

# Frederick Malleeson and his multiplying fly reel

By Ron Gast

We hear the name Malleeson as an early maker of fishing reels. Unfortunately, similar to most reels made by John Kopf, finding Malleeson's name on these reels is almost nonexistent. Being able to positively identify his reels has always intrigued me. Thanks to Steve Vernon's book "Antique Fishing Reels," I have gained some knowledge to help me identify them.

Fortunately, one of Malleeson's most famous reels does have his name and reel patent information on them. His "Patent Perfection Treble Multiplying Reel" bears this information. After studying this reel for some time, I became interested in Malleeson and his history. Who was this guy and what happened to him when he was in the fishing tackle business is the subject of this article. This article is intended to capture relevant information about the man and his history.

Most of the information here was obtained from ancestry.com, newspapers.com, Forest & Stream magazines and Google Books. To start with, we find the first digital record of Frederick in the US Census of 1850. He is recorded as born in New York and was 2 1/2 months old on April 19, 1850.

We then see Frederick marrying Nellie Faron in 1874. He had just turned 24 and now had in-laws that would have been well known in social circles. I would think that this would have allowed him to make contact with other prominent individuals in New York and perhaps his future partners.

Charles Malleeson	34 Mo	Albany	Eng Land
Stacy M	30 h		Del
Stacy M	11 h		Del
Charles M	9 Mo		New York
William M	7 Mo		New Jersey
Anna	5 h		New York
Mary	2 h		Del
Frederick	2 1/2 Mo		Del

1850 US Census taken on April 19 in Yonkers, NY, showing Frederick as 2 months old.

As it turned out, less than a year after marriage he was made a partner in the newly formed business Conroy, Bissett & Malleeson. What a great opportunity for a 25-year-old man to be involved in a soon to be famous fishing tackle company. The name Malleeson was now associated with the well known Conroy name.



**A New Firm.**—The old firm of J. C. Conroy & Co., long known and esteemed as a leading house in the manufacture of fishing tackle, has been succeeded by the new house of Conroy, Bissett & Malleson, at 65 Fulton street. They have paid special attention to their stock of new goods, embracing every variety of wares known to the trade and required by the sportsman. Among many of the specialties may be noted the McGinnis rods, Mullaly flies, etc., known in the market as most reliable and serviceable articles.

"Forest & Stream" March 11, 1875 article describing the new Conroy, Bissett & Malleson business

The name Malleson now appears as part of a fishing tackle business in magazine and book advertisements starting in 1875. The factory is listed as being on South 8th Street in Brooklyn, NY. At this time, the sales room was located at 65 Fulton St. Their first advertisements listed vom Hofe and "Frankfort" reels, six strip split bamboo rods and flies for sale. Like most fishing tackle companies, the six strip split bamboo rods were the hot item among fishermen.

The popularity of the split bamboo rod must have been an inspiration to Malleson for a new application. On March 18, 1879, he received a patent for an archery bow made from strips of bamboo. It is interesting to note that the patent was in his name only and not assigned to the Conroy, Bissett & Malleson business. This must not have been an issue with the company because a year later we see the bow being advertised with them.

**CONROY, BISSETT & MALLESON,**  
(Successors to J. C. CONROY & CO.)  
**65 Fulton Street, New York,**

Invite the attention of Amateurs to the additions they have made to their regular stock of Fine Goods, comprising in part

**SIX STRIP SPLIT BAMBOO RODS,**  
For Trout and Salmon Fishing.

**THE FAMED M'GINNIS BLACK BASS RODS,** made of Split Bamboo (new this season). Vom Hofe's Rubber steel Pivot, Click and Salmon Reels. The celebrated "Frankfort" Reel, &c. Sole manufacturers of

**MULLALY'S PATENT FLIES.**  
The new style Cuttyhunk Bass Lines of extra quality.  
Parties fitted out for the Adirondacks, the Maine Woods, Lake Superior, Newport, Cuttyhunk, Pasque Island, West Island, Barnegat, &c.  
Orders by mail will receive careful and prompt attention.  
**Factory, Foot South 8th Street, . . . Brooklyn, E. D.**

Advertisement in the 1875-76 edition of "The Harvard Index"


It looks like business for the Conroy, Bissett & Malleson Company must have been good. In early 1881 they moved their factory from South 8th Street to 136, 138, 140, 142 & 144 First Street. The new location took up a whole city block. The showroom was still at 65 Fulton St.

On the cover of the 1881 Conroy, Bissett & Malleson catalog is a picture of their new factory. They were apparently very proud of their factory that has five floors and a basement. This implies there must have been quite a demand for their fishing tackle if this much floor space was needed.

The artist's rendition of the factory shows a large Company name sign over it. The sign notes that their sales room was still at 65 Fulton St.

With such a glorious catalog being published in 1881, you'd think the company was pretty solid. As it turned out, the Conroy, Bissett & Malleson fishing tackle business was split apart the year the catalog was published. Conroy & Bissett were now running the sales department at 65 Fulton St. and Malleson was running the factory on First Street. That's right, the name of Conroy is no longer associated with the supervision of his reel manufacturing. Malleson is now in charge of production and responsible for supplying the Conroy & Bissett sales department with product. All the fishing tackle sales advertisements now only showed the names Conroy & Bissett.

**CONROY, BISSETT & MALLESON,**  
MANUFACTURERS OF FINE  
**FISHING TACKLE AND ARCHERY,**  
No. 65 Fulton Street, New York.  
Factories, Brooklyn, E. D.



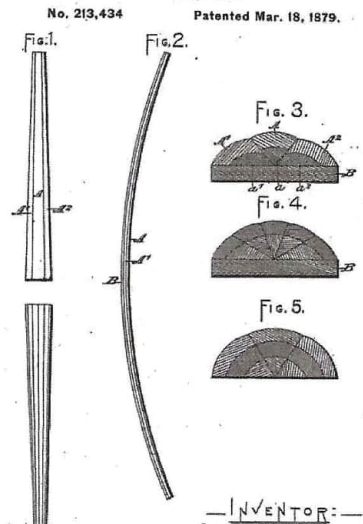
Malleson's Patent New Model  
**SPLIT BAMBOO BOW;**  
Bestwood, Sashwood, Lignumwood  
and Lincowood  
Self and Backed Bows;  
Newest Models and Best Materials.  
Fine Arrows for Long Range Shooting  
a SPECIALTY.  
Send for Catalogue.

