even many hours of continual casting, and to afford a positive and secure grip of the reel and rod when retrieving the line.

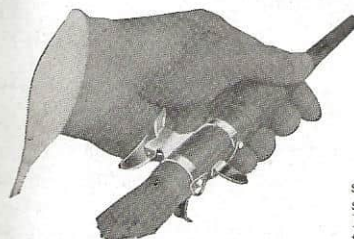
As shown in the illustration below, it fits snugly into the palm of the hand and acts as a saddle or foundation on which the hand may rest. Two other distinct



No. 1616

features which add greatly to its value and convenience are combined in the Huffman Attachment. The finger hook helps the angler to hold the rod without gripping, when making the cast. The clamp fastens the reel firmly onto the rod, holding it securely in place and eliminating any possibility of the reel getting loose.

This attachment is very light and strong, being made of genuine nickel silver with a beautiful satin finish. Exceptionally simple and easy to attach, and may be removed by releasing the catch at the side. Price \$.65.



Reel Bags

A fine quality chamois-shade velveteen cloth bag with draw strings at top. The same bag in which Shakespeare high-quality reels are packed. Price \$.25.



No. 1221

Leather Reel Cases

A good reel deserves this genuine leather reel case of rich Mahogany color. It will hold any 100-yd. Shakespeare reel. Hand sewed, equipped with neat snap fastener. Price \$1.35.

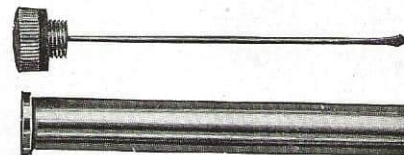


Nos. 1223-1220

No. 1220—Same as above except that it is a larger size to accommodate reels of the size of the Hercules. Price \$3.15.

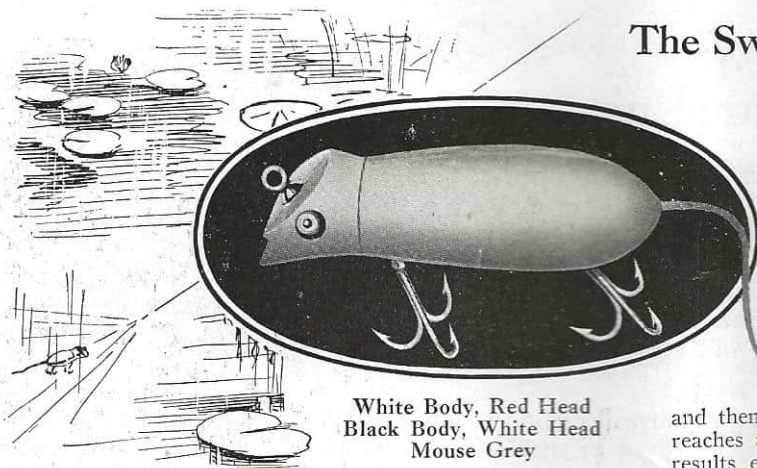
One Drop "Never Leak" Oiler

A most convenient oiler for fishing reels. All brass, nickel plated. Can be carried in vest pocket or tackle box. Price \$.40.

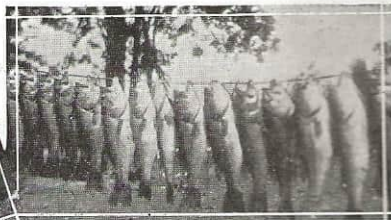


No. 850

The Swimming Mouse



White Body, Red Head
Black Body, White Head
Mouse Grey



These fine strings of fish were lured from home by the Swimming Mouse.

