

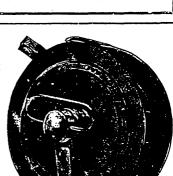
you simply press a lever with your little finger, instead of winding a crank like fury. The reel takes in every bit of slack, no matter how quickly your fish may turn. The result is

YOU LAND YOUR FISH

where, with an ordinary crank real you'd never get him in the world ! These are the only reels which give you a chance to play your fish-to get all the sport there is in it. No reels are more finely constructed. There's no "lost motion :" they will stand all sorts of "rough and ready" use. It's "alloff" with any other reel when a "Y and E" gets into the game.

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There are 50f them, -3 of \$25.00 each for anybody over 16, and 2 of \$15.00 each for Boys (and Girls) not over 16. Write to-day for free contest blank and handsome new catalogue "299 D.A."



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Automatic Combination Style B

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The only perfect reel for fly and bait-casting. Either free or automatic instantly, by the slipping of a catch. Diameter, 33% in. Weight, 11 oz. Carries 300 feet. Winds 90 feet automatically, without rewinding. Buy from your hardware or sporting goods dealer. If he can't supply you, we'll mail to you prepaid on receipt of price anywhere in U. S. or Canada. 4 other styles.

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"Y AND E" AUTOMATIC Style 1

A man's reel, but mighty fine for a boy 1 Car-ries and automatically rewinds 90 feet. Weight, 8 oz. Diameter, 3 1-32 inches,