**AMERICAN ARCHER'S  
HAND-BOOK**  
—AND—  
Guide to Correct Shooting

With Constitution and By-Laws of  
the National and Eastern Archery As-  
sociations, including the latest amend-  
ments to the latter, made at the annual  
meeting, 1880.  
Mailed, post-paid, on receipt of 50c.  
Discount to Clubs.

Frederick Malleson's March 18, 1879 archery bow patent, right, and a May 1880 "Brentano's Monthly Magazine" ad showing Malleson's 1879 patent bow, above.

F. MALLESON.  
Archery-Bow.  
No. 213,434      Patented Mar. 18, 1879.



—INVENTOR—  
Frederick Malleson  
By Geo. W. ...  
Chas. P. ...

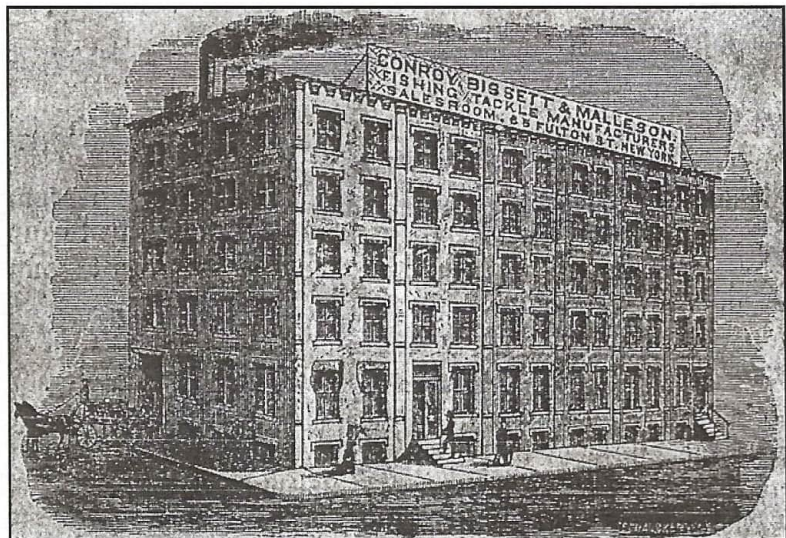


The name Malleson had disappeared from the ads. Malleson must have been content with running the manufacturing business and letting Conroy & Bissett handle the sales. His letterhead below shows he was the manufacturer of reels and split bamboo rods at the location Conroy, Bissett & Malleson moved to in 1881.

Frederick Malleson's letterhead in 1883 showing the factory at First Street. The Conroy & Bissett business lasted only two years. In 1883, the business name was changed to Thos. J. Conroy. Malleson would still be supplying reels and rods to Conroy's salesroom.

Some of the reels manufactured by the Frederick Malleson business had a striking resemblance to the earlier John Conroy reels. They were brass with an S-shaped handle with a rosewood knob. However, rather than having the dome shaped rear bearing cover typical of the earlier Conroy reels, these reels usually had a removable bearing cap for oiling the bearing. Most of Malleson's reels were made of nickel plated brass. Some also had hard rubber end plates. The most exquisite reels made by him were constructed of German silver. It is interesting to note that Malleson sometimes liked to use an abbreviation of his first name. He often used "Fred'k" rather than "Frederick" to mark his name on reels and business papers.

A little over a year after Malleson was in charge of the fishing tackle manufacturing business on First Street, he applied for a patent for a unique fishing reel. On November 18, 1882 he applied for his patent. At first glance, the reel resembles a regular single action fly reel. However, the unique feature about this reel is that it was actually a three to one multiplier. For every complete revolution of the crank handle, the spool would revolve three times. A multiplying fly reel is seen as advantageous to many fly fishermen to retrieve line. In addition to the multiplying feature, he added an arrow head shaped click lever. By rotating the arrow head shaped feature, the reel click could be engaged or disengaged. The early ads describe how



1881 catalog front cover showing the New Conroy, Bissett & Malleson factory

**MESSES. CONROY, BISSETT & MALLESON** will move May 1 into their new factory, a cut of which appears in their new and enlarged advertisement of this week. A largely-increased business renders this removal necessary. They have introduced many new improvements in the way of labor-saving machinery, which accounts for the low prices at which they are now furnishing the trade with reels, rods, etc. Notwithstanding the large force of men working over-time, the demand is greater than the supply. No machinery has been yet invented to take the place of skilled hand work on the finer grades of rods. These are entirely made by hand.

Forest & Stream April 21, 1881 article describing new factory

the reel can also be used as a free-running multiplying reel suitable for casting for black bass. Apparently, the reel was immediately put in

production right after the application. Malleson was definitely eager to get his new invention out in the public. His first reel model is very similar to that depicted in the patent application. A little over a month after the filing the patent application, the reel appears in an ad in Forest & Stream magazine showing the reel being available from Wm. M. Cornwall.

Cornwall was a sporting goods dealer at 18 Warren St. in New York City and was the biggest promoter of the new Malleson reel. Cornwall was advertising the reel under his company name and did not include Malleson's name. I'm not sure what the "O.C." stands for in the name for the reel, but that's how he listed it in his catalogs and Forest & Stream advertisements. These first reels were only marked "Patent Applied For" and did not have Malleson's name on them.

**CONROY & BISSETT**  
MANUFACTURERS AND IMPORTERS OF  
**FINE FISHING TACKLE.**  
NO. 65, FULTON STREET, N. Y.

**Extra Quality**  
4 Strip Tapered Split Bamboo  
**BAIT AND FLY RODS,**  
Trout and Black Bass.  
PRICE, \$25.00.

We also make a very durable and excellent rod. Superior to those offered by most makers at high or price, for \$18.00.

**Artificial Baits**  
for  
Black Bass and Trout,  
NEW BODS, WIGGLS,  
HOLBERTON FLY BODS,  
Tackle Boxes, Wading  
Shoes, etc., etc.

ESTABLISHED 1839.  
Tents, Camp Stoves, Jack Lamps, etc.