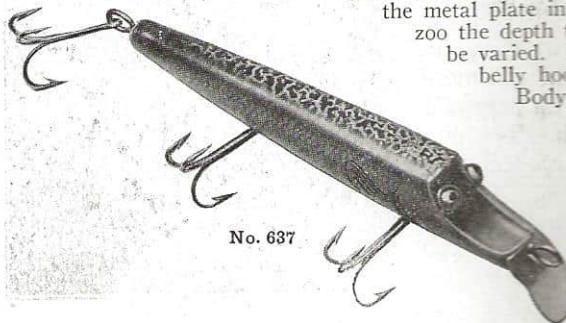
No. 578—Perhaps no wooden lure has ever come into prominence so rapidly as the Shakespeare Swimming Mouse. It is already one of the most popular of all the plugs, and this year it promises to be the most talked-of bait, especially in bass fishing circles. Cast it anywhere along the shore line, under overhanging trees, among stumps or logs or driftwood jams—or place it on a piece of bark and let it float downstream and then jerk it off into the water when it reaches a good looking spot. You will get results every time. When you drop it on the water, let it lie for an instant just as a real mouse would hesitate—then start it slowly toward you. It has all the action of a mouse swimming. The hooks underneath look exactly like the fast moving legs of a live mouse. Try it out and increase the fun of your fishing. You can get this swimming mouse in three color combinations: Solid black with white head; solid white with red head, and mouse gray. Length of body $3\frac{1}{4}$ inches. Price \$.90.



Enter the
Nation-Wide
Fishing
Contest

June 1st
to
August 31st
1927

The Pikie Kazoo



No. 637

No. 637—Some will use nothing else but the Pikie Kazoo, simply because they know that here is a lure that delivers the goods. It closely imitates the young pike in appearance and action, though there are several finishes to suit varying fishing conditions. Its lively wiggle and erratic darts and dives make the game fish go after it eagerly. By slightly bending the metal plate in the mouth of the Pikie Kazoo the depth to which this bait travels can be varied. It is equipped with two treble belly hooks and one treble tail hook. Body $3\frac{3}{4}$ inches long.

No. 637GW—Rainbow with Scale Finish.

No. 637YP—Yellow Perch with Scale Finish.

No. 637FG—Fancy Green Back with Scale Finish.

No. 637GY — Green Back, Yellow Belly, with Scale Finish.

No. 637WR—White Body with Red Head.

Price, any finish, \$1.00.



No. 637½

Baby Pikie Kazoo

No. 637½—Just like the big Pikie Kazoo, No. 637, except that it is smaller in size and has only one belly hook and no blade in the mouth. It comes in all of the No. 637 finishes. Length of body $3\frac{3}{4}$ inches. Price \$.95.

Shakespeare "Baits that catch fish"

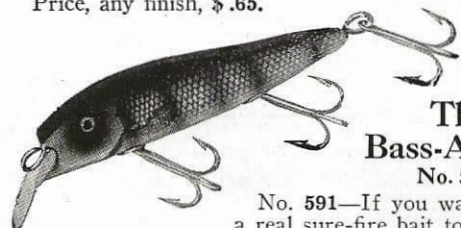


The Bass-Kazoo No. 590

No. 590—Anglers everywhere call it a mighty good fish getter. We call it one of the most popular of the plug lures, judging from the letters we get about it. Try it in your own fishing waters and you, too, will be telling us about your good luck. It has a most fascinating and erratic darting, diving, wiggling, wobbling action in the water, and travels at just the correct depth while being retrieved. It floats when not in motion. Two treble belly hooks and one treble tail hook. $\frac{3}{8}$ inch body. Following finishes:

No. 590GW—Rainbow with Scale Finish.
No. 590YP—Yellow Perch with Scale Finish.
No. 590FG—Fancy Green Back with Scale Finish.
No. 590WR—White Body with Red Head.

Price, any finish, \$.65.



The Bass-A-Lure No. 591

No. 591—If you want to add a real sure-fire bait to your kit, ask your dealer to show you the Shakespeare Bass-A-Lure. You will find there are six different finishes and two sizes as listed below, and when you look them over you'll feel that you want every one of them. Try them on your next trip—and be prepared for action. This is a bait you will want to start moving just as soon as it hits the water. It will dive and dart—probably has the most erratic action of any bait of this type. Its wide open mouth, natural looking eyes and colorings, make it a lure that few game fish can resist. Two treble belly hooks and one tail treble hook. $\frac{3}{8}$ inch body.

No. 591GW—Rainbow with Scale Finish.
No. 591YP—Yellow Perch with Scale Finish.
No. 591FG—Fancy Green Back with Scale Finish.

No. 591GY—Green Back, Yellow Belly, with Scale Finish.
No. 591WR—White Body with Red Head.
No. 591BW—Black Body with White Head (For night fishing).