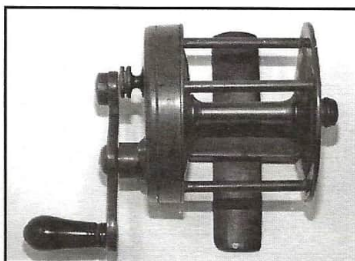
*Fine Trout, Black Bass and Salmon Klies freshly tied, at Reduced Prices.*  
Send 15 Cents for Illustrated Catalogue and Handbook.

July 1, 1882 ad in "The American Angler" magazine showing their location at 65 Fulton St.





Photos showing a Malleon marked reel. A unique feature seen on the reel is the click mechanism. Malleon favored a rotating mechanism to engage the click rather than a sliding one as seen on other reels made at this time. A quarter turn of the little knob on the front plate rotates the triangular dog. The dog is held in place by a spring loaded wire.



The Conroy & Bissett business lasted only two years. In 1883, the business name was changed to Thos. J. Conroy. Malleon would still be supplying reels and rods to Conroy's salesroom.

Some of the reels manufactured by the Frederick Malleon business had a striking resemblance to the earlier John Conroy reels. They were brass with an S-shaped handle with a rosewood knob. However, rather than having the dome shaped rear bearing cover typical of the earlier Conroy reels, these reels usually had a removable bearing cap for oiling the bearing. Most of Malleon's reels were made of nickel plated brass. Some also had hard rubber end plates. The most exquisite reels made by him were constructed of German silver.

It is interesting to note that Malleon sometimes liked to use an abbreviation of his first name. He often used Fred'k rather than Frederick to mark his name on reels and business papers.

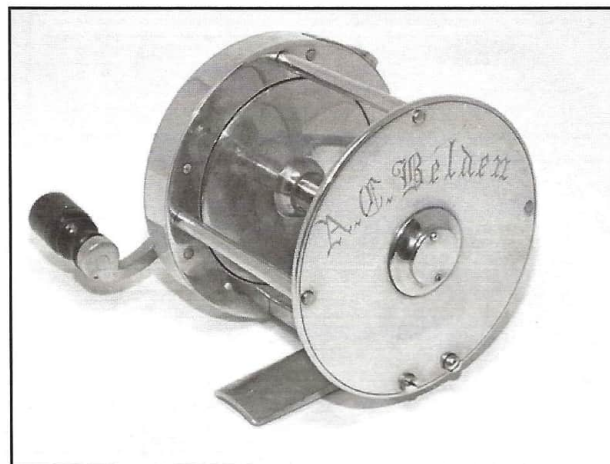


## How to advertise in The Reel News

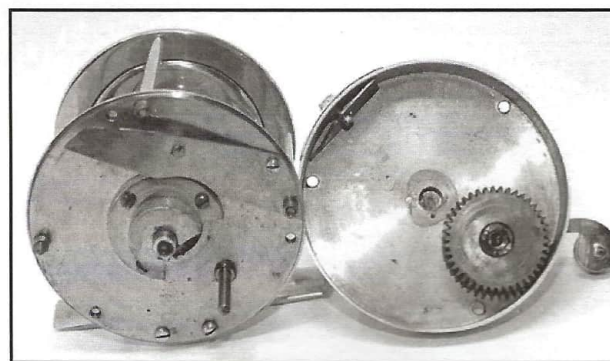
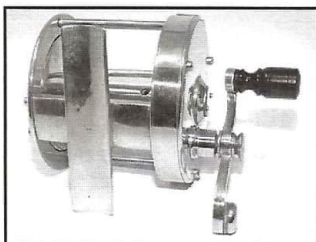
- Full page for 1 issue, \$150 / 6 issues, paid in advance, \$825
- 1/2 page for 1 issue, \$85 / 6 issues, paid in advance, \$475
- 1/4 page for 1 issue, \$50 / 6 issues, paid in advance, \$260
- Business card size, 1 issue, \$25 / 6 issues, in advance, \$130

Contact editor Richard Lodge at [reelnewseditor@yahoo.com](mailto:reelnewseditor@yahoo.com)





One reel with the Malleeson's name stamped on it is quite an exquisite example of his work. It is made of German silver and has a head plate rim sliding adjustable drag. This reel exhibits some of the same features seen on Edward vom Hofe reels at the time.



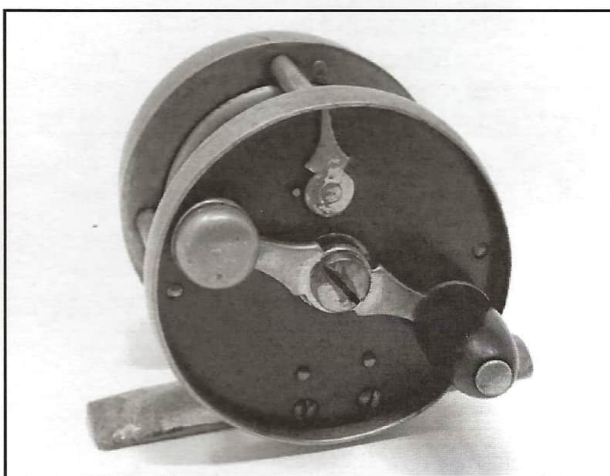
**"O. C. PATENT PERFECTION."**  
 Multiplying Reel, Center Action, Depressed Balance Handle, Safety Band, Adjustable Click.

The cut shows the position of the index when Reel is used (in the casting) as a Multiplying Click. By pressing the index to the right, the Click is removed, and thus it can be used as a free-running Multiplying Reel. It is the Reel for black bass, is simple, durable, and in every way desirable.

**TO SPORTSMEN!**  
 These reels are for sale by the trade generally, therefore please apply to a dealer in your place. If you are unable to procure them, please advise me and I will mail, registered, on receipt of following prices.

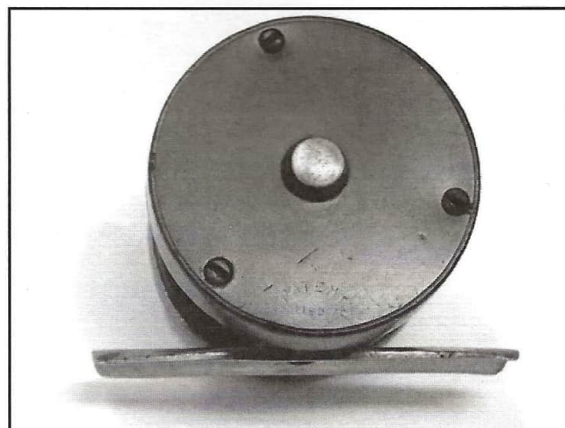
	Each	40yds.	60yds.	80yds.	100yds.
Brass.....	\$7 00	\$5 50	\$6 00	\$6 50	\$7 00
Full Nickel Plated.....	" 5 75	" 5 25	" 5 75	" 6 25	" 6 75
Rubber, Nickel Trimmings.....	" 8 50	" 8 75	" 9 75	" 10 75	" 11 75

**WM. M. CORNWALL, 18 Warren Street, New York City.**  
 JOBBER IN FISHING TACKLE, GUN GOODS, SKATES, POCKET CUTLERY, &c.



The First Model Malleeson "Patent Perfection" Reel Only Marked "Patent Applied For"

The ad in the June 7, 1883 Field & Stream magazine, above, gives insight into the reel sizes and construction materials. A total of 12 variations were available. It is interesting to note that at this time that Malleeson's reel was not offered in German silver. Malleeson's patent was approved on September 4, 1883 shortly after the above ad appeared in Forest & Stream. Here again, the patent was in Frederick Malleeson's name and was not assigned to the Conroy & Bissett business. Although the reel was profusely advertised in magazines and catalogs, it appears only few of first models have survived.





HIBBARD, SPENCER, BARTLETT & CO.

*Nickel Plated Reels.*

No. 136. Fine Multiplying Reel with 8 Handle, Oil Cup, with Sliding Glass and Sliding Drag.

NO.	DESCRIPTION.	PER DOZ.
134	19 yards, 2 inch Diameter of Plate,	\$60.00
136	60 " 2 1/2 " " "	68.00

No. 146. New Patent Nickel Plated Multiplying Centre Action, Flush Reel with Handle with Click only.

NO.	DESCRIPTION.	PER DOZ.
146	60 yards, 2 1/2 inch Diameter of Plate,	\$90.00

*Kentucky Patent Nickel Plated Reels.*

No. 174. High Quality Gunmetal Multiplying Reel, Reel with Handle, Nickel Plated, Sliding Glass and Sliding Drag, Steel Frame, with Sliding Oil Cup.

NO.	DESCRIPTION.	PER DOZ.
174	10 yards, 2 inch Diameter of Plate,	\$ 8.25
176	50 " 2 1/4 " " "	10.50
178	60 " 2 1/2 " " "	12.50

No. 178. Brown's Kentucky. The Best Reel Made.

NO.	DESCRIPTION.	PER DOZ.
178	60 yards, 2 1/2 inch Diameter of Plate,	\$24.00

THIS REEL EXCEEDS ALL THE ADVANTAGES OF THE REEL AT A MUCH LOWER PRICE.

Hibbard, Spencer, Bartlett & Co. 1884 Catalog Page Showing Malleison Reels

Frederick Malleison was having success in selling his reels to sporting goods stores. In addition to William Cornwall, we see his reels in catalogs by Hibbard, Spencer, Bartlett & Co (HSB) and Edw. K. Tryon, Jr. & Son Co. One of his interesting reels can be seen in the following HSB catalog page. It's listed as the "Brown's Kentucky" reel and resembles a B.C. Milam reel. This appears to be Malleison's version of the then popular Kentucky reels. This reel was German silver and sold for \$24 each when the "Patent Perfection" reel was selling for \$90 per dozen.

(No Model.)

**F. MALLEISON.**  
FISHING REEL.

No. 284,217. Patented Sept. 4, 1883.

*Witnesses.*

*Inventor.*

Frederick Malleison's September 4, 1883 Fishing Reel Patent

Malleison improved his multiplying fly reel sometime in 1884. Magazine ads started appearing showing the reel now with raised pillars. The ads state that the purpose of the raised pillars was to increase the line capacity with a larger spool diameter without changing the overall diameter of the reel. Here again, only Cornwall's company name appears in the Forest & Stream ads.

**The "O.C." New Model Patent Perfection**  
TREBLE MULTIPLYING REEL,  
WITH OLIOK ATTACHMENT,  
Is the handsomest and most practical  
Reel Made.

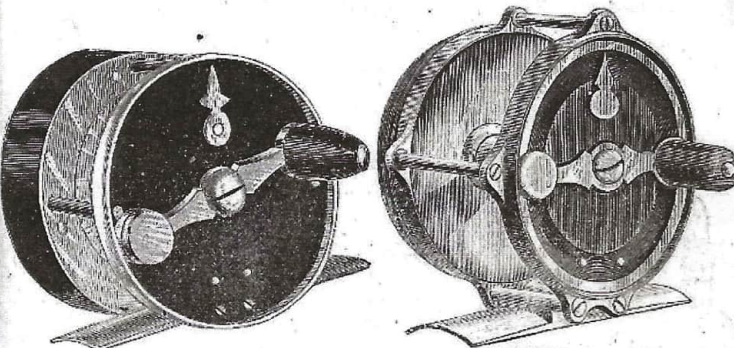
Following are its points of excellence:  
Center Action, an entirely new  
feature for a multiplying reel.  
Balance handle, revolving within  
a protecting metal band, no chance  
for line to catch upon the handle.  
A Treble Multiplying Click, when  
the index is in the position as shown in  
the above illustration.  
A Treble Multiplying Free-Running  
Reel, when the index is pushed to the right,  
keeps fishing, permitting the extension of  
the spool, thus increasing the carrying capacity  
of the reel fully one-third and greatly re-  
duces the weight, material and finish,  
the best. Price, "within reach."  
Please order the above "Patent Perfection  
Reels" through the Dealer in your place. If for  
any cause you can not so obtain them, please  
advise me and I will correspond with you.  
WILLIAM CORNWALL, Importer & Jobber  
of Fishing Tackle and Gun Goods, 18 Warren  
street, New York City.

"Forest & Stream" May 16, 1884 magazine ad showing the "New Model Patent Perfection" reel

William Cornwall was the biggest promoter of the reel. He took out multiple ads in the Forest & Stream magazines and featured the reel on the cover of his fishing tackle catalogs. Cornwall must have realized that this unique reel would benefit his sales.