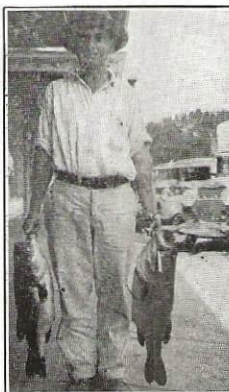
Price, any finish, \$1.00.



No. 591 $\frac{1}{2}$

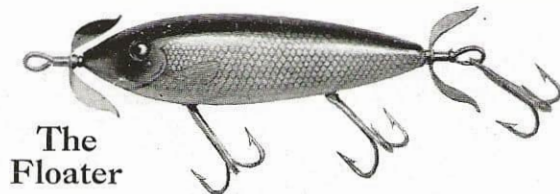
The Bass-A-Lure, Jr.

No. 591 $\frac{1}{2}$ —Bass-A-Lure Jr. is a bait smaller in size than No. 591 shown above, but it comes in all of the same finishes. Has only one belly treble hook. Body $2\frac{3}{4}$ inches long. Price \$.95.



Here are a pair of $8\frac{1}{2}$ and $9\frac{3}{4}$ pound large-mouth bass caught by J. A. Witmer of Lakeland, Florida. Speaking of his Shakespeare level winding reel Mr. Witmer said, "I am a booster for your reels and always use one. I have tried a reel, in fact have one in my tackle box, but me for the Shakespeare."

*That's why
we can
truthfully
say
"Baits that
catch
fish".*



The Floater No. 42F

No. 42-F—The Shakespeare Floater rides high on the water. Spinners at the head and tail give just enough churn or water-splash to attract the fish. There isn't a game fish that lives who will not come after this bait when they're feeding on the surface. Two belly hooks and one tail hook, all trebles. Head and tail spinners. $\frac{3}{8}$ inch body. Following finishes:

No. 42GWF—Rainbow with Scale Finish.
No. 42YPPF—Yellow Perch with Scale Finish.
No. 42FGF—Fancy Green Back with Scale Finish.
No. 42WRF—White Body with Red Head.
Price, any finish, \$.90.

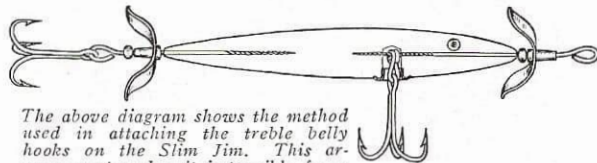


The Slim Jim No. 41J

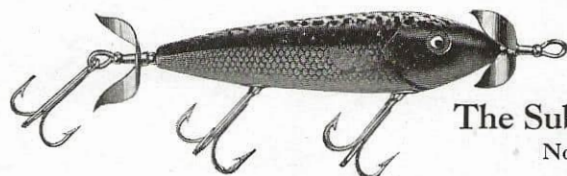
No. 41J—Slim Jim is one of the great tempters of the deep. Looks and swims like a minnow. His darting slim body with the spinners at head and tail have lured many a fish from his happy home. Slim Jim has a great record with both fresh and salt water anglers and is one of those baits you will want handy for the day when fish are not taking anything else. One treble belly hook, and treble tail hook, with spinners at head and tail. $\frac{3}{8}$ inch body.

No. 41BWJ—Blue Back, White Belly, with Scale Finish.
No. 41RWJ—Red Back, White Belly, with Scale Finish.
No. 41GWJ—Rainbow with Scale Finish.
No. 41GYJ—Green Back, Yellow Belly, with Scale Finish.
No. 41YPJ—Yellow Perch, with Scale Finish.
Price, any finish \$.95.

No. 52J—The larger size of Slim Jim has a $4\frac{1}{2}$ inch body with two treble belly hooks and one treble tail hook. Same finishes as above, and also No. 52GJ—Gold Body with Red Head. Price, any finish, \$1.



The above diagram shows the method used in attaching the treble belly hooks on the Slim Jim. This arrangement makes it impossible for a big fish to tear the hook out.