TRADE PRICE LIST 31



(OLD MODEL, 60 yards.) (NEW MODEL, 80 yards.)

"O. C." PATENT PERFECTION REEL. "O. C." PATENT PERFECTION REEL.

**"O. C." OLD MODEL, PATENT PERFECTION REEL.**  
Centre Action Multiplying Reel, Flush Balance Handle,  
Adjustable Click.

Heretofore the mechanism of all Multiplying Reels necessitated the placing the handle below the centre; in consequence, a Multiplying Reel could never be used successfully in either fly or minnow casting, as the line would most surely catch upon the handle. This cannot occur in using the "Patent Perfection," for it not only multiplies from the centre, but the handle is fully protected by a projecting metal band. Another decided advantage peculiar to the Patent Perfection Reel is, that by means of the adjustable index (which lies between the handle and the reel plate), it can be changed in a second, from a free running Multiplying to a Click Multiplying, or visa versa.

	Brass.	Full Nickel.	Rubber, with Nickel Trimmings.
40 yards, per dozen, .....	\$57.00	65.00	96.00
60 " " " .....	63.00	71.00	102.00
80 " " " .....	69.00	77.00	119.00
100 " " " .....	75.00	83.00	126.00

Note.—But few of the above "Old Model" remain. Special discounts will be made, so order early.

**"O. C." NEW MODEL, PATENT PERFECTION REEL.**

While retaining the mechanism of the "Old Model Patent Perfection," the New Model have been improved as follows: They are changed to Triple multipliers, and run as freely as the old style of balance handle reels. They are made with Raised Pillars, which permits the spool to be extended and the carrying capacity is thus increased fully one-third, while the weight of the reel is greatly reduced.

	Brass.	Full Nickel.	Rubber, with Nickel Trimmings.
40 yards, per dozen, .....	\$57.00	65.00	96.00
60 " " " .....	63.00	71.00	102.00
80 " " " .....	69.00	77.00	119.00
100 " " " .....	75.00	83.00	126.00

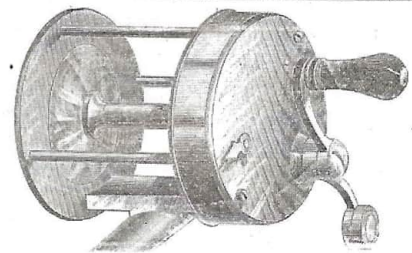
William M. Cornwall 1885 trade catalog page showing 2 models of Malleeson's multiplying fly reel

The transition of the first model to the second model of the "Patent Perfection" reel can be seen in the 1885 William Cornwall dealer catalog. A catalog page shows that either reel was available in four sizes and three different construction materials for a total of 12 different models. It is interesting that the prices for the old model were the same as the new improved model.

The arrow head click mechanism found on the "Patent Perfection" reel can also be seen in the 1885 William Cornwall trade catalog on Malleeson multiplying and single action fly reels. It should be noted that at this time Malleeson was manufacturing a large variety of reels in addition to the "Patent Perfection" reel.

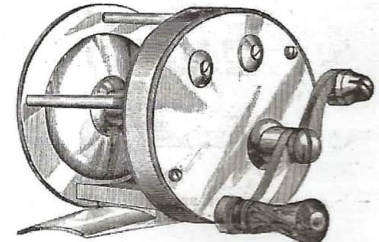
William M. Cornwall 1885 trade catalog page, at right, showing Malleeson arrowhead click on a fly reel

TRADE PRICE LIST 26



"NEW YORK" FIRST QUALITY, BRASS MULTIPLYING REEL,  
S SHAPED BALANCE HANDLE, UNSCREW OIL CUP, ADJUSTABLE INDEX CLICK.

No.	Capacity	Material	Price
No. 281	25 yards, (plate only.) per dozen	Brass	31.00
" 282	40 " " " "	Nickel	39.00
" 283	60 " " " "	Brass	41.00
" 284	80 " " " "	Nickel	38.00
" 285	100 " " " "	Brass	44.00
" 286	150 " " " "	Nickel	39.00
" 287	100 " " " "	Brass	47.00
" 288	150 " " " "	Nickel	42.00
" 289	150 " " " "	Brass	50.00
" 290	150 " " " "	Nickel	48.00
" 291	150 " " " "	Brass	56.00
" 292	150 " " " "	Nickel	51.00

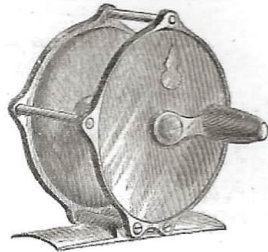


"NEW YORK" FIRST QUALITY, BRASS MULTIPLYING REEL, (80 Yards.—For Black Bass.)  
S SHAPED BALANCE HANDLE, UNSCREW OIL CUP, ADJUSTABLE SLIDING CLICK.

No.	Capacity	Material	Price
No. 262	40 yards, per dozen	Brass	39.00
" 263	60 " " " "	Nickel	47.00
" 264	80 " " " "	Brass	42.00
" 265	100 " " " "	Nickel	53.00
" 266	150 " " " "	Brass	48.00
" 267	150 " " " "	Nickel	56.00
" 268	150 " " " "	Brass	51.00
" 269	150 " " " "	Nickel	63.00

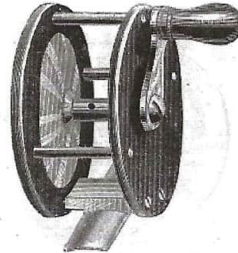
William M. Cornwall 1885 Trade Catalog Page Showing Malleeson Arrow Head Click on a Multiplying Reel

TRADE PRICE LIST 22



"O. C." FINELY POLISHED, CLICK REEL, (80 Yards Plate.)  
RAISED PILLAR, PROTECTED HANDLE, with ADJUSTABLE INDEX CLICK, (can be used at will, either as a Click or Plain Reel.)