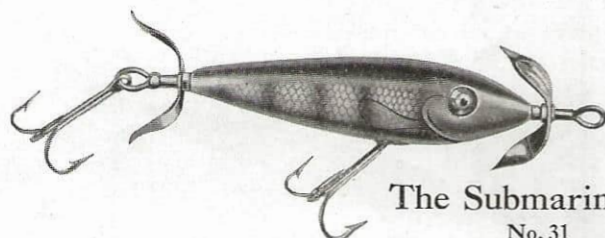


The Submarine

No. 42

No. 42—True to its name, the Submarine is weighted to sink rapidly to the desired depth. A popular bait for both casting and trolling. Body $3\frac{5}{8}$ inches long. Has two treble belly hooks and one treble tail hook, with nickel spinners at head and tail. Can be had in following colors:

No. 42GW—Rainbow with Scale Finish.
No. 42FG—Fancy Green Back with Scale Finish.
No. 42YP—Yellow Perch with Scale Finish.
Price, any finish \$.75.

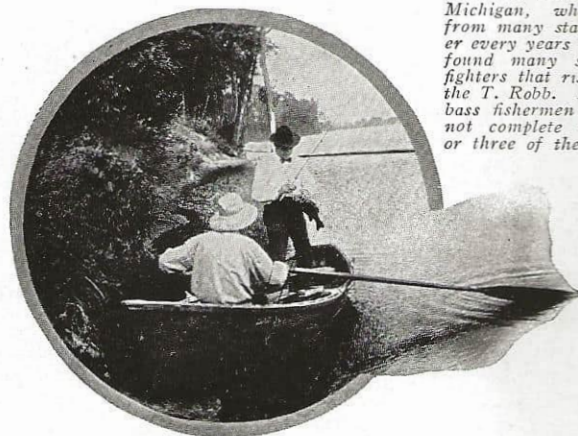


The Submarine, Jr.

No. 31

No. 31—A standard type of under-water bait successfully used for casting or trolling in deep water. Weighted to sink to desired depth. Nickeled head and tail spinners, with a treble hook on belly and another one on tail. 3 inch body. Following finishes:

No. 31GW—Rainbow with Scale Finish.
No. 31YP—Yellow Perch with Scale Finish.
No. 31FG—Fancy Green Back with Scale Finish.
Price, any finish, \$.65.



On the St. Joseph River, Michigan, where anglers from many states foregather every year there will be found many small mouth fighters that rise readily to the T. Robb. If you are a bass fisherman your kit is not complete without two or three of these baits.



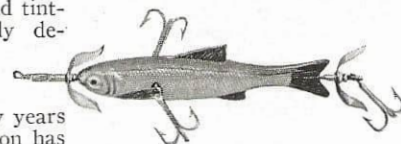
The Midget

No. 00FS

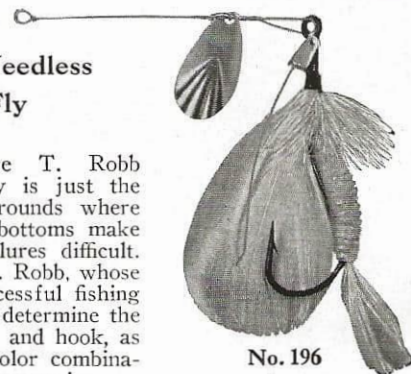
No. 00FS—A small wooden minnow that runs deep. Fancy sienna coloring. Natural scale finish. Highly colored treble feathered tail hook and nickeled head spinner. Body $1\frac{7}{8}$ inches. One finish only. Price \$.90.

The Evolution

No. 4GAE—An artificial minnow made of pure rubber and tinted natural colors, especially designed for trolling and bait casting. Resembles a live minnow in appearance and action. Over many years of actual fishing the Evolution has proved itself a fish catcher of merit. Nickel head and tail spinners. Two treble side and one treble tail hooks. Body $2\frac{5}{8}$ ". Price \$1.00.



T. Robb Weedless Bass Fly



No. 196

The Shakespeare T. Robb Weedless Bass Fly is just the bait for fishing grounds where weedy shores and bottoms make fishing with other lures difficult. Designed by Mr. T. Robb, whose many years of successful fishing has enabled him to determine the shape, size of body and hook, as well as the right color combinations. Weighted for ease in casting into weeds, rushes and lily pads where the big game fish are found. Tied on imported, specially designed No. 5/0 long Shank, Hollow Point Central Draught Bass hooks. The hook is of a size, shape and thickness which makes it difficult for the fish to shake or pry it loose from his jaws. The comparatively large size of the hook is one of the proven features that have made this lure so generally successful. The T. Robb Weedless Fly is packed one in a box and may be had in the following four patterns:—

No. 196W. Parmachene Belle.
No. 196B. Black Prince.