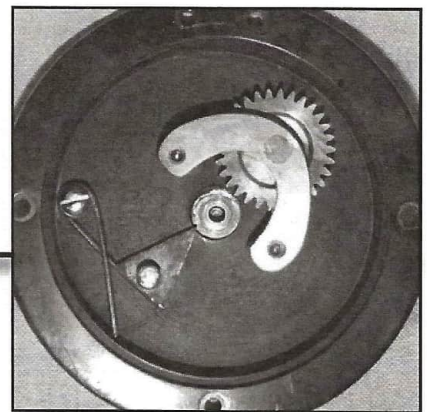
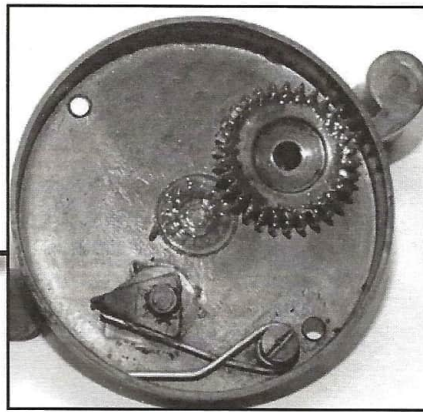
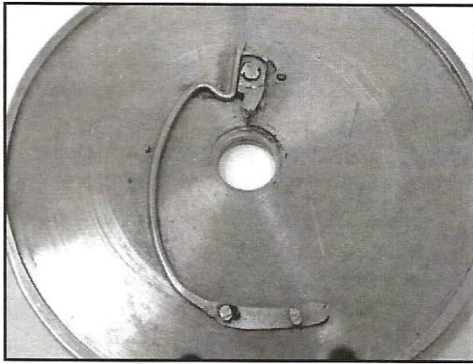
No.	Capacity	Material	Price
No. 182	40 yards, (plate only,) nickel plated, per dozen		48.00
" 183	60 " " " "		54.00
" 184	80 " " " "		60.00



"O. C." RUBBER CLICK REEL, BRASS TRIMMINGS, (60 Yards.)

No.	Capacity	Material	Price
No. 101	25 yards, (plate only.) per dozen	Brass Trimmings	18.00
" 102	40 " " " "	Nickel Trimmings	24.00
" 103	60 " " " "	Brass	20.00
" 104	80 " " " "	Nickel	26.00
" 105	100 " " " "	Brass	22.00
" 106	150 " " " "	Nickel	28.00
" 107	150 " " " "	Brass	24.00
" 108	150 " " " "	Nickel	30.00





**W. BARTLEET & SONS**  
(ESTABLISHED 1750.)  
**MANUFACTURERS OF TESTED FISH HOOKS,**  
INCLUDING  
**PERFECT EYED HOOKS.**  
**THE "ARCHER" BRAIDED SILK WATERPROOF LINES.**  
**FISHING RODS AND TACKLE, etc., etc.**  
**IMPORTERS OF SILKWORM GUT.**  
Eleven Gold and Prize Medals Awarded.  
MANUFACTORY: ABBEY MILLS, REDDITCH (WHOLESALE ONLY).

*Sole Agents for Fredk. Malleison's*  
**American Hexagonal Built Cane Salmon and Trout Rods**  
WITH THE NEW REGISTERED SERRATED FERRULES.



IN SECTIONS OF EQUILATERAL TRIANGLES. THE STRONGEST POSSIBLE COMBINATION.



SECTIONS UNITED. PERFECT BALANCE, POWERFUL ACTION, AND UNEQUALLED FOR DURABILITY.

Particular attention is given to the Manufacture of these Rods, selected Canes only being worked up, and first-class skilled workmen employed. A waterproof cement is used; and once dried the pieces cannot be separated. Specially-prepared varnish is also used, which renders the rods absolutely waterproof.

A very considerable improvement in the jointing of these Rods has been effected by means of a **NEW AND REGISTERED SERRATED FERRULE**, drawings of which are herewith given:—




Fig. A shows the Serrated Ferrule as fixed, before the silk bindings are put on. Fig. B shows the same ferrule with the silk wound on, thereby preventing the metal from cutting through the cane.


With these unprecedented advantages the "MALLESON" are the very Best and Cheapest American Cane-Built Rods in the Market. They can be obtained from any Fishing Tackle Dealer in the United Kingdom.

SPECIALITIES.

**THE "IMPERVIOUS" WATERPROOF SILK DOUBLE TAPER SWITCHING LINE.**  
**"GRESHAM" PURE PLAIT SILK LINE.**  
**REG'D No. 53026 CAST BOXES in 2, 3, 4, and 5 compartments.**  
**PATENT CASTING MULTIPLYING REEL.**

LONDON HOUSE (WHOLESALE ONLY):  
**H. WALKER, 53, GRESHAM STREET, E.C.**  
*London Wholesale Agent for Malleison's Patent Casting and other Reels and Coffis.*

**W. BARTLEET & SONS,**  
(Established 1750.)  
**Abbey Mills, Redditch, England.**  
MANUFACTURERS OF THE  
**CELEBRATED**



TRADE MARK.

**Fish Hooks, Enamel Silk Lines,  
Trout & Salmon Flies, etc.**

**FRED. MALLESON,**  
**Sole Agent for U. S. and Canada.**  
BROOKLYN, E. D., N. Y.

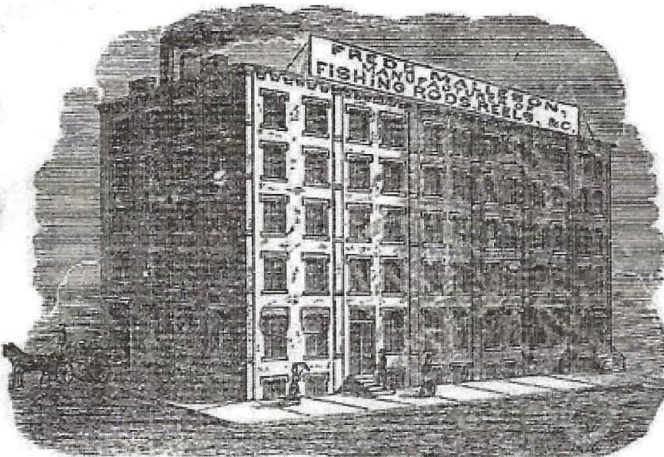
"Forest & Stream" October 7, 1886 ad showing Fred Malleison as sole agent for Bartleet & Sons

A July 1889 Boston Globe newspaper article reported a new corporation had been formed in Montague, Mass. The name of the company was "Malleison-Bartlett Rod Company" with Malleison as the president. This Bartlett name is not to be confused with the Bartleet name that Malleison already had a relationship with. It is not known for sure what the relationship was between this new business and the existing Montague City Rod Co. I would speculate it was a technology transfer of Malleison's split bamboo manufacturing processes to the Bartlett group. Malleison was obviously aware of the financial problems that were confronting both his and the Thomas J. Conroy businesses.

1886 "Fishing Tackle" book ad showing W. Bartleet & Sons as sole agents for Malleison rods



*Brooklyn, E. D., N. Y. Apr 24 1886*



*Mr. E. J. Koenig*

Bought of


**FREDERICK MALLESON,**  
— MANUFACTURER OF —  
**FISHING REELS,**  
Split Bamboo Rods, Fine Wood Rods,  
Hooks on Gut, Leaders, Flies, Landing Rings, &c.  
**136, 138, 140, 142 & 144 FIRST STREET,**  
Opposite Roosevelt St. Ferry House, *Brooklyn, E. D.*

Frederick Malleeson's company invoice in 1886 showing his name on the factory. Malleeson apparently did not stay in the building on First Street after 1886. The Brooklyn directory shows him now located at 375 Kent Ave. starting in 1887. A Frederick Malleeson letterhead from June 1890 shows his business location as 375, 377, 379 & 381 Kent Ave.

Frederick Malleeson's company letterhead in 1890, at right, showing his addresses on Kent Avenue in Brooklyn.

Sole Agent  
For United States and Canada.

TRADE MARK



FOR  
WM. HARTLEET & SONS,  
Redditch, Eng.  
Celebrated Fish Hooks.  
Telephone Call,  
"Williamsburgh," 864.

OFFICE OF  
**FREDERICK MALLESON,**  
Fishing Reels, Split Bamboo Rods, Fine Wood Rods,  
HOOKS ON GUT, &c.  
Nos. 375, 377, 379 & 381 KENT AVENUE,  
*Brooklyn, N. Y.*  
June 30, 1890.

1888.

PRICE LIST  
OF  
**FISHING TACKLE**

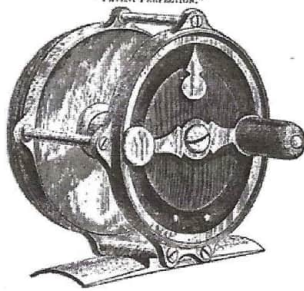


**WM. M. CORNWALL,**  
18 WARREN STREET NEW YORK

FISHING TACKLE, GUNS, RIFLES  
REVOLVERS, GUN MATERIAL, POCKET CUTLERY  
ICE AND ROLLER SKATES  
BASE BALLS, BATS, CATCHERS MASKS, GLOVES

**SPORTING GOODS GENERALLY.**  
P. O. BOX 2165  
J. ADAM SACKETT, PRINTER, 109 AND 110 FULTON STREET, NEW YORK

"PATENT PERFECTION"



**"Patent Perfection" Central Action Treble Multiplying Reel, Adjustable Click.**

	Nickel.	Nickel and Rubber.	German Silver.
40 yards, . . . . .	\$80.00	\$90.00	\$67.00
60 " . . . . .	67.00	95.00	72.00
80 " . . . . .	72.00	106.00	78.00
100 " . . . . .	78.00	118.00	84.00

Heretofore the mechanism of all Multiplying Reels necessitated the placing the handle below the centre; in consequence, a Multiplying Reel could never be used successfully in either fly or minnow casting, as the line would most surely catch upon the handle. This cannot occur in using the "Patent Perfection," for it not only multiplies from the centre, but the handle is fully protected by a projecting metal band. Another decided advantage peculiar to the "Patent Perfection" Reel, is that by means of the adjusting index (which lies between the handle and the reel plate), it can be changed in a second from a free running Multiplying to a Click Multiplying, or vice versa.

In 1888 is the first time we see the "Patent Perfection" reel advertised as being available in German silver. In Edw. K. Tryon, Jr. & Co.'s 1888 catalog, the reel is shown as available in nickel, nickel and rubber and German silver.

Wm. M. Cornwall 1888 catalog cover showing the Malleeson reel



In 1886 Malleson wanted to expand his business. He reached an agreement with W. Bartleet & Sons in Redditch, England for them to be "Sole Agent" for the Fred'k Malleson split bamboo rods in the UK. Similarly, he was made sole agents for their products in the US and Canada. Malleson's split bamboo fishing rods were a major part of his business.

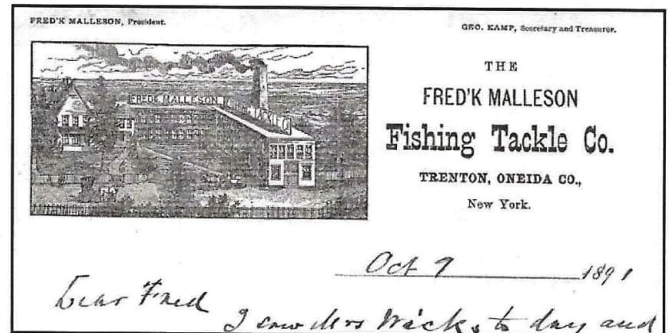
It is interesting to note that Malleson wanted people to know that he was the manufacturer of his fishing tackle. To that end, the name of the factory on First Street previously shown on the cover of the 1881 Conroy, Bissett & Malleson catalog now shows only his name as the manufacturer. An 1886 Frederick Malleson invoice shows a picture of the factory with his name on the sign on top of the building.

Malleson's rod and reel factory, which is located contiguous to the fire, was the scene of confusion approaching a panic during the progress of the fire. Mr. Malleson employs some fifty or sixty girls, besides other help, and it was with the utmost difficulty that the excitement could be calmed down. As it was, work for the day had to be abandoned, and it will be some days before the business of this enterprising concern will resume its wonted activity.

We get some insight into the size of Malleson's manufacturing operation in 1889. A Brooklyn newspaper article reports the scene around a building fire adjacent to the Malleson factory on Kent Avenue. It was reported that approximately 50 to 60 girls were working in his factory.