No. 196R. Scarlet Ibis.
No. 196Y. Yellow Sally.

Price, each \$1.

Bugs and Flies that get the fish

More game fish were taken on flies and bugs last year by the fly fishermen than on any previous year. Men who used the fly for trout alone got out after big fightin' bass with their "fairy wands" and had the sport of their lives. If you are a fly fisherman—or if you have a fly rod—try it out this season with flies and bugs for bass.

Floating Bass Trolling Bug

This lure has made many friends among anglers who like to use a bug to bring the gamey fighters from the deep. It is made of feathers, bucktail and reed which gives it that "squashy" feeling of a real live bug. When the fish strike it they will mouth it, giving the angler a chance to set the hook where it will hold.

If you never used it—don't wait any longer—get the habit this year and you'll get the fish. No. 366 Price, each \$1.10.



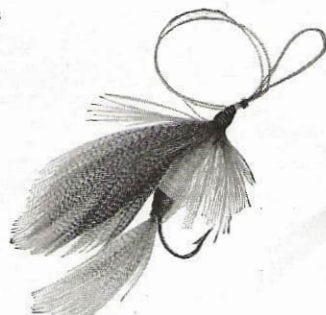
No. 366

Black Gnat
Brown Hackle
Grizzly King
Montreal
Parmachene Belle
Professor

Queen of the Waters
Royal Coachman
Scarlet Ibis
Seth Green
Silver Doctor
White Miller

Price, each \$.18.

No. 310½—The same in all respects as No. 310 excepting that it is an eyed Bass Fly which can be attached to any leader or spinner. Ringed Sproat hooks, size 1/0, one on a card. Patterns same as No. 310. Price, each \$.17.



No. 310

Chippewa Bass Fly

No. 310—These flies have worsted bodies, ribbed with tinsel, tied with double gut to 1/0 Sproat Hooks. Put up one on a card. Patterns:—

Muskie Trolling Minnow

Muskie fishermen, who have been using spoons and getting fish, have asked for something new. To fulfill their wants the Kazoo Trolling Minnow was designed. It is a new type of lure for trolling and casting for large game fish. Body of imported reed noted for buoyancy and toughness. Bound with colored silk. Body built around strong treble hook with forged O'Shaughnessy single hook trailer covered with a full Bucktail and Moosehair tail. Nickeled fluted spoon. Made in two sizes, as follows:

No. 972-8—Muskie size; 8/0 hook. Price \$1.25.

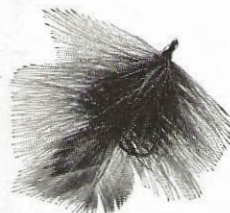
No. 972-5—Pike size; 5/0 hook. Price \$1.10.



No. 972

St. Joe River Bass Fly

No. 333—A hackle fly for all game fish. This fly was originated and developed by an old time fly fisherman. Use with spinner for bass in either lake or river fishing. Eight hackle feathers, exclusive of the tag, are used in tying each fly. Tied on Size 1 Model Perfect hook. Order by pattern numerals and not by description.



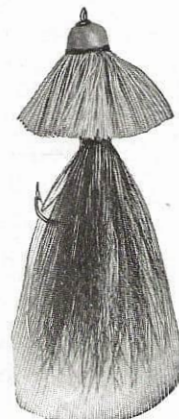
No. 333

1. Yellow Body, Yellow Tag.
 2. Red and Yellow Body, Yellow Tag.
 3. Brown Body, Black Tag.
 4. Gray Body, Gray Tag.
 5. Red Body, White Tag.
 6. Red and White Body, White Tag.
- Price, each \$.31.

Moosehair Frill Bass Bug

No. 372—Bucktail lure with Moosehair collar at head of Bucktail Body with tail of Bucktail and Moosehair tied on 4/0 hook. Can be used with spinner or spoon for bass. One in a box.

Price, each; BG-GW-RR-RY, \$.50.



No. 372

Fancy Feathered Treble Hooks

No. 232—A superior hollow point treble hook, tied with wide spreading red and white feathers with peacock tag.

Size 2, 1/0, 2/0. Price, each \$.20.

Size 4/0. Price, each \$.25.



No. 232

*Try some of these lures in connection with Shakespeare spinners.
You'll have an ideal combination.*