**THOMAS J. CONROY'S ASSIGNMENT.**—It is with much regret, that will no doubt be shared by thousands of anglers throughout the United States and Canada, that we announce the assignment of the old and well-known fishing tackle house of Thomas J. Conroy, New York. Established nearly 60 years ago by the original John Conroy, the firm has changed its title a number of times and was variously known as John Conroy, J. & J. C. Conroy, J. C. Conroy & Co., Conroy, Bissett & Malleson, Conroy & Bissett, and in '83 it took the present style, Thomas J. Conroy. During this long term of years this noted concern has supplied the wants of anglers in every section of the country, and we feel sure there is no lack of sympathy for them in their present trouble. It is hoped that a speedy settlement will be arrived at and that the old concern will once more cater to the angling fraternity. As a sequel to this, and no doubt caused by it, we learn that Mr. Frederick Malleson, fishing tackle manufacturer of Brooklyn, N. Y., has also failed. He was formerly connected with the firm of Conroy, Bissett & Malleson, but separated from them in 1881 and assumed control of the manufacturing department. We are unable to state how disastrous these failures are, but trust the embarrassment will be only temporary.

Shortly thereafter, the Thomas J. Conroy fishing tackle business failed. Since they were one of Malleson's best customers, this also resulted in his company's failure. The failures of the two businesses was reported in many sporting goods publications. Apparently, Malleson was able to recover from the business failure and resume manufacture of fishing tackle. It was reported that in 1891 that the Frederick Malleson Tackle Company relocated from Brooklyn to Trenton, NY. The move must have been for only certain products in the Malleson tackle line since the business is still shown in Brooklyn according to "The Sportsman's Directory" in 1891, 1892 and 1893. Trenton is located approximately 130 miles from Brooklyn.



Malleson's letterhead in 1891 shows a picture of the new factory in Trenton, NY. It is not known for sure how much of Malleson's tackle business moved to Trenton and which product lines remained at 375 Kent Ave. in Brooklyn. It appears that the use of the factory in Trenton was short lived.

Details about the end of the Malleson fishing tackle business in the 1890s is detailed in a 1930 book entitled "History of Massachusetts Industries." It states that the Malleson's rod business was acquired by Montague City Rod Company in 1893. They also acquired the reel business in 1898. This would have been the end of the Malleson fishing tackle business. The 17 years of the Malleson fishing tackle business was over.



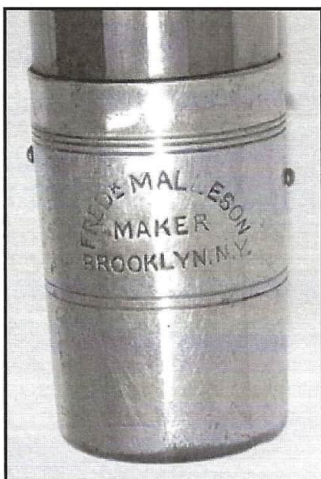
In 1889, four years after the original company was incorporated, the Amherst plant of Eugene P. Bartlett was acquired, and the next year Thomas H. Chubb, who had been manufacturing fishing tackle for many years at Post Mills, Vt., sold his business to the Montague City Rod Company, thus enabling the latter concern to manufacture its native wood products, in its own mill. In 1893 the rod business of the Malleeson Rod and Reel Company, of Brooklyn, N. Y., was acquired, and five years later the reel department of the same concern was purchased, which permitted the Montague concern to provide the tackle trade with a large portion of its requirements.

Details about the end of the Malleeson fishing tackle business in the 1890s is printed in a 1930 book entitled "History of Massachusetts Industries." It states that Malleeson's rod business was acquired by Montague City Rod Company in 1893. Montague also acquired the reel business in 1898. This would have been the end of the Malleeson fishing tackle business, marking the end of a 17 year run.

### Fred. Malleeson.

Fred Malleeson, at one time a well-known Eastern District business man and political worker, died suddenly on Wednesday night, at Hall's Hotel, Manhattan. His death was attributed to a general collapse, due to the excessive heat. Some years ago he was the head of the firm of the Fred Malleeson Fishing Tackle Company, that carried on a large manufacturing business on Kent avenue near Broadway. Of recent years he has been interested in several enterprises, none of which were very successful and at the time of his death he was representing a Philadelphia business house as a traveler. A wife and six children survive him. His wife is the daughter of Thomas Faron, at one time City Comptroller and just before his death, engineer at Prospect Park. The interment took place on Saturday at the family plot in Evergreens Cemetery. Mr. Malleeson was 52 years old.

Brooklyn Times Union July 8, 1901 obituary for Frederick Malleeson



At left, an example of how some of Malleeson's rods were marked.

Malleeson was 48 years old in 1898 and the fishing tackle company he founded was no longer his. However, with 24 years of tackle related experience, he was able to find employment. The 1898 Brooklyn City Directory shows Malleeson as a fishing tackle salesman. The 1900 US Census also shows his occupation as "Fishing Tackle."

Based on his obituary, it looks like he was employed by a business in Philadelphia. This could have been his old customer Edw. J. Tryon, Jr. & Son or another fishing tackle supplier. Regardless, till the end, he was able to be involved with the type of work he enjoyed - selling fishing tackle.

Like most great business entrepreneurs, recognition of his innovation and success does not come until years later.

I, for one, am glad I now have a better understanding of the life and accomplishments of Frederick Malleeson.

### Frederick Malleeson Brooklyn, NY City Directory Chronology

- 1874 – Clerk in Brooklyn, NY City Dir.
- 1875 to 1877 – Fishing Tackle at 65 Fulton St., home in NJ, listed in New York City Dir.
- 1878 to 1881 – Fishing Tackle at 65 Fulton St. & S. 8th St., home at 117 Yates Ave., listed in Brooklyn Dir.
- 1882 – Fishing Tackle at 65 Fulton St. & 136 1st St., home at 117 Sumner Ave., listed in Brooklyn Dir.
- 1883 to 1886 - Fishing Tackle at 136 1st St., home at 153 Keap St. Brooklyn, listed in Brooklyn City Dir.
- 1887 to 1891 – Fishing Reels at 375 Kent Ave., home at 137 Ross, listed in Brooklyn City Dir.
- 1898 to 1902 – Salesman Fishing Tackle, home at 460 Throop Ave., listed in Brooklyn City Dir.

### Acknowledgements:

*I would like to thank Jim Garrett and Skip Brooks for copies of some of the Malleeson Letterheads and Roger Schulz for loan of his brass Malleeson reel for me to photograph